



A room to be proud of in hours. Wedgwood Blue Super-Kem-Tone and Stay-White Kem-Glo.

LOVELY TO LIVE WITH, EASY ON YOUR PURSE!

*Super-Kem-Tone*

...the washable latex wall paint



Easy to Use

Super-Kem-Tone comes ready to use. No thinning, just stir and apply with brush or Roller-Koater. Dries so quickly you can use your room the same day you paint it.



\*Guaranteed Washable

When thoroughly dry, Super-Kem-Tone withstands repeated washings with usual home-hold cleaners without losing its beauty. Guaranteed washable at your owner's risk.

Enough Super-Kem-Tone for the walls and ceiling of an average room costs less than \$10.00. Nothing else, regardless of cost, can do so much to improve a room.

Super-Kem-Tone is the wonderful latex paint that's guaranteed\* washable. Latex, the new miracle ingredient, adds super wear, super beauty and super washability. Super-Kem-Tone is so easy to use with brush or Roller-Koater and dries so fast, you can paint and use a room the same day.

Choose from more than a hundred lovely colors, all available in both Super-Kem-Tone and Kem-Glo, America's favorite enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

\$1.65  
QUART

\$5.19  
GALLON

(Deep Tones  
\$5.45  
a Gallon)

If you wish, we will gladly recommend a painting contractor for any of your painting needs.



\$1.45  
PINT  
\$5.25  
GALLON

**KEM-GLO.**

LOOKS AND WASHES LIKE BAKED ENAMEL

Use Kem-Glo, the super durable enamel with the rich subdued lustre, for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No undercoater needed. One coat covers most surfaces. Dries in 3 hours. Color-matched to Super-Kem-Tone. Try it and discover why Kem-Glo is America's favorite enamel.

**THE SHERWIN WILLIAMS CO.**



In Principal Cities from Coast to Coast

Super-Kem-Tone and Kem-Glo are also made and distributed by: Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh; The Love Brothers Co., Dayton; John Lucas & Co., Inc., Philadelphia; The Martin-Senou Co., Chicago; Rogers Paint Products, Inc., Detroit.

This advertisement No. SIKT-5406 appears in Country Gentleman, October, 1953

0007-SWP-039508

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*Lozely is the word for Super Kem-Tone. Skyline Blue dramatically blended with darker Steel Blue on the rear wall.*

**COLOR COSTS SO LITTLE. ADDS SO MUCH!**

**Super Kem-Tone**

...the washable latex wall paint



**Easy to Use!**

Super Kem-Tone comes ready to use, no thinning, just stir and apply with brush or Roller-Coater. Dries so quickly you can use your room the same day you paint it.



**\*Guaranteed Washable!**

Thermally dried, Super Kem-Tone will withstand repeated washings with usual household cleaners without losing its beauty. Guaranteed washable for paint money back.

Enough SUPER KEM-TONE for the walls and ceiling of an average room costs less than \$10.00. Nothing else, regardless of cost, can do so much to improve a room.

Super Kem-Tone is the wonderful latex paint that's guaranteed\* washable. Latex, the new miracle ingredient, adds super wear, super beauty and super washability. Super Kem-Tone is so easy to use with brush or Roller-Coater and dries so fast, you can paint and use a room the same day.

Choose from more than a hundred lovely colors, all available in both SUPER KEM-TONE and KEM-GLO, America's favorite enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

If you wish, we will gladly recommend a painting contractor for any of your painting needs.



**KEM-GLO®**

LOOKS AND WASHES LIKE BAKED ENAMEL

Use KEM-GLO, the super durable enamel with the rich subdued lustre, for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No under-coat needed. One coat covers most surfaces. Dries in 3 hours. Color-matched to SUPER KEM-TONE. Try it and discover why KEM-GLO is America's favorite enamel.

**THE SHERWIN WILLIAMS CO.**



In Principal Cities from Coast to Coast

Super Kem-Tone and KEM-GLO are also made and distributed by: Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh; The Lowe Brothers Co., Dayton; John Lucas & Co., Inc., Philadelphia; The Martin-Schwarz Co., Chicago; Rogers Paint Products, Inc., Detroit.

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0007-SWP-000122895



Rich walls of **SUPER KEM-TONE Rosanna Green** are highlighted by **KEM-GLO Stay-White** on fireplace wall and built-in unit.

## COLORFUL WALLS MAKE THE ROOM!

# Super Kem-Tone

...the washable latex wall paint



\$1.65  
QUART

\$5.19  
GALLON

(Deep Tones \$5.45  
a Gallon)



### Easy to Use

**SUPER KEM-TONE** comes ready to use. No thinning just stir and apply with brush or Roller-Koater. Dries quickly. In you can use your room the same day you paint it.



### \*Guaranteed Washable

Thoroughly dried, **SUPER KEM-TONE** will withstand repeated washings with usual household cleansers without losing its beauty. Guaranteed washable at your corner store.

Enough **SUPER KEM-TONE** for the walls and ceiling of an average room costs less than \$10.00. Nothing else, regardless of cost, can do so much to improve a room.

**SUPER KEM-TONE** is the wonderful latex paint that's guaranteed\* washable. Latex, the new miracle ingredient, adds super wear, super beauty and super washability. **SUPER KEM-TONE** is so easy to use with brush or Roller-Koater and dries so fast, you can paint and use a room the same day.

Choose from more than a hundred lovely colors, all available in both **SUPER KEM-TONE** and **KEM-GLO**, America's favorite enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND  
DEPARTMENT STORES EVERYWHERE

If you wish, we will gladly  
recommend a painting contractor for  
any of your painting needs.



\$1.25  
PINT

\$2.50  
QUART

\$8.25  
GALLON

## KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

Use **KEM-GLO**, the super durable enamel with the rich subdued lustre, for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No undercoat needed. One coat covers most surfaces. Dries in 2 hours. Color-matched to **SUPER KEM-TONE**. Try it and discover why **KEM-GLO** is America's favorite enamel.

## THE SHERWIN WILLIAMS CO.

In Principal Cities from Coast to Coast

**SUPER KEM-TONE** and **KEM-GLO** are also made and distributed by: Acme Quality Paints, Inc., Detroit . . . W. W. Lawrence & Co., Pittsburgh . . . The Lowe Brothers Co., Dayton . . . John Lucas & Co., Inc., Philadelphia . . . The Martin-Senour Co., Chicago . . . Rogers Paint Products, Inc., Detroit.

This advertisement No. SKT-5402 appears in The Saturday Evening Post, September 12, 1953

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