

New colors

New look

New lift!



WHAT A LIFT YOU'LL GET FROM SUPER KEM-TONE'S NEWEST COLORS

Super Kem-Tone colors were born to flatter your rooms! They're created by the people who know more about paint colors than anyone else in the world. That's why Super Kem-Tone's lovely shades harmonize so beautifully with your furnishings.

Of course, you can buy other wall paints—but why take chances? Only with Super Kem-Tone can you

get such inexpensive decorating perfection. Whether you apply Super Kem-Tone yourself, or have a contractor do it, you'll like knowing it goes on with beautiful ease—smoothly, perfectly. It dries in 20 minutes to a luxurious, durable finish that's guaranteed washable or your money back. Make woodwork as lovely as walls with color-matching Kem-Glo® Enamel.

THE SHERWIN-WILLIAMS CO., Cleveland • ACME QUALITY PAINTS, INC., Detroit • W. W. LAWRENCE & CO., Pittsburgh • THE LOWE BROTHERS COMPANY, Dayton
JOHN LUCAS & CO., INC., Philadelphia • THE MARTIN SENOUR CO., Chicago • ROGERS PAINT PRODUCTS, INC., Detroit



This Color Harmony Guide takes all the guesswork out of selecting colors for your rooms. Borrow it free from your nearby Super Kem-Tone dealer.

SUPER KEM-TONE

AMERICA'S FAVORITE WALL PAINT • AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE