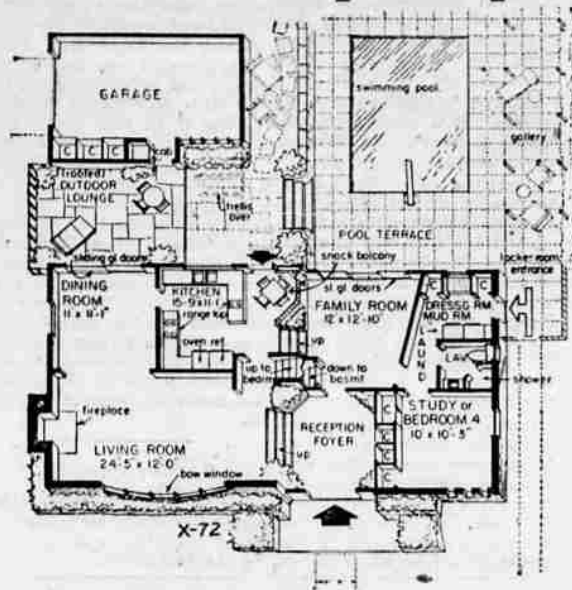
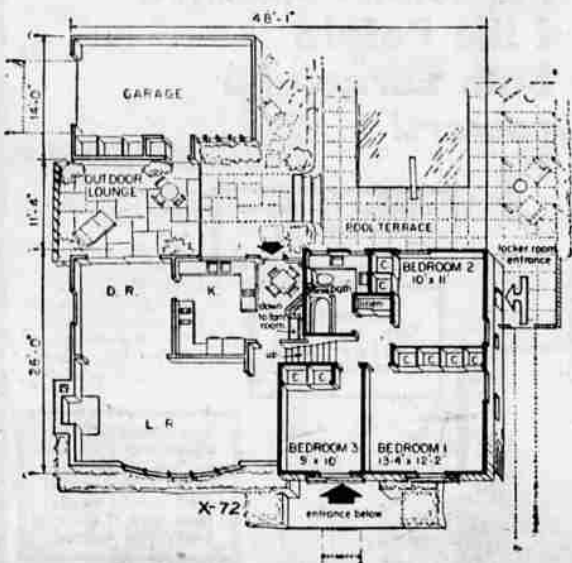


THE HOUSE OF THE WEEK

Luxury Captured on Modest Scale



FLOOR PLAN: Above are living and entrance levels. Note the big reception foyer (90 square feet), excellent control from kitchen, handy dressing and mud room. Bedroom arrangement is shown in heavy detail below. Living and bedroom levels offer 1,208 square feet of habitable space.



Send this coupon for your STUDY PLAN

YOU CAN GET a study plan for The House of The Week by filling in your name and address on the coupon on this page and sending it with 50 cents to this newspaper.

This study plan shows each floor of the house together with each of the four elevations, front, rear and sides of the house. It is scaled at 1/8-inch per foot. It includes a guide on "How to Get Your House Built."

You can take this study plan to your bank or other mortgage lender and to your builder and get rough estimates on the cost of construction in this area as well as an idea of the cost in relation to your budget.

With this information you will know whether you will want to proceed with construction by ordering working blueprints direct from the architect and asking for bids for the work.

