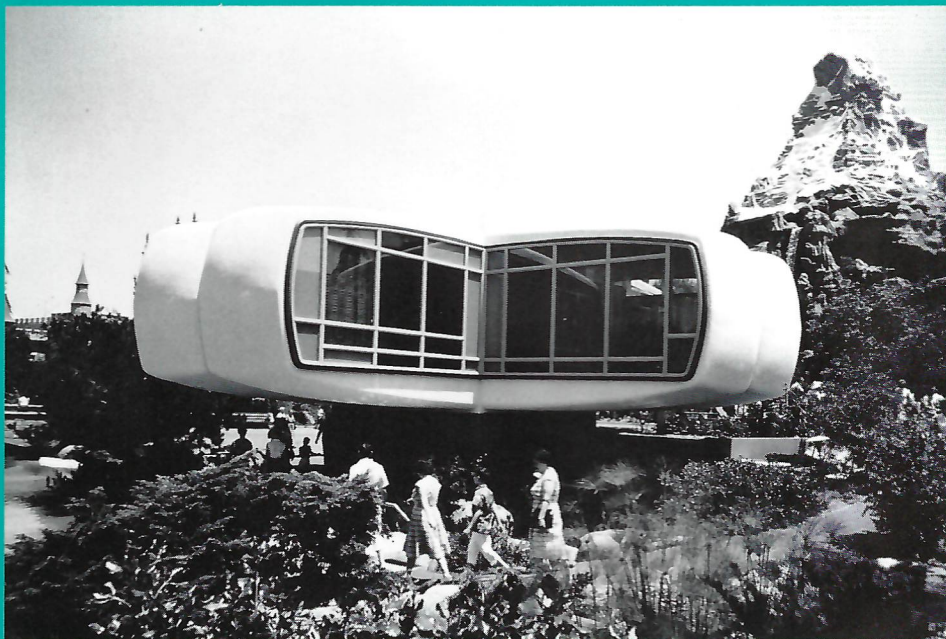


**Souvenir Sales Brochure  
from the  
Community of Tomorrow**

**Welcome Home!**

to the all-new 1957

**HOUSE OF THE  
Future**



In your new **HOUSE OF THE FUTURE**, you'll find wonderful features like these:

The "Atoms for Living" kitchen, where cooking is controlled --convenient -- carefree...and it's automatic all the way! Microwave ovens and ultrasonic cleaners float "free" in an off-the-floor vision of futuristic efficiency

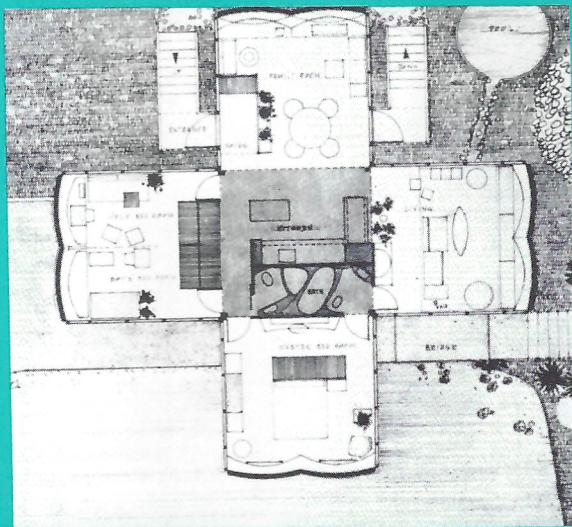
Telephone equipment of the future -- here today -- includes convenient push button dialing, handsfree speaker phones, even picture phone viewscreens that let you see who's calling!

Floor-to-ceiling Columns of Light... Trans-Ceiling Polarized Panels... Panalescent Fixtures... and Mobil Dome Lighting bathe each room with the glow of natural sunlight.

And look what's happened to plastics! Child-proof Melamine polymer tables -- vinyl dipped chairs -- spun nylon drapes -- molded urethane seats! This is the beauty and elegance of the future ...just the touch your home deserves!



It's the Idea Home  
-- a 1,280 square-foot Crystal Ball to the Future!  
And it could be the home for you!

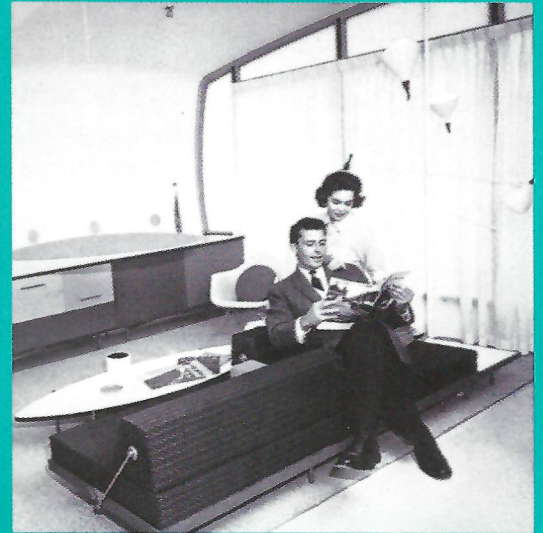
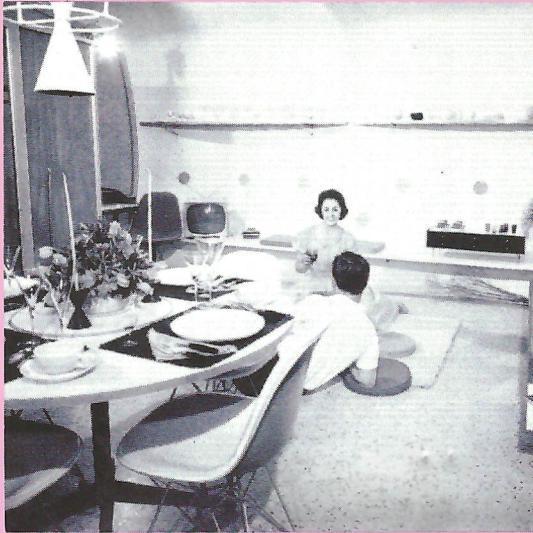


Be the first on your block to live in your very own House of the Future

The winged design of your **HOUSE OF THE FUTURE** assures full daylight for every room. In fact, the window area equals the home's floor space -- that's 10 times as many windows as you'll find in any other house! And with Thermopane Glazing with plastic interlayer, you won't sacrifice safety, efficiency, or comfort!

And remember -- for privacy, peace, and quiet, no two rooms share adjoining walls!

Open your door to the wonders of modern plastics! Just look at all these Monsanto trade-name polymer products featured in your new home: Polyflex ...Resinox ...Resimene ...Scriptite ...Stymar...Lauxite ...Rez ...Ultron ...Lytron ...Nytron ...and more! Space-age plastics form the very backbone of your new home.



*In fact, it could be said that hardly a natural material occurs in anything like its original state anywhere in your house!*



Every **HOUSE OF THE FUTURE** features the Climate Control Center, which heats, cools, purifies, and even scents the air with the fragrance of pine trees, sea air, or freshly cut flowers.

Modular bathroom units -- all molded in one-piece reinforced polyester plastics -- feature push button height adjustments that bring the fixtures into every child's reach!

