OLD KEN-TONE AD PROOFS
Spring '46 - Fall '46

Folder 7

N24239

Meeting Your Neighbors

BY EMILY POST



How to make friends when you move into a new town — without being a "pusher"

YEARS ago the rules governing the paying of visits in a neighborhood were very strict, and a newcomer had to wait until the cards of older residents were left on her card tray. This is still correct, but the custom has been greatly relaxed.

Today, Mrs. Elder meeting Nancy Newcomer, whether in the house of another neighbor, on leaving church or even at the market, would be likely to ask, "Aren't you my new neighbor in the Jones house? **I live in the white house with the wisteria over the door a short way down your street. Do come and see me sometime!**"

One with real friend-making instincts answers, "I'd *love* to!"

Let us hope she answers with such engaging responsiveness that Mrs. Elder suggests, "Why not come tomorrow — at about four o'clock?"

Makes Brief Visits

NEXT day, promptly at four, Nancy goes to see Mrs. Elder. Curbing her impulse to stay longer, she leaves at the end of the conventional half hour. After that, however, she stops in now and again for a few minutes, extends invitations to visit her at her home and eventually becomes a friend of the whole family.

Or, let us say that Mrs. Elder had not named a definite time. Nancy, as a friendly person, might telephone a day or two later and ask, "May I come to see you this afternoon?"

Mrs. Elder may say, "Yes," and name the hour, or say, "No. I can't be home today, but come tomorrow at four."

I should perhaps make plain the distinction between Nancy's natural response to Mrs. Elder's welcoming intentions, and the "pushers" who go wilfully where they are not encouraged, outstay their welcome, interrupt those who are obviously busy, and are in all ways lacking in tact.

It is true that the shy lose opportunities — but they are *never* disliked. However, the newcomer should not respond to friendly overtures with such shyness that she misses an opportunity to make friends.

Don't Distort Values

FOR no reason, some people shrink within themselves when they approach someone whom they particularly admire. They seem to distort their own values and let them shrink into insignificance beside their exaggerated appraisals of others.

If only they would try to have a little common sense in appraising themselves! Why should they think that sweet-tempered, kind, friendly, intelligent and wanting-to-be-helpful people (all of which the shy usually are) could possibly fail to be liked by their neighbors?

If only they themselves could realize that the whole point is this: All of us turn with smiling eyes to faces that turn toward us. We respond to speech that is warm and neighborly and not to monosyllables spoken too low to hear.

Beyond this, there are, of course, certain rules for friend-making behavior that are almost infallible. **Nothing makes neighbors more friendly than praise that is appreciative and believable.**

We all appreciate a helping hand, especially now while professional help is scarce. A neighbor who offers to help to mow a lawn, dress a child, shell peas or read to an invalid is a friend for whom appreciation increases with every kindness.

Released by The Bell Syndicate, Inc.



"I thought it was about time for something to go wrong!"

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The Cigarette of Distinction



Everything for the boys

SHE LOVES HIM, his uniform, his Navy cap — his choice of cigarettes *. . . luxurious Marlboros! Tobaccos cheaper cigarettes* cannot *afford!* Yet merely a penny or two more.

Cigarette of successful men and lovely women

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BEDROOM
Right over Paint!
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Right over Wallpaper!
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Right over Wallboard!

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Why? Because at a cost of only $2.98 for the average-sized room, Kem-Tone quickly, easily gives walls, ceilings glorious loveliness. What's more, Kem-Tone is not only richly handsome, it's *lastingly durable. You'll find no finer wall finish at any price!*

1. FOR FINEST DECORATION! Enduring beauty from scientifically-blended, synthetic resins and oils!
2. GOES ON LIKE MAGIC!
3. ONE COAT COVERS most wallpapers, painted walls, ceilings and wallboard!
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Rolls Kem-Tone right over your walls! 89¢ ea.

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Patches cracks, holes in walls, woodwork. 23¢ lb.



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ASK YOUR KEM-TONE DEALER FOR A FREE DEMONSTRATION!

WALLY'S WAGON



They must have thought we was crazy, I guess

Gettin' Even Don't Pay

I'M STILL goin' to get even with my kids for puttin' the flowers I brought their mom into the garbage pail.

But my first try blew up, right in my face. If you hear it said around town that the Borens is *quiet*, don't be surprised. My gosh! Maybe we *are!*

Anyway, here's how it happened: My kids has a double date. They are dressin' formal for it. After playin' an' swimmin' an' bicyclin' all summer with these same boys — in ol' dungarees, rags an' tatters — everybody gets into evenin' clothes an' goes out to ape their elders.

As usual, me an' the Missus is on the reception committee to welcome the boys an' make 'em uncomfortable till the gals can sweep downstairs an' into the livin' room an' knock 'em off their feet.

So we get the bright idea we will do somethin' cute.

I was to be layin' out on the livin' room floor an' the Missus was to answer the doorbell with an ol' musket in one hand. She was supposed to say, "Come right in an' help me a minute with the body" — just as cool as if shootin' husbands was in the class with beatin' rugs.

Well, it all worked okeh. The gals was still dressin' when the doorbell rang an' I quick flop on the floor an' the Missus grabs the ol' squirrel rifle an' goes to the door.

Only it ain't the boys. It is a couple of very stuffy neighbors who no doubt thinks practical jokes an' charades—an' the Borens—is *childish* if not a sign of insanity.

THEY didn't seem to think our gag was very funny. An' only stayed long enough for us to do a little limp an' unconvincin' explainin'.

By the time the boys come we had hung the musket back up over the mantel an' was very quiet an' well behaved.

"You know, Wally," the Missus says to me as we was sittin' alone later in the evenin', "it wouldn't have been so *embarrassin'* if I'd really shot you. Them folks could have understood it better."

— WALLY BOREN

QUIZ 'EM

1. NAVY'S PLAN . . . *What sports do blind veterans enjoy in the Navy's rehabilitation program?*

Baseball, swimming, bowling — even archery.

2. BIG PAY . . . *Stenographers are among the highest-paid workers in Russia. Why?*

Their work is far from easy since they must know about 180 dialects that are spoken in the U.S.S.R.

3. FOUR-STACKER . . . *There is only one big liner bearing four stacks that is being used as a troop transport. What is it?*

The 31-year-old *Aquitania.*

4. SPY LOAD . . . *How many pounds of clothing and equipment does the GI carry along with him?*

Ninety-five pounds, which is 15 pounds lighter than in 1941.

— *L. L. K., Philadelphia, Pa.*

5. GOOD FRIENDS . . . *How is the "London Daily Express" maintaining Anglo-American friendships?*

It has started a tracing service to assist postwar visitors to England in finding friends made while they were stationed overseas.

6. WAR COST . . . *The cost of the war last year averaged $7,400,000,000 a month. How much of each dollar went to the Army? The Navy?*

Fifty-three cents to the War Department; 29 cents to the Navy.

7. NEW HATS . . . *In Australia women must give three coupons, from their yearly clothing quota of 112, for a hat. What are they wearing now which calls for no coupons?*

A bright GI had a florist make up a hat instead of a corsage. That started a fad of fresh-flower hats.

8. WHITE SHIPS . . . *Why are refrigerated ships painted white?*

To assist in reflecting the radiated heat of the sun away from the holds.

Mrs. M.C.S., Dorchester, Mass.

CONDUCTED BY Tom Henry

0007-SWP-000109874

A girl can be too trusting at times!



• No fault of her powder or bath—but before the evening is over, her daintiness may fade. For her bath washes away *past* perspiration, but to prevent risk of *future* underarm odor she should use Mum!

Don't take chances with charm. 30 seconds with Mum keeps underarms fresh all day or evening. Harmless to skin and fabrics.

Product of Bristol-Myers

MUM

Takes the Odor out of Perspiration!

Are your linens wearing out too soon?



1. Don't churn things in your washing machine longer than necessary. Too much hand rubbing is also hard on fabrics.

2. Avoid using an inferior bleach, which may be *uncontrolled* in action and overbleach. This breaks down fabric threads.

3. Whiten safely with Purex, the *Controlled-Action* bleach! Purex is the only bleach made by the *Intrafil Process*, insuring uniform bleaching action from every bottle when used as directed.



Inferior bleaches are sometimes *uncontrolled*, causing damage as shown above. Moral: *Use Controlled-Action* Purex!



PUREX GENTLE TO LINENS

THE CONTROLLED-ACTION BLEACH



FOOD
For Conversation

The secret's out: A new Vichyssoise . . .

VICHYSSOISE, that patrician of the European potages, has taken firm root in the mid-west. Cold-soup addicts of Ohio and states adjoining bow their gratitude to little Mary McGuckin. The first hot day of summer she makes this cold, creamy soup — and on into autumn it's a daily Maramor menu attraction.

Guide-books in good eating, in mentioning this restaurant—built in the shadow of Ohio's Capitol—have a word for the Vichyssoise, a word for the gracious hosts of the house, Malcolm L. McGuckin and his wife, Mrs. Mary. Celebrities of the stage who play the town's theaters have written praise of the soup in the restaurant's guest book. Lynn Fontaine and Alfred Lunt scribbled, "A rousing cheer for the Vichyssoise." Helen Hayes, playing in "Victoria Regina," noted: "A soup to a queen's taste."

It's Different

NEW YORKERS sample this soup of the Ohio kitchen and insist it is better than that served at the famous Waldorf. "Wonderfully different," they say, "—but how?"

