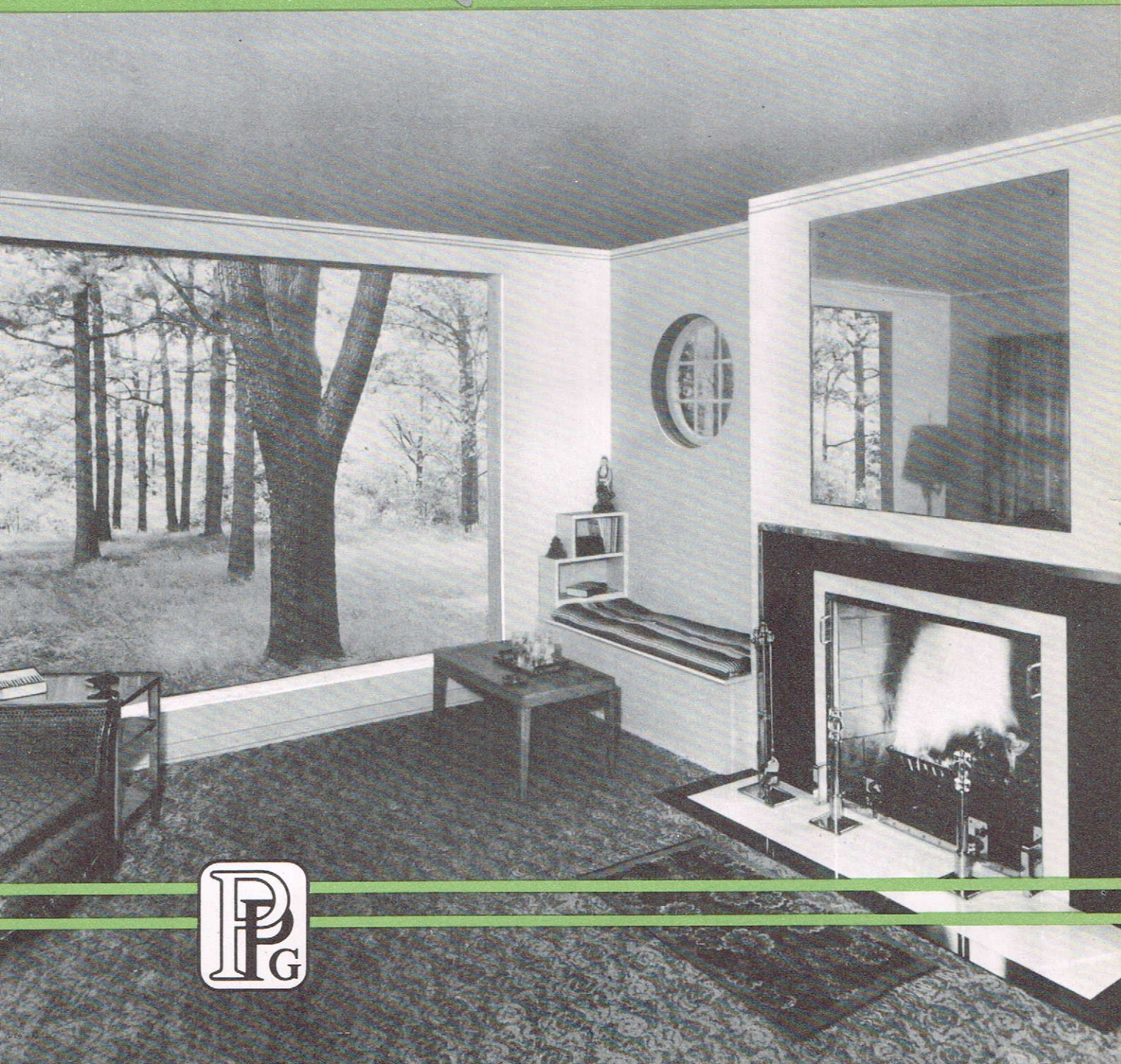


MAKING YOUR HOME MORE ATTRACTIVE WITH

# "PITTSBURGH" Glass









WHATEVER THE STYLE OF YOUR HOME

A LITTLE EXTRA

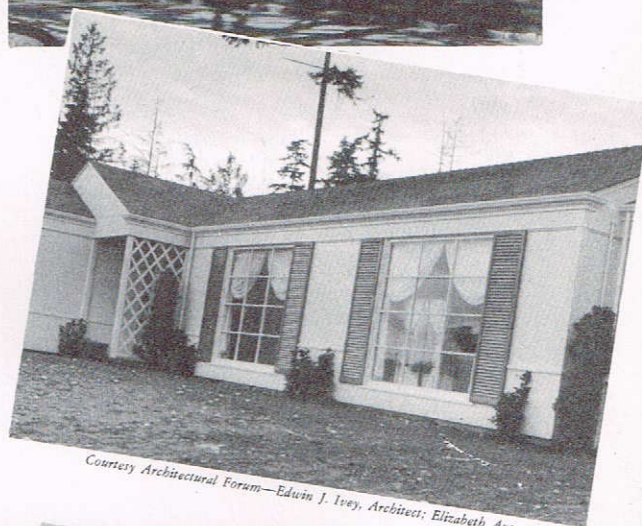
# Glass

MEANS A LOT OF EXTRA CHARM

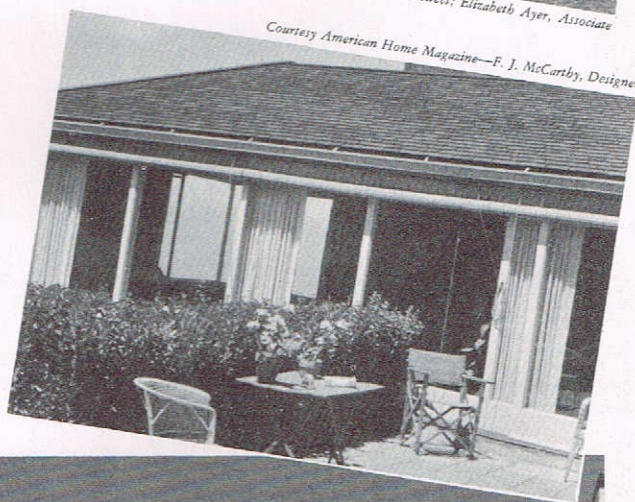
IN building a new home, in remodeling, in furnishing, and in decorating, Glass offers unlimited possibilities for making your home more attractive.

Pittsburgh Glass comes in a variety of types and forms that will lend themselves to many applications—that give a home a touch of smartness, style, and charm. Pittsburgh Glass is gay and glamorous, yet permanent and completely practical.

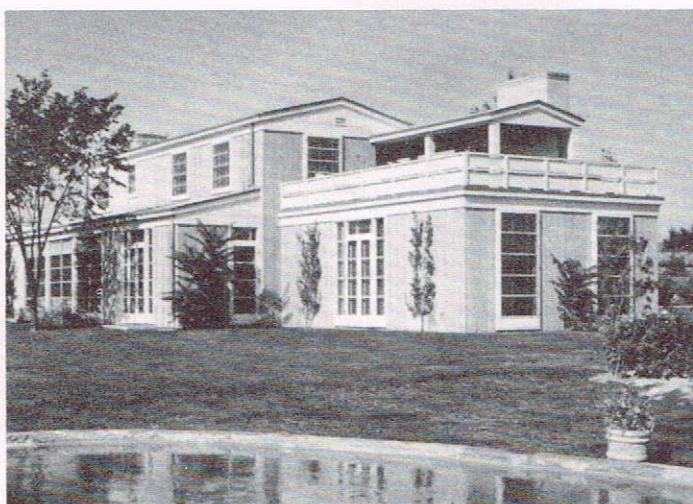
The difference in beauty and livability that a little extra glass makes in a house is tremendous. You will see in this booklet a few of the many ways in which glass can be used effectively and inexpensively to brighten your home and contribute to gracious living.



*Courtesy Architectural Forum—Edwin J. Ivey, Architect; Elizabeth Ayer, Associate*



*Courtesy American Home Magazine—F. J. McCarthy, Designer*



*Courtesy Architectural Forum—Photographed by Hedrich-Blessing; Burnham Hoyt, Architect.*



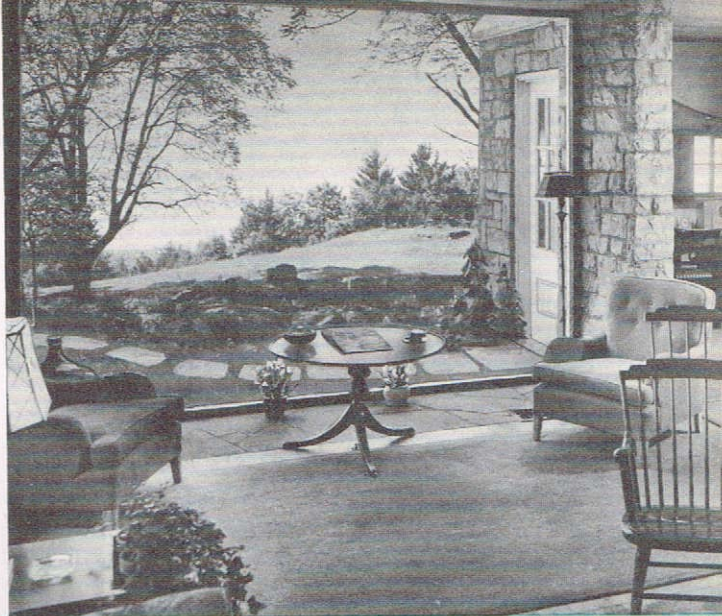








IT'S EASY to wake up your living room. Hang a mantel mirror\* above the fireplace and reflect the beauty of your home. Color, furnishings, and you—all are reflected in a lovely Plate Glass mirror like this.



THE VIEW becomes part of the room that boasts a large picture window. Daylight enters—makes the room cheery and bright. Who wouldn't like to sit in front of this window and enjoy the countryside!

# Glass

**MAKES LIVING ROOMS  
LIGHTER AND LOVELIER . . .**

*\*These products are available at your favorite department or furniture store.*

5

*Photographs at left and below courtesy American Home Magazine*

THERE'S NO BETTER WAY to make a room appear larger than by using mirrors. The structural Plate Glass mirrors used here make the room seem twice as wide—and twice as attractive.

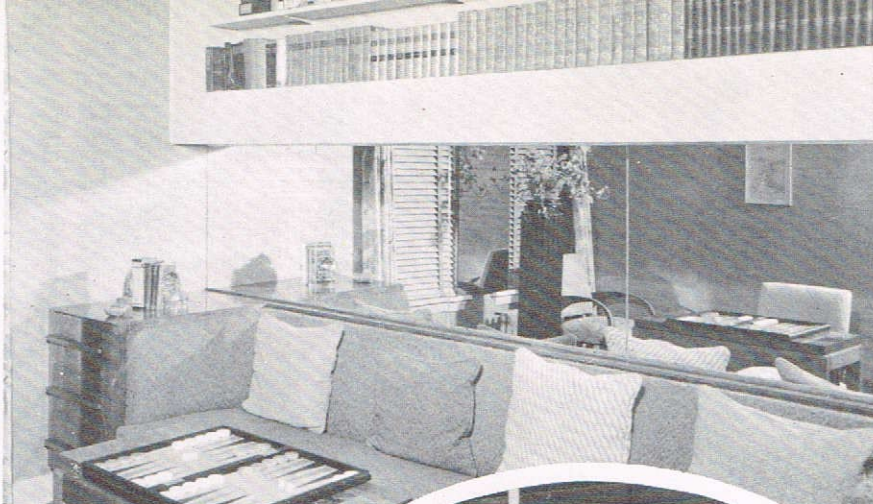
ABOVE THE SOFA—a lovely, unframed mirror\* to enhance the beauty of your room, to set-off the sofa, to make a charming spot that is the focal point of the room. Mirrors can be used in scores of places to add beauty to your home.





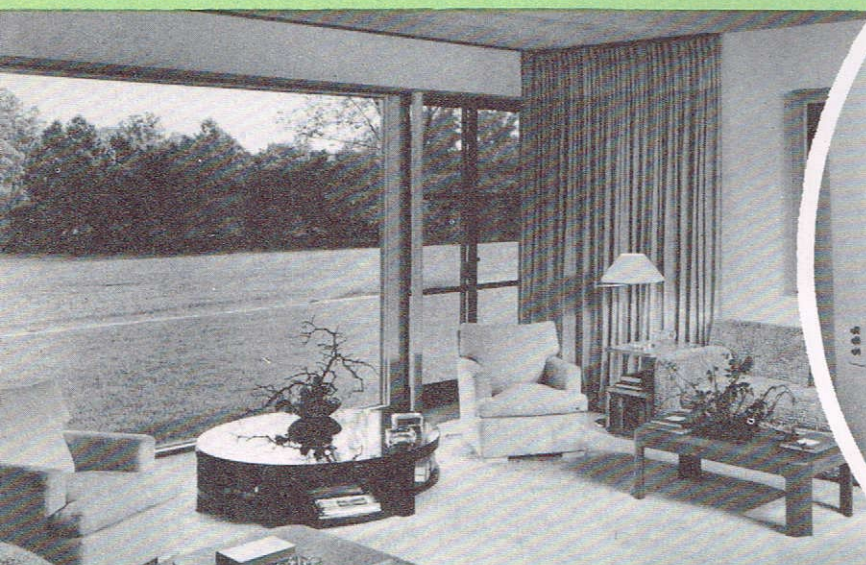


**MANTEL MIRRORS\*** *do* work magic in any house—large or small. They give a room an appearance of elegance that you are sure to like.



