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WEEKLY



QUESTION:
WHAT IS
KEM-TONE?

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



QUESTION:
IS KEM-TONE
BETTER TODAY
THAN YESTERDAY?

ANSWER: YES. INTENSE
WARTIME RESEARCH HAS
RESULTED IN THE BEST
KEM-TONE EVER MADE!



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
SPECIAL, SCIENTIFICALLY
DEVELOPED INGREDIENT
ALLOWS THE OIL TO BE
BLENDED WITH WATER.

Kem-Tone
MIRACLE WALL FINISH

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



LIVING ROOM
Right over wallpaper!

Kem-Tone
MIRACLE WALL FINISH

**DRIES IN
ONE HOUR!**
Rooms painted in morning ready in afternoon!



DINING ROOM
Right over paint!

Kem-Tone
MIRACLE WALL FINISH

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



BEDROOM
Right over wallpaper!

Kem-Tone
MIRACLE WALL FINISH

WASHABLE!
With wall-washing cleaners or wallpaper
cleaners!



PLAYROOM
Right over wallboard!

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!



PLAYROOM
Right over wallboard!

The Great Home Brighteners!

Lin-x

LIN-X CLEAR GLOSS—Brush it on wood, metal, linoleum surfaces. Dries quickly to hard, lasting finish. Resists dirt, water, grease, fruit acids, alcohol. Easy to clean! \$1.70 qt. 95¢ pt.

LIN-X CREAM POLISH—Polishes furniture without hard rubbing. Hides scratches. Cleans as it polishes. 69¢ pt.

LIN-X SELF-POLISHING WAX—Protects, beautifies wood, linoleum. Just wipe it on. Shines as it dries. Non-slip. 98¢ qt. 59¢ pt.

MADE BY THE MAKERS OF KEM-TONE

Kem-Tone keeps ahead!

What's the most popular wall finish in America? Kem-Tone! What keeps it so popular? Constant research, carried on in the world's biggest paint laboratories where Kem-Tone was originally created. Today, a better scientific blend of pigments, resins and oils makes Kem-Tone a more remarkable finish than ever before. Its durability has been increased, its hiding power is now even greater. There's no finer finish for your rooms, regardless of price!

New! The Kem-Tone 4" Brush \$2.39..

Kem-Tone Roller-Koater . . . 89¢..

Kem-Tone Border Trims . . . 15¢..

FOR LOVELY ROOMS

*The modern
miracle wall finish*

Kem-Tone

2.98 PER GAL.
pinto form

Makes 1 1/2 gallons
paint, ready to apply.

Guaranteed by
Good Housekeeping
Association

There is only one Kem-Tone! Accept no substitute! There's a Kem-Tone Dealer near you!
San Francisco Examiner May 5, 1946 American Weekly Page 41