

SUPER® KEM-TONE
MAGAZINE AND TV ADVERTISING
SPRING-1954

**SUPER KEM-TONE full-color advertisements
appear in these leading national magazines**

THE SATURDAY EVENING POST
Circulation — 4,583,064

MARCH 13
(Appearance date March 10)
APRIL 17
(Appearance date April 14)
MAY 22
(Appearance date May 19)

AMERICAN HOME
Circulation — 3,103,771

MARCH
(Appearance date February 25)
JUNE
(Appearance date May 25)

BETTER HOMES & GARDENS
Circulation — 3,779,359

MARCH
(Appearance date February 24)
MAY
(Appearance date April 23)

SUNSET
Circulation — 565,542

APRIL
(Appearance date March 25)
JUNE
(Appearance date May 28)

GOOD HOUSEKEEPING
Circulation — 3,412,955

MARCH
(Appearance date February 20)
MAY
(Appearance date April 20)

COUNTRY GENTLEMAN
Circulation — 2,555,950

APRIL
(Appearance date March 31)
JUNE
(Appearance date May 26)

HOUSEHOLD
Circulation — 2,335,625

APRIL
(Appearance date March 28)
JUNE
(Appearance date May 20)

SUCCESSFUL FARMING
Circulation — 1,266,675

APRIL
(Appearance date March 24)
MAY
(Appearance date April 21)

PROGRESSIVE FARMER
Circulation — 1,218,450

MARCH
(Appearance date February 15)
MAY
(Appearance date April 15)

See back cover for television network.

0007-SWP-039511

N20132



Glenn's Custom Better and Manufactured Super New Tone with matching Kwik-Tone on woodwork highlight this cheerful room.

COLOR COSTS SO LITTLE, ADDS SO MUCH!

Super Kwik-Tone

...the washable latex wall paint



Easy to Use!

Super Kwik-Tone comes ready to use. So shining, just stir and apply with brush or Roller-Koater. Dries so quickly you can use same room the same day you paint it.



"Guaranteed Washable!"

Thoroughly dried, Super Kwik-Tone will withstand repeated washings with soap, household cleaners without losing its beauty. Guaranteed washable at your own risk.

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

SUPER KWIK-TONE is the wonderful latex paint that's guaranteed washable. Latex, the new plastic ingredient, adds super wear, super beauty and super washability. SUPER KWIK-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 KWIK-TONE and Kwik-Glo, America's favorite enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

\$173
SQUARE

\$5.45
GALLON
(Deep Tones \$5.49 a Gallon)

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

Newest Fashion in Home Decoration

... Applique!

Words and pictures can't express to the shimmering beauty of Applique! ... make designs you call on your SUPER KWIK-TONE walls. You must see it to believe it! See it on TV ... see it on your Kwik-Tone dealer to show you how easy applying new Applique can transform your rooms.

THE SHERWIN WILLIAMS CO.



In Principal Cities from Coast to Coast

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

ON TV... TUNE IN "Where's Raymond?", Starring RAY BOLGER... EVERY WEEK ON ABC NETWORK

This advertisement will appear in Better Homes & Gardens, May; Successful Farming, May; American Home, June; Sunset, June, 1954

0007-SWP-039512

0007-SWP-000122898



Melody Green uses SUPER KEM-TONE washable latex paint to redecorate her delightful room.

OF COURSE YOU CAN AFFORD TO RE-DECORATE!

Super Kem-Tone

...the washable latex wall paint



\$1.73
QUART

\$5.45
GALLON

(Deep Tones
\$5.49
a Gallon)



Easy to Use
SUPER KEM-TONE comes ready to use. No thinning, just stir and apply with brush or Roller. Once on, it dries so fast, you can use your room like usual the same day.



Guaranteed Washable
When thoroughly dry, SUPER KEM-TONE washes repeated washings with usual house hold cleaners without losing its beauty. Even in red washable in your 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 so easily, 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. KEM-TONE 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 roomed.

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.

NEWEST FASHION IN HOME DECORATION

Newest Fashion in Home Decoration

... *Apply!*

Words and pictures can't do justice to the shimmering beauty of *APPLIXAY*... subtle designs you roll on your SUPER KEM-TONE walls. You must see it to believe it! See it on TV... ask your SUPER KEM-TONE dealer to show you how easily amazing new APPLIXAY can transform your room.



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-Seniat Co., Chicago; Rogers Paint Products, Inc., Detroit.

ON TV... TUNE IN "Where's Raymond", Starring RAY BOLGER... EVERY WEEK ON ABC NETWORK
SOF 5426

This advertisement will appear in The Saturday Evening Post, March 13; Country Gentleman and Sunset, April, 1954