*John Tavis, Designer*

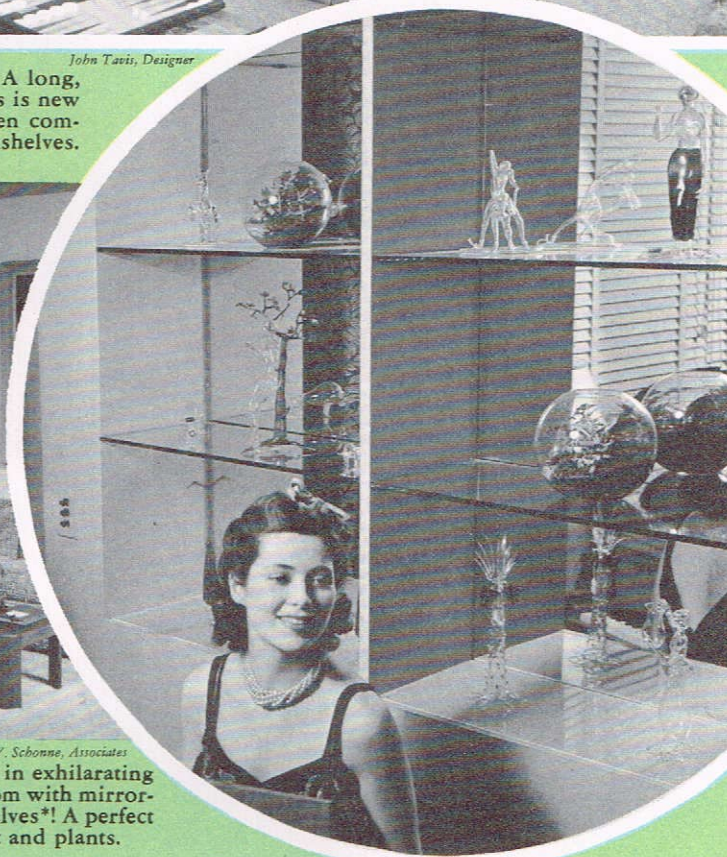
**IT'S ALL DONE WITH MIRRORS.** A long, built-in mirror panel like this is new and attractive, especially when combined with overhanging bookshelves.



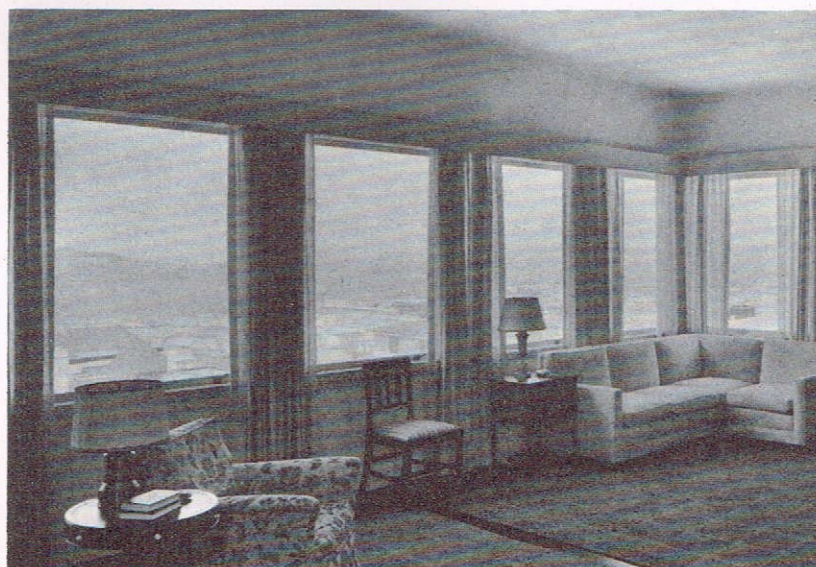
*Courtesy House and Garden Magazine—Samuel Marx, Architect; Noel Flint and C. W. Schonne, Associates*

**HOW TO** give a living room charm. Outdoor beauty is brought indoors by this Plate Glass picture window without cross sash.

**GAITY AND GLAMOUR** in exhilarating doses brighten the room with mirror-backed Plate Glass shelves\*! A perfect setting for objets d'art and plants.



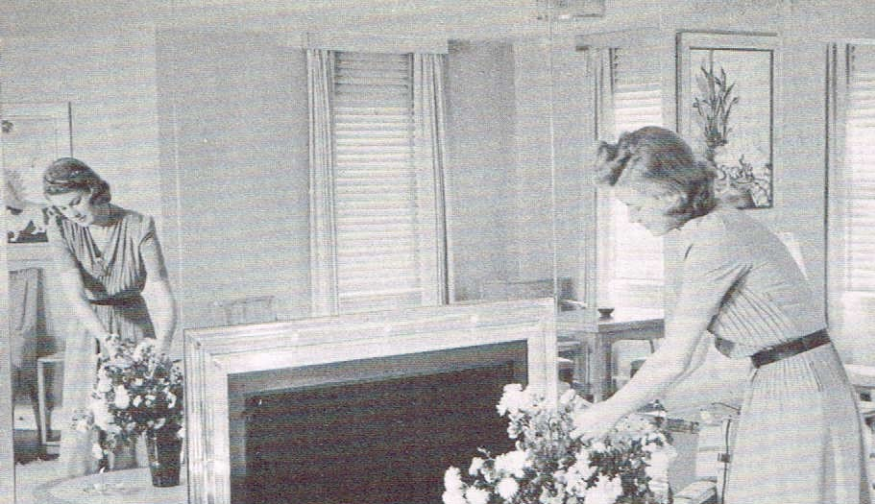
**YOU'D BE SURPRISED** how much glamour a couple of semi-partitions of PC Glass Blocks can add to the living room entrance, or to the arch between rooms. New, different, and attractive.



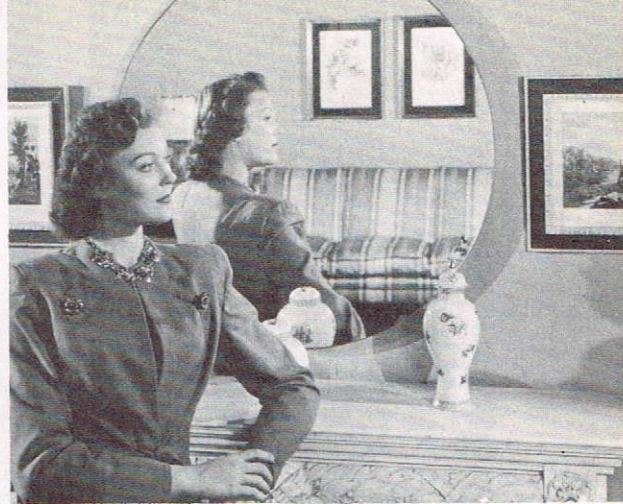
*Courtesy Architectural Forum—W. W. Wurster, Architect*

**WINDOWS** like these are now more practical than ever because of Twindow—the Double-glazed Insulating Unit. Twindow is 2 panes of glass with an air space between. It keeps heat in, cold out. Adds to comfort by eliminating downdrafts of cold air near glass areas.





**NOTE THIS** novel mirror installation. The fireplace is surrounded by structural mirrors that run to the ceiling. And all the color and light in the room are reflected, creating spaciousness and charm as though by magic.

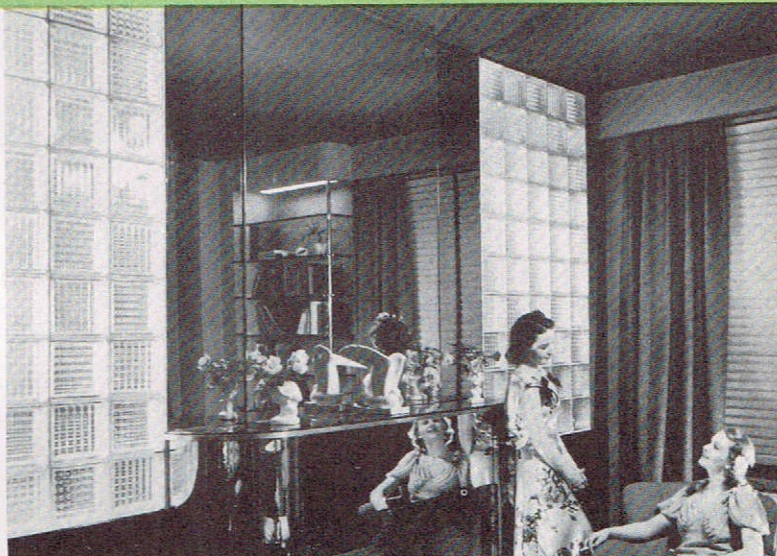


**THE FINAL TOUCH** to a living room is often a mirror. This unframed circular mirror\* is "at home" in almost any spot—over mantel, sofa, desk, or table. Extremely simple to hang. Inexpensive, too.

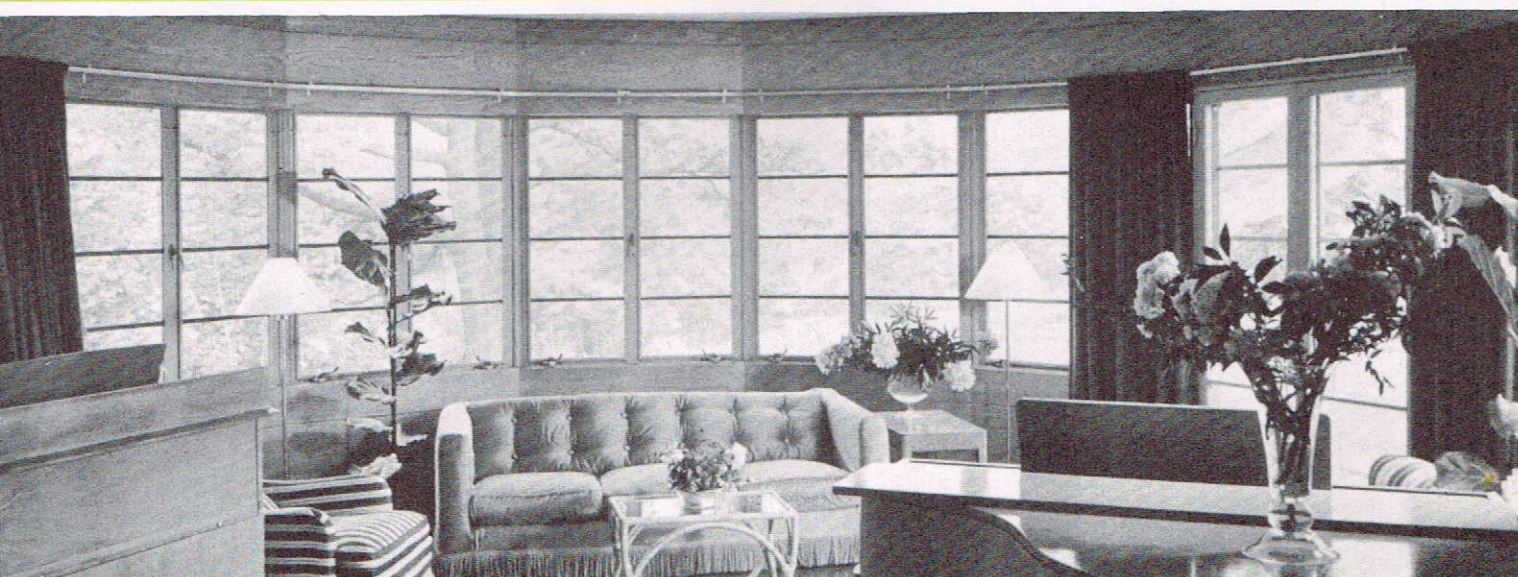


*Architectural Forum—Stonorov & Bacon, Architects; Photograph by C. V. D. Hubbard*

**BRIGHTEN YOUR CORNER** with a view. Corner windows give you more light, a two-way view, cross ventilation, and extra good looks from both the outside and inside of the house.



**IN THIS ROOM**, Plate Glass mirrors surround the fireplace opening—and surmount the Carrara Structural Glass mantel top. This is flanked by panels of light-transmitting PC Glass Blocks.



*Architectural Forum—A. Musgrave Hyde, Architect.*

**FLOODS OF LIGHT** — and a view — come through these windows. Partitioned casement windows are especially recommended for the homemaker who likes something different in window design.

*\*These products are available at your favorite department or furniture store.*





*Courtesy American Home Magazine—Matrice & Bernoulli, Architects.*

**MORE AND MORE GLASS** is being used in modern home design. Nature comes right into a room that has windows as generously proportioned as these.