Mary McGuckin wasn't telling — but her secret's out now. Her recipe given here, if you please, is Mary's invention — a Vichyssoise which never saw Vichy. It's not on speaking terms with the leek or potato; its base is of carrots blended with the broth of the chicken.

Crème Vichyssoise à la Maramor

- 5¼ cups carrots, thinly sliced
- 4 cups chicken broth
- 3 tablespoons raw rice
- 1 pint whole milk
- 1 pint light cream
- 1 teaspoon onion juice
- ¾ teaspoon mace
- 2 bay leaves
- 3 drops tabasco
- ¼ teaspoon Worcestershire salt to taste
- 1½ teaspoons chives, minced

Place carrots in a stew pan with chicken broth and rice; cook at slow boil 25 to 30 minutes, stirring now and then until done. Cool, press through coarse sieve to make 1 quart of purée. If it measures less, add more water; if more, return to stove and reduce the amount. Set aside to cool. Combine milk, cream, seasonings and heat to just under boiling. Cool. Remove bay leaves; combine with carrot-chicken base. Add salt if needed. Pour into an earthen crock or large bowl; store in the refrigerator to keep cold as Greenland. Serve in chilled cups. Top each with ¼ teaspoon of minced chives. Yield: 6 portions.

— Clementine Paddleford

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Here's why your very first Halo Shampoo will leave your hair aglow with natural luster!

1. Halo reveals the true natural beauty of your hair the very first time you use it...leaves it shimmering with glorious dancing highlights.
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FEET BURN? Blue-Jay Foot Powder is so soothing, so cooling. Reduces perspiration, helps prevent chafing. Deodorizes, too.

Don't suffer [illegible] Blue-Jay [illegible] products [illegible] Get Blue-Jay [illegible] Callus and Blue-Jay [illegible] quick comfort [illegible]

BAUER & BLACK

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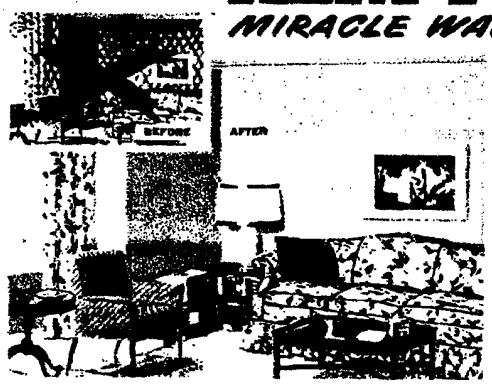

Here's Highest Quality Decoration at Amazingly Low Cost . . . A Resin-Oil Finish of Exceptional Durability!

Yes, only $2.98—that's all it costs to paint the walls and ceilings of an average-sized room — beautifully, luxuriously with Kem-Tone! What's more, Kem-Tone does it with miraculous speed, ease and convenience! There's no finer flat wall paint at any price!

For Living Room, Dining Room, Bedroom Walls and Ceilings.

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KEM-TONE TRIMS Smart wall border trims. Gummed, ready-to-apply. Washable! 15¢ yd.

KEM-TONE APPLI-K's Beautiful floral cutouts to accent mirrors, corners, windows, etc. Pre-pasted. 59¢ set

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WALLY'S WAGON



Archie Wins a Buck

"SIR," says Archibald, who is my part of the manpower shortage, "may I make a suggestion?"

"Spill it," I grunt at him. But I am leery.

"I have calculated," Archie purrs, "that since you began salvaging fats and greases, the surprising total of one ton has been turned in.

"It is my understanding," Archie goes on, "that such a quantity of fats, converted into soap, will lave the bodies of no less than three hundred thousand of our grimy fellow citizens!

"Also, your salvage fat has doubtless produced enough explosive to sink a Japanese battleship.

"And there is paint — perhaps enough to camouflage a number of tanks and so protect our lads who man them."

Usually when Archie pauses in his work to give me one of these spiels, it is just to rest his backside, tired from so much sittin'. This time, though, I smell a different scheme.

"Very interestin'," I say, handin' him a broom as a little reminder.

"Sir," Archie goes on, ignorin' the broom, "it is too bad you are not a housewife. You would have received four thousand red ration points. However, even though cafes get no points they do get *paid* for fats. And you got $80."

"Okay," I say to him. "So what about it?"

"It is my suggestion — just a suggestion, mind you, sir — that I — er — a small bonus, shall we call it? A matter of morale among one's employees . . . ?"

"WHAT gives you the idea *you* ought to have a bonus?" I snap at him. I'm hopin' to get off with half a dollar.

"Well, sir," he says, gazin' far off at a corner, "there is the matter of excess profits in wartime. . . ."

"You louse!" I squawk. "I can't hardly pay the rent."

". . . an' livin' off the *fat* of the land, as it were."

So I grin an' give the ol' scoundrel a buck. Don't ask me why. By this time I'm bothered by the extra $79 an' I go down to the bank an' put the whole thing in War Bonds. But I'm goin' to make Archie fork over two 50-cent War Savings Stamps! — WALLY BOREN

QUIZ 'EM

1. **BRIGHT LIGHTS** . . . *When the browsoud is lifted, what world-famous New York lamp will shine more than twice as brightly as before?*

The Statue of Liberty's torch, now being equipped with new mercury vapor lamps.
— *L. M. K., Scarsdale, N. Y.*

2. **LAW MAKERS** . . . *How many lawyers are in the 79th Congress?*

Seventy of the 96 Senators are lawyers and 239 of the 436 Representatives.

3. **"DEAR FRIEND"** . . . *American soldiers are sending 700,000 letters across the English Channel each week to Britishers. Why?*

They are addressed to friends made in Britain while waiting for D Day.
— *Sgt. E. B., San Francisco, Calif.*

4. **IKE'S MEDAL** . . . *To what organization will the Eisenhower Medal be awarded, and for what reason?*

To every Cub or Boy Scout collecting 1,000 pounds of waste paper will go a bronze medal with the Eisenhower likeness — attached to a red and white service bar.
— *Mrs. M. S. A., Lyon, Mass.*

5. **SUB MOTTO** . . . *What is the motto of the submarine fleet?*

"Find 'em, chase 'em, sink 'em." Our subs have sunk an enemy ship in the Pacific for every day of the war since Pearl Harbor.

6. **"POTATO PETE"** . . . *"Potato Pete" has been fired by the British Ministry of Food. Why?*

Because "Potato Pete," whose face appeared on millions of posters, did his job of persuading people to eat potatoes so well that now potatoes are scarce!

7. **ARAB GI'S** . . . *Arab soldiers in the camel corps ride female camels. Why?*

Because they have sweeter dispositions than the male camels!
— *D. M. W., Chicago, Ill.*

CONDUCTED BY Jim Kleany

N24239.03

0007-SWP-000109882

A Word To The Boss

BY EMILY POST



Should he ask her to lunch? Probably not

We know what a perfect secretary is like — but what of her employer?

Advice on business etiquette has been directed too much toward improving "the perfect secretary." It is high time to say something about etiquette for an employer. This was made plain to me by a group of secretaries who sent me this letter:

"We are appealing to you to help us put over our side of office etiquette. We're really terribly sick of advice on what 'the perfect secretary' should be.

"Business college and personnel directors have coached us thoroughly; hundreds of articles have been written on the subject — some of them yours — but never a word about the employer who many times puts us in embarrassing situations. If only someone would tell him what not to do!"

A well-trained business girl has had it "drummed into her" that accepting the invitation of an executive to lunch or dine is not the way to get ahead. You, therefore, put her in an awkward spot when you say, "Miss Jones, will you come to lunch with me?"

Hard to Refuse

It is hard for her to refuse without feeling that you will think she is putting too personal a construction on a casual impulse - possibly a kind one — to make a new girl feel welcome. Or, it may be that you simply dislike eating by yourself.

Miss Jones may not misunderstand your motive but preserving good feelings among your employees is up to you. It is unfair to focus attention upon Miss Jones by thoughtlessly asking her to go out with you.

Even though your office may have succumbed to the present epidemic of first-name calling, you might remember that it certainly adds nothing to the dignity of an organization.

In one office the owner permits everyone to call him "Soxie" because he won't wear garters and his socks are always down. In an office to which the public looks for stability, confidence is weakened by any laxity. However, some offices do manage to achieve a happy balance between informality and dignity.

Wastes Her Time

Sometimes an employer wastes hours with idle telephone conversations or unreasonably long lunch hours and then calls his secretary to account for her slowness in getting out rush letters. Yet, she has been waiting all day!

To the young employer, conceitedly flirting with his secretary, I have nothing to say except that he is annoying at least, impertinent at worst. She is more often embarrassed than amused by him.

But for the employer who encourages an employee who is romantically inclined and who gives her ideas that very easily can make her unhappy, no criticism of him is too great.

Now that gasoline is not rationed, an invitation to drive a woman employee home is in the same category as an invitation to lunch.

A super-efficient boss may be intolerant of those who are less efficient but his continual complaining has the opposite effect from that which he imagines his tirades produce.

If a worker is not capable, the employer is free to replace him, but quiet dignity rather than a tempestuous outburst will win him cooperation from the remainder of his staff.

After all, the harmony in any office is usually a reflection of the example set by the man at the top.

Released by The Bell Syndicate, Inc.

A man can fail many times, but he isn't a failure until he begins to blame somebody else. ... John Burroughs

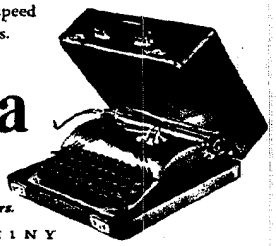


. . . which portable?



