

# Why this wall paint gives you more for your dollar



## So easy!

*Super Kem-Tone® is neither too thick nor too thin. Flows on smoothly, evenly. All the skill you need is in the paint.*

## So quick!

*Does a room in half a day or less. Dries in 20 minutes. Painting tools clean up quickly in plain water.*

## So thrifty!

*One gallon does the walls of an average room. Goes farther, gives better 1-coat coverage than most other wall paints.*

## So beautiful!

*Hundreds of lovely colors to choose from. All are guaranteed washable and they keep their "just painted" look longer.*

# SUPER KEM-TONE®

YOUR BEST BUY IN WALL PAINT

THE SHERWIN-WILLIAMS CO., Cleveland • 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

## Presidents and First Ladies

(Continued from page 5)



Helen awards Mamie Eisenhower, then First Lady, with a scroll in recognition of her generous charity work.

"Not at all," I replied. "This is the one place you need to know you're somebody!"

Today, the White House is at its richest in American feeling. Jacqueline Kennedy has filled it with Americana. And under the Kennedys, the living arts, too, are getting their best chance to date.

When I was growing up, Washington was a cultural desert. The theater, music, and the dance generally were regarded as frivolous, but this young couple takes a different view of the living arts, and their view reflects the change in Americans in general.

In March, 1961, I spent a half-hour with President Kennedy in his office. With me were June Havoc, Helen Menken, and Leif Erickson. We were just about to go on our 26-nation tour, the first theater project under the State Department's cultural exchange program. The President had invited us to talk with him.

Mr. Kennedy expressed a very sincere belief in what we were doing. We talked of the new National Cultural Center, a bureau of the Smithsonian Institution which was created by Act of Congress and on whose advisory board I am privileged to serve. The President said he saw in it the promise of a genuine showcase for the living arts of the entire country.

It was a curious thing: for the first time, I didn't freeze up with a President. Perhaps it was because the other Presidents were older than I, and this one was younger. Or perhaps it was that President Kennedy is the kind of man I've known all my life. I like the Irish; Helen Hayes Brown has always been close to them. So I felt at home with a President at last.

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### How You Can Help Build the National Cultural Center

■ The National Cultural Center, to which Helen Hayes refers in her story, will be built with citizens' contributions on a site in the nation's capital selected by Congress. To raise funds for the Center, a nationwide closed-circuit telecast will be held in about 100 cities on Nov. 29. Half the net proceeds will remain in these cities to support their own symphonies, operas, ballets, the museums. The other half will go to the Center.

If you believe, as Miss Hayes does, that national pride and recognition for American performing artists are important, support your city's American Pageant of the Arts on Nov. 29, or send your contribution directly to the National Cultural Center, 718 Jackson Place, N. W., Washington 6, D. C.