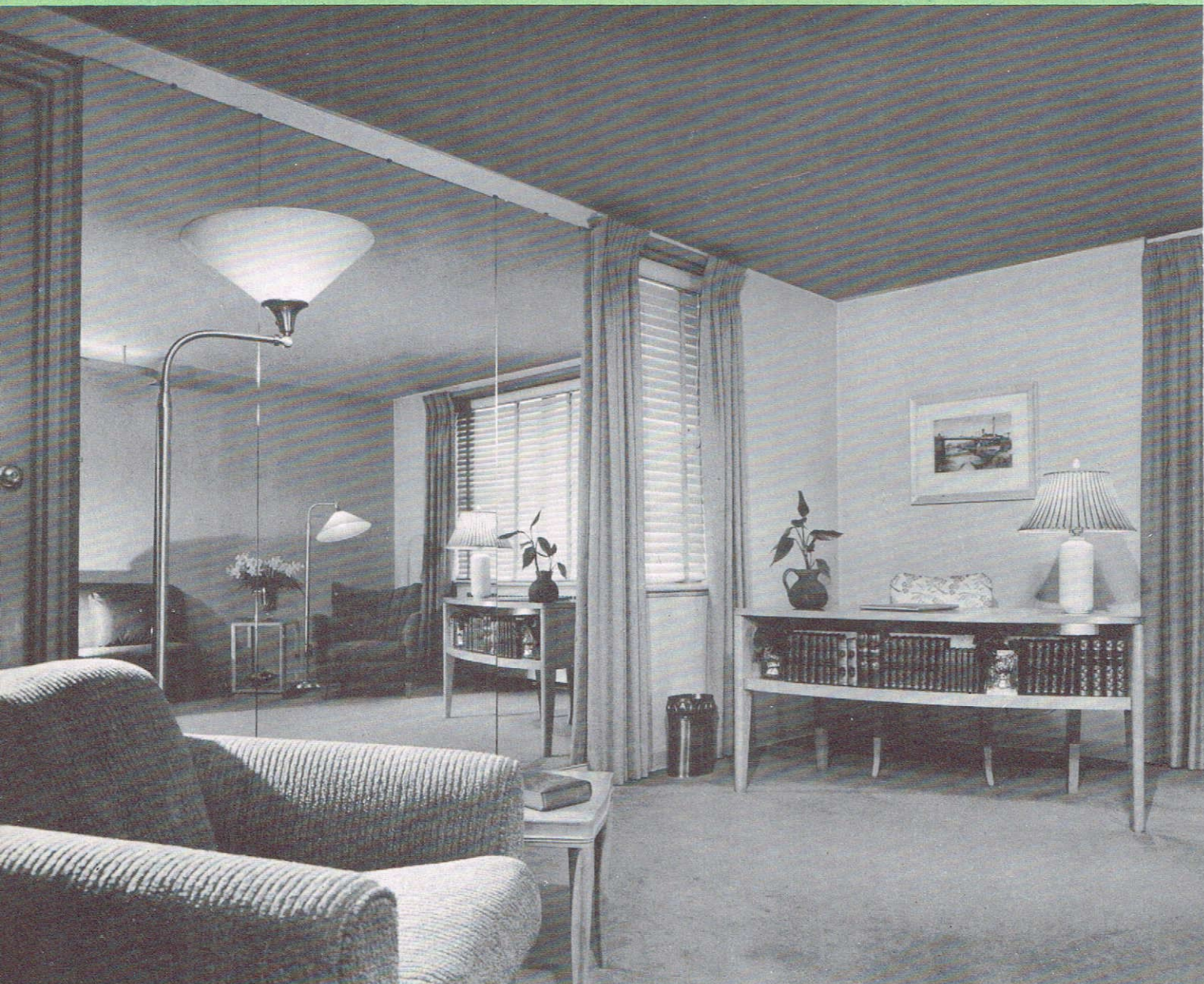


**WINDOW IDEA:** Plate Glass window shelves\* hold favorite plants and knick-knacks. Such a window lights your stairway, adds to home beauty.



*Courtesy House Beautiful—Photographed by Emeline Danielson*

**HERE'S ANOTHER** attractive mirror\* installation above a mantel. You'll like the dignity and luxuriousness that mirrors can give a room. They make a room appear more spacious, too.

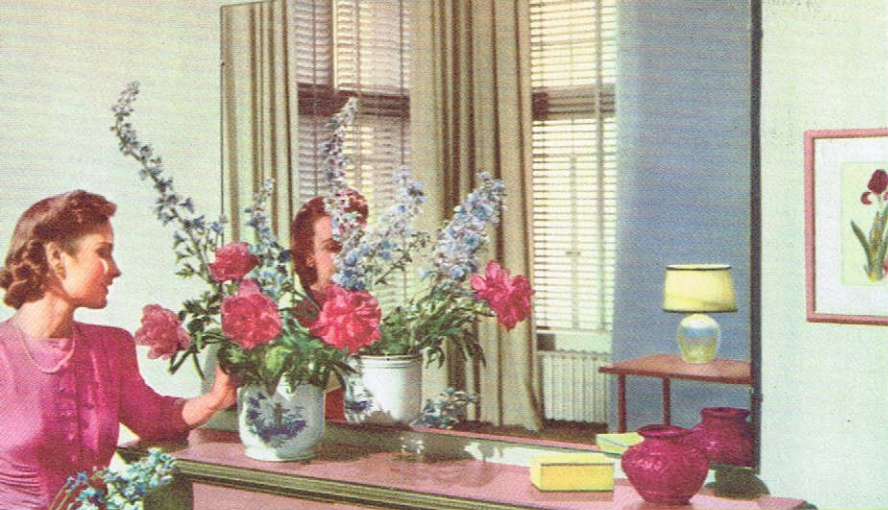


*Courtesy Architectural Forum—Aaron Golish, Architect*

**HOW TO MAKE** a room seem twice its size: use generous-size, built-in panels of Plate Glass mirrors. And you'll love the sparkle and life they add.

*\*These products are available at your favorite department or furniture store.*

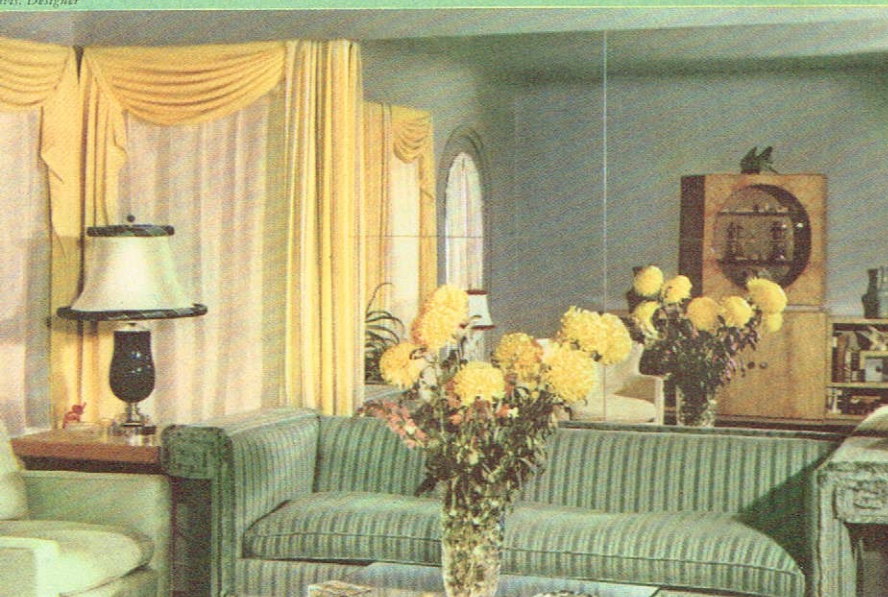




{Above} SEE FOR YOURSELF how bright this unframed mantel mirror\* makes a room. All the daylight that enters, and all the color and gaiety of the room are reflected.

{Below} COMPLIMENTS GALORE would come to the owner of this home. The structural mirror adds glamour—gives the room added character and a smart, "expensive look".

Design



PRACTICAL? Sure—and this doorway surround of PC Glass Blocks is attractive, too. It admits plenty of light—dresses up the entrance and is as good-looking from the outside as it is from the inside of the house.



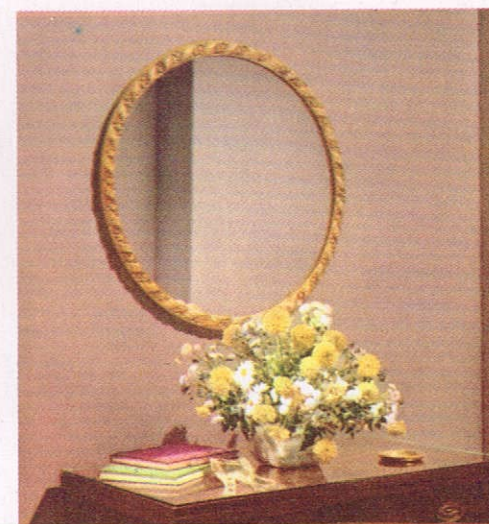
Edward A. Stone, Architect

UMMM—who could resist wanting to sit in this delightful corner! It's sure to be a favorite spot with the entire family.



Designed by Mabel Cooper Bigelow & E. Charles Werner

THIS LIVING ROOM takes on added size and liveliness thanks to the large built-in mirrors which flatter its fireplace. They make the room seem brighter, more cheerful, and more fashionable. Mirrors are available made from Plate Glass of various colors.



A SMART FRAMED MIRROR\* like this, placed over a table or desk, is the last word in charm, as well as usefulness. It's inexpensive — and definitely an eye-catcher.



## LIVING ROOMS . . . . .

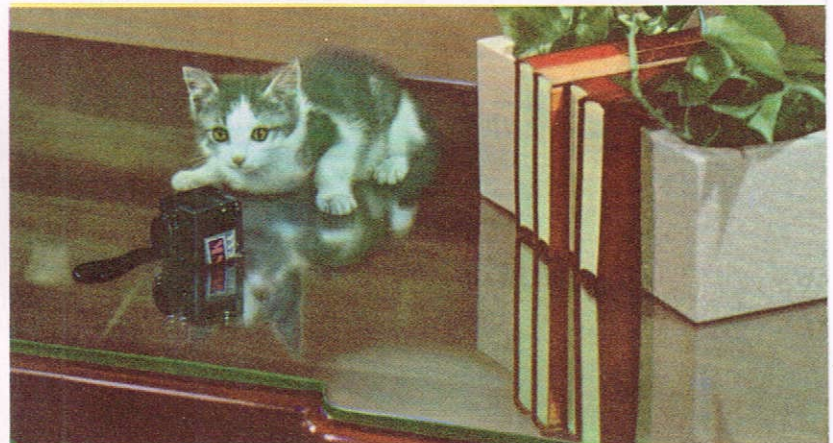
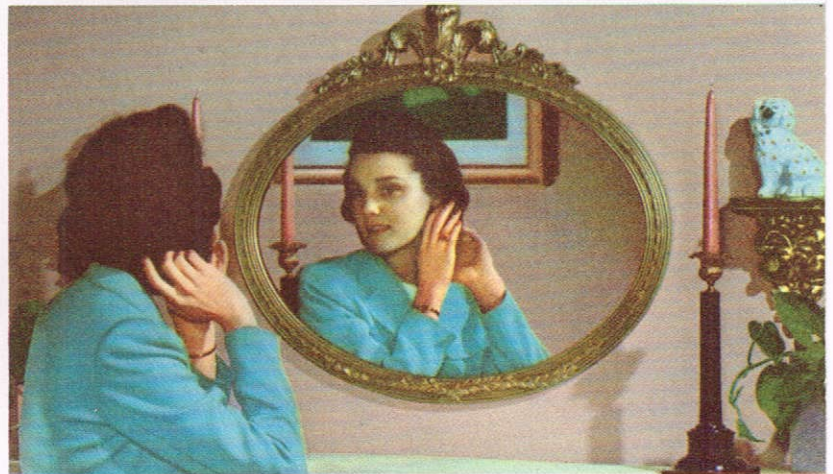
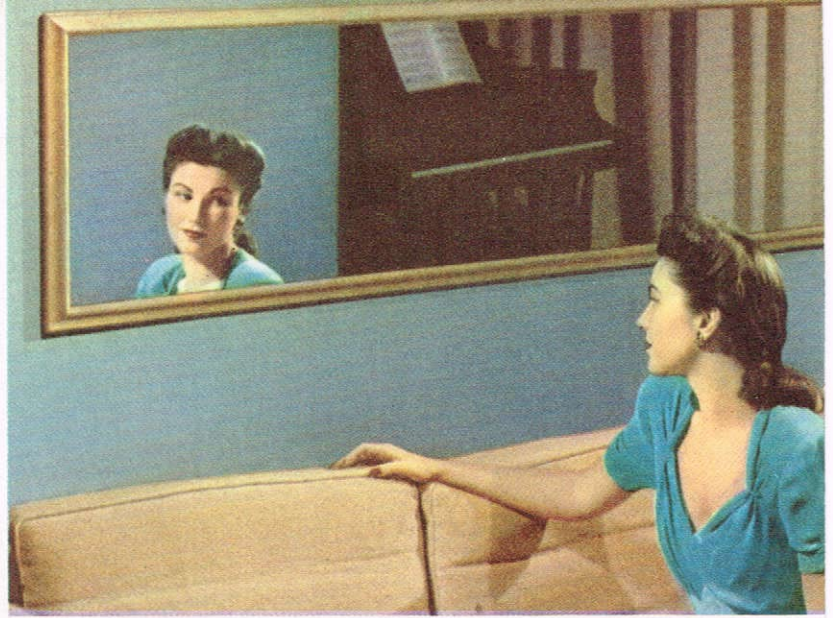
**IF YOUR ROOM FEELS CROWDED**, push back the walls with an oblong Plate Glass mirror\*. See how it opens up new vistas, gives an impression of style and elegance. Hung up and down, this mirror could be a full-length framed door mirror for bedroom or bath.

**YOUR FIREPLACE** becomes a beauty spot when you grace it with a lovely framed mantel mirror\* to catch the life and movement in the room. Handy for casual primping, too.

**NO NEED TO WORRY** about spilled ink, glass rings, or cigarette burns if your desks and tables are protected by Plate Glass tops\*. They're easy to clean—and very attractive.

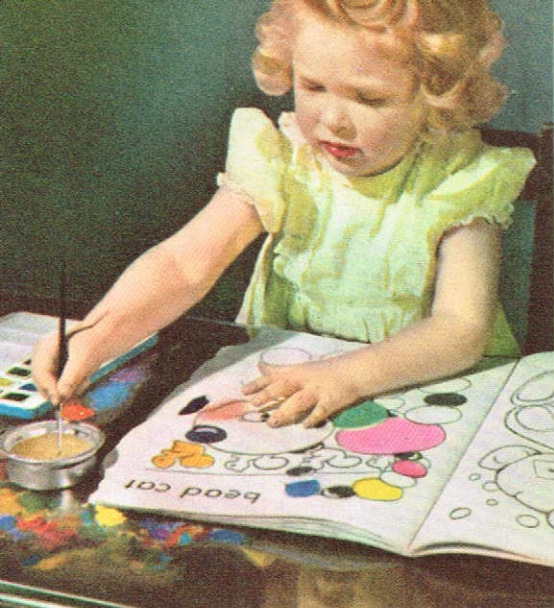
**ONE OF THE SMARTEST** decorating ideas is a grouping of unframed mirrors\* like that shown at lower right. Warm colorful reflections make the room brighter and lighter. Try grouping mirrors like these over your mantel or sofa. The effect is sure to be pleasing.