Among students, *new* portables have been conspicuous by their absence during the war years. In their place, students have resorted to old machines, already hard-used by previous generations. Many of these "old-timers" have stood up well, as anyone who has used a veteran Corona well knows.

Perhaps this is learning the merits of a machine the hard way, but to thousands of students it is convincing proof that no portable has a sounder record of service, of sturdiness, dependability and speed than the Smith-Corona. See it first at your dealers.



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L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y

0007-SWP-000109883

$2.98 MAKES A ROOM THE ENVY OF YOUR FRIENDS!



Only $2.98—the price of one gallon of Kem-Tone makes walls and ceilings of an average room gloriously colorful, rich-looking! Best of all, this oil and resin paint does the job without muss, fuss or bother. That's why 20 million rooms have been painted with Kem-Tone!

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KEM-TONE BORDER TRIMS Smart wall-border trims. Gummed, ready-to-use. 15¢

PLASTIC PATCH Easy-to-use plastic compound patches cracks, holes in walls, woodwork. 23¢

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18

Letters

Our Readers Talk Back



"A SOLDIER SPEAKS"

You have contributed immeasurably to the understanding which must exist between the soldier and the civilian.

HOWARD A. RUSK
Colonel, Medical Corps
Chief, Convalescent Services Division
Office of the Air Surgeon

... YOUR photo-feature, "A Soldier Speaks" [August 12] is a powerful, intelligent, masterful, sincere and warmly human document that fixes a new high standard for editors, writers and photographers to shoot at for years to come ... devoid of cheap fakery, smart-aleck sham and corn.

I shall always keep a copy on hand to remind myself and show others what it is possible to achieve in the medium of expression.

EARL LEAF
Managing Editor, American Edition
"The Shanghai Evening Post and Mercury"

... IT WAS wonderful! I'd like to think each of my four brothers would get such expert treatment.

BERTHA J. WOOD
Cincinnati, O.

... MY HUSBAND was a ball gunner on a B-17. We certainly agree with "Chuck" concerning the ignorance of the American people in regard to returning veterans.

MRS. L. B.
Palo Alto, Calif.

... I AM taking this opportunity to congratulate you on the story "A Soldier Speaks." This is the best story I have ever read. My son too is a staff sergeant, was an armored gunner on a B-17.

DAVID J. O'CONNELL
Chicago, Ill.

... I'M undergoing a somewhat similar experience caused by post-operative shock. Your fine article will do a lot of good. It has helped and encouraged me.

MRS. MARY MERCHANT
New York, N. Y.

How come Chuck Jackson, Air Forces sergeant, is wearing the blue hatcord of the infantry?

R. K. DEMAREST, ex-AAF Lt.
Great Neck, N. Y.

Thanks to all the readers who wrote us about "A Soldier Speaks." The answer to Reader Demarest's query and others like it is a simple one: Chuck Jackson's overseas cap actually has the blue and gold Air Forces braid. Whatever gold wear and Italy's rain didn't wash out, printing did.

DIMES

YOUR "Quiz 'Em" column, usually so correct and up-to-date in its information, carried a super-colossal misstatement today. May I please assure you that the woman's head on the present dime is not that of Liberty but of Minerva, the Goddess of Wisdom?

CATHERINE REGINA MARTIN
Jackson, O.

... OUR present dimes are Mercury and not Liberty head.

S. S. STANSELL
Bakersfield, Calif.

... THE dime Tom Henry refers to was issued in 1914 and bears the head of Mars, Roman God of War.

MRS. BIRDIE H. FREY
Stephenville, Tex.

Nellie Taylee Ross, Director of the Mint, says: "Both of the last two dimes have an idealized head representing 'Liberty.' The Liberty-head dime was first issued in 1892. Next change was in 1916, when the Liberty head with a winged cap was issued."

HOW COME?

I AM enclosing some moldy pieces of THIS WEEK [issue of April 24, 1940]. They were part of the very few bits of decoration on the wall of a Jap barracks. The town was a very small spot on the coast of Borneo.

LT. (jg) W. D. HUTCHINSON
F.P.O., San Francisco, Calif.

Have you something to say? Write to the Letters Editor, THIS WEEK Magazine, 420 Lexington Ave., N. Y. 17, N. Y. Letters cannot be acknowledged or returned, but we will print the shortest and best.



"No, I have no telephone... But if you'd care to call, I'll try to have one put in"

TW- 9-29-45

0007-SWP-000109884



ARMY ASSAULT. "Then the push inland. Here, too, were caves, pillboxes and blockhouses. And the same type of enemy — smart, experienced veterans from China and Manchuria campaigns. Watch out for snipers."



BLOODY NOSE RIDGE. "Inland, the battle is a yard-by-yard struggle for the ridge. It's made to order for the Jap system of fighting — ridges, peaks, cliffs, depressions — all held in a crossfire from the caves and pillboxes."



THERE'S A JAP! "Finally it's over. More than 300 Jap prisoners. From a tree-covered stronghold, Bloody Nose Ridge is slowly reduced to a scarred heap of smoking rubble strewn with Jap dead — over 10,000 of them."



DAY IS DONE. "And we have what we came after — the airstrip. But we have something more — we have cut off over 250,000 Japs in the Pacific. But we must go on without pause until the war in the Pacific is won..."

KEM-TONE MIRACLE WALL FINISH PAINTS OVER WALLPAPER!



Kem-Tone gives you Finest Decoration for only $2.98 an average room!

NO MUSS-NO FUSS-NO BOTHER



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6. NO "PAINTY" ODOR!
7. CLEANS EASILY!

For living room, dining room, bedroom walls and ceilings!



KEM-TONE ROLLER KOATER
Rolls Kem-Tone right over your walls quickly, easily! 89¢

KEM-TONE BORDER-TRIMS
Smart wall border trims. Gummed, ready-to-apply. Washable. 15¢



BE SURE TO GET GENUINE KEM-TONE

ASK THE KEM-TONE DEALER NEAR YOU FOR A **FREE** *DEMONSTRATION*

13

N24239.04

0007-SWP-000109895

It'd be a snap... with

"Scotch" Tape





... but right now "Scotch" Brand Tapes are on war duty—sealing gas capes to protect assault forces—doing countless other important war chores.

Window shades to mend... torn book pages to repair... snapshots to mount... packages to seal... remember how *easily* "Scotch" Tape did all those tricky home-front jobs?

Well, our fighting men are finding "Scotch" Tape even more useful on every war front ... and as long as *they* need it we home-fronters can get along without.

Some day, though, you'll be able to catch up on all your mending, sealing and holding jobs ... with a "Scotch" Cellulose Tape that'll be better and more useful than ever!



FOR ↑ QUALITY... look for the "SCOTCH" trademark; identifies the more than 100 varieties of adhesive tapes made in U. S. A. by Minnesota Mining & Mfg. Co., Saint Paul 6, Minnesota.

SCOTCH Cellulose TAPE

BRAND

© 1945 Mo. M. & M. Co.



They'd been together a long time and their experiences

THE LONG ROAD

By Sgt. Arthur Laurents, ASF

Illustrated by Pfc. Norman A. Pate, USMC

The most beautiful girl in the world: That's what she was to Willy and Mingo . . .

A Short Short Story

THE lanky one, Mingo, gave his blouse a final tug, combed his hair carefully for the third time and brushed a few non-existent specks off his insignia.

"All set, Willy?"

The blond corporal picked up his cap from the hospital bed and maneuvered a smile. "All set."

Together they walked out of the silent ward. A lot of new cases had come in during the past week; new cases don't talk very much at first. But Mingo and Willy had been there a year now. They'd traveled a long road.

In the corridor outside the ward it was pleasantly dark. A few nostalgic stars warmed the sky, and there was the faint sound of music coming from somewhere in the hospital. Willy took out a package of cigarettes with his left hand. "Smoke?"

MINGO took a cigarette and then lit a match. They both felt good because they didn't flinch from the flame.

"You wanta go into town?" Willy asked.

"I don't know."

"We got passes."

"Yeah, but my stomach's acting up again."

"We don't have to get plastered." Willy said.

"I know," said Mingo.

But they always did get plastered. Every time they went into town they got good and plastered. The last three times they'd sworn they weren't going to, had sworn they weren't even going to drink. But the first time, they had bumped into a boozomy woman just as they were leaving a restaurant. One look, and tears had gushed from her eyes as she said: "You poor boys! I've got one overseas, too!" The second time, a drunk had lurched up to Willy and said: "How'd you get in the Army with a face like that?" And the third time, Mingo had happened to look in a washroom mirror. So they always got plastered.

"Starlight, star bright," Willy said, looking out through the glass-paned corridor. "You know what I wish, Mingo?"

"Sure."

"No — you know what I wish? I wish that in all the restaurants and bars and — stations and oh — in all the big places all over the country, they would have signs: 'Please Don't Stare.' Like that, in big letters."

"YOU know what I wish?" Mingo said. "I wish they didn't need to have signs like that."

"You always have to wish me one better, you one-eared crud!" Willy laughed. "Let's go to the PX."

"Nah. I don't even feel like beer."

"Well, let's do something. Let's go outside. It's warmish."

"Okay."

They walked slowly down the long corridor; but it wasn't until they were outside, sitting on the steps in the soft night, that Mingo finally spoke.

"My mother's coming tomorrow," he said.

"Again?"

