



You can do such wonderful
things with color!

Super Kem-Tone

THE DELUXE WASHABLE WALL PAINT

Look! SUPER KEM-TONE. Beautiful colors, smooth, rich, colorful, sparkling KEM-TONE. Washable, washable on the wall in every room.

Just change the colors of your walls and you get a colorful "new" room . . . in less than a day, too, with SUPER KEM-TONE. It's the new latex-base paint you hear so much about. Velvet-rich. Rubber-tough. A dream to apply, it goes on so easily with brush or Roller-Koater . . . and dries so beautifully. A gallon is usually enough for the walls of the average room. Choose from more than a hundred decorator-styled colors. And for your woodwork, you can get the same lovely colors in KEM-GLO, the miracle lustre enamel.

\$1.65
QUART

\$5.19
GALLON

DEEP TONES
\$5.45
A GALLON

Guaranteed by
Good Housekeeping



No thinning
... just stir and apply

IT'S GUARANTEED WASHABLE

After it has thoroughly dried, tests show SUPER KEM-TONE will withstand repeated washings with usual household cleansers without coming to heavy, dead, grime, grease, even crayon marks wash right off its tight, rubber-tough surface. SUPER KEM-TONE is guaranteed washable of your money back by these seven leading paint companies:

Acme Quality Paints, Inc., Detroit
The Lane Brothers Co., Boston
The Imperial Paint Co., Chicago
W. W. Lombard & Co., Pittsburgh
John Lucas & Co., Inc., Philadelphia
Rogers Paint Products, Inc., Denver
The Sherwin-Williams Co., Cleveland

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



1.45
PINT
2.49
QUART
8.35
GALLON

Guaranteed by
Good Housekeeping

America's Favorite and Finest Enamel—KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

Now . . . have lovely, colorful walls and ceilings in your kitchen and bathroom . . . when you use KEM-GLO, the miracle baked enamel with the rich, subtlest lustre that is as hard as steel as your refrigerator. Ideal, too, for all woodwork throughout your house and for indoor and outdoor furniture. Even boiling hot water won't mar its lovely finish. No undercoats needed. One coat covers most surfaces. Dries in 3 to 4 hours. Color-matched to SUPER KEM-TONE.

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

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***the most
spectacular
profit-making
combination in
paint retailing!***

ORDER NOW

from any of these seven
leading paint companies or
your Kem-Products jobber:

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



This advertisement SKT-5303 appears throughout the Spring, 1953 season in American Lumberman, American Paint and Oil Dealer, Building Supply News, Hardware Age, Hardware Retailer, Hardware World, Housewares Review, Paint Logic, Retailing Daily and Southern Hardware

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