# THIS HOUSE OF THE FUTURE COULD BE YOURS

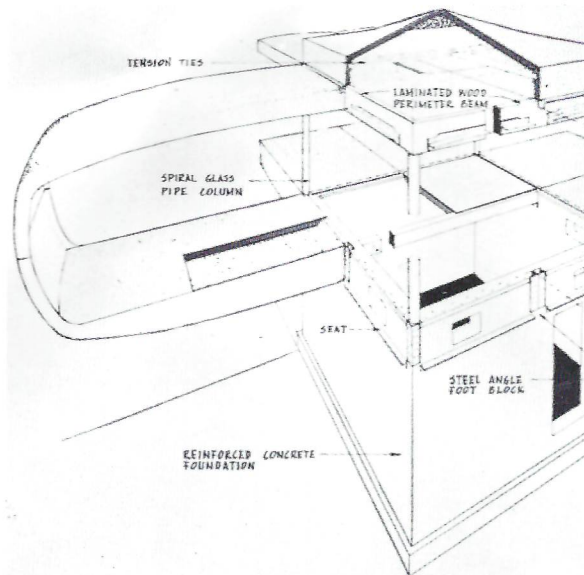
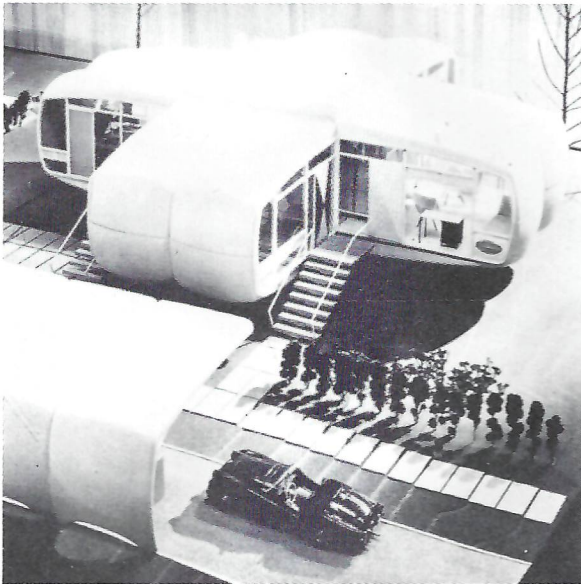
a plastic house mass-produced from no-upkeep parts  
that you arrange to suit the whole family!

Join us at the **Community of Tomorrow** (locations to be announced soon)

-- or --

Have your **House of the Future** delivered to your very own lot!

The sixteen big plastic panels nest together and stack like baskets -- ready to be delivered to your lot on one convenient truck trailer. All you need is an excavated foundation 16 feet square...the cantilevered wings float in mid-air over any surface, adapting themselves to any terrain! You can even transform the space below into a "free" carport, patio, or playground.



## FAMILY GROWING?

Your house can grow with your family -- just excavate another 16-foot square foundation nearby, and connect as many new modular wings as you need!  
(Colors subject to availability.)

## AND WHEN THE KIDS MOVE ON...

just disassemble the wings you no longer need, and return them to the nearest Second Hand Wing Lot.

