

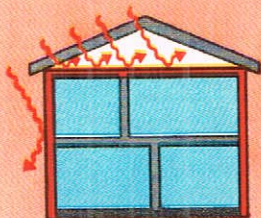
Make Your Home a Haven of • Winter Warmth • Summer Coolness

with **Carey** ROCKWOOL INSULATION

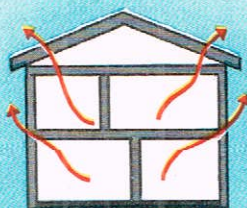
Save up to 40% on fuel!

Carey ROCK WOOL Takes The Simmer Out Of Summer!

Heat from the sun easily penetrates uninsulated roof, walls, ceiling, often raising inside temperatures higher than outside—the cause of miserable days and sleepless nights!

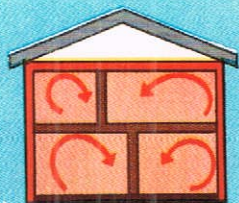


Carey Rock Wool Insulation, properly installed, locks heat outside—keeps inside temperatures up to 15° cooler than in uninsulated homes, even during summer's hottest weather!



Carey ROCK WOOL Brings Winter Comfort, Fuel Savings up to 40%

In winter, heat leaks out through uninsulated roofs, walls, ceilings, results in fuel waste, drafts, cold floors and walls, hard to heat rooms. Endangers health!



Carey Rock Wool Insulation keeps heat inside; saves up to 40% on fuel; actually pays for itself within a few years—and pays you a cash dividend in fuel savings every year thereafter. Floors and walls are warm, draft-free... rooms are easier to heat, and you enjoy comfortable, healthful living!

Carey Rock Wool is one of the most practical, efficient insulation materials known! Blown from rock, liquefied under terrific heat and pressure, Carey Rock Wool consists of countless fibers honeycombed by millions of microscopic "dead air" cells. These air cells give Carey Rock Wool its amazing heat-resistant properties. Actually "full thick" Carey Rock Wool is a more efficient heat barrier than a brick wall 56 inches thick.

Carey Rock Wool is fire-resistant, rot-resistant, will not settle or disintegrate. It is clean, odorless, non-irritating to handle and as permanent as the rock from which it is made.

There's a type of Carey Rock Wool for every home insulation requirement. Ask your architect or builder to recommend the type of Carey Rock Wool that suits your needs best.

Illustration shows installation of Carey Strip Blankets. Made in both Full-Thick and Semi-Thick sizes, Carey Strip Blankets are cut to fit snugly between framing members. The new accordion-type fold, a Carey feature, virtually eliminates variations in thickness and protects the bond between vapor barrier and insulation.



Check THESE ADVANTAGES OF CAREY ROCK WOOL

- Keeps homes warmer in Winter
- And makes homes cooler in Summer
- Saves up to 40% on fuel
- Resists fire
- Rot-resistant
- Water repellent
- Non-conductor of electricity
- Helps deaden sounds
- Reduces fire danger in hollow side-walls
- Easily installed
- **Actually pays for itself**

THE PHILIP CAREY MANUFACTURING CO.
CINCINNATI 15, OHIO

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