

Let *Kem-Tone* make your Dream Rooms come true!

Kem-Tone
MIRACLE WALL FINISH

**LATEST, SMARTEST
COLORS!**
Styled by leading decorators!

Kem-Tone
MIRACLE WALL FINISH

**INCREASED
DURABILITY!**
A harder, tougher, longer-lasting finish!



QUESTION:
WHAT IS
KEM-TONE?

ANSWER: A FLAT WALL
FINISH THAT'S UNSURPASSED
IN QUALITY, BEAUTY,
EASE-OF-USE!



QUESTION:
IS KEM-TONE
BETTER TODAY
THAN YESTERDAY?

ANSWER: YES! CONTIN-
UOUS RESEARCH HAS
MADE TODAY'S KEM-TONE
THE BEST EVER!



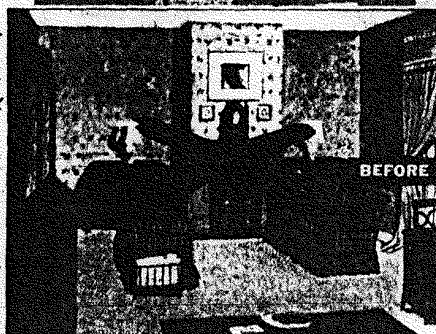
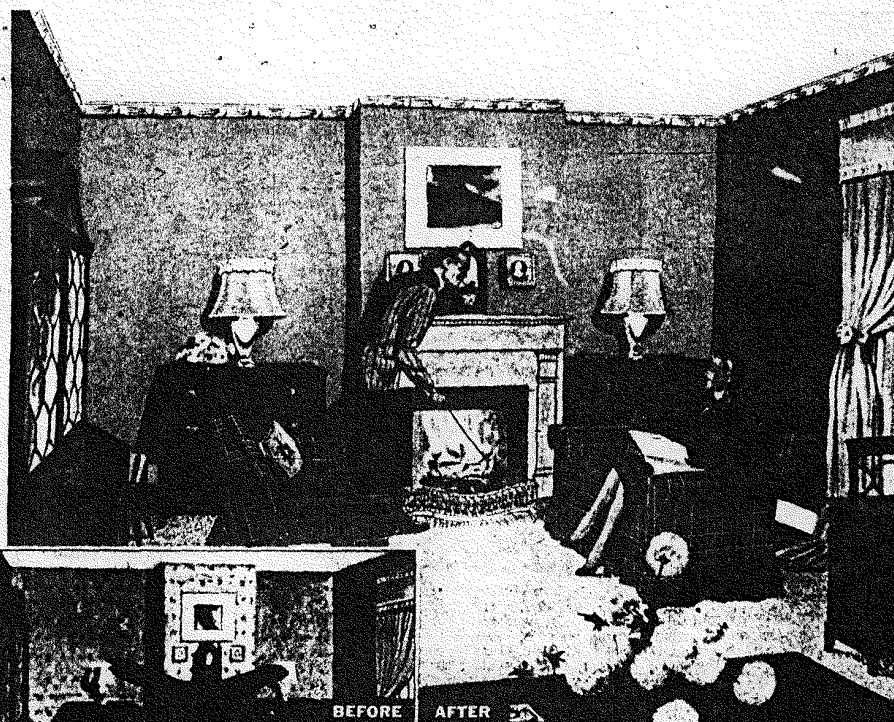
QUESTION:
IS KEM-TONE
A 'WATER PAINT'?

ANSWER: DEFINITELY NOT!
KEM-TONE IS A MODERN
SYNTHETIC RESIN & OIL
PAINT MADE IN CONCENT-
RATED PASTE FORM THAT
MIRACULOUSLY BLENDS
WITH WATER FOR YOUR
CONVENIENCE & ECONOMY.



QUESTION:
IF KEM-TONE
CONTAINS OIL,

HOW CAN IT BE MIXED WITH
WATER? **ANSWER:** THAT'S
A KEM-TONE MIRACLE! A
SCIENTIFICALLY DE-
VELOPED INGREDIENT
LETS THE OIL BLEND WITH
WATER.



Kem-Tone
MIRACLE WALL FINISH

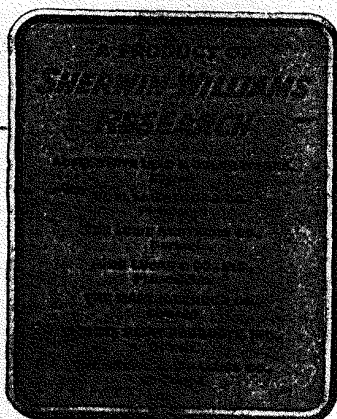
**GREATER HIDING
POWER!** One coat covers most
any interior surface, even wallpaper!

Kem-Tone
MIRACLE WALL FINISH

WASHABLE!
With wall-washing cleaners or wallpaper
cleaners!

Kem-Tone
MIRACLE WALL FINISH

**APPLIES LIKE
MAGIC!**
Just use brush or Kem-Tone Roller-Koater!



One gallon (\$2.98) does a room!

Think of it! Only \$2.98 buys a gallon of Kem-Tone and just one gallon does the average room! Kem-Tone comes in concentrated paste form that miraculously thins with water, giving you a gallon and a half of the finest wall finish, ready-to-use. Kem-Tone gives your walls the richest, handsomest finish imaginable — durable, lastingly lovely. Kem-Tone covers most any surface with one coat . . . rolls or brushes over painted walls, wallboard, even wallpaper! Dries in 1 hour . . . paint your rooms in the morning, they're ready that afternoon!



New! The Kem-Tone 4" Brush \$2.39
Kem-Tone Roller-Koater . . . **89¢**
Kem-Tone Border Trims . . . **20¢**



The modern
miracle wall finish
Kem-Tone

2.98* GALLON
PASTE FORM
makes 1 1/2 gallons
pail, ready-to-apply



There is only one Kem-Tone! Accept no substitute! There's a Kem-Tone Dealer near you!