

From Carmel Highlands to Seaside, the Monterey peninsula has entered an era of development which will not stop until all of the choicest lots and acreage will be occupied by homes. Now is the opportune time to purchase land and build your own home. Values are far below those in other parts of California, considering the wonderful advantages and future of this section. It is far cheaper to own your own home than to rent one. The merchants whose ads appear on this page will gladly furnish you "gratis" all kinds of information that will show you "How to Build Economically."

Certain-teed
STUCCO AND CEMENT PAINT

This is a most excellent preparation put up ready for use on stucco and cement work, concrete abutments, brick and terra cotta, and on all other like surfaces found in home, farm and factory construction subject to weather exposure.

In residence work Certain-teed Stucco and Cement paint is especially effective. The harshness of the raw stucco is mellowed to a warm, velvety matt finish, dusting and crumbling are retarded, and the danger of dampness in the wall structure, and of soot, dirt and rain streaking are minimized.

Certain-teed Stucco and Cement Paint contains nothing injurious to the texture of the concrete. The ingredients as combined are remarkable for their peculiar protective qualities and resistance to the action of sulphur fumes, oil, grease, water and weather, and to chemical reaction of the surface to which applied.

Because it closes the pores and hardens the surface, and is long lived and wears well, Certain-teed Stucco and Cement Paint will be found most satisfactory for the purposes for which it is intended.

Certain-teed Stucco and Cement Paint covers from 150 to 300 square feet per gallon, two coats. It dries in from 24 to 48 hours.

Holmans - - Pacific Grove

Monterey Electric Shop
Electrical Engineers

Appliances—Supplies—Ranges—Lamps

Two Stores

MONTEREY
232 Alverado Street
Phone 93

PACIFIC GROVE
609 Lighthouse Avenue
Phone 692-J

WARM, GLOWING, OXO HEAT
No Smoke, No Ashes, No Soot, No Dust—Use

Oxo Gas Heaters

If you will have the OXO appliances installed in your home you will save more than enough in your fuel bill to pay for them, as compared with wood or coal.

Come in for Demonstration

W. A. SMITH
Plumbing and Heating

455 Alvarado Street — Phone 691-J — Monterey

Russell-Irwin & Penn Builders Hardware

Yale and Towne Padlocks

W. P. Fullers Paints and Oils

Pioneer and Ruberoid Roofing Paper

National Big 4 and Cannon Ball Track and Hangers

Stuart A. Work
Hardware
Monterey and Pacific Grove

Wall Paper

Star-Peerless is one of the very few wall paper mills in the country which produces, in its own color works, all of its own pulp colors. Here, by means of the most modern equipment which can be bought, are produced colors of uniform excellence—carefully tested and mixed under the watchful eyes of experts.

The making of colors is too important to be left in the hands of an outside organization. When we manufacture them ourselves we know they are of uniform shade and excellence—and that they possess the correct chemical balance to make them retain their brilliance for the longest possible time. They are the finest that can be made.

SEE THE STAR-PEERLESS WALL PAPER
It is priced to save you money.

Holman's Down-Stairs Store
Square-To-The-Cent

Pacific Grove ——— Phone 749-J

BUILDING SUPPLIES
FIR, SPRUCE, REDWOOD, CEDAR, OAK AND SUGAR-PINE LUMBER

Mill Work of All Kinds
Finest of Roofing Material and Paints

Union Supply Company
630 Lighthouse Avenue — Monterey — Phone 64-J

Own Your Own Home

Buy your building material, doors and windows, and mill work here and save money, and patronize home industry at the same time. We handle everything the home-builder requires including

Lumber, Cement, Lime, Brick, Pioneer Roofing

THE HOME BEAUTIFUL

No two people have the same ideas in the designing and building of a home. That is the reason it is wise to consult an expert when you are ready to build. The many homes I have designed and built on the peninsula are distinctive and different. It will be a pleasure to show them.

Percy Parkes
Carmel-by-the Sea — DESIGNER AND BUILDER — Phone 601-W-3

GUARANTEED ELECTRICAL WORK AT LOWEST COST
Estimates Submitted