**GOOD TASTE** is evident in the over-the-mantel arrangement of framed Plate Glass mirror\*, wall candelabra, and silhouettes shown below. It's just the right touch to dress up the room.



*\*These products are available at your favorite department or furniture store.*

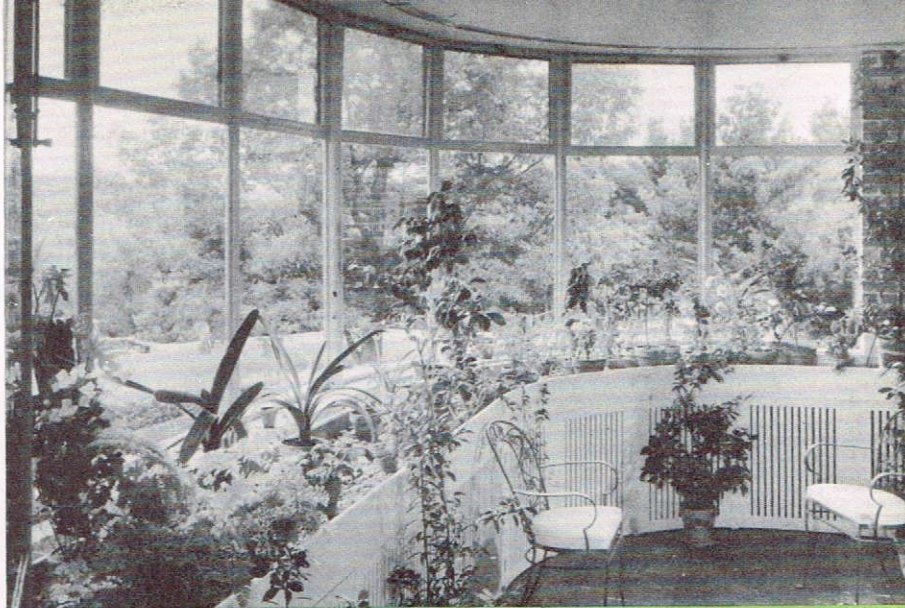




**PUT GLASS TOPS\*** on your furniture, and see how much brighter and cheerier your rooms look. And crystal-clear Plate Glass tops protect fine finishes from harm, so let Sister paint pictures to her heart's content.



**BRIGHTEN YOUR HALL** with a smart mirror\* that says "welcome" to your friends. It's a kind way to put them at ease by showing them that they're looking their best. Helps you to check *your* appearance, too, before you leave the house. Framed and unframed styles available.



*Courtesy Architectural Forum—Geddes and Kelly, Architects*

**YOUR PLANTS** couldn't help but thrive in this sunny solarium. Walls of glass make it a room that just seems made for happiness.

# Glass

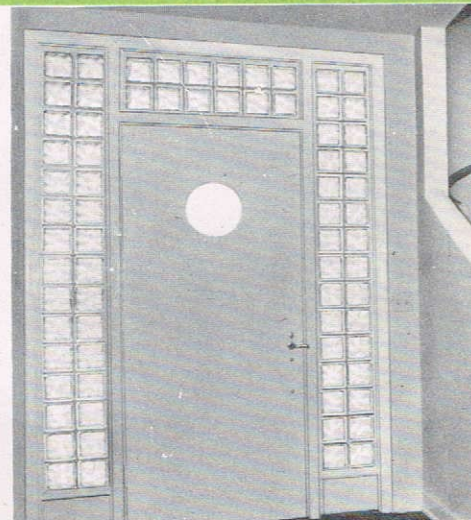
## MAKES A FRIENDLIER HOME

Glass—that's the secret of appeal and personality in countless homes today. The possibilities of glass in design and decoration are almost limitless. It can be used in many ways to give your home more color and warmth—to make your home more attractive and practical. A little extra glass is often "the added touch that means so much" in making your house a home.

**A STAIRWAY OPENING** glazed with PC Glass Blocks brings in lots of light for the stairs, preserves privacy, shuts out unwanted views.



**PC GLASS BLOCKS** help dress up your home. A few blocks around your front door, for example, give it added attraction, day or night.



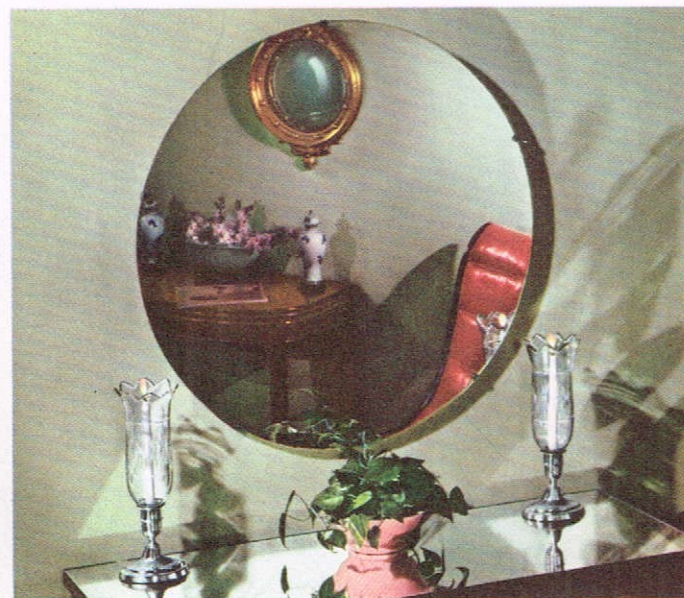






# Glass

ADDS CHEER TO DINING ROOMS



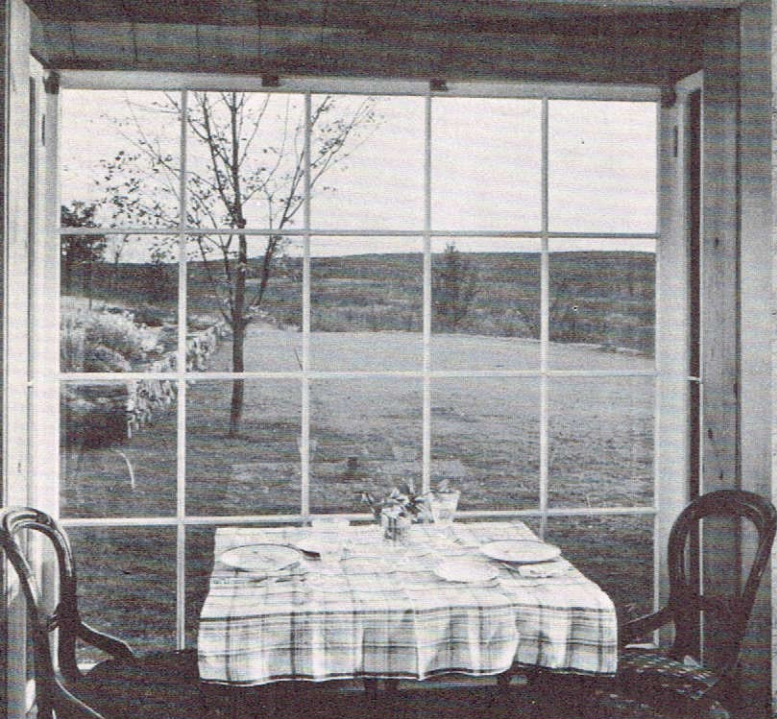
IT'S FUN to eat in a room that has an exciting personality—provided by an attractive framed mirror\* over the buffet. This is an especially effective decorating trick to make small dining rooms look larger.

HERE'S A DINING ROOM that combines utility and beauty. A "bull's-eye" mirror\* over the sideboard, and Plate Glass table tops\* give new sparkle to the room. Handsome, protective Plate Glass table tops show off your dishes and silver, too.

ONE OF THE MOST EFFECTIVE touches of glass is a circular, unframed mirror\* like this, hung in an appropriate spot—over buffet, server, or occasional table. A mirrored table top\* helps to increase the effect of smartness and good taste.

\*These products are available at your favorite department or furniture store.

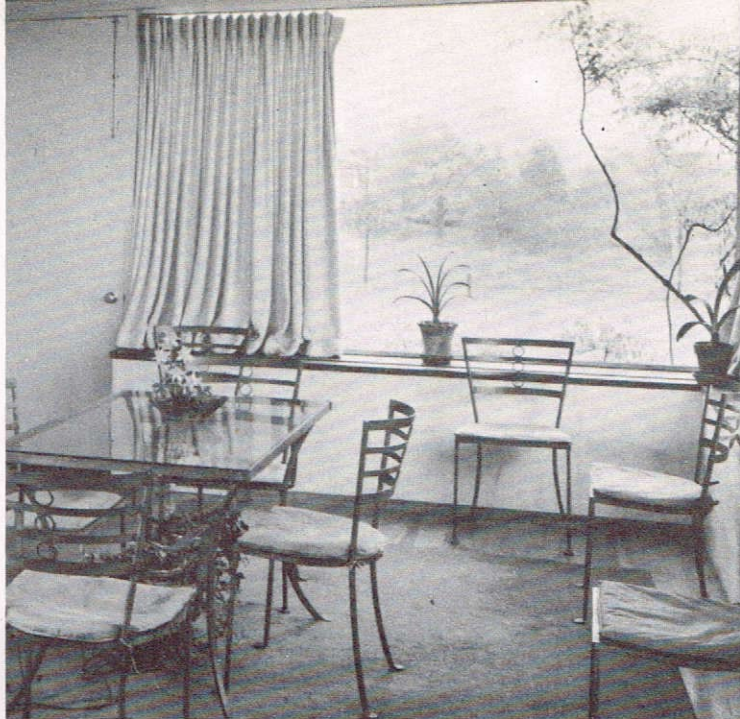




Courtesy Architectural Forum—George Kosmak, Architect

**WHAT A CHARMING SPOT** for having morning coffee. The day should certainly be more pleasant after breakfasting in front of this lovely window which invites the sun to add cheer to the room, and which affords a satisfying view of the scenery outside.

**ALL DAY LONG** light streams into this room and makes it a cheery place to dine. It's like eating outdoors, where food is always at its best. For large glass areas like this, Twindow Double-glazed Insulating Units are ideal. They keep out drafts—cut down heating costs.

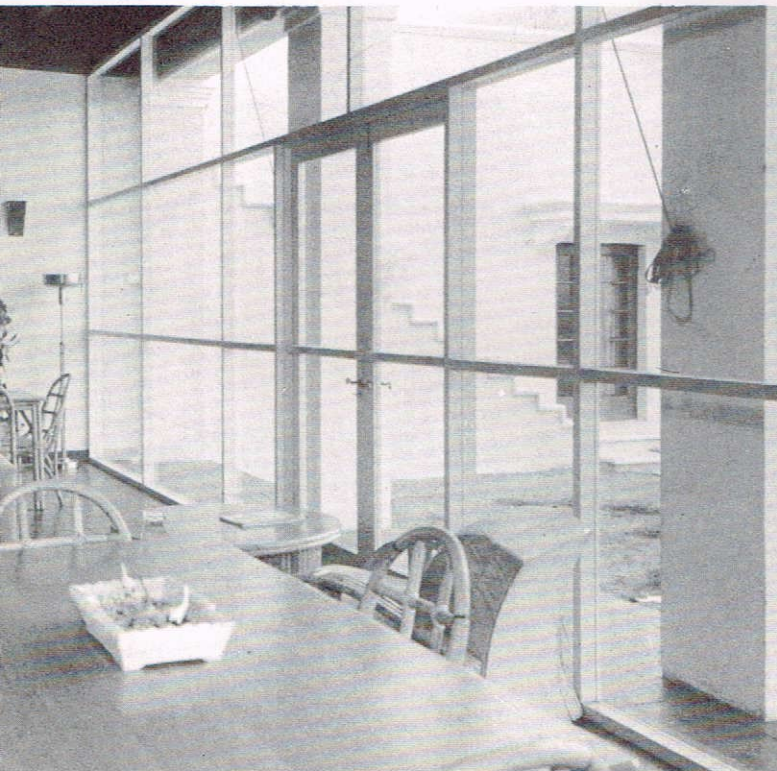


Courtesy Architectural Forum—Kenneth Day, Architect, Photograph by C. V. D. Hubbard

**ANYONE** would appreciate this modern "dining room with a view". The large window builds the scenery into the house. At night, curtains can be drawn to shut out vision and to make the room more formal. Note, too, the graceful table with its glistening Plate Glass top\*.

**COMPANY'S COMING**, and your buffet looks its nicest with an unframed mirror\* above it to reflect light and color. It's especially effective at night when flanked by lighted candles. The mirror reflections are soft and interesting. And they give the whole room a cheerful personality.

\*These products are available at your favorite department or furniture store.







ity Architectural Forum—W. W. Wurster, Architect

{Above} **THERE'S PLENTY OF LIGHT** in this dining room. Large panels of Polished Plate Glass invite the sunshine. The circular, framed mirror\* on the wall is a lovely light-catcher.



{Above Right} **TASTY FOOD** in a dining room decorated in good taste. You can be sure that mirrors are in good taste—especially a framed Plate Glass mirror\* hung over your buffet.