Inquire about our special **ROTATING PEDESTAL**

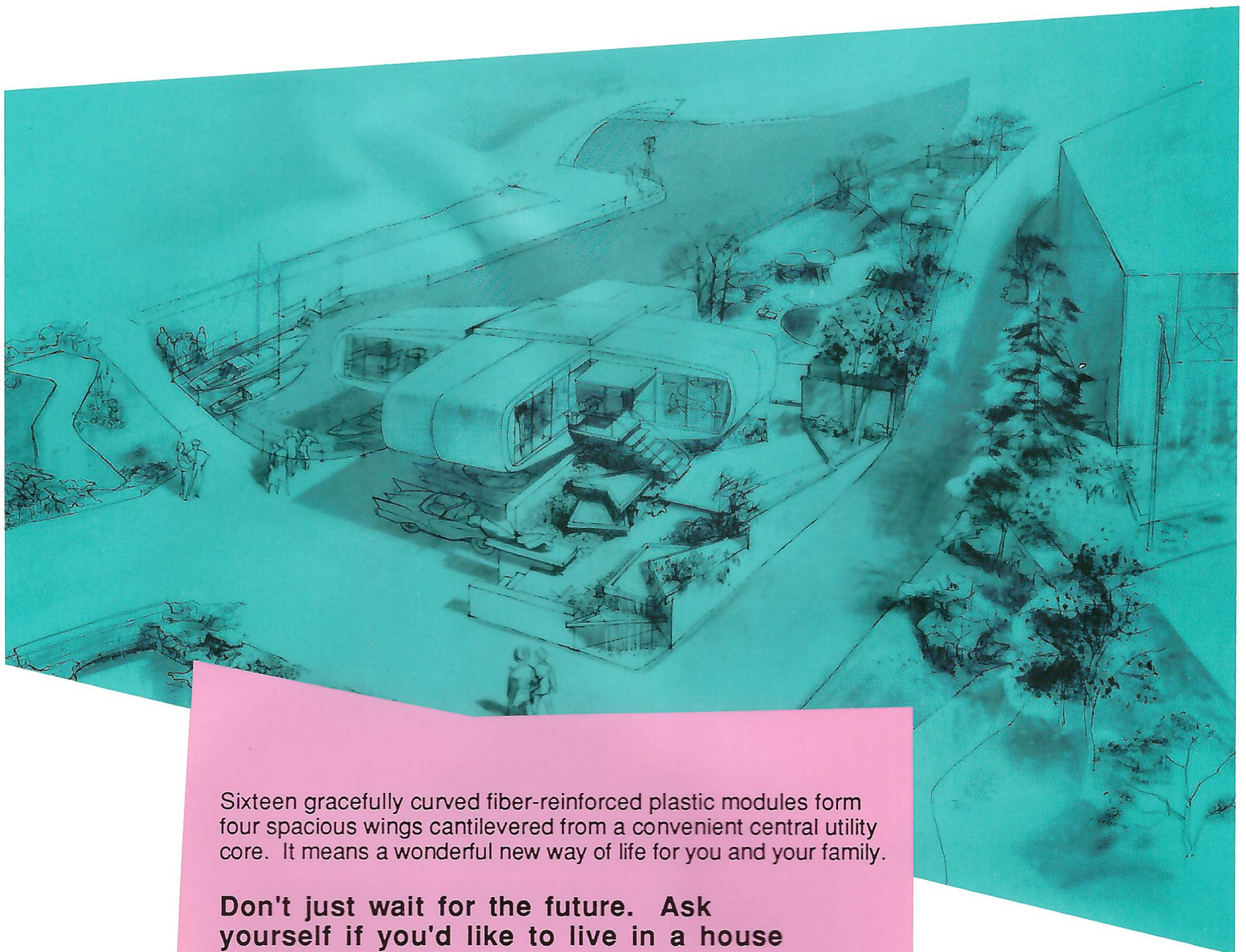
Turn your house around and take advantage of the sun's warming winter heat

**Come on in...**

## **IT'S ALWAYS OPEN HOUSE... AT THE HOUSE OF THE FUTURE!**

A house designed to please...a harbinger of things to come

Join the millions who've visited our Model Home Exhibit  
at the entrance to Tomorrowland in Disneyland, U.S.A.  
(Hurry! The offers in this brochure expire December, 1967)



Sixteen gracefully curved fiber-reinforced plastic modules form four spacious wings cantilevered from a convenient central utility core. It means a wonderful new way of life for you and your family.

**Don't just wait for the future. Ask yourself if you'd like to live in a house like this -- *today!***

# A TRIBUTE TO THE HOUSE OF THE FUTURE 1987

to commemorate  
the 30th Anniversary of its opening, June, 1957  
and  
the 20th Anniversary of its demolition, December, 1967

## The True Story...

The House of the Future wasn't really for sale to the public as a "tract home," but it was real, standing at the edge of Main Street, by the entrance to Tomorrowland, for one quick and chaotic decade.

From June 1957 to September 1967, more than 20 million guests filed into the home, through its hallways and across its plastic floors. They were queued up to marvel at the future, but were seeing what was, in many cases, already the present.

Like the Monorail and the PeopleMover, the House of the Future was much more than just an attraction for a theme park: it was a working prototype meant to demonstrate practical applications of Future technology. Utilizing the combined research and talent of many major American corporations, the House of the Future represented, more than anything, the spirit and the vision in which Tomorrowland was conceived. The lessons learned in the House of the Future were no doubt destined to become a part of Walt Disney's greatest dream, the Experimental Prototype Community of Tomorrow.

The House of the Future was conceived in 1953 by the Plastics Division of the Monsanto Chemical Company, in cooperation with the architectural firm of Hamilton and Goody, and the Department of Civil Engineering at the Massachusetts Institute of Technology. Monsanto, which was already a participant in Tomorrowland with its "Hall of Chemistry," built the House at Disneyland in 1957 with the hope of widening the public and industrial acceptance of the then-blossoming field of plastics. And the project provided ample demonstration of the material's durability -- the cantilevered wings of the House sagged less than a quarter of an inch after a decade of time and millions of footsteps.

