THRILLING NEW COLORS!



Spanish Brown, one of the exciting, new Sunset Kem-Tone colors, brings rich warmth to walls, contrasts smartly with Sheen White or Princess Ivory ceiling.



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.

$1.25 QUART $3.98 GALLON



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N29117

S!

So Beautiful, So Washable!

Super Kem-Tone®

Sensational New Paint Gives Your Walls Enduring Beauty

IT'S GUARANTEED WASHABLE!*

For sheer beauty, ease of application, washability and long life, Super Kem-Tone is in a class by itself. You will be delighted when you see what this marvelous new paint will do for your living room, dining room and bedrooms.

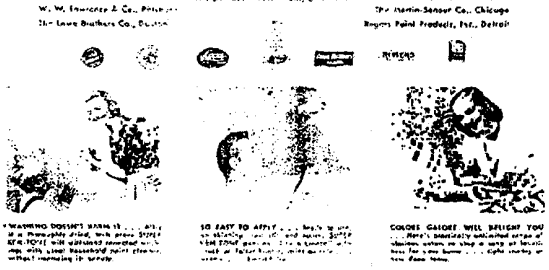
The range of colors will satisfy the most particular taste—high-fashion deep tones, gorgeous intermediate shades and luscious pastels. And they all flow on so easily and perfectly, with brush or Roller-Koater. You'll be amazed at the ease and speed of applying Super Kem-Tone over previously painted walls, over wallpaper, plaster, wood and other surfaces. It dries in less than an hour . . . you can paint and use room the same day.

Super Kem-Tone's tight, nonporous surface prevents dirt from penetrating, makes it easy to keep clean. It can be washed repeatedly without marring its beauty.

Try it yourself, see why users everywhere are saying, "Never before a paint like this!"

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

Acme Quality Paints, Inc., Detroit
W. W. Sherwin Co., Cleveland
The Lowe Brothers Co., Dayton
The Sherwin-Williams Co., Chicago
John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit



*WASHING DOESN'T HARM IT . . . Any soap or detergent solution, even strong scouring powder, will not harm SUPER KEM-TONE. Use it on kitchen walls, bathroom walls, woodwork, painted furniture, etc., without impairing its beauty.

SO EASY TO APPLY . . . Brush it on or roll it on with Roller-Koater. SUPER KEM-TONE flows on easily, dries in 1 hour. Use it on plaster, wallboard, wood or fabric. Ideal for new homes or redecorating.

COLORS GALORE WILL DELIGHT YOU . . . Here's practically unlimited range of glorious colors, in shop at once at factory-low prices. Choose your favorite for new home . . . right shades at your favorite store.



$1.59 QUART $4.98 GALLON

DEEP COLORS SLIGHTLY HIGHER

NO THINNING—JUST STIR AND APPLY

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

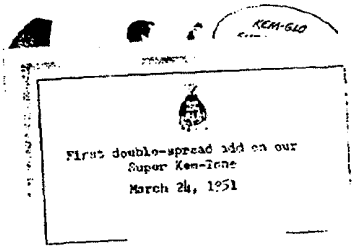


KEM-GLO

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.

$1.39 PINT $2.39 QUART $7.98 GALLON



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