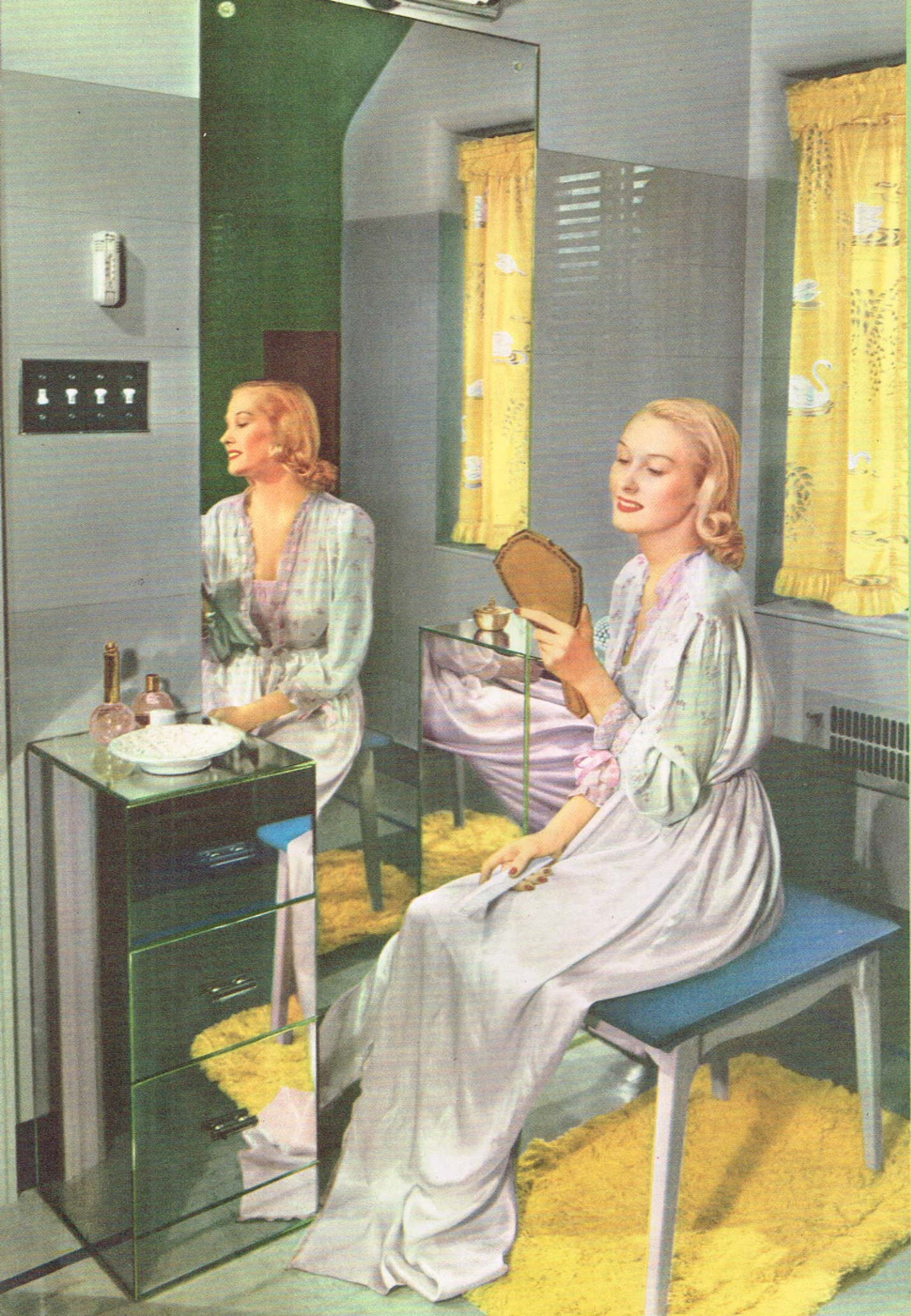
{Right} **DINING BECOMES** a real pleasure in a room that is cheery and gay. Doors of Plate Glass open into this room—give it sophistication that guests admire. Note the Plate Glass table top\*.



{Below} **CHARM ENTERS** the dining room when you put a mirrored top\* on your table. It preserves the fine finish—reduces furniture care. You'll like the glamour it adds, too.



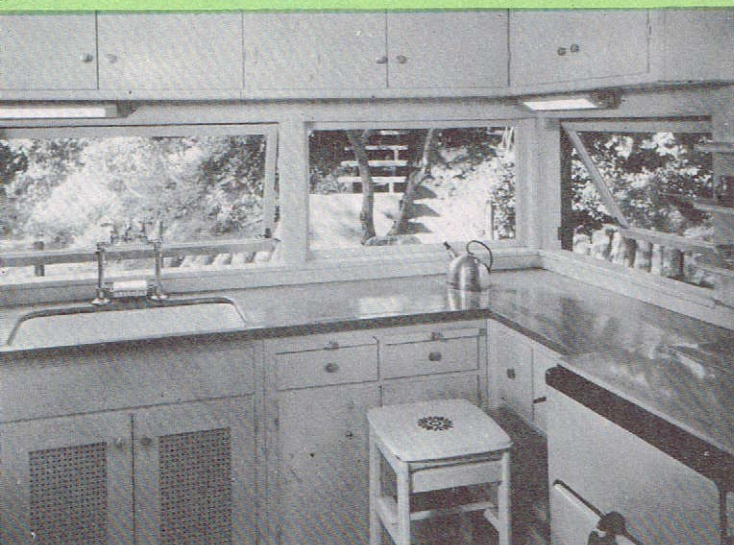






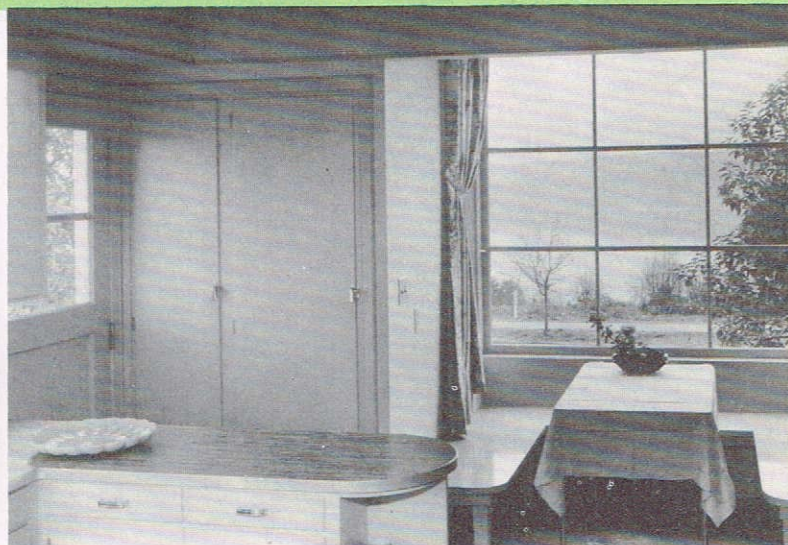
**A PRACTICAL IDEA** for any kitchen: low windows over the work surfaces that allow Mother to keep an eye on the children outdoors, and make the kitchen bright and cheery.

*Courtesy Architectural Forum—Michael Goodman, Architect*



**WOULDN'T YOU ENJOY** your breakfasts and Sunday night suppers in a breakfast nook like this? The attractive window frames the view and admits floods of daylight.

*Courtesy Architectural Forum—G. W. Stoddard, Architect*



# Glass

**MAKES BEAUTIFUL  
BATHROOMS  
AND PRACTICAL  
KITCHENS**



**IT'S A PLEASURE** to work in a kitchen that has sanitary, lovely Carrara Glass walls like this one. You can select almost any color scheme you prefer—and the kitchen stays new and beautiful indefinitely.



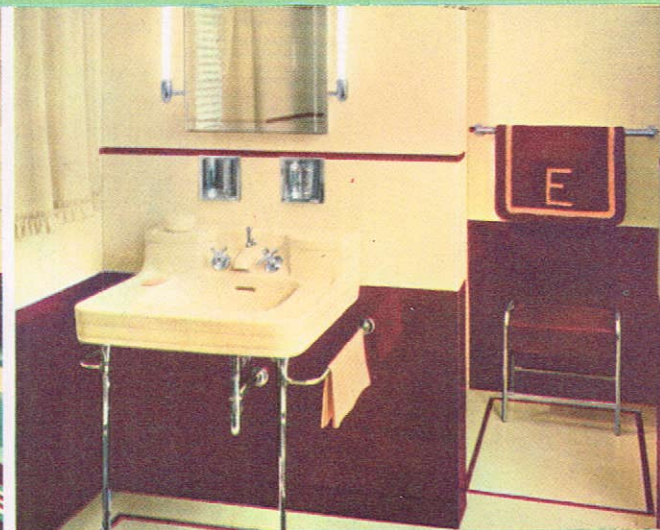
*Designed by Mabel Cooper Bigelow & H. Charles Werner*

**THERE'S NO REASON** why your kitchen shouldn't be bright and still have privacy. Put in a panel of translucent PC Glass Blocks. These blocks—and Carrara Glass walls—are easy to keep clean.



*Maxwell A. Norcross, Architect*

**IF YOU WANT** a smart, easy-to-clean bathroom, combine beautiful, sanitary Carrara Glass walls with a large built-in mirror like this — copper-backed to protect it against the effects of moisture.



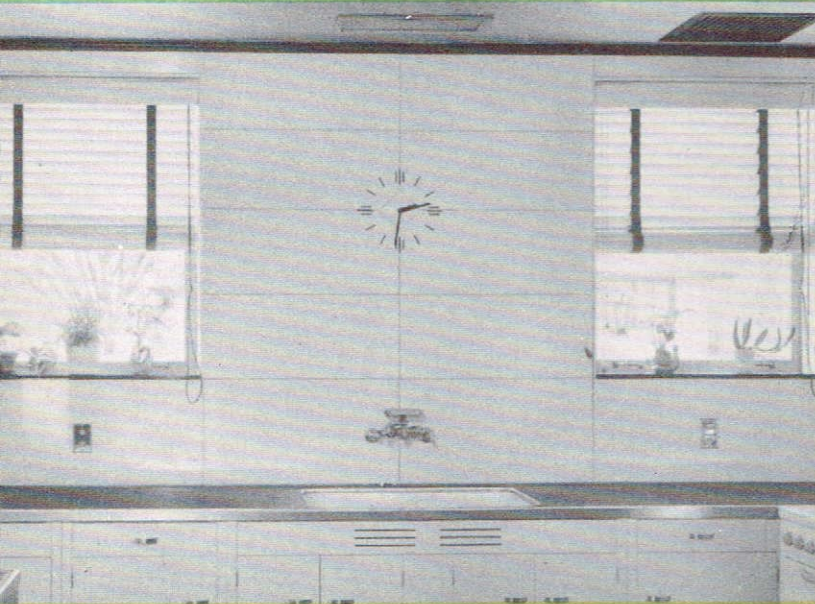
**HOW WOULD YOU LIKE** a striking bathroom like this one done in Carrara Glass? You can choose color combinations from Forest Green, Tranquil Green, Ivory, Wine, Orange, Rembrandt Blue, Beige, Gray, White or Black Carrara.



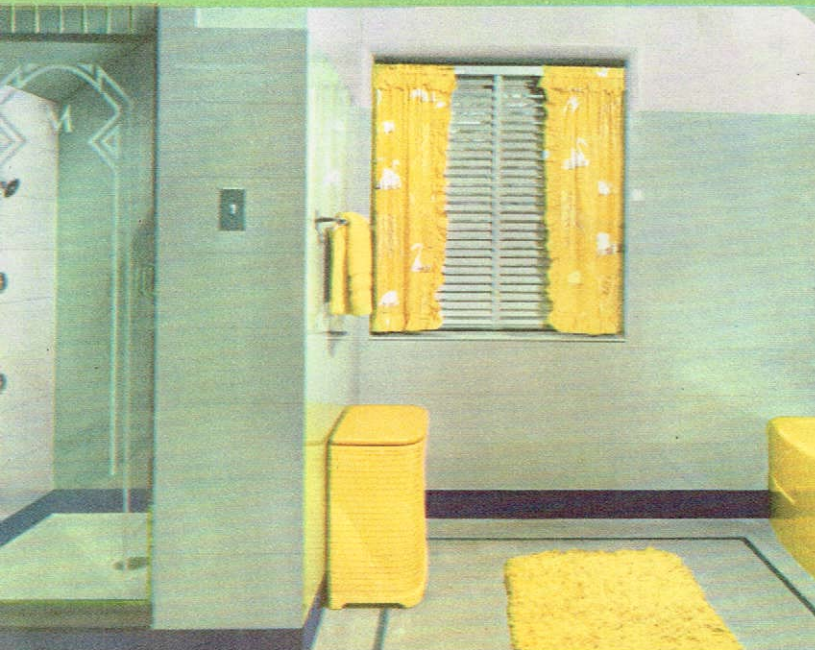


*{Above}* KITCHEN COMPANION. An unframed mirror on the kitchen door for quick check-ups before greeting guests.

*{Below}* THIS KITCHEN owes much of its charm to Carrara Glass walls. (Carrara can be applied over new or old walls.)

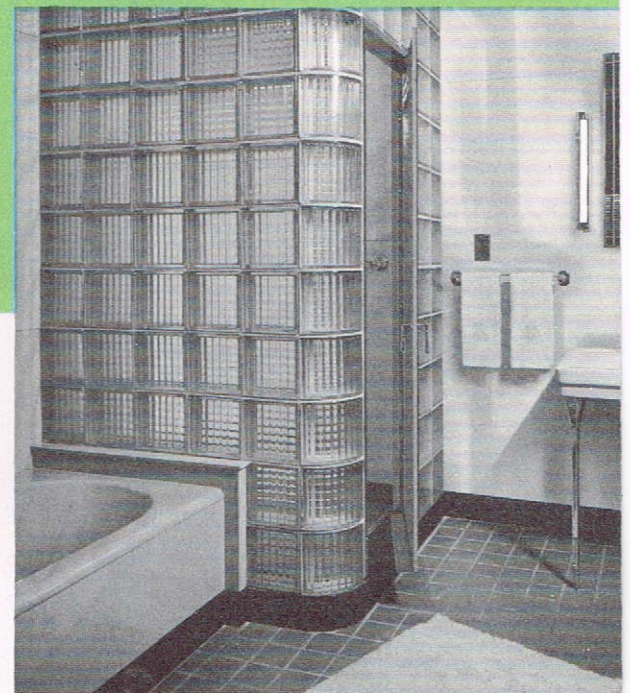


GLASS is the secret of beauty in this bathroom. Carrara walls are brilliant and reflective. An etched Plate Glass shower door makes the bath even more practical, as it does away with the use of a shower curtain.