The interior of the House was every bit as marvelous as the exterior. In fact, each of the products, features, and claims portrayed in this fictional "sales brochure" represents actual concepts instituted or planned for the House of the Future, as seen in reports, handouts, and magazine articles of the period.

When the original Tomorrowland was demolished in 1966 the House was spared -- but for only a year. By the time the New Tomorrowland opened in 1967, Monsanto had focused its attention on the new "Adventure through Inner Space," and decided to allow their option for the House to lapse. That December, a wrecking crew came in to tear it down.

After two weeks of pounding, torching, drilling, and cutting, the House of the Future finally gave way, and it was carried off in little broken pieces. To this day, though, "park-eologists" can still uncover evidence of its existence: the walkways, reflecting pools, and even the sixteen-foot square column that supported the central utility core, all still stand in their original location just off Main Street. And the original striped patio structure, where Monsanto distributed literature that proclaimed a plastic future, still functions nearby as a Fantasyland souvenir stand.

On this 30th and 20th Anniversary, we bid both Hello and Farewell to the House of the Future.

Hey Everybody! Join us at...

# OCTOBERFEST 2032

**TODAY THRU FRIDAY!**

September 29 thru October 2, 1987

Our Fall Festival Salute  
to the *Futures of the Past* and the *Futures of Tomorrow*

Commemorating the visions of the future on this  
30th Anniversary of the "House of the Future"  
and the 5th Anniversary of EPCOT Center

**WEAR YOUR BUTTON WITH PRIDE**  
and cast a vote for the future!



"I LOVE THE FIFTIES FUTURE!"



"NO MORE PLASTIC FUTURES!"

*And...if you act quickly!*  
The Special Limited Edition  
House of the Future  
**CLOISONNE PIN**

will be available for purchase at the Activities Center  
beginning Wednesday, September 30. Price: \$2.25

It's the biggest, heaviest, proudest, most collectible

Souvenir Cloisonne Pin you've ever seen!

It's so big it takes two claps to hold it on!

Due to Limited Quantities, only one pin per person

Don't Miss Out...Operation Will Be Standing By!

**Octoberfest is Happening All Week Long**  
See other side for the exciting Schedule of Events!

# **At Oktoberfest 2032**

*Here's what you could see and do!*

## **Today...A Look at the Future as it was seen in the 1950's**

A Special Exhibition of original Disney Artwork (most of it not seen for decades) See the Hall of Chemistry, Adventures Through Science, KAP (The Kaiser Aluminum Pig) and more! On display in the hallway near Florida Conference Room

## **Wednesday...It's T.V. Dinner Time at the "Big D"**

Flash back to the age of Future Food as you dine off of genuine simulated T.V. Dinner trays! It's a gastronomical opportunity you won't want to miss! One day only, at the Imagineering cafeteria.

## **Thursday...The 5th Anniversary of EPCOT Center**

Yes, it's been five years already! And in its honor, we present **EPCAKE — THE EXPERIMENTAL PROTOTYPE CAKE OF TOMORROW**. On the patio at 10 AM.

**PLUS: Wear your old "WE CAN DO IT" shirts and buttons!**  
Dress in **PURPLE** and **LAVENDER** to honor the EPCOT future...Special prizes for wearing the **BEST** and **WORST EPCOAT — THE EXPERIMENTAL PROTOTYPE CLOTHING OF TOMORROW!**

## **Friday...The Grand Finale!**

### **OCTOBERFEST 2032**

**On the Patio...4:30 to 7:00 PM**

**Celebrate the Up-Coming 50th Anniversary of EPCOT Center on October 1,  
2032**

**FOOD FOOD FOOD — FREE FREE FREE**

Feast on German Sausage, Sauerkraut, and other goodies! Enjoy the Sounds of German Tavern Music (still unchanged 50 years in the future!)

**AND BRING YOUR FAVORITE STEIN**  
(Yes, some things will never change!)

**See You at Oktoberfest 2032 ...all week long!**