SAN DIEGO UNION APRIL 1st 1951



Spanish Brown, just one of the exciting new SUPER KEM-TONE colors, brings rich warmth to walls, contrasts smartly with Sheets White or Princess Ivory ceiling.

BEAUTY *in* BROWN

Another New Color Fashion in

Super Kem-Tone



$1.59 QT. $4.98 GAL.

DEEP COLORS SLIGHTLY HIGHER

NO THINNING
JUST STIR AND APPLY

• High-fashion deep tones, gorgeous intermediate shades and luscious pastels . . . they're *all* easy with SUPER KEM-TONE. It glides on your walls smooth as velvet. Quick, too. This new de luxe wall paint comes ready to use, needs no undercoater, flows freely over previously painted walls, over wallpaper or plaster. And *durable* . . . countless washings won't spoil its beauty . . . dirt just whisks off its tough, tight surface. You'll experience a real thrill when you use this marvelous new paint.

So beautiful . . . so washable . . . so easy to apply





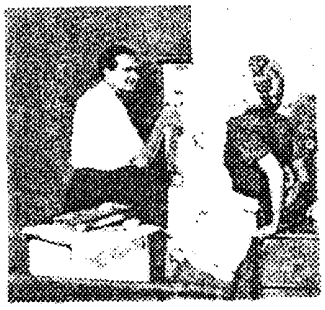
SO EASY TO APPLY . . . Ready to use, no thinning, just stir and apply. SUPER KEM-TONE goes on "like a breeze" with brush or Roller-Koater, dries quickly . . . evenly . . . beautifully.

"GUARANTEED WASHABLE . . . After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.

SUPER KEM-TONE is Guaranteed* Washable or your money back by seven leading paint companies . . .

Acme Quality Paints, Inc., Detroit — Lake Lucas & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh — The Martin-Senour Co., Chicago
The Lowe Brothers Co., Denver — Rogers Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



Kem-Tone TOP VALUE IN THRIFTY HOME BEAUTY

The all paint that mixes with water. Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only $2.66 a gallon.

$1.59 Quart $3.98 Gallon

At accessorized matte finish



KEM-GLO LOOKS AND WASHES LIKE BAKED ENAMEL

The miracle lustre enamel for kitchen and bathroom walls and all interior woodwork, for interior and exterior furniture. Goes on like magic. One coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water will not harm KEM-GLO's beautiful finish. Gorgeous new colors.