*Courtesy Architectural Forum - Photographed by Hedrich-Bless  
Samuel Marx, Architect, Noel Flint & C. W. Schonne, Assoc.*

LET YOUR DISHES—or those preserves of which you are so proud—help to decorate your kitchen. Cupboard doors of glass show off your prettiest kitchen wares. They add sparkle, too, and are easy to clean.



HERE'S THE ANSWER to the problem of not enough light in the shower enclosure. Build it of handsome PC Glass Blocks. They're translucent but not transparent. Easy to keep clean and bright. Unaffected by moisture.

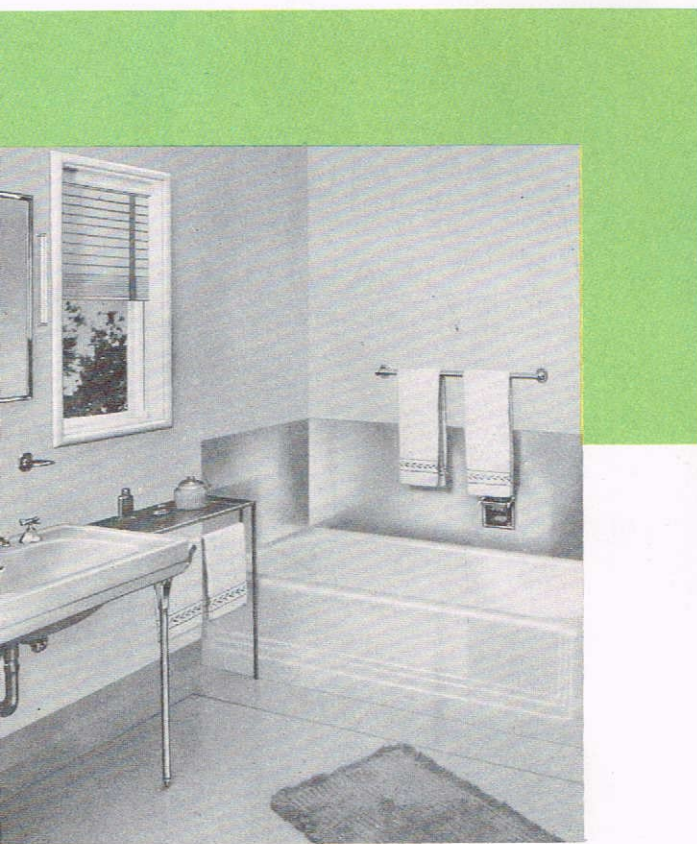




**MORE AND MORE** attention is being given to bathrooms in modern design. They should be colorful and practical, as well as sanitary. Walls and wainscots of Carrara Glass are not only beautiful but are also a great help to the home maker, as they are easy to clean and always look spic-and-span.



**GLASS** weaves a spell of loveliness in this charming room. PC Glass Blocks flank the crystal-clear Plate Glass mirror\*. Carrara Glass walls of Ivory, Forest Green, and White create a harmony in glass that any home-loving lady would be proud of.



**READY-BUILT** tub recess of Carrara Structural Glass is shipped ready for immediate installation. It's available in a variety of colors to fit in with your bathroom color scheme. 24 or 48 inch heights. Very inexpensive, but very practical.



**HERE'S ANOTHER SUGGESTION** for a kitchen mirror to help the lady of the house look her best. Surround the mirror with gay ruffled curtains like this—and the effect is very appealing indeed.

*\*These products are available at your favorite department or furniture store.*



# Glass

**MAKES BRIGHTER BEDROOMS**

*Maxwell A. Norcross, Architect*

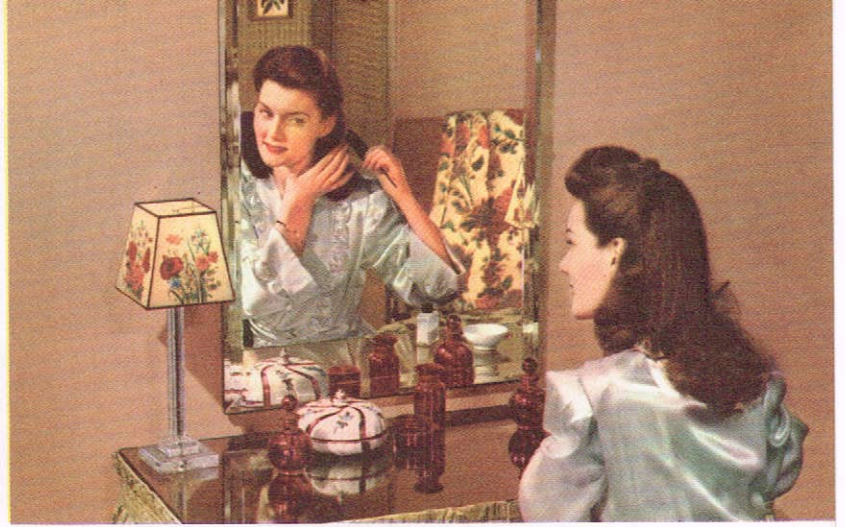
*\*These products are available at your favorite department or furniture store.*



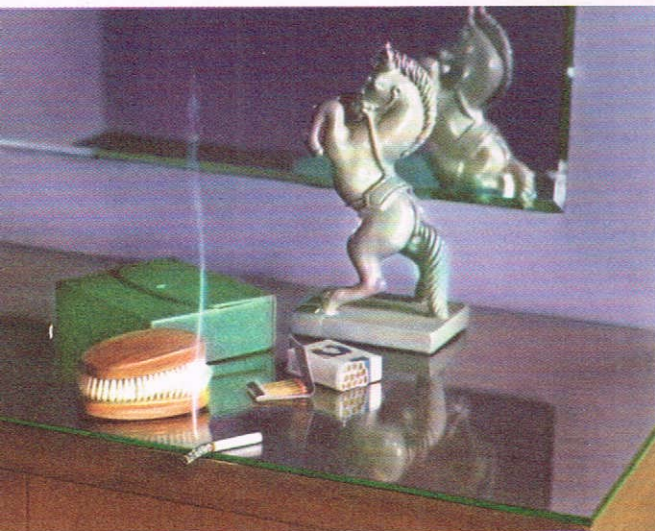




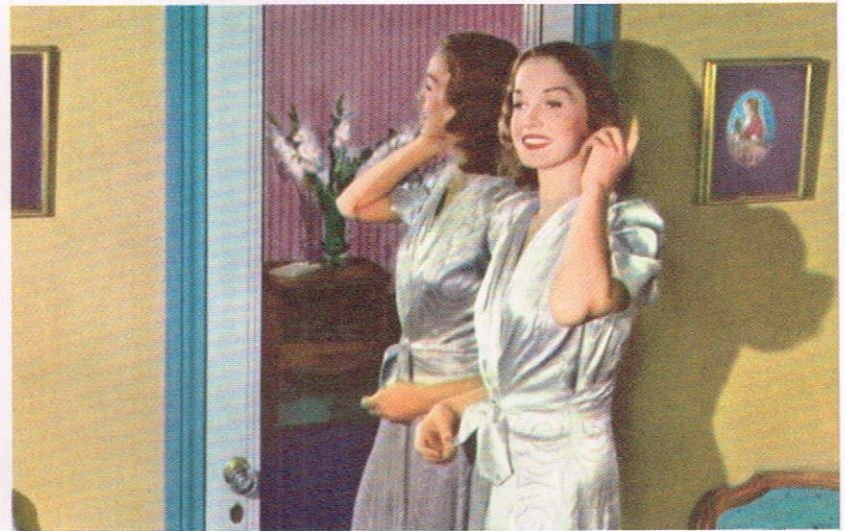
**NO HOME IS COMPLETE** without at least one full-length door mirror\*. Most homes need several. It shows you how you look from head to toe, and adds greatly to the charm of the room's appearance.



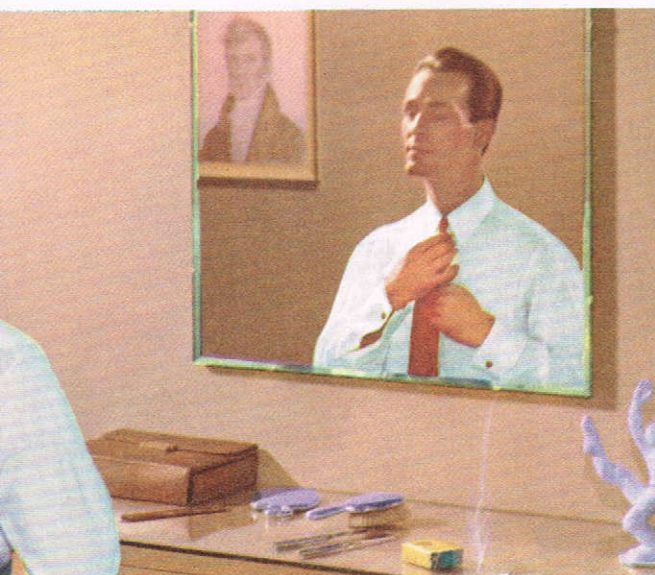
**DRESS UP** your vanity. Top it with a mirrored or transparent Plate Glass top\* that laughs at spilled cosmetics. Then hang a smart, unframed mirror\* on the wall. It will be a delightful addition to your bedroom.



**PLATE GLASS** furniture tops\* supply a happy combination of protection and good looks. They safeguard fine finishes—do away with the danger of cigarette burns, stains, and scratches. And their bright, shiny surfaces add a pleasing decorative note to a room.



**FROM HEAD TO TOE** you'll look just so. A full-length Plate Glass door mirror\* reports truthfully on your appearance. Mirror should cover completely the recessed panels in the door. Most doors require a mirror at least 5½ feet tall.



**EVERY MAN** should have a mirror\* of his own over his chest of drawers. It's handy—and he'll love you for your thoughtfulness. He'll appreciate a Plate Glass top\* on the chest, too. Then he won't have to worry about marring the furniture with cigarette burns, stains.



*Designed by Mabel Cooper Bigelow & E. Charles Warner*

**LOOKING YOUR BEST** is easy when you have a mirrored dressing room to help you. Mirrors give clear, honest reflections and create the illusion of generous room size. Even the dressing table in this lovely room is faced with mirrors.





**SOMETHING NEW**—and very useful. A closet shelf of transparent Plate Glass\*. You can see what's on the shelf without climbing on a chair.



**YOU'LL HAVE** an adorable vanity when you deck it out with a Plate Glass top\* and then put a mirror\* over it. The added touch of beauty is the corner decorations of artificial flowers.



**SYMMETRICAL ARRANGEMENT** of great charm. Two lovely Plate Glass mirrors brighten room corners with warm reflections, while twin tables with Plate Glass tops\* flank the bed. The total effect is one of graciousness and charm.

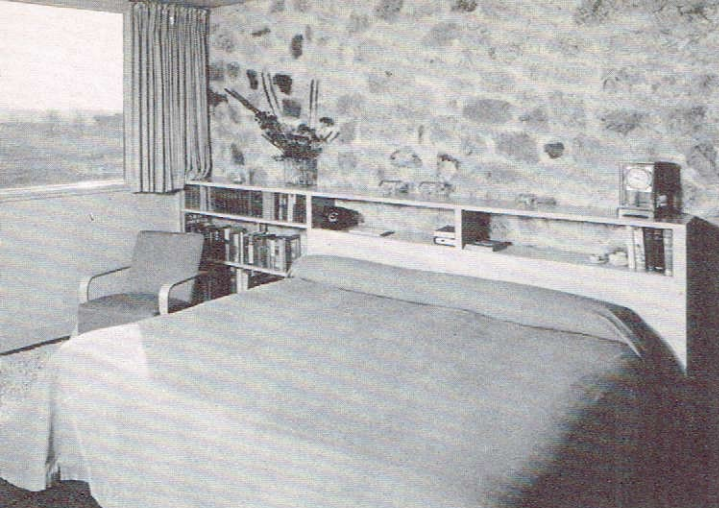


**SHE'LL BE A GROWN-UP LADY** by and by—and a sweetly poised one you can be sure, if she's had a full-length door mirror\* all her life to keep her interested in how she looks.

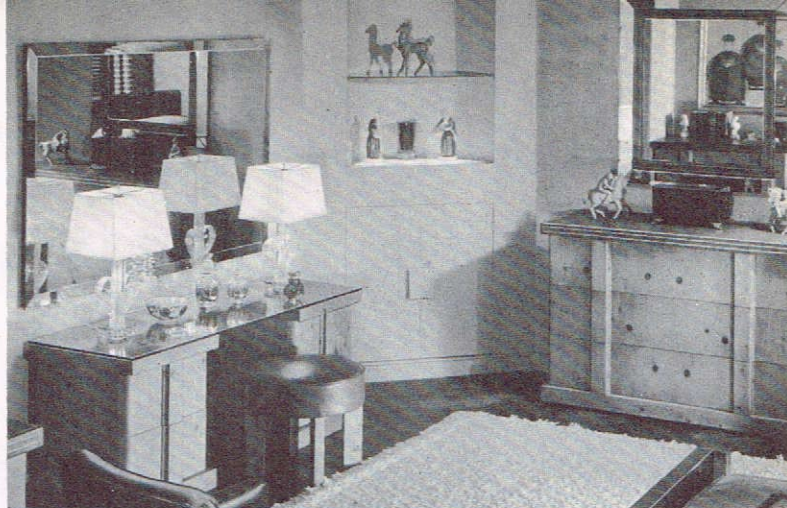
**TRUE MIRROR LUXURY** is the three-way full-length mirror. Stocking seams straight? Dress fit well? You can be sure you'll look just right—from every angle. Plan one for your home where there are two doors rather close together. Put a mirror on each, and one on the wall between.