"Yeah. I don't know what the hell she keeps coming for. She just looks and starts bawling. Every single damn time."

Willy flicked his cigarette into the air. "I think they like it," he said.

"Bawling?"

"They always do it."

"I just wish they'd do it home and get it over with," Mingo said. "Then it would be fine. Then it would be okay."

"Well," Willy said thoughtfully, "it's kind of

0007-SWP-000109896

ON MARCH 18

6,319,231 COPIES OF THIS KEM-TONE AD WILL REACH 20% OF ALL FAMILIES IN 2822 CITIES AND TOWNS OF 1000 AND OVER POPULATION ("THIS WEEK" MAGAZINE).

KEM-TONE ADVERTISING IS ALWAYS WORKING FOR KEM-TONE DEALERS.

C. F. TOLL

N24239.05

0007-SWP-000109897

Kem-Tone MIRACLE MAINTENANCE FINISH

TRADE MARK Reg. U.S. Pat. Off.





for FINER, FASTER paint jobs!

1. **DRIES IN ONE HOUR OR LESS** — Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1¼ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT:** Painted walls — plywood walls — wallboard — brick interiors — concrete block — building tile — wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** — (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
7. **JOBS FINISHED QUICKLY**—Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP**—(a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
9. **LASTING FINISH** — This scientifically blended, synthetic resin and oil paint gives adequate hard and adhesion on all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!

Kem-Tone IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

W. W. Lawrence & Co.
Pittsburgh, Pa.

The Lowe Brothers Co.
Dayton, Ohio

John Lucas & Co., Inc.
Philadelphia, Pa.

The Martin-Senour Co.
Chicago, Illinois

Rogers Paint Products, Inc.
Detroit, Michigan

The Sherwin-Williams Co.
Cleveland, Ohio



This advertisement appears in the November 1945 issue of Buildings & Building Management; and National Real Estate & Building Journal.

N24239.06

0007-SWP-000109898

Kem-Tone MIRACLE MAINTENANCE FINISH

TRADE MARK Reg. U.S. Pat. Off.





for FINER, FASTER paint jobs!

1. **DRIES IN ONE HOUR OR LESS** — Rooms back in order immediately!
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Chicago, Illinois

Rogers Paint Products, Inc.
Detroit, Michigan

The Sherwin-Williams Co.
Cleveland, Ohio



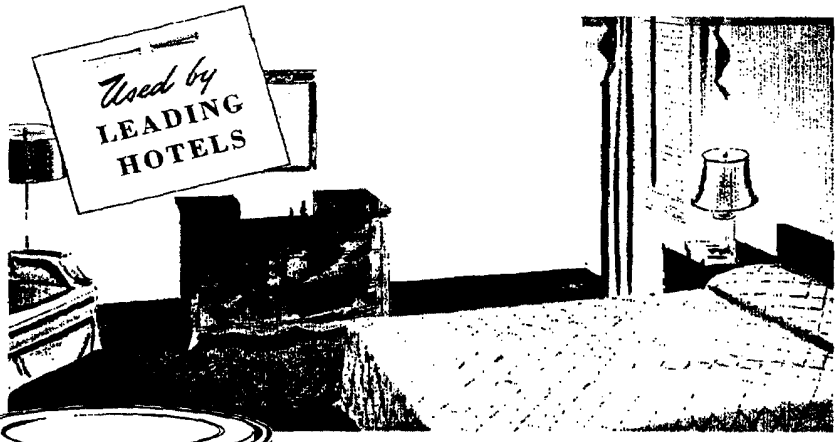
This advertisement appears in the November 1945 issue of School Management.

N24239.07

0007-SWP-000109902

Kem-Tone MIRACLE MAINTENANCE FINISH

TRADE MARK Reg. U.S. Pat. Off.





for FINER, FASTER paint jobs!

1. **DRIES IN ONE HOUR OR LESS** — Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste, 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT:** Painted walls — plywood walls — wallboard — brick interiors—concrete block—building tile —wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** — (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
7. **JOBS FINISHED QUICKLY**—Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP**—(a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
9. **LASTING FINISH** — Thin scientifically blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!

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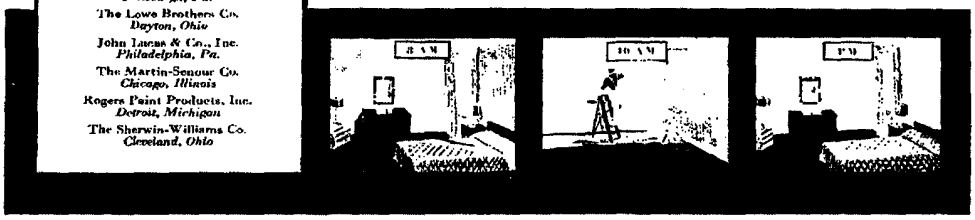
The Sherwin-Williams Co.
Cleveland, Ohio



This advertisement appears in the November 1945 issue of Hotel Management.

N24239.08

0007-SWP-000109906

20,000,000 ROOMS HAVE BEEN PAINTED WITH Kem-Tone!

NOW! Kem-Tone

TRADE MARK Reg. U. S. Pat. Off.

will paint MILLIONS MORE!

Bringing MORE sales, MORE profits to you!

... with MORE National Sunday Newspaper Advertising!



Big full-color Kem-Tone ads in America's leading Sunday Supplements—AMERICAN WEEKLY and THIS WEEK. *More than 70,000,000 Kem-Tone messages in over 5,000 cities!*

... with MORE National Magazine Advertising!



Both color and black and white Kem-Tone ads in ten of the foremost National Magazines. *More than 75,000,000 Kem-Tone messages from coast-to-coast!*

... with MORE Major Market Advertising!



Both color and black and white Kem-Tone ads in 286 Major City Newspapers all over the country. *More than 136,000,000 convincing Kem-Tone sales messages!*

... with MORE Radio Advertising!



Big coast-to-coast Kem-Tone radio show—"Nick Carter," 110 stations, Mutual network, every Sunday night 5:30 to 6:00 E.W.T. *More untold millions of Kem-Tone messages!*

... with MORE Store and Window Displays!



More of the colorful, hard-hitting, sales-magnetic displays that make customers stop, look and buy Kem-Tone Miracle Wall Finish!



FLASH! Kem-Tone Jonquil Yellow Now Available!

This advertisement appears in the November 1945 issues of Chain Store Age; Building Supply News; Hardware Retailer; Hardware World; Southern Hardware; Syndicate Store Merchandiser; and the November 8, 1945 issue of Hardware Age.

N24239.09

0007-SWP-000109911



Family Circle - Oct. 1946
Parents - Oct "
True Story - Nov "

N24239.1

0007-SWP-000109915

$2.98* PER GALLON

PAINTS A ROOM!



One Gallon $2.98*

(Does average room!)

*Slightly higher in Rocky Mt. Area

Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper —with one coat!

THERE'S A KEM-TONE DEALER NEAR YOU!

This ad appears in Holland Mag. only. 2⅛x6¾ - April (in this size)

0007-SWP-000109916

$2.98* PER GALLON

PAINTS A ROOM!



The modern miracle wall finish

Kem-Tone

Guaranteed by Good Housekeeping

One Gallon $2.98*

(DOES AVERAGE ROOM!)

*Slightly higher in Rocky Mt. Area

Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper —with one coat!

THERE'S A KEM-TONE DEALER NEAR YOU!

0007-SWP-000109917

Hanse & Gar. 2 x 5 1/2 - Bs W - Mar
Harrse Beaut " " Apr

$2.98* PER GALLON

PAINTS A ROOM!



One Gallon $2.98*

(Does average room!)

*Slightly higher in Rocky Mt. Area

Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper—with one coat!

THERE'S A KEM-TONE DEALER NEAR YOU!

0007-SWP-000109919

Apa - This size - Harvard Mag.

0007-SWP-000109920

DREAM ROOMS for only $2.98* PER GAL.!



One Gallon $2.98*

(DOES AVERAGE ROOM!)

*Slightly higher in Rocky Mt. Area

THERE'S A KEM-TONE DEALER NEAR YOU!

83087

N24239.11

0007-SWP-000109921

Family Circle 2 1/8 x 5 1/16 — B & W — Mar 22
Parents " " " — Mar
Redbook — Apr
True Story — Mar
"Woman's Day" — Mar

0007-SWP-000109922

DREAM ROOMS for only $2.98* PER GAL.!



One Gallon $2.98*

(Does average room!)

*Slightly higher in Rocky Mt. Area

Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper —with one coat!

THERE'S A KEM-TONE DEALER NEAR YOU

N24239.12

0007-SWP-000109923

May - this size

$2.98* PAINTS A ROOM!





Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper—with one coat!

THERE'S A KEM-TONE DEALER NEAR YOU

$1 RIDS YOUR LAWN OF UGLY WEEDS!



