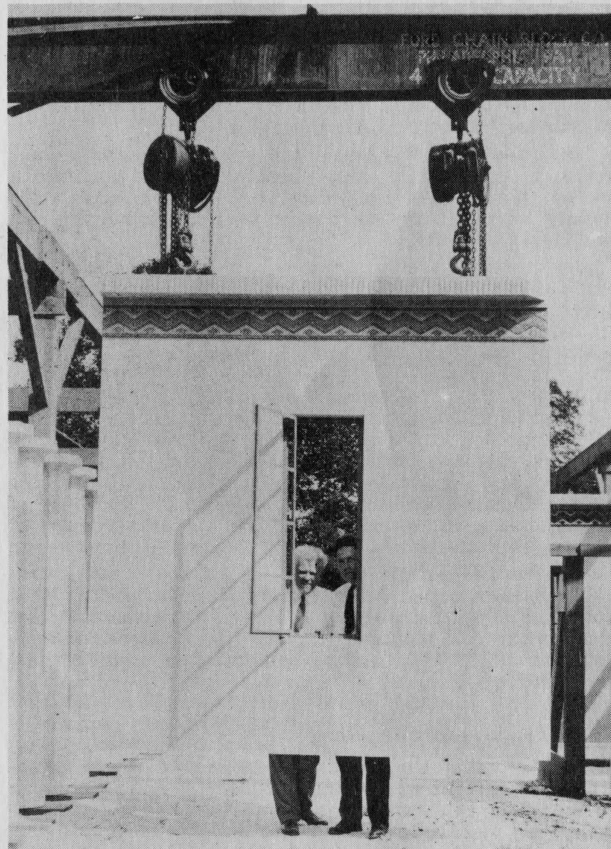


NEW WALLS FOR MODERN HOMES



Wall Panel of Earley Mosaic Concrete
Ready for Shipment

Published for the Public Opening of the First House to
be Built of Earley Process Panels, on the Colesville Pike,
opposite Indian Spring Country Club, in the suburbs of
Washington, D. C.



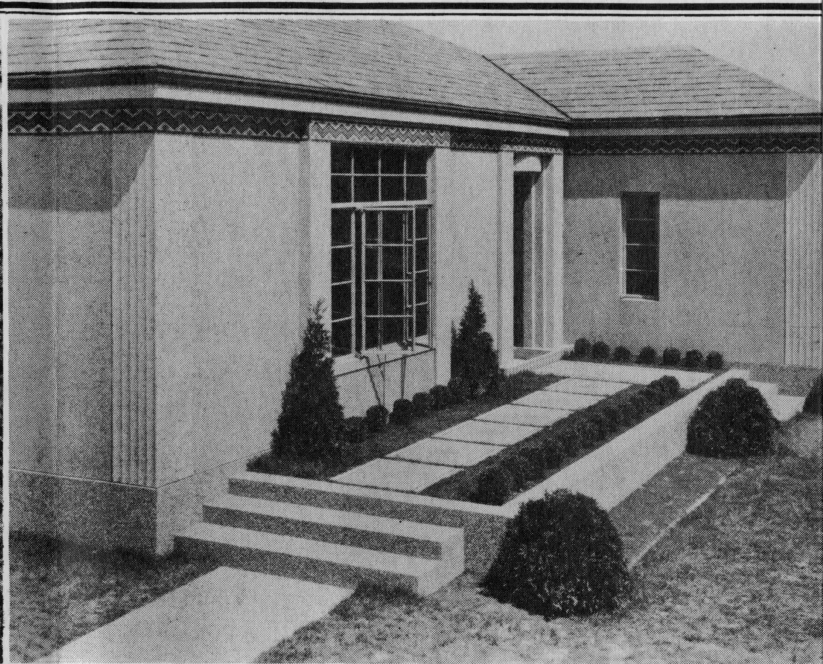
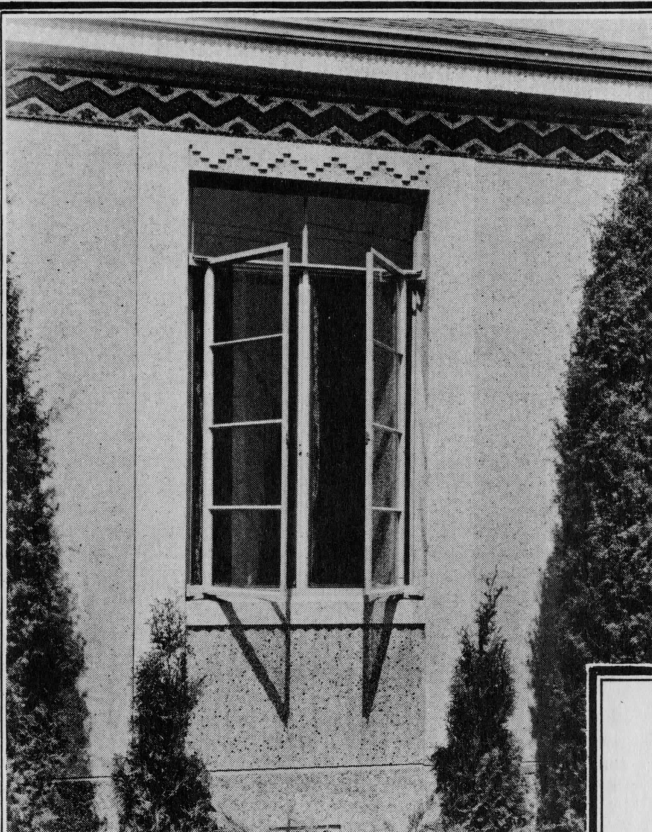
EARLEY PROCESS CORPORATION

