

NEW YORK WORLD'S FAIR  
1964-65



**Underground World Home Corporation**

# How would you like sunshine every day... when you want it?

GREATER SECURITY—PEACE OF MIND—THE ULTIMATE IN TRUE PRIVACY!

Cut insurance, heating, maintenance costs to practically nothing. Reduce sinus, allergy and asthmatic annoyances — Dust but once a month.

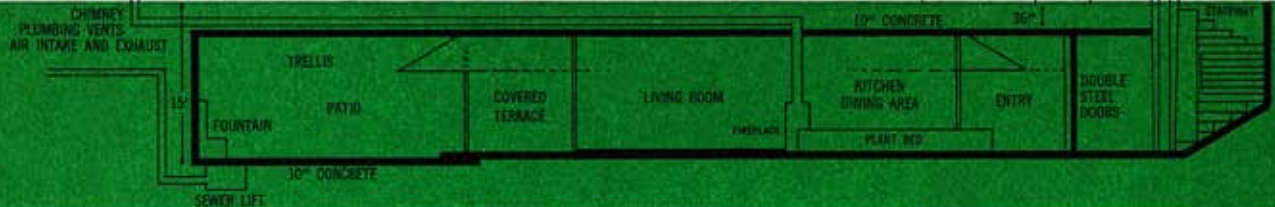
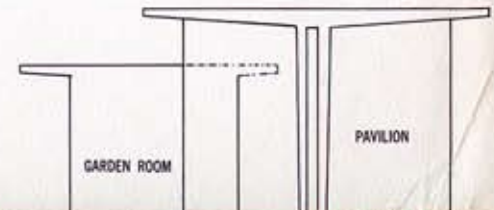
Fantastic . . . An impossible dream . . . the perfect way of life for future generations? Not at all—it's here NOW! You can see these exciting new ideas—and many more—at the revolutionary Underground Home exhibit at the New York World's Fair, Avenue of Transportation (Block 50), between the Heliport and the Ford exhibit near the Western entrance.

Create your own private world . . . shut out noise, dangerous intruders, storms, pollen, air pollution . . . Control your climate electronically . . . "dial" Spring

a "sun drenched", inviting marble terrace where flowers bloom, a fountain splashes and tropical fish swim in a pool. When ready for bed, raise the window, and a refreshing breeze from the shell stirs the draperies, inviting sleep.

**UNDERGROUND LIVING DOES MAKE SENSE AND HERE'S WHY:**

**IT COSTS LESS**—heating and cooling bills are negligible—the earth's insulation insures a constant temperature, total utility costs are cut to one third; no weather damage; impossible to burn; insurance costs reduced to one eighth; home lasts forever, no fading of draperies, carpets or furniture; no need for roof repairs, storm windows, etc.; it's easier to keep



weather in midwinter, sunshine on a rainy day, high noon at midnight . . . grow luxuriant flowers under artificial sunlight in a garden 15 feet beneath the earth's surface. Use your land twice . . . build a swimming pool, playground area or woodland park right over your home.

Terrific . . . these advantages and innovations truly sound wonderful, but what IS an underground home? What does it look like and how "different" is it? The visitor is in for a surprise!!! After following a wide, spiral staircase down into the subterranean entrance, he will enter a luxurious, ultramodern ten room residence resembling an elegant above ground home.

The difference . . . the reason for all these marvelous improvements and benefits . . . is WHERE it is built—15 feet down!!! Entirely new concepts and techniques in architecture, construction, interior design, lighting, ventilation and utility installations make the home the most advanced of all the futuristic World's Fair structures.

It is built, like a ship in a bottle, inside of an oblong shell of waterproof concrete 130 feet by 90 feet wide. The shell's concrete top, 36 inches below the surface, is covered by the earth's insulation. The Underground Home is thus protected from the ravages of nature, the physical and psychological assaults caused by our industrialized society and the population explosion.

By "dialing" the proper blends of electrical sunshine, twilight, moonlight or starlight, and mixing the correct formulas of heating or cooling, occupants can regulate their own climate, scenery, barometric pressure and even the season of the year.