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

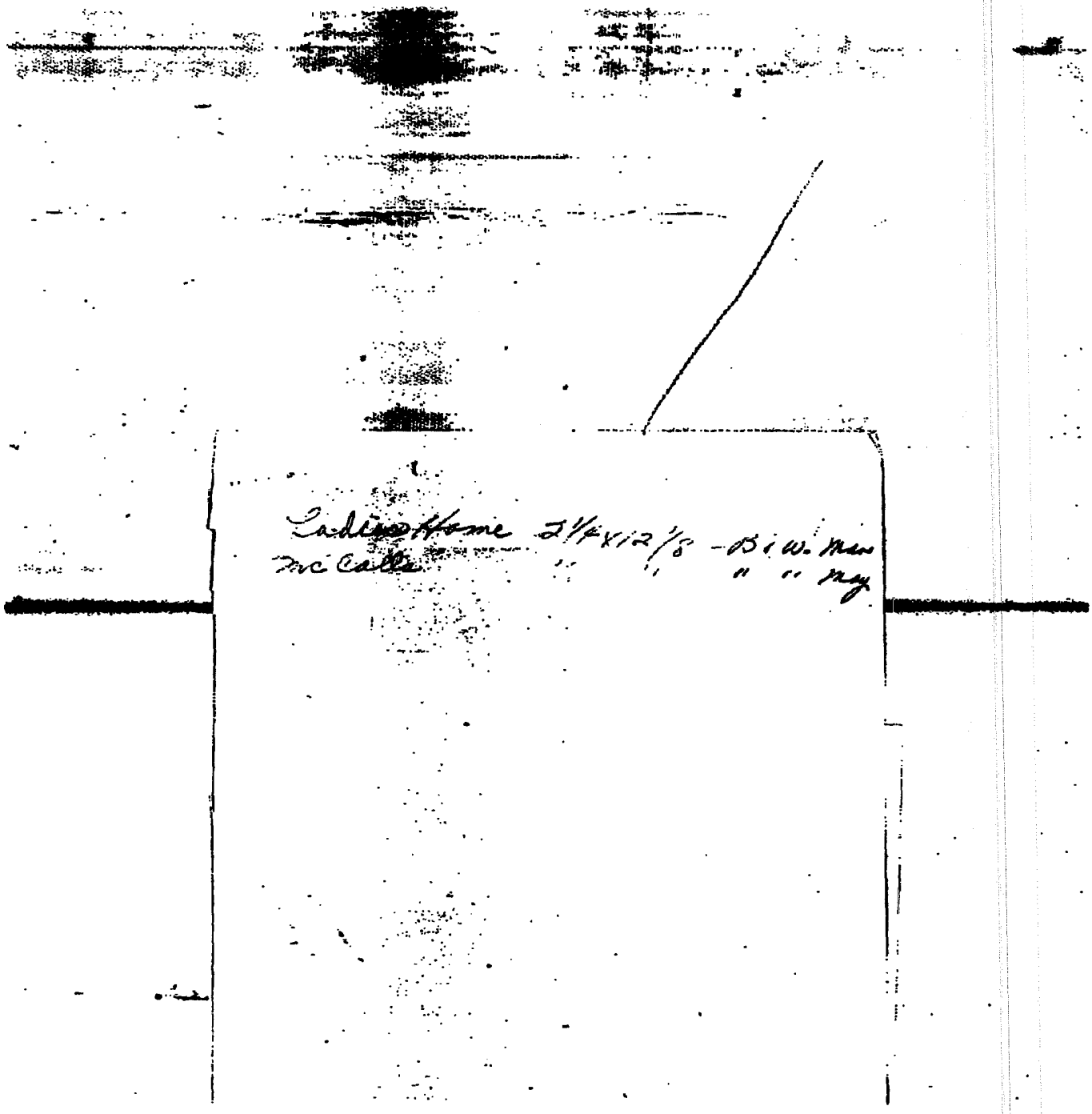
MAGIC WEED KILLER

Made by the makers of Kem-Tone

$2.50

N24239.13

0007-SWP-000109925



Ladies Home 2 1/4 x 12 1/8 - B & W. Man
McCalls " " " " May

PAINT RIGHT OVER WALLPAPER



$2.98* PER GAL. PASTE FORM

DOES AVERAGE ROOM

TRUST Kem-Tone Miracle Wall Finish to keep giving you a bigger bargain in beauty for your home! This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface, even wallpaper, with a single, quick coat!

THERE'S A KEM TONE DEALER NEAR YOU!

$1 RIDS YOUR LAWN OF UGLY WEEDS!



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 2-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of Kem-Tone

N24239.14

0007-SWP-000109927

PAINT RIGHT OVER WALLPAPER



$2.98* PER GAL. PASTE FORM

DOES AVERAGE ROOM

*Slightly higher in Rocky Mt. Area

TRUST Kem-Tone Miracle Wall Finish to keep giving you a bigger bargain in beauty for your home! This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface, even wallpaper, with a single, quick cost!

THERE'S A KEM TONE DEALER NEAR YOU!

$1 RIDS YOUR LAWN OF UGLY WEEDS!



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of Kem-Tone

Ad appearing in 2 colors in:

~~Liberty~~ ~~Apr.~~

Cosmopolitan - May

American Mag. Apr.

Ad appearing in B & W in:

~~[illegible]~~ ~~Mar.~~

Sunset - Mar.

McCalls - ~~Mar.~~

Ladies Home Jnl - May

0007-SWP-000109929

PAINT RIGHT OVER WALLPAPER



$2.98 PER GAL. PASTE FORM

DOES AVERAGE ROOM

*Slightly higher in Rocky Mt. Area

WHAT'S the most popular wall finish in America? Kem-Tone! What *keeps* it so popular? Constant research in the world's biggest paint laboratories! Today, a better scientific blend of pigments, resins and oils makes Kem-Tone a more remarkable finish than ever before. Its durability has been increased, its hiding power is now even greater. Yes, the Kem-Tone you buy today is the best Kem-Tone ever! There's no finer finish for your rooms, regardless of price!

THERE'S A KEM-TONE DEALER NEAR YOU!

$1 RIDS YOUR LAWN OF UGLY WEEDS!

Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft.

At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of Kem-Tone

McCalls—May, 1946 8274HB

Ladies Home Jr. May

0007-SWP-000109930

JAN. REC'D.

PAINT RIGHT OVER WALLPAPER



$2.98* PER GAL. PASTE FORM DOES AVERAGE ROOM

*Wholesale higher in Rocky Mt. Area

WHAT'S the most popular wall finish in America? Kem-Tone! What *keeps* it so popular? Constant research in the world's biggest paint laboratories! Today, a better scientific blend of pigments, resins and oils makes Kem-Tone a more remarkable finish than ever before. Its durability has been increased, its hiding power is now even greater. Yes, the Kem-Tone you buy today is the best Kem-Tone ever! There's no finer finish for your rooms, regardless of price!

THERE'S A KEM-TONE DEALER NEAR YOU!

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WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of Kem-Tone

May
McCalls—~~Morris~~, 1946 8274928

Ladies Home Jnl, May

0007-SWP-000109931

Kem-Tone MAINTENANCE MIRACLE FINISH





for FINER, FASTER paint jobs!

1. **DRIES IN ONE HOUR OR LESS** —Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT:** Painted walls — plywood walls — wallboard—brick interiors —concrete block—building tile—wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING**— Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** — (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Gives high light diffusion without glare.
7. **JOBS FINISHED QUICKLY** — Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP** — (a) Splatters removed with damp cloth. (b) Brushes cleaned with soap and water.
9. **LASTING FINISH** — This scientifically blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub off.
10. **EASY CLEANING** — with wall-paper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive, livable!

Kem-Tone IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan
W. W. Lawrence & Co.
Pittsburgh, Pa.
The Lowe Brothers Co.
Dayton, Ohio
John Lucas & Co., Inc.
Philadelphia, Pa.
The Martin-Senour Co.
Chicago, Illinois
Rogers Paint Products, Inc.
Detroit, Michigan
The Sherwin-Williams Co.
Cleveland, Ohio



This advertisement appears in the November 1945 issues of Institutions; and Modern Hospital.

N24239.15

0007-SWP-000109932

17,000,000 ROOMS!

YES, 17,000,000 ROOMS HAVE BEEN PAINTED WITH KEM-TONE! YES, THAT MEANS $17,000,000 IN PROFIT FOR KEM-TONE DEALERS! MORE MILLIONS OF ROOMS WILL BE PAINTED WITH KEM-TONE THIS SPRING!*....WILL YOU GET YOUR FULL SHARE OF THIS ALL-TIME-HIGH PAINT BUSINESS?.... YOU WILL IF....

1,...YOU EFFECTIVELY IDENTIFY YOUR STORE AS KEM-TONE HEADQUARTERS!

2,...YOU DISPLAY KEM-TONE PROMINENTLY IN YOUR STORE AND WINDOWS!

3,...YOU TIE IN WITH KEM-TONE ADVERTISING!

4,...YOU MAINTAIN AN AMPLE STOCK OF KEM-TONE!

BIGGER THAN EVER! Kem-Tone's big spring 1945 advertising campaign begins soon!

***SURVEY FACT!**

Kem-Tone consumer surveys show that more families than ever before are planning to use Kem-Tone this spring.



DISTRIBUTED BY:

Acme White Lead & Color Works *Detroit, Michigan*
Detroit White Lead Works *Detroit, Michigan*
W. W. Lawrence & Company *Pittsburgh, Pennsylvania*
The Lowe Brothers Company *Dayton, Ohio*
John Lucas & Company, Inc. *Philadelphia, Pennsylvania*
The Martin-Senour Company *Chicago, Illinois*
The Sherwin-Williams Co. *Cleveland, Ohio*

This advertisement appears in the January 1945 issues of Chain Store Age; Building Supply News; Hardware Retailer; Hardware World; Southern Hardware; Syndicate Store Merchandiser; and the January 4, 1945 issue of Hardware Age.

N24239.16

0007-SWP-000109936

TOPS

FOR QU
DECORA

There's No Finer Decorative Wall Finish Than . . . Kem-Tone MIRACLE WALL FINISH

Leading painting contractors are getting acquainted with Kem-Tone! It's the miracle wall finish that has proved itself the miracle profit-maker of the paint contracting business!