House & Garden—George Fred Keck, Architect



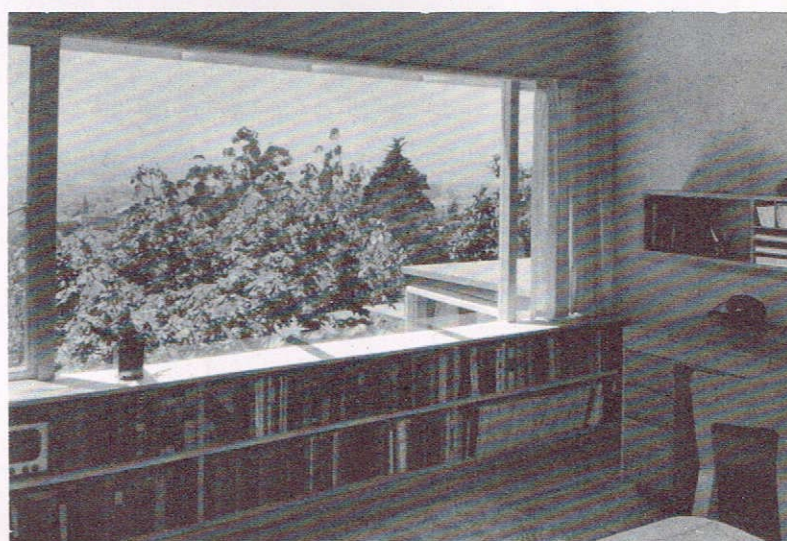
{Above} OH, WHAT A BEAUTIFUL MORNING! A large Plate Glass window like this allows floods of daylight to enter your room, brings the outdoors indoors. Because of its insulating qualities, Twindow is recommended for such areas.

{Above right} GIVE HIM A MIRROR\* for his dresser. And put a mirror\* over your vanity for you. Incidentally, mirrors such as these—or lovely mirrored or regular Plate Glass furniture tops\*—make ideal gifts.

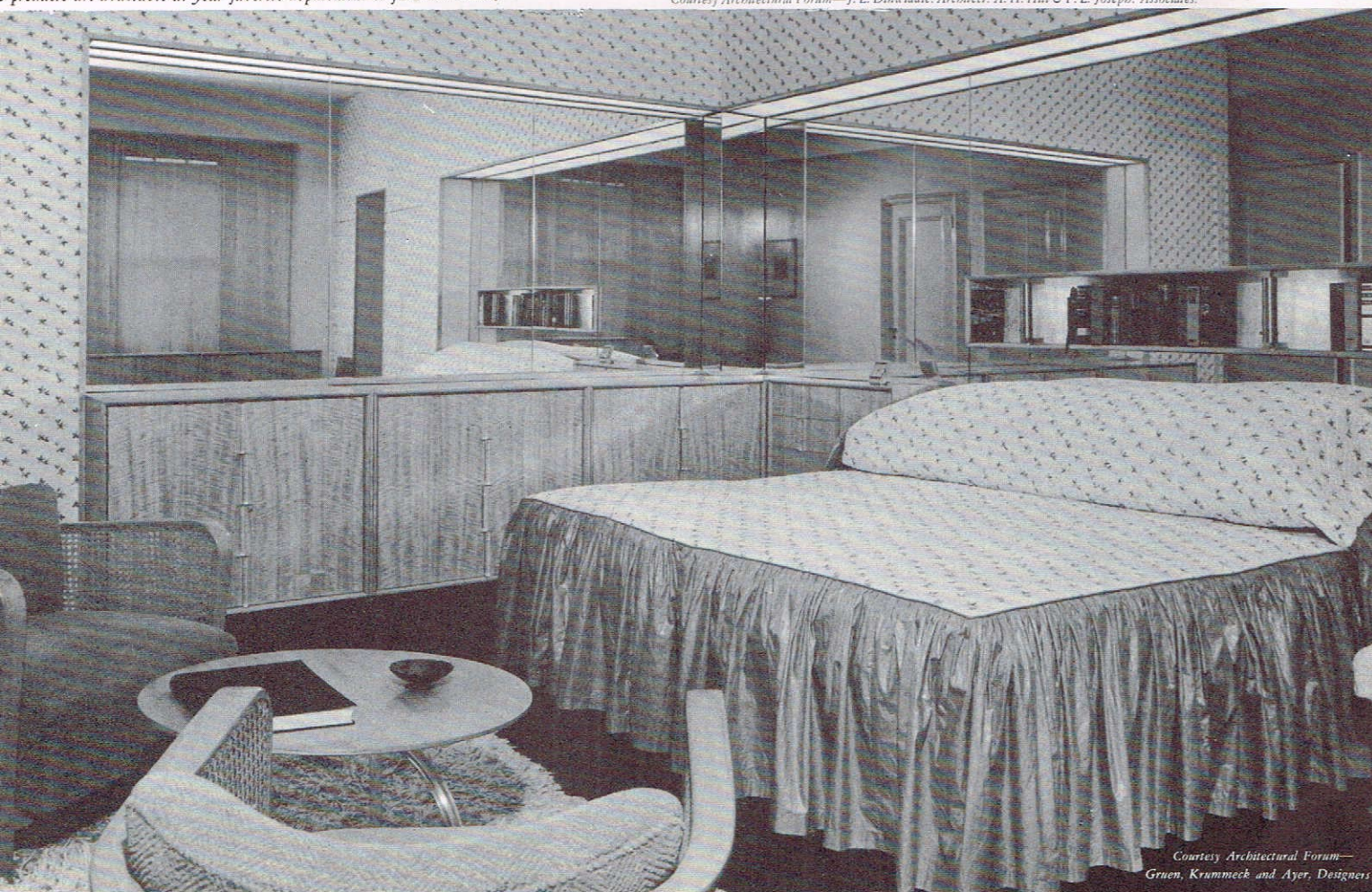
{Below} RECIPE FOR GLAMOUR — structural mirrors to make your bedroom look larger and impressively lovely. They afford you a place to check up on *your* appearance conveniently, too.

{Right} PICTURE WINDOWS give rooms the benefit of the beauty of the landscape. For such applications, Twindow Double-glazed Insulating Unit is ideal. It permits undistorted vision—eliminates downdrafts of cold air.

products are available at your favorite department or furniture store.



Courtesy Architectural Forum—J. E. Dinwiddie. Architect: A. H. Hill & P. E. Joseph, Associates.

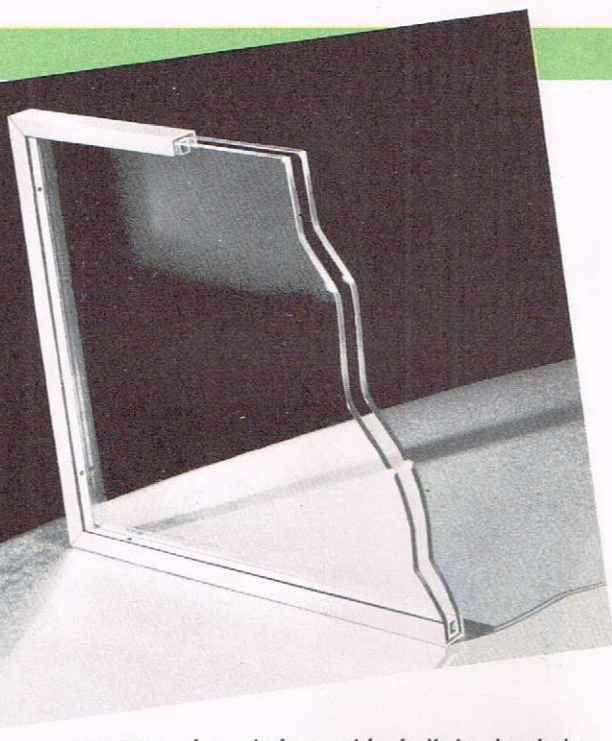


Courtesy Architectural Forum—Gruen, Krammbeck and Ayer, Designers



# TWINDOW...

## PITTSBURGH'S NEW WINDOW WITH BUILT-IN INSULATION



**TWINDOW**, the window with built-in insulation, consists of 2 or more panes of glass with hermetically sealed air space between, and a stainless steel frame enclosing the entire unit.

► Twindow is the newest thing in insulating windows. It consists of 2 or more panes of Pittsburgh Glass with an insulating layer of air hermetically sealed between them. When made with two panes of glass, Twindow has nearly twice the insulating efficiency of ordinary windows . . . even more when additional panes are used. (See chart at right)

The entire Twindow assembly is enclosed in a stainless steel channel, or frame, which protects the seal and the edges of the glass, and simplifies insulation. Twindow is installed just like a single pane of glass.

Twindow reduces heating costs. It decreases the load on air conditioning equipment. It virtually prevents condensation, minimizes downdrafts at windows. It helps greatly in maintaining desired temperature and humidity levels in any kind of building. It eliminates the necessity for storm sash. And it adds to comfort and health all year 'round.

Since Twindow affords clear, undistorted vision and has high insulating properties at the same time, it makes picture windows and other large window areas—so important in modern home design—more practical than ever before.

### Insulating value of TWINDOW... compared to single glass

Type Glazing	Glass Thickness	Air Space Thickness	"U" Value	Savings in Heat Transfer Over Similar Area Single Glazed with Same Thickness Glass*
SINGLE SINGLE	1/8"		1.14	
	1/4"		1.12	
DOUBLE (2 Pieces Glass) (1 Air space)	1/8"	1/4"	.63	45%
	1/4"	1/4"	.61	46%
	1/8"	1/2"	.57	50%
	1/4"	1/2"	.55	51%
TRIPLE (3 Pieces Glass) (2 Air spaces)	1/8"	1/4"	.43	62%
	1/4"	1/4"	.42	63%
	1/8"	1/2"	.38	67%
	1/4"	1/2"	.37	67%

\*Savings apply to opening entirely filled with glass.

"U" Value is the overall coefficient of heat transmission. This is the amount of heat expressed in B.t.u.'s which will pass through one square foot of the window area per hour for each degree Fahrenheit temperature difference between the air on the inside and the air on the outside.

The values shown in the table are based on conditions of 70°F. inside with 0 mph wind velocity, and 0°F. outside with 15 mph wind velocity. These are based on accepted values for surface and air space conductance and a thermal conductivity of glass (K) = 6.



**M**OST people, when they dream of the ideal home they hope to own someday, have a mental image of a lovely, picturesque white house with a picket fence. They visualize a certain number of rooms in the pretty white house, but usually do not picture any logical relationship between these rooms and the land surrounding the house.

Perhaps that is why the "Modern" house is the most misunderstood of all architectural styles. For a "Modern" house does not, certainly, promise the quaint, pretty exterior so often dreamed of. But it does afford advantages which usually far outweigh any lack of quaintness and sentimental prettiness.

It is important, therefore, that if you are interested in building or buying a house, you should understand clearly the design principles behind "Modern" styling before making a final decision on the kind of home you want to live in. The "Modern" house is not just an architect's dream, a silly innovation, an experimental attempt to establish a new architectural style just for the sake of being different. One of the nation's leading architects has said that if the designers of the beautiful Colonial homes which dot America had had available the kind of glass we have today, they might well have designed so-called "Modern" homes then.

The "Modern" house is designed, first of all, not for looks, but for *living*. For comfort, for greater freedom from drudgery, for pleasure and enjoyment, and for practical usefulness and economy. This does not mean that a "Modern" house need be ugly. Most of them are not. But the emphasis is placed on the inside of the house instead of the outside.

The thinking of the leading designers who advocate "Modern" homes, might be boiled down to three or four major principles:

#### 1. Making the maximum use of light.

The "Modern" house should be so placed on the lot, and the living quarters faced in such a direction as to take best advantage of the sunlight. By proper design and location on the lot, sunlight can be made to reach the farthest corners of the rooms in winter,

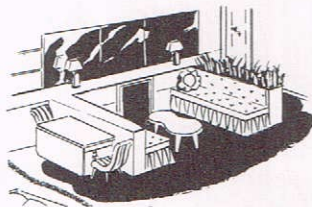
and sunlight can be excluded to any desired degree during the warm summer months. This is accomplished by giving the house the overhanging roof which is almost a trade-mark of "Modern" architecture. When the sun is low, as in winter, its rays penetrate the house under the roof overhang. When the sun is high, the overhang prevents the direct rays from penetrating much beyond the windows. "Modern" houses are never gloomy. Furthermore, because they control the light, they are easier on the eyes and result generally in better health for the occupants.

#### 2. The land becomes a part of the house itself.

The architect designs the rooms with the definite objective of taking advantage of the surrounding shrubbery, gardens, lawns—of any attractive view which may present itself on your own property or in the distance. Thus, he

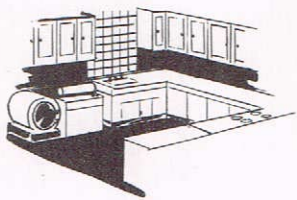
designs the outdoors into the house itself. To do so, large windows, large glass areas are utilized, and the old cramped, shut-in feeling, inevitable with opaque walls and small openings, is virtually eliminated. These large glass areas required in "Modern" styling are not excessive in cost, however, contrary to a common belief. The total cost of a glass wall, properly fitted with economical draw curtains, is no more than the ordinary outside wall of the same area including a small window, shade, and chintz draperies.

#### 3. Economy of space.



Houses cost more to build today than they used to. You cannot afford to waste space, to have too many special rooms for special purposes. For example, in the "Modern" house, you can combine your living room and dining room, and have a better, more attractive room for both purposes. Instead of a separate dining room, in use not more than three hours out of the 24, you have a combined living-dining room which is in use all the time. Similarly, other rooms can be combined to provide multiple use of the same space.