From inside the Home, occupants may look out through sliding glass doors onto

clean. In addition to all this—you have **DOUBLE USE OF YOUR LAND.**

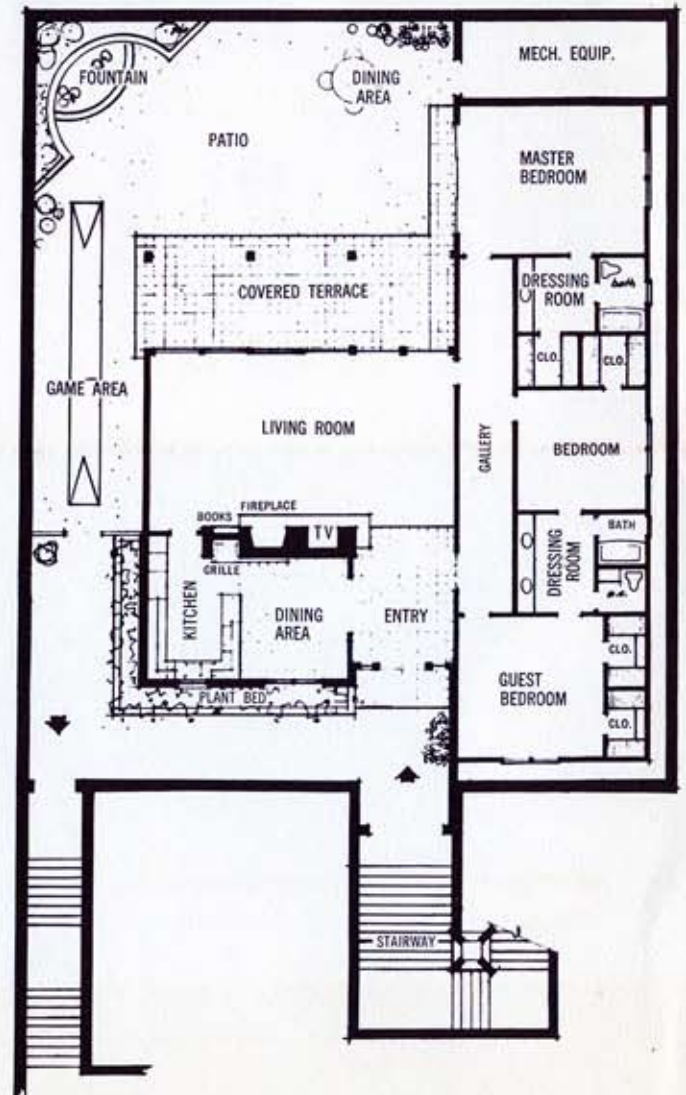
**HEALTHIER, CLEANER, QUIETER LIVING**—asthma, sinus, allergy and chronic cold sufferers receive almost instant relief in abundant, dry, stimulating filtered air. It can be pressurized to any altitude—much like a plane cabin. No dirt means less house work and more time for recreation. It's QUIET, easier on the nerves, perfect for relaxing and enjoying good music. But most of all, it offers the average man the proverbial island unto himself.

**THE UTMOST IN SECURITY**—lessens the likelihood of human intruders; protection from storms of all types; is impervious to nuclear fallout.

The underground concept is not limited only to residential construction. Indeed, the numerous advantages are just that much greater when applied to underground apartments, factories, motels, shopping centers and restaurants.

The World's Fair is the fourth such home to be built by Jay Swayze, Plainview, Texas, business executive and home builder. He, his wife and two teen-age daughters have, for the past two years, lived in their underground home which has been visited by over 20,000 people.

Special group tours may be arranged. Admission is only one dollar for adults and fifty cents for children. A complete, colorfully illustrated story of the Underground Home and Underground construction is contained in a booklet available at the exhibit for \$1.00 or by mailing a check or money order to Mr. Jay Swayze, President, Underground World Home Corporation, P.O. Box 1827, Flushing 52, New York. A specially trained staff at the exhibit will be prepared to explain how you too, can have an Underground Home.





Outside the home — but still underground — a large terrace where flowers bloom, plants thrive, a fountain splashes and fish swim in a pool. Simulated daylight is shed from a vine hung trellis.

Interiors by Marilyn Motto, *Interior Design Consultant, Fort Lauderdale, Florida and New York City.*

Sawyer & Dolfinger, Inc., *Underground Franchised Builder, Port Washington, New York.*

# List of participating sponsors for the Underground World Home

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