STUDY PLAN ORDER COUPON

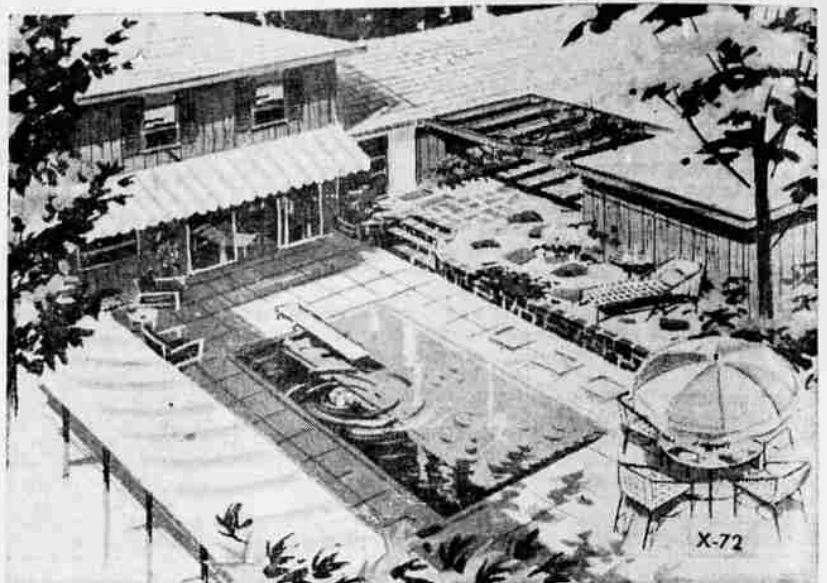
Building Editor:

Enclosed is 50 cents. Please send me a copy of the study plan of **The House of The Week, X-72**

Name (please print)

Street

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SUBURBAN RIVIERA: This view shows the swimming pool and terrace arrangement in detail. According to the architect, pool cost would range from \$1,500 to \$5,000 depending on size.

By DAVID L. BOWEN

Even if you have no more intention of buying a house than volunteering for the first flight to the moon, this home plan is worth looking over.

It's so cool and refreshing, it's a pleasure just to think about.

Consider the swimming pool in the backyard — doesn't that beat fighting traffic to a crowded beach or lake?

Notice the reception foyer and the "grand staircase" leading four wide, inviting steps up to the 24-foot long living room. Wouldn't that make entertaining a pleasure?

Promise Fulfilled

And the rest of the house lives up to the early glamorous promise: the efficient kitchen with a dinette on a balcony overlooking the family room; the dining room off the foot of the living room, and only steps away from a roofed outdoor lounge connecting house with garage; three good-sized bedrooms and a big double-lavatory bath upstairs (with an optional fourth bedroom downstairs); a combination dressing room and mud room handy to the swimming pool terrace.

The most surprising thing of all about X-72 in the House of the Week series is that Architect Ru-

dolph Matern put all this luxury in a four-level split that has only 1,208 square feet of area in the living and bedroom levels. The entrance level adds another 572 square feet of finished space.

Designed for 'Middle America'

Noting the exploding popularity of swimming pools, Architect Matern set out to design this home around that new element in American life. He held the size of the house down because of a conviction that if 70,000 swimming pools are being built this year in the United States, the "luxury" of a private pool is no longer associated with a mansion-like home.

"I set out to make available, through conscientious design, a home suited to a modest income," he says. "The idea was to bring luxurious living to 'middle America.'"

He points out that a swimming pool is no longer the expense it once was, and need not overly strain the pocketbook. "A pool of this size is available from \$1,500 to \$5,000," he adds, "depending on the type chosen and equipment." It could be built either while the house is being constructed or installed later.

Elegance Plus Efficiency

Here's a quick review of design

features:

Big double entrance doors open on the "Hollywood style" reception foyer, which covers 90 square feet. Straight through is the family room, with the pool terrace beyond its glass doors.

The living room-dining room "L" stretches to the left of the foyer. A 14-foot bow window dominates one living room wall and a fireplace another.

Kitchen is handy inside the "L" formed by these two rooms. It has easy access to the higher of the two rear terraces and the separate garage. Visual control over the entire rear area and the family room is possible from the kitchen.

On the entrance level off the family room is a lavatory with shower, the laundry and pool dressing room, and an optional fourth bedroom or study.

The main sleeping section is up nine steps from the living level. Each of the three upper bedrooms has two or more closets and there is a large linen closet off the bath.

Design dimensions are 48'1" width by 51'4" depth. The home, in most areas, could be built on a 70-foot wide lot.

SLIPPERY

NEW YORK (UPI)—Grease your skillet by rubbing it with the fatty edge of the chop you're going to cook.



SMALL-SCALE MANSION: This modest-sized split level has three bedrooms (and an optional fourth), two baths, living room-dining room "L," and family room. It was designed around the pool in rear, with size held down to keep the total package within reach of 'middle America.'