#### 4. Suited to changes in our mode of living.



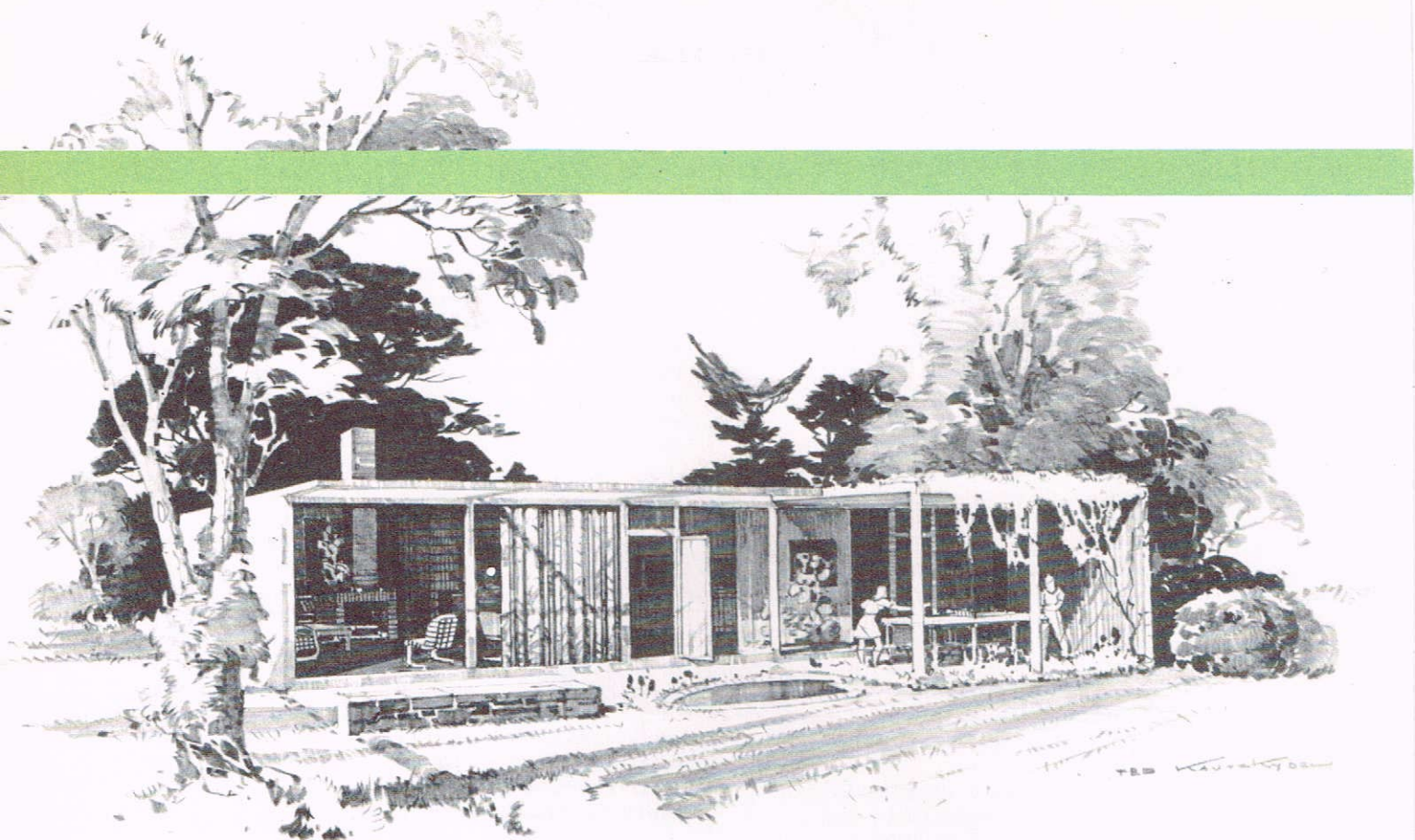
On the premise that a large majority of American homes will be servantless, a home must be designed which will make the housework easier and quicker. So most "Modern" houses are designed to be all on one floor. Further, our homes are becoming more and more mechanized. Washing machines, ironers, dishwashers, dryers, electric stoves, au-

tomatically-controlled heat, mean that the housewife has more leisure to enjoy her home, more free time for *living*. Isn't it a good idea to build a house, therefore, where the utilities will be properly grouped for greatest efficiency, and the rest of the home is designed deliberately for enjoyment, including efficient use of the space around the house for play areas, service areas, terraces, etc.? Isn't it a good idea to have fewer corners, panels, angles inside the house—so it will be easier to clean? Isn't it a good idea to spend less money for bricks, stones and mortar, and more for the machines and equipment to make *living* easier? And isn't it a good idea to design a house which is deliberately arranged to provide the very best facilities for the fulfillment of a home's 3 major functions: activities, work and relaxation?

If you keep these basic reasons for "Modern" in mind, you will understand this increasingly popular style for what it is . . . a sincere and brilliantly successful attempt to design homes which are really suited to modern living conditions . . . and which not only provide the maximum efficiency and economy for home-loving American families, but which are more *fun* to live in.

The following pages show you two typical "Modern" homes . . . and explain briefly what they mean in terms of more pleasant living.





This house has the necessary facilities for all daily activities and they are arranged for easy upkeep and cheerful living.

The roof plan is essentially a square. Thus the outline of the building's shape is simple and interest is obtained by undercutting for the car shelter, piercing the roof for a court on the front, and extending it slightly for the outdoor play porch.

The large area facing the rear of the lot is divided to retain the inherent spaciousness, yet use the space for varied purposes.

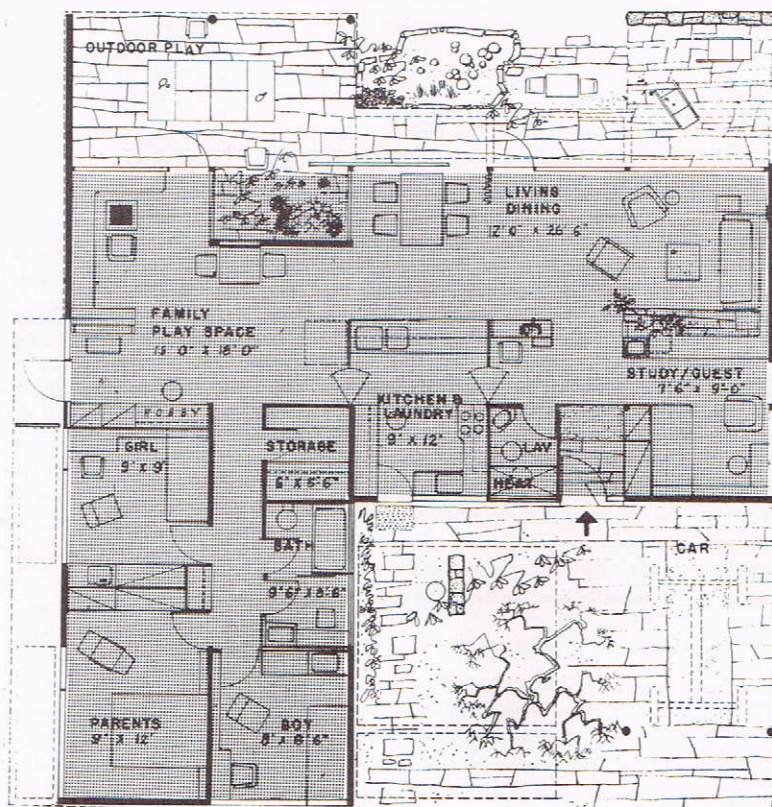
Fireplace and desk separate the study from the living room.

The kitchen has a double outlook—onto the attractive entrance court and through the dining area to the rear garden by means of an open-top counter wall.

A sliding glass arrangement screens the living room from cooking odors and kitchen noises.

Family play and hobby space is segregated by the kitchen projection and by the depressed wall for the planning area.

Architects: I. M. Pei and Frederick G. Roth



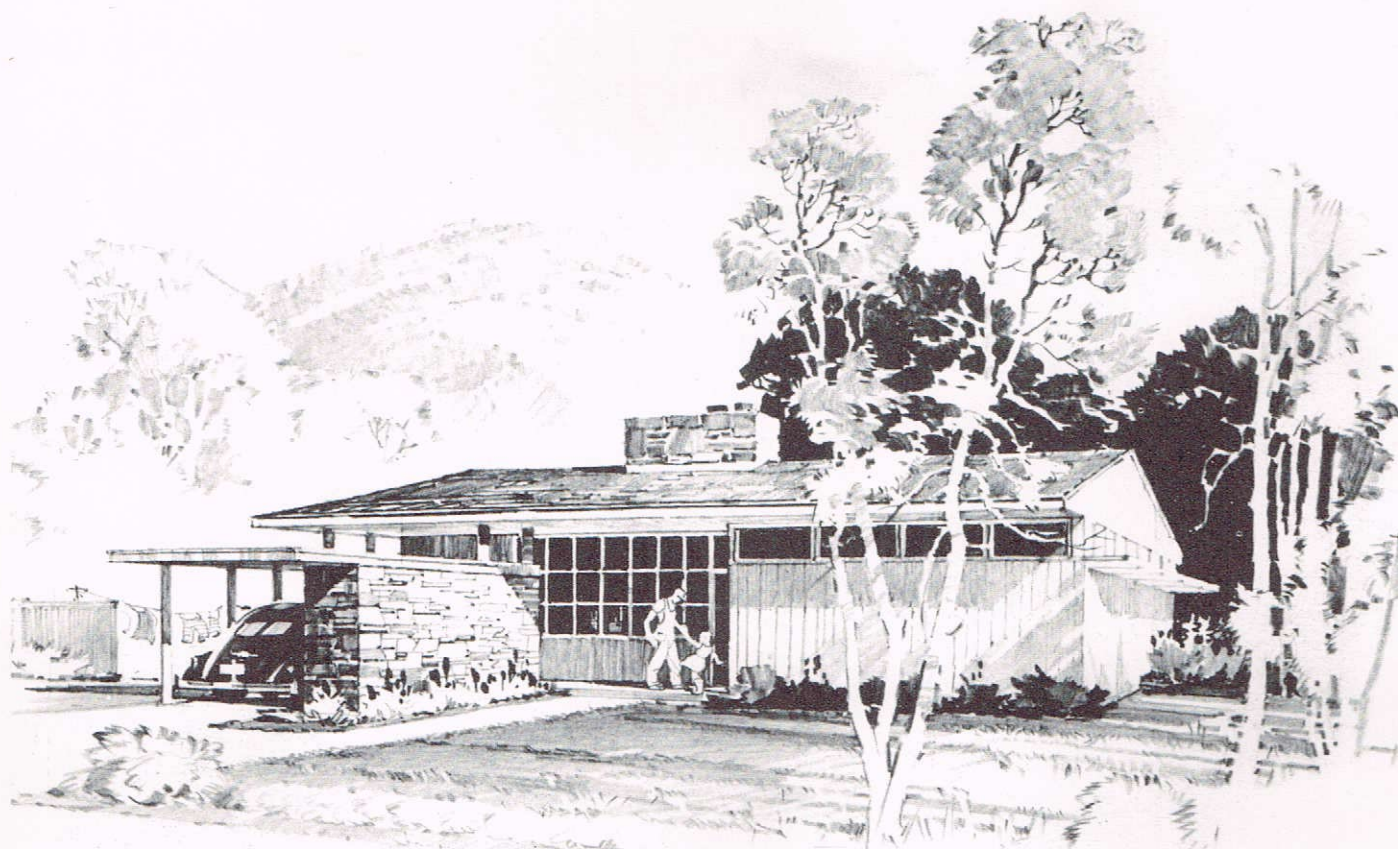
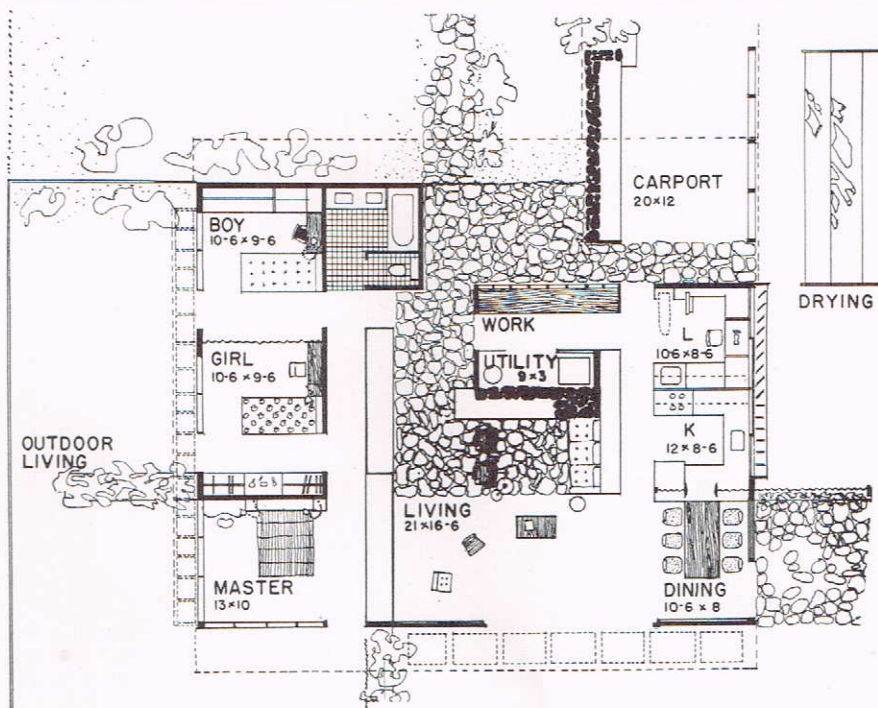


This house represents a simple, unaffected solution to the living problems of a typical 2-child family.

The house is notable for its domestic quality, and for the economical arrangement of the living, kitchen-utility, and sleeping areas.

The arrangement of the plot, and the relation of outdoor areas to separate indoor functions, is nicely worked out.

*Architects: Leon Hyzen and Allman Fordyce.*







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