Even Lefty Grove's fast ball bounced back from a piece of Safety Glass
This strikingly beautiful tower is composed almost entirely of glass. Rising fifty-seven feet in the air it presents the symmetry of a modern Taj Mahal and demonstrates the brilliance and effectiveness with which glass may be employed in modern construction. Neon lighting effects add glamour and richness to its beauty.

The base is composed of black Cararra glass built into alcoves where talking motion pictures are shown. The collar immediately above is bent plate glass sand-blasted. The fins in the upper portions of the tower are composed of the most beautiful types of ornamental and industrial glass manufactured today. The patterns—“Tapestry”, “Muralex”, “Diffusex”, “Industrex”, “Velvex”, and “Pebblex”. The fins in the lower portion are sand-blasted on the inner surface to make them opaque so that interior construction is not visible. Those in the upper portion are silvered on the inner surface, providing a brilliance and reflectiveness, unique and dazzling.

This tower effectively demonstrates the importance of glass in the modern trend of architecture, and the uses and effects that can be obtained.
SAFE The protective value of SAFETY GLASS is clearly indicated in the convincing demonstrations conducted by such famous speedball pitchers as "Lefty" Grove and by the general public, as described in the forepart of this folder. Be sure that you have it ALL-AROUND in your automobile. That is the best way of protecting yourself, your family and your passengers against the ugly cuts that come from broken, flying glass and the humiliating scars such cuts so often leave.

THIS elaborate and inspiring spectacle, sponsored by the Safety Glass Manufacturers Association in the Travel and Transport Building at Chicago's "A Century of Progress", gives everyone a chance to throw a baseball at Safety Glass and see how it provides protection against broken, flying glass. Ordinary glass will also be subjected to the same test, as a dramatic contrast. (It is expected that more than 50,000 square feet of glass will be cracked and broken during the five months of the Exposition... enough to glaze the average twenty story office building.)
SAFETY GLASS

SAFE The protective value of SAFETY GLASS is clearly indicated in the convincing demonstration conducted by such famous speedboat
pilots as "Sally" Grove and by the general public, as described in the pamphlet of this folder. Be sure that you have it ALL-AROUND in your automobile. That is the best way of protecting yourself, your
family and your passengers against the ugly cuts that come from
broken glass and the humming noise such cuts so often have.

CLEAR SAFETY GLASS, as it is made today, is just as clear as the finest regular plate glass. It is almost impossible to tell the
difference if you look through and compare the two. Furthermore, modern Safety Glass resists the piercing rays of the sun and is not
subject to objectionable discoloration, because of the new type of cer-
tar plastic and the improved Plate-Glass now used in the manufacture.

STRONG This picture shows you the three major elements which compose Safety Glass and gives it its protective value - two sheets
of clear, fine polished plate glass and a sheet of flexible plastic mate-
rnal. The inner surfaces of the plate glass are coated with a transparent
cement and the two units are bonded firmly together, under temper-
duous heat and pressure, with the plastic in the center. Broken plate
adheres to the center sheet of plastic, when the outer surface of plate glass is cracked. This makes Safety Glass the GREATEST
AVAILABLE PROTECTION against broken, flying glass. Insist on it ALL-AROUND in your new car. In every makes it is provided
ALL-AROUND as standard equipment. In all others, it costs no extra to have SAFETY GLASS ALL-AROUND that as one who
buys a new car can afford to be without it.

THE GREATEST AVAILABLE PROTECTION AGAINST
THE HAZARDS OF BROKEN, FLYING GLASS

INSIST ON IT IN ALL
WINDOWS AS WELL AS IN
THE WINDSHIELD WHEN
YOU BUY A NEW CAR

THIS is what happened when the ball "Sally" Grove threw struck a piece
of Safety Glass. You saw the same result when baseballs were thrown at
Safety Glass in the contest sponsored by the Safety Glass Manufacturers
Association. Perhaps you threw a ball yourself and experienced the same
feeling of greatest involvement when it ACTUALLY EQUED BACK.
There isn’t any mystery about it. The protective value of Safety Glass lies in
the fact that, when something strikes it hard enough to crack the glass, the
tragedy checks which would force through the air, if it were ordinary glass, adheres to the plastic, instead, and the dangerous hazard which they would
otherwise constitute is thus minimized.
Safety Glass is standard equipment in the windshield of practically every car built today and in many of them in all windows as well. In all the rest, it is available at such very slight cost if you order it when you order the car, that no one should consider the purchase of any new automobile without Safety Glass all-around.

SAFETY GLASS MANUFACTURERS ASSOCIATION
Grant Building - Pittsburgh, Pa.