Why? For two sound, simple reasons! First, Kem-Tone *has everything* the most particular painting contractor demands for his *finest* decorating jobs...*bar none*! Second, Kem-Tone *has everything* that means more speed, more convenience, more money per job!

Listed below are 12 reasons why *you* just cannot afford to pass up a *good trial of Kem-Tone*. Read them, and remember *THERE'S NO FINER DECORATIVE FLAT FINISH YOU CAN USE ON ANY JOB!*

1. COVERS MOST SURFACES, PAINTED OR UNPAINTED, WITH JUST ONE COAT!

2. NO SIZING, NO PRIMING!

3. JOBS FINISHED QUICKLY—brushes on quickly and easily without laps!

4. ECONOMY—a concentrated paste paint . . . 1 gallon reduced makes 1½ gallons of ready-to-apply paint!

5. DRIES IN ONE HOUR OR LESS—rooms back in order immediately!

6. DRIES TO A "DEAD" FLAT FINISH—(a) obliterates unsightly appearance of rough and uneven wall surfaces; (b) perfect light diffusion, without glare!

7. MAKES AN EXCELLENT SURFACE FOR ANY TYPE OF REFINISHING!

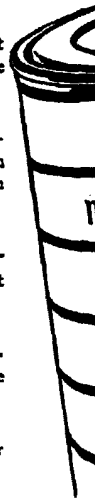
8. NO DISAGREEABLE ODOR of paint thinners and solvents—rooms can be occupied same day painted!

9. PERMANENT DURABLE FINISH—a synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces!

10. QUICK AND CONVENIENT CLEAN-UP TIME—brushes and equipment easily cleaned with soap and water!

11. COLORS WITH EYE-APPEAL—Kem-Tone colors make any room more attractive, livable!

12. EASY CLEANING—with wallpaper cleaners or washing with detergents!



Prove these facts wi brush and you'll use K bigger business, be

KEM-TONE IS DISTRIBUTED BY: Acme White Lead & Color Works, *Detroit, Michigan* · Detroit White Lead Works, *Detroit, Michigan* · W. W. Lawrence & Co., *Pittsburgh, Pa* · The Lowe Brothers Co., *Dayton, Ohio* · John · The Martin-Senour Co., *Chicago, Ill.* · The Sh

This advertisement appears in the January 1945 issue of American Painter & Decorator and the February 1945 issue of National Painters Magazine.

N2423 9.17
0007-SWP-000109938

WANT HELP

for fast maintenance painting jobs?

with school rooms at a premium and labor hard to get, you need the extra speed and convenience of Kem-Tone

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



1. **DRIES IN ONE HOUR OR LESS**—No long wait for paint to dry. Rooms can be put back in order immediately
2. **ECONOMY**—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.
3. **COVERS MOST SURFACES WITH ONE COAT** Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO PUNGENT, LINGERING ODOR** of paint thinners and solvents—rooms may be occupied same day as painted.
5. **NO SIZING, NO PRIMING**—Eliminates priming coat on practically every surface. Cuts time and labor costs.
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. **MORE FINISHED QUICKLY**—Goes on fast. Covers more square yards of surface more quickly, easily.
8. **QUICK, CONVENIENT CLEAN-UP TIME** (a) Splatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.
9. **PERMANENT FINISH**—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING**—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL!**—Kem-Tone colors make any room more inviting, attractive!



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead Works, *Detroit, Mich.*; W. W. Lawrence & Co., *Pittsburgh, Pa.*; The Lowe Brothers Co., *Dayton, Ohio*; John Lucas & Co., Inc., *Philadelphia, Pa.*; The Martin-Senour Co., *Chicago, Ill.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issues of School Management; and Institutions

N24239.18

0007-SWP-000109941

WANT HELP

for fast maintenance painting jobs?

with space at a premium and time and labor tight, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



1. **DRIES IN ONE HOUR OR LESS**—No long wait for paint to dry. Rooms can be put back in order immediately.
2. **ECONOMY**—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.
3. **COVERS MOST SURFACES WITH ONE COAT** Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO PUNGENT, LINGERING ODOR** of paint thinners and solvents—rooms may be occupied same day as painted.
5. **NO SIZING, NO PRIMING**—Eliminates priming coat on practically every surface. Cuts time and labor costs.
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. **JOBS FINISHED QUICKLY**—Goes on fast. Covers more square yards of surface more quickly, easily.
8. **QUICK, CONVENIENT CLEAN-UP TIME** (a) Splatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.
9. **PERMANENT FINISH**—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING**—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.
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THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead Works, *Detroit, Mich.*; W. W. Lawrence & Co., *Pittsburgh, Pa.*; The Lowry Brothers Co., *Dayton, Ohio*; John Lucas & Co., Inc., *Philadelphia, Pa.*; The Martin-Senour Co., *Chicago, Ill.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issues of Building & Buildings Management; and National Real Estate & Building Journal.

0007-SWP-000109943

ONE BILLION SALESMEN!

Yes, over one billion hard-hitting KEM-TONE SALES MESSAGES will reach your customers this spring! . . .

This tremendous, history-making advertising campaign will send KEM-TONE SALES UP to amazing new all-time highs!*. . .

Will YOU get your full share of this SENSATIONAL PAINT SELLING OPPORTUNITY?

***SURVEY FACT**

Kem-Tone consumer surveys show that *right now* (without considering the coming spring advertising campaign) . . . 31% more families than ever before are planning to buy Kem-Tone!

YOU WILL IF . . . .

1. YOU EFFECTIVELY IDENTIFY YOUR STORE AS KEM-TONE HEADQUARTERS!
2. YOU DISPLAY KEM-TONE PROMINENTLY IN YOUR STORE AND WINDOWS!
3. YOU TIE-IN WITH KEM-TONE ADVERTISING!
4. YOU MAINTAIN AN AMPLE STOCK OF KEM-TONE!



KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, Detroit, Michigan
Detroit White Lead Works, Detroit, Michigan
W. W. Lawrence & Company, Pittsburgh, Pennsylvania
The Sherwin-Williams Co., Cleveland, Ohio
The Lowe Brothers Company, Dayton, Ohio
John Lucas & Company, Inc., Philadelphia, Pennsylvania
The Martin-Senour Company, Chicago, Illinois

This advertisement appears in the February 1945 issues of Chain Store Age: Syndicate Store Merchandiser; Hardware World; Hardware Retailer; Southern Hardware; Building Supply News; and the February 15, 1945 issue of Hardware Age.

N24239.19

0007-SWP-000109945

WANT HELP

for fast maintenance painting jobs?

with hotel rooms at a premium and guest turnover fast, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

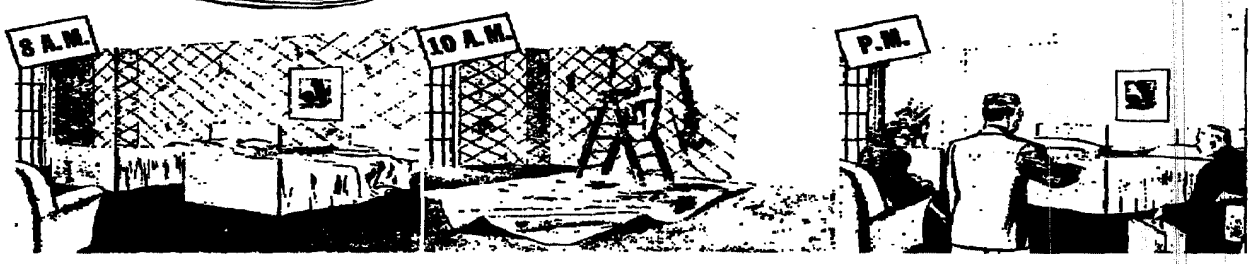
TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



1. **DRIES IN ONE HOUR OR LESS**—No long wait for paint to dry. Rooms can be put back in order immediately.
2. **ECONOMY**—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.
3. **COVERS MOST SURFACES WITH ONE COAT** Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO PIGMENT, LIMITING ODOR** of paint thinners and solvents—rooms may be occupied same day as painted.
5. **NO SIZING, NO PRIMING**—Eliminates priming cost on practically every surface. Cuts time and labor costs.
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. **JOBS FINISHED QUICKLY** — Goes on fast. Covers more square yards of surface more quickly, easily.
8. **QUICK, CONVENIENT CLEAN-UP TIME** (a) Splatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.
9. **PERMANENT FINISH**—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING**—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL!**—Kem-Tone colors make any room more inviting, attractive!



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead Works, *Detroit, Mich.*; W. W. Lawrence & Co., *Pittsburgh, Pa.*; The Lowe Brothers Co., *Dayton, Ohio*; John Lucas & Co., Inc., *Philadelphia, Pa.*; The Martin-Senour Co., *Chicago, Ill.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issue of Hotel Management.

N24239.2

0007-SWP-000109947

WANT HELP

for fast maintenance painting jobs?

with hospital rooms at a premium and labor tight, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



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3. **COVERS MOST SURFACES WITH ONE COAT** Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO PUNGENT, LINGERING ODOR** of paint thinners and solvents—rooms may be occupied same day as painted.
5. **NO SECOND, NO PRIMER**—Eliminates priming coat on practically every surface. Cuts time and labor costs.
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. **GOES ON FAST—EASILY**—Goes on fast. Covers more square yards of surface more quickly, easily.
8. **BRUSH, CONVENIENT CLEAN-UP TOOL** (a) Spatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.
9. **PERMANENT FINISH**—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING**—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL!**—Kem-Tone colors make any room more inviting, attractive!