National Press Building

WASHINGTON, D. C.

Telephone, NA tional 8568

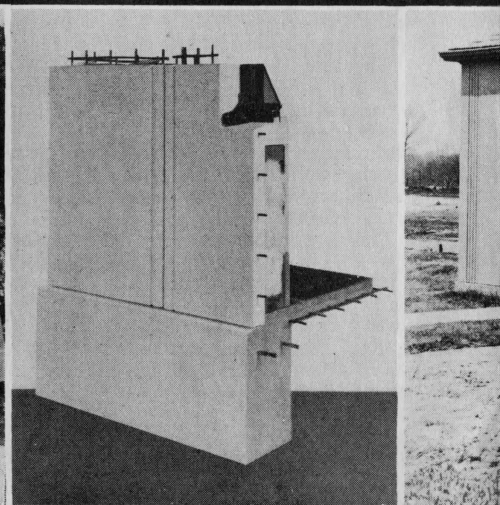
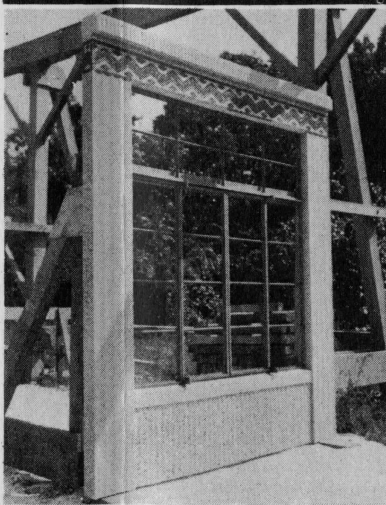
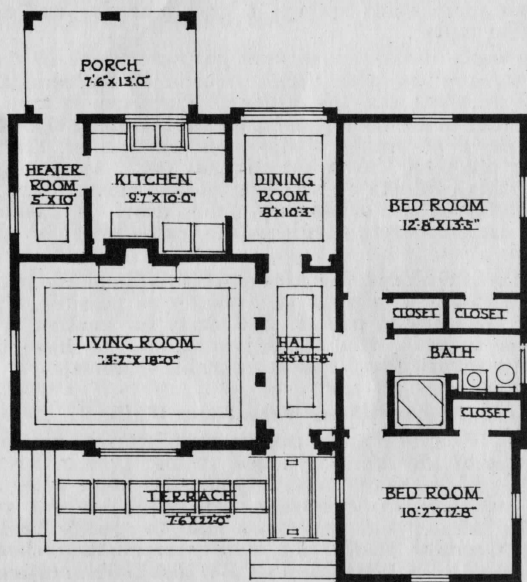
Studio: 2131 G Street N. W. Plant: Rosslyn, Virginia



DETAIL VIEWS OF EARLEY POLYCHROME HOUSE NO. 1

Above: Close-up Photograph of Front Window Showing Granite-like Texture of Material; Front Terrace Ornamented with Studio Fabricated Flagstones; Ornamental Doorway, Precast in a Single Slab of Brilliantly Colored Earley Mosaic Concrete with Inserts of Same Material in Door.

Below: Architect's Floor Plan; Living Room Window Panel after Leaving Curing Chamber; Sectional View of Wall Showing Steel Window Casement Precast into Panel; Garage Built with Plain Slabs as Study for Indestructible Low Cost House.