0007-SWP-039513

0007-SWP-000122899

THE SUPER® KEM-TONE TV PROGRAM
STARRING RAY BOLGER
STATION NETWORK

City & Station	Day & Time (P. M.)	City & Station	Day & Time (P. M.)
Alton — WAKR	Thurs. 8:30- 9:00	Madison — WMTV	Thurs. 7:30- 8:00
Albany — WROW	Thurs. 8:30- 9:00	Memphis — WHBQ	Thurs. 9:00- 9:30
Albuquerque — KOAT	Thurs. 8:30- 9:00	Milwaukee — WOKY	Thurs. 7:30- 8:00
Altoona — WFSB	Thurs. 8:30- 9:00	Minneapolis — WTCN	Thurs. 7:30- 8:00
Anaheim — KPDA	Thurs. 7:30- 8:00	Mobile — WALA	Mon. 10:30-11:00
Atlanta — WLWA	Thurs. 8:30- 9:00	Monroe, La. — KNOE	Thurs. 7:30- 8:00
Austin, Tex. — KTBC	Mon. 10:30-11:00	Mundelein — WLBC	Thurs. 7:30- 8:00
Baltimore — WAAM	Thurs. 8:30- 9:00	Nashville — WWSX	Tues. 9:30-10:00
Baton Rouge — WAFB	Sun. 10:30-11:00	New York — WABC	Thurs. 8:30- 9:00
Battle Creek — WKZZ	Thurs. 8:30- 9:00	Norfolk — WTOV	Thurs. 8:30- 9:00
Birmingham — WABT	Tues. 10:00-10:30	Oklahoma City — WKY	Thurs. 9:30-10:00
Bloomington, Ind. — WTTV	Tues. 10:00-10:30	Oshkosh — WOSH	Thurs. 7:30- 8:00
Buffalo — WBUF	Thurs. 8:30- 9:00	Parkersburg, W. Va. — WTAP	Thurs. 8:30- 9:00
Cedar Rapids — KCRN	Thurs. 7:30- 8:00	Pensacola, Fla. — WEAR	Thurs. 7:30- 8:00
Chicago — WKBK	Thurs. 7:30- 8:00	Peoria — WTVH	Thurs. 7:30- 8:00
Cincinnati — WCPO	Thurs. 8:30- 9:00	Philadelphia — WFIL	Thurs. 8:30- 9:00
Cleveland — WXEL	Thurs. 8:30- 9:00	Phoenix — KOY — KOOL	Thurs. 8:30- 9:00
Columbia, S. C. — WCOS	Thurs. 8:30- 9:00	Pittsburgh — WENS	Thurs. 8:30- 9:00
Columbus, Ohio — WTVN	Thurs. 8:30- 9:00	Portland, Me. — WPMT	Tues. 10:00-10:30
Dallas — WFAA	Thurs. 7:30- 8:00	Portland, Ore. — KOIN	Tues. 8:00- 8:30
Danville, Ill. — WDMN	Thurs. 7:30- 8:00	Providence — WJAR	Mon. 8:30- 9:00
Decatur, Ill. — WTVF	Thurs. 7:30- 8:00	Rock Island — WHBF	Wed. 10:30-11:00
Denver — KSTV	Thurs. 8:30- 9:00	Roswell, N. M. — KSWB	Thurs. 9:30-10:00
Des Moines — WOI	Wed. 10:30-11:00	St. Louis — KSTL	Thurs. 7:30- 8:00
Detroit — WXYZ	Thurs. 8:30- 9:00	St. Petersburg — WSPN	Thurs. 7:30- 8:00
Easton, Pa. — WGLV	Thurs. 8:30- 9:00	Salt Lake City — KSL	Sat. 6:30- 7:00
El Paso — KROQ	Thurs. 10:00-10:30	San Antonio — WOAI	Thurs. 10:15-10:45
Evansville, Ind. — WPRE	Thurs. 8:30- 9:00	San Diego — KFMB	Thurs. 8:30- 9:00
Flint — WTAC	Thurs. 8:30- 9:00	San Francisco — KGO	Thurs. 8:30- 9:00
Ft. Lauderdale — WFTV	Thurs. 8:30- 9:00	Seattle — KING	Wed. 9:00- 9:30
Greenville, S. C. — WGVL	Thurs. 8:30- 9:00	Spokane — KHQ	Sat. 8:00- 8:30
Harrisburg, Pa. — WTPA	Fri. 9:00- 9:30	Springfield, Mass. — WWLP	Sat. 8:00- 8:30
Honolulu — KGMB	Sat. 9:00- 9:30	Syracuse — WSYR	Thurs. 7:00- 7:30
Houston — KPRC	Thurs. 7:30- 8:00	Texasarkana — KCMC	Thurs. 8:00- 8:30
Huntington, W. Va. — WSAZ	Wed. 7:00- 7:30	Topeka — WIBW	Thurs. 7:30- 8:00
Jackson, Miss. — WJTV	Tues. 9:30-10:00	Waterbury — WATER	Mon. 8:00- 8:30
Jacksonville — WJHP	Thurs. 8:30- 9:00	Wash., D. C. — WMAL	Thurs. 8:30- 9:00
Kalamazoo — WKZO	Tues. 8:00- 8:30	West Palm Beach — WIRK	Thurs. 8:30- 9:00
Kansas City — KCMO	Thurs. 7:30- 8:00	Wheeling, W. Va. — WTRF	Thurs. 8:30- 9:00
Knoxville — WROL	Thurs. 8:30- 9:00	Wichita — KIDD	Thurs. 7:30- 8:00
Lansing, Mich. — WLS	Thurs. 8:30- 9:00	Wilkes-Barre — WILK	Thurs. 8:30- 9:00
Lincoln — KFOR	Thurs. 7:30- 8:00	Winston-Salem — WTOS	Thurs. 8:30- 9:00
Los Angeles — KECA	Thurs. 8:30- 9:00	York, Pa. — WBSA	Thurs. 8:30- 9:00
Louisville — WKLO	Thurs. 7:30- 8:00	Youngstown — WKBN	Sat. 9:00- 9:30
Lynchburg — WLVA	Thurs. 8:00- 8:30		

(Network as of February 1, 1954)

0007-SWP-039514

0007-SWP-000122900