your home permanent charm and beauty.

for exterior walls...

CERAMO

Ceramic Glazed Asbestos-Cement Siding

Treat your home to sidewalls of snow-white CERAMO—the asbestos-cement siding with a flint-hard ceramic surface that seals out dirt, grime, moisture... Ceramo's pottery-like finish fused under high heat stays clean longer.

CERAMO is a whiter, brighter white. Scientific tests made under U.S. Bureau of Standards Methods prove that Ceramo is whiter than many white paints used for exterior of homes. Compare Ceramo white with ordinary white siding—you will be amazed!

CERAMO protects against fire—made from non-combustible materials—asbestos fiber and Portland cement.

CERAMO—will not rot or decay.

CERAMO—does not require painting. It saves you the first cost of painting and it continues to save you the cost of re-painting.

CERAMO is a modern material. It is suitable for all types of homes in all climates.

CERAMO walls will add permanent beauty and freshness to your home.


give your home a real future with Carey Building Materials!
ask your architect or builder about them... or see your Carey dealer!

these advantages of Carey CERAMO Asbestos-Cement Siding...

SOOT TEST
Soot and atmospheric dirt are easily washed off with water.

HOSE TEST
Water does not penetrate CERAMO'S dense, hard surface.

FIRE TEST
Even a blow torch can't ignite Carey CERAMO!

WHITENESS TEST
Ceramo is whiter than the whitest of outside white house paints.*

*Light reflectivity tests recommended by U.S. Bureau of Standards rate CERAMO 90.7% (published figures rate lead-zinc White Paint, 2 coats 66%, Titanium Oxide White Paint 75%)