Beauty, Permanence, and Economy for Walls of Modest Homes

EARLEY Polychrome House No. 1 has been built to show how the walls of a small house can be made with a beautiful material that was developed for the construction of great buildings. It is built with precast panels which were made in a studio with great care and by fine craftsmen. They were made with the same materials and by the same process which produced the famous mosaic concrete ceilings in the new Department of Justice building at Washington.

The building of this house with such precast assembled walls, is an historic event because it has put into a modest home the permanence, the protection, and the beauty which in the past have been reserved for rich and costly projects.

The material itself is not new to the building industry. For twenty years, it has been used in monumental structures. The development of this patented process began in 1915 with the construction of the concrete retaining walls of Meridian Hill Park at Washington. Step by step, its use has been developed in a long list of important structures, including Lorado Taft's Fountain of Time at Chicago, a duplicate of the Parthenon at Nashville, churches in Buffalo, Dayton, Philadelphia, Mobile, Newark, Houston, Baltimore and Washington, the Louisiana State University buildings at Baton Rouge, the Baha'i Temple at Chicago, the WCAU Building at Philadelphia, the mosaic ceilings in the Department of Justice and the interior of the Shrine of the Sacred Heart at Washington.

It was as a result of this series of achievements, that John J. Earley, the inventor of this process, was awarded the Turner gold medal by the American Concrete Institute, in 1934, "for making concrete an architectural medium."

From Temples to Bungalows

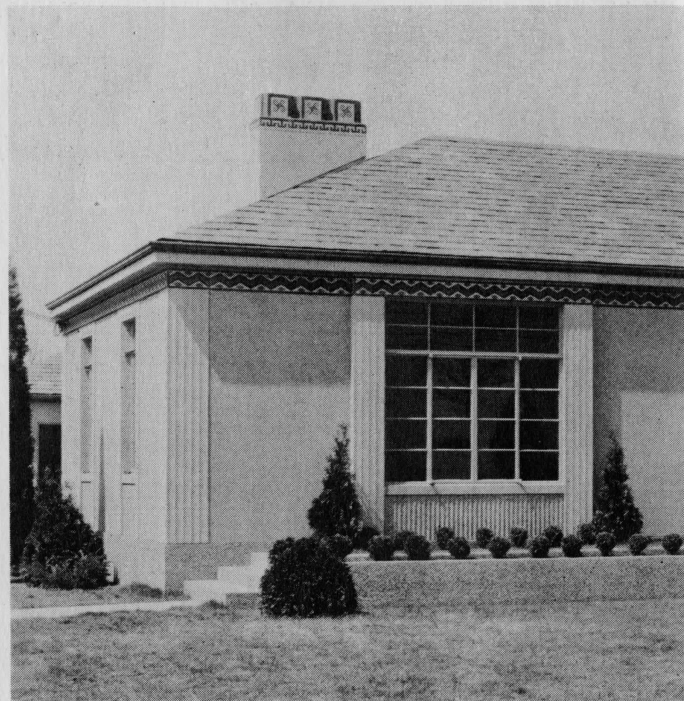
Each of these undertakings contributed to the scientific development of the material and made it possible to translate this achievement into the walls of a home which can be bought and paid for out of a modest household budget. Anyone who is earning enough to pay rent, can buy a house with walls made of this material. Such a home will not only be a new home when it is built, but it will still be a new and modern home when the last payment has been made.

If the owner of this home is to have the benefit of a twenty-year mortgage, such as the government is planning to insure, the permanence of its appearance and the permanence of its walls will be vital factors in determining its appraisal value.

Fine walls make fine homes. No house is finer than its walls, for the walls determine the character of the house. When they are old, the house is old. When they fail, the house falls.

Much of the progress which Science has made in heating, lighting, air-conditioning and in a multitude of labor-saving devices, can be utilized only behind the protection of genuinely modern walls.

The development of the Mechanical Sciences has been the glory of the past hundred years. But the benefit of that development has too often been restricted to a limited few. As a protest against that restriction has come the effort of the Social Sciences to distribute these



A Triumph of Beauty in Concrete—Earley Polychrome House No. 1—Concrete to Show How Artistry and Craftsmanship Can

benefits to all. The success of that effort promises to be the glory of the coming years. Its crowning achievement will be to place the American home, as the finest home of any age, within the reach of every family.

The Savings of Mass Production

By adding the savings of mass production to the achievements of Science, Industry is producing pre-fabricated exterior walls, partition units, kitchen units, heater units, bathroom units and plumbing units that promise to give to the home owner of tomorrow an assembly of comforts and luxuries for \$5,000 that might have cost him \$10,000 a few years ago, with a quality and workmanship rarely found in homes that cost less than \$25,000.

To meet the demands of such standards of good living, the walls of the home must be permanent and beautiful. They must seal it and its contents against the elements, against fire, water and storm. They must be sanitary, and they must be safe.

The walls of this house of Earley mosaic concrete are made to meet such exacting requirements. The precast panels of which they are built have earned the right to a place among the finest building materials. They combine strength, permanence and beauty with an economy no comparable material can offer.

Mosaic Concrete—Man-Made Granite

Mosaic concrete is, by a patented process, made of crushed quartz, quartz sand and portland cement. The aggregates—as the stone-like particles in concrete are known—are selected for their hardness and for their fadeless color. Whether it be a plain wall surface or a



No. 1 Was Built with Prefabricated Walls of Earley Mosaic Combined to Put Enduring Beauty into a Modest Home.

rich mosaic decoration, it is composed exclusively of the hardest of white or colored quartz or of equally hard ceramic or vitreous materials. These materials are crushed to exact size. The "sand" used in making mosaic concrete is crushed from the same stone and graded to size as exactly as the larger aggregates. It contains no dust and no pigments. The result is a concrete of unusual hardness—a man-made granite.

To produce the Earley Process Panels, molds are designed and made in the studio, by master craftsmen. In these molds the concrete is cast and from them it takes its form. Color and texture are determined by the color and the size of the aggregates.

The molds are removed just before the final hardening of the concrete. The surface cement is then brushed away with wire brushes and the panel is subsequently washed with a weak solution of muriatic acid. This produces a strikingly beautiful surface of "exposed aggregates" whose form color and texture are exactly pre-determined to meet the requirements of architectural design.

These panels are two inches thick, approximately nine feet high, from four to ten feet wide and heavily reinforced with electrically welded steel mesh. They are cured for fourteen days in a humidity chamber until they have a crushing strength of about 5,000 pounds to the square inch. The panels are so made that they can be easily assembled upon a concrete foundation, such as can be constructed by any builder who knows how to make concrete.

Automatic Expansion Joints Make Perfect Wall

A skeleton of studding—either of wood or of steel—is set on this foundation to furnish the frame against

which the panels are placed. Light reinforced concrete columns are then cast behind the joints between the panels. The latter are attached to these columns by a newly invented process which combines them into a perfect wall but leaves them free to move with the expansion and contraction of the concrete.

By the use of these panels, houses can be built almost as easily in the winter as in the summer. After the foundation is completed, the panels of the average house can be put in place in a single day. The window casements are cast solidly into the panels themselves in the course of their prefabrication in the studio. Therefore, the assembled walls completely enclose the building, thus enabling workers to proceed with the interior finish absolutely independent of external weather conditions.

Thirty-two panels, so assembled, produced the walls of this house. They are fireproof, weather-proof and water-proof. No water can penetrate these walls, no matter how hard a storm may beat against them. They can be cleaned with a garden hose or—if need be—with a scrubbing brush. The beauty of their color is permanent and ever fresh. Earley Process walls do not grow old.

These walls are so built that they may be insulated at a low cost and thereby provide houses that are warm in winter and cool in summer—houses in which modern heating and air-conditioning equipment can function at the lowest cost.

Costs Less Than Any Comparable Material

The cost of Earley Process Panels is such that walls built of these slabs will cost less than the walls of any comparable material, and so little more than wooden walls that the first repainting of a frame house will make its cost as high as the original cost of an Earley paneled wall. The economy and the perfection of these prefabricated walls promises to be a decisive factor in promoting the assembling of completely prefabricated houses, including prefabricated interior units, thus achieving important savings in time, material, and construction costs.

The walls of this house were purposely done in vivid hues to show the wide range of color at the command of the architect and the builder. The same is true of the mantel in the living room, which, including the deep fireplace, is a single studio-made casting of Earley mosaic concrete. So is the chimney top. As a unique touch, three inserts of brilliant mosaic concrete add to the beauty of the ornamental front door. A band of blue mosaic concrete furnishes the inside trim for each window.

On the other hand, the garage which adjoins the house has been built as simply and plainly as possible, with twelve undecorated panels, as a study for another type of house to be built on the adjoining lot. It shows the effective simplicity of this remarkable material.

How to Build Your Home With These Walls

Earley Process Panels can be prefabricated to form the walls of any kind of house, in any type of architecture. If you want to build your new home with the finest and most modern walls, ask your architect and your builder, or your real estate man, to specify Earley Mosaic Concrete Walls. Or, send your inquiries direct to the EARLEY PROCESS CORPORATION, National Press Building, Washington, D. C.

KEEP THIS UNTIL YOU BUILD