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead Works, *Detroit, Mich.*; W. W. Lawrence & Co., *Pittsburgh, Pa.*; The Lowe Brothers Co., *Dayton, Ohio*; John Lucas & Co., Inc., *Philadelphia, Pa.*; The Martin-Senour Co., *Chicago, Ill.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issue of Modern Hospital.

0007-SWP-000109949

YOU CAN'T BEAT Kem-Tone!

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

THERE'S NO FINER FLAT WALL FINISH MADE!

Leading painting contractors are fast getting acquainted with the miracle value in Miracle Kem-Tone. Check these 12 features below against any wall and ceiling finish you've ever used. Then cash in on Kem-Tone with its added speed, greater convenience, more economy. See for yourself that Kem-Tone has everything you need for your finest painting and decorating jobs—bar none!

1. COVERS MOST SURFACES . . . painted or unpainted, papered or plastered—with just *one* coat!

2. NO SIZING, NO PRIMING . . . Kem-Tone needs no turpentine or solvents for thinning!

3. JOBS FINISHED FASTER . . . brushes on easily, quickly without laps or streaks!

4. ECONOMICAL . . . concentrated gallon of paste makes up to 1½ gallons Kem-Tone, ready-to-use!

5. DRIES IN 1 HOUR or less . . . rooms needed for use or occupancy in order immediately!

6. DRIES DEAD FLAT . . . obliterates uneven surfaces and gives perfect diffusion without glare!

7. PERFECT SURFACE . . . for any type of refinishing. Ideal for walls and ceilings!

8. NO DISAGREEABLE ODOR of solvents and thinners . . . room can be occupied same day!

9. PERMANENT, DURABLE FINISH . . . of synthetic resin and oil assures good bond and adhesion!

10. QUICK, EASY CLEANUP TIME . . . brushes, cans and other equipment easily washed with soap and water!

11. APPEALING COLORS . . . warm pastel shades make any room more attractive, comfortable, livable!

12. EASY CLEANING of Kem-Tone finished walls and ceilings with wallpaper cleaners or detergent cleaners!



KEM-TONE IS DISTRIBUTED BY

Acme White Lead and Color Works, *Detroit, Mich.*
Detroit White Lead Works, *Detroit, Mich.*
W. W. Lawrence & Co., *Pittsburgh, Pa.*
The Lowe Brothers Co., *Dayton, Ohio*
The Martin-Senour Co., *Chicago, Ill.*
John Lucas & Co., Inc., *Philadelphia, Pa.*
The Sherwin-Williams Co., *Cleveland, Ohio*

PROVE THESE FACTS WITH YOUR OWN BRUSH AND YOU'LL USE Kem-Tone FOR BIGGER BUSINESS, BETTER PROFITS!

This advertisement appears in the February 1945 issue of American Painter & Decorator; and the March 1945 issue of National Painters Magazine.

N24239.21

0007-SWP-000109950

$17,000,000 Profit!

YES, $17,000,000 in profits have already been made by Kem-Tone DEALERS!

And Kem-Tone SALES are growing every minute!*

Are YOU getting your full share of this all-time-high paint selling opportunity?

...YOU ARE—IF

1. ...you effectively identify *your* store as Kem-Tone Headquarters!
2. ...you tie-in with Kem-Tone advertising!
3. ...you display Kem-Tone prominently in your store and windows!
4. ...you maintain an ample stock of Kem-Tone!

Now Here! Over ONE BILLION KEM-TONE MESSAGES are reaching your customers *right now* in a tremendous, color-making advertising campaign! Be sure to make the most of it!



KEM-TONE IS DISTRIBUTED BY: Acme White Lead & Color Works, *Detroit, Michigan* • Detroit White Lead Works, *Detroit, Michigan* • W W Lawrence & Co., *Pittsburgh, Pa.* • The Lowe Bros. Company, *Dayton, Ohio* • John Lucas & Co., Inc., *Philadelphia, Pa* • The Martin-Senour Co., *Chicago, Illinois* • The Sherwin-Williams Co., *Cleveland, Ohio.*

This advertisement appears in the March 1945 issues of: Building Supply News; Southern Hardware; Hardware Retailer; Hardware World; the March 15, 1945 issue of Hardware Age; and the April 1945 issue of American Paint & Oil Dealer.

N24239.22

0007-SWP-000109953

When your maintenance painting jobs

CALL FOR SPEED

call for Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH







1. DRIES IN ONE HOUR OR LESS—No long wait for paint to dry. Rooms can be put back in order immediately.

2. ECONOMY—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.

3. COVERS MOST SURFACES WITH ONE COAT (Painted walls—plywood walls—wallboard—brick interiors — concrete block — building tile—wallpaper, etc.)

4. NO PUNGENT, LINGERING ODOR of paint thinners and solvents—rooms may be occupied same day as painted.

5. NO SIZING, NO PRIMING—Eliminates priming coat on practically every surface. Cuts time and labor costs.

6. DRIES TO A FLAT MATTE FINISH (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.

7. JOBS FINISHED QUICKLY—Goes on fast and easy. Covers more square yards of surface quicker and easier.

8. QUICK, CONVENIENT CLEAN-UP TIME (a) Splatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.

9. PERMANENT FINISH—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.

10. EASY CLEANING—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.

11. COLORS WITH EYE APPEAL! Kem-Tone colors make any room more inviting, attractive!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Michigan;* Detroit White Lead Works, *Detroit, Michigan;* W. W. Lawrence & Co., *Pittsburgh, Pa.;* The Lowe Brothers Co., *Dayton, Ohio;* John Lucas & Co., Inc., *Philadelphia, Pa.;* The Martin-Senour Co., *Chicago, Illinois;* The Sherwin-Williams Co., *Cleveland, Ohio.*



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

This advertisement appears in the March 1945 issues of Modern Hospital; and Institutions.

N24239.23

0007-SWP-000109955

Kem-Tone HAS EVERYTH

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

. . . FOR A BETTER, FASTER, MORE ECONOMICAL WALL AND CEI

Check these twelve points against any paint you've ever used and you'll agree that Miracle Kem-Tone has everything *plus!* With Kem-Tone, particular painting contractors are getting better decorating jobs, doing them faster, making more money because of these big, *extra* features. Try Kem-Tone! See for yourself that there's no finer decorative flat wall finish you can use on any job!

Prove these facts with your own

use Kem-Tone for better business

✓	**1. COVERS MOST SURFACES** ...painted or unpainted, papered, plastered—with just *one* coat!	✓	
✓	**2. NO SIZING, NO PRIMING...** Kem-Tone needs no turpentine or solvents for thinning!	✓	
✓	**3. JOBS FINISHED FASTER...** brushes on easily, quickly without laps or streaks!	✓	
✓	**4. ECONOMICAL** concentrated gallon of paste reduces to 1½ gallons of paint, ready-to-use!	✓	
✓	**5. DRIES IN ONE HOUR** or less ...rooms needed for use or occupancy in order immediately!	✓	
✓	**6. DRIES DEAD FLAT...** obliterates uneven surfaces giving perfect diffusion, no glare!	✓	

KEM-TONE IS DISTRIBUTED BY: Acme White Lead and Color Works, *Detroit, Michigan* • Detroit White Lead Works, *Detroit, Michigan* • W. W. Lawrence & Co., *Pittsburgh, Pa.* • The Lowe Brothers Co. *Dayton, Ohio* • The Martin

This advertisement appears in the March 1945 issue of American Painter & Decorator; and the April 1945 issue of National Painters Magazine.

N24239.24

0007-SWP-000109958

KEM-TONE REDECORATES THE AVERAGE ROOM FOR ONLY $2.98*!

WHY have 17,000,000 rooms been decorated with

HERE'S WHY:

KEM-TONE is an entirely new type of resin-oil finish. You can redecorate right over wallpaper, paint or plaster at the amazingly low cost of $2.98 an average room. For living rooms, dining rooms, and bedrooms Kem-Tone brings enduringly beautiful decoration with no muss, no fuss, no bother. There's no finer flat wall finish at any price!

1. **FOR FINEST DECORATION** A resin-oil finish of enduring beauty!
2. **GOES ON LIKE MAGIC** with either brush or Kem-Tone Roller-Koater!
3. **ONE COAT COVERS** most wallpapers, painted walls and ceilings, wallboard!
4. **INTENSE HIDING** As amazing as Kem-Tone's hiding has been —it is now 20% greater!
5. **DRIES IN ONE HOUR** Rooms ready for use immediately after painting!
6. **NO "PAINTY" ODOR** during or after painting. No turpentine needed!
7. **CLEANS EASILY** with ordinary wall or wallpaper cleaners!
8. **LOVELY NEW COLORS**

ALWAYS ASK FOR GENUINE KEM-TONE!



FOR LIVING ROOM, DINING ROOM, BEDROOM, WALLS AND CEILINGS!







KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your walls — quickly, smoothly, easily! 89¢



KEM-TONE TRIMS Smart, new wall border trims. Gummed and ready-to-apply. Washable. 15¢ up

KEM-TONE APPLI-K's Beautiful floral cut-outs to accent mirrors, corners, windows, etc. Pre-pasted. 59¢ set

★ ★ ASK YOUR KEM-TONE DEALER FOR A FREE DEMONSTRATION ★ ★

N24239.25

0007-SWP-000109961

WHEN HOURS COUNT

on your maintenance painting jobs



count on

Kem-Tone

MIRACLE WALL FINISH



1. DRIES IN ONE HOUR OR LESS—No long wait for paint to dry. Rooms can be put back in order immediately.

2. ECONOMY—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.

3. COVERS MOST SURFACES WITH ONE COAT Painted walls—plywood walls — wallboard — brick interiors — concrete block — building tile — wallpaper, etc.

4. NO PUNGENT, LINGERING ODOR of paint thinners and solvents — rooms may be used same day painted.

5. NO SIZING, NO PRIMING — Eliminates priming coat on practically every surface. Cuts time and labor!

6. DRIES TO A FLAT MATTE FINISH (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Glareless light diffusion.

7. JOBS FINISHED QUICKLY — Goes on fast and easy. Covers more square yards of surface more quickly.

8. QUICK, CONVENIENT CLEAN-UP TIME (a) Splatters quickly removed with damp cloth or soap and water. (b) Soap and water cleans brushes.

9. PERMANENT FINISH—A synthetic resin and oil paint giving adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.

10. EASY CLEANING — Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.

11. COLORS WITH EYE APPEAL!— Kem-Tone colors make any room more inviting, attractive!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan
Detroit White Lead Works
Detroit, Michigan
W. W. Lawrence & Co.
Pittsburgh, Pa.
The Lowe Brothers Co.
Dayton, Ohio
John Lucas & Co., Inc.
Philadelphia, Pa.
The Martin-Senour Co.
Chicago, Illinois
The Sherwin-Williams Co.
Cleveland, Ohio

THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

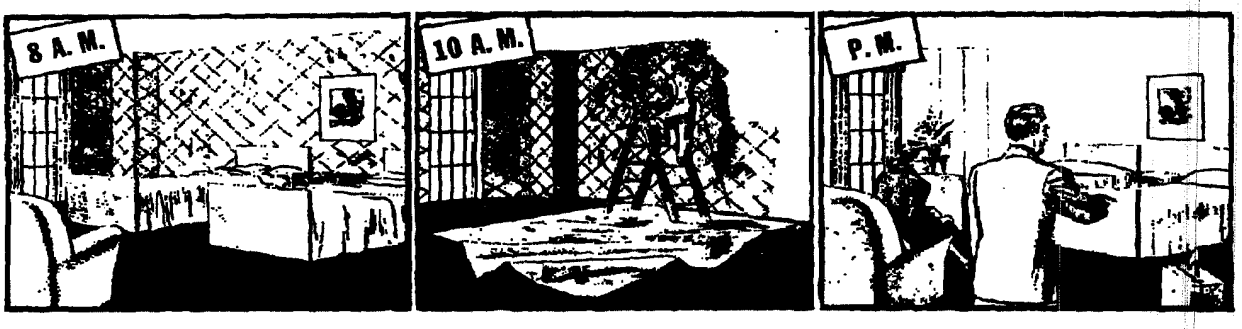
This advertisement appears in the April 1945 issues of Modern Hospital; and Institutions.

N24239.26

0007-SWP-000109963

WHEN HOURS COUNT

on your maintenance painting jobs



count on

Kem-Tone

MIRACLE WALL FINISH



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Philadelphia, Pa.
The Martin-Senour Co.
Chicago, Illinois
The Sherwin-Williams Co.
Cleveland, Ohio

THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

This advertisement appears in the April 1945 issue of Hotel Management.

0007-SWP-000109964

Food For Conversation

BY CLEMENTINE PADDLEFORD

A FRIGHTFUL use for the helicopter is the planting of trout in waters of mountain country where tank wagons can't travel. The helicopter can go whirling over the peaks to descend within a few feet of pool or waterfall; in go the fish, then up again goes the helicopter and on to other designated places.

CABBAGE should be eaten the minute it cooks tender. If held at low heat as long as an hour it loses 70 to 80 per cent of the vitamin C found in the freshly cooked product. Since just-cooked cabbage contains but half the C of the raw vegetable there won't be much left if it has to wait around before serving.

LOWER FREIGHT for frozen foods may be expected through the use of a new container which requires neither inner bag nor outer protective wrapper. These new cartons can be sealed at the rate of 200 a minute compared with the present speed of 30 to 80 for those now in use.

The package ends are lightweight tin plate, seamed to the carton, but easy to open, by a method developed during the war for use in TNT packaging. As this new container is resistant to moisture and vapor, it offers frozen foods protection from discoloration during the defrosting and no leakage can occur from fruits, syrup packed.

FOR BABY comes a complete diet all in one little tin, you add only the freshly boiled water, in amount to be recommended by your pediatrician. No other blending required; no adding of cod liver oil, no worry about measuring out the orange juice.

This "all-in-one formula", developed under the supervision of the well known nutritionist, Dr. E. V. McCollum, of Johns Hopkins, is sterilized cows' milk, condensed, then fortified with the necessary vitamins and minerals for a well-rounded diet. Johns Hopkins' babies have been getting this milk on test for a year and have thrived and grown strong. The new food is already in national distribution, selling for around 16 cents for the 14-ounce can, an amount sufficient for a day's feeding.

OLD FRIENDS peanut butter teams with olives, pimento and pickle and such fruits as orange, lemon and cherry, in a new line of spreads. These new sandwich fillers will be made in mold form, then foil or cellophane wrapped.

NUT MEATS can be processed to keep the year round without spoilage. Spread the nuts in a thin layer in a shallow pan and dry in a slow oven (250°F.), stirring every 10 minutes for half an hour. Have ready pint or half-pint jars, clean, dry, hot. Fill with the hot nut meats and partially seal, following directions for whatever type of jar top you may be using. Process in boiling water bath or the steam pressure canner.

EGGS ROASTED in the shell by a new oven process keep for eight to 10 months without refrigeration. These sell, carton packed, by the dozen to store in the pantry, ready at a moment's notice to peel and



slice for a salad; to devil, to cream. The eggs look, taste and behave almost exactly as eggs hard-cooked and are said to retain all the vitamin content of the fresh product. The roasting oven is the invention of one Lucien Coquet, of Dallas, Texas.

THE ICE industry has big plans for restyling the ice cube. Postwar party-givers can order ice sized to the drinks — cubes for iced tea, cracked ice for fruit beverages, block ice for punch bowls, shaved ice to heap the bowl of cold soup. Call your local ice company. A uniformed delivery boy will roll up by motorcycle, a bag of ice under arm sized to-your-order.

TOSS A TOMATO at the red-ripe stage instead of the green for the greatest vitamin value. In a test of 10 varieties of sweet peppers grown at the Rhode Island Experiment Station, there was an average increase of 3.175 per cent in carotene, for the deep red over the green, and 49 per cent more of ascorbic acid — you know, vitamin C.

A CUP OF TEA will help both brain and brawn. A real pick-you-up as proven by laboratory tests in which human guinea pigs rode bicycles hitched to energy-recording machines. After a cup of tea resistance to fatigue increased 7.2 per cent and mental alertness improved.

Another point in tea's favor — it is found to contain a considerable amount of riboflavin which nutritionists believe may explain the rarity of deficiency diseases among the tea-drinking British.

PUMPKIN PIE is the new ready mix here for Thanksgiving. The four-ounce box of this powdered pumpkin blended with powdered sweet potato and spices provides the makings for a nine-inch pie with the addition of eggs, sugar, milk and water. The filling bakes smooth and moist. The spice accent is definitely cinnamon. And inexpensive, too — it costs but 15 cents.

DON'T Let Him SCRATCH!



A Dog doesn't scratch for pleasure. His blood may be badly altered by impurities produced by the metabolism of domestic MEN! Improper food, lack of natural exercise and imposed confinement. These conditions can set up an intense irritation in the nerve endings of his skin. He is in torment. He has to scratch unless you try to help him.

Hot Shampoo Dog Powders provide blood tonic elements and a counteractive for days of all breeds, toy dogs. Given regularly on Saturday bath week they not to quickly relieve disorders due to lack of proper considerations that cause scratching, loose coat, listlessness, poor appetite, bad breath and skin irritations. They work to make your pet happier, healthier and more contented.

Hot Shampoo Dog Powders which are sanity antiseptized are for sale at leading Drug Stores and Pet Shops at $1.25 and $1.65. Their well-directed action should show a quick effect. You may never know how fine your dog can be until you have tried them. Ask for Hot Shampoo Dog Powders . . . Lewis Herbs Pts.

If unable to obtain locally send 25c or $1.to C. Hilgers & Co., D-966, Binghamton, N. Y.

Can our vets use their war experience in business?...

☆

Read—

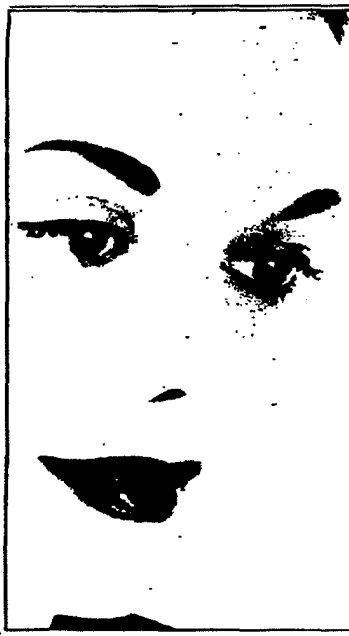
"THE FLYING TIGERS FLY