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.

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**THESE ADVANTAGES OF CAREY CERAMO ASBESTOS-CEMENT SIDING . . .**

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

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

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

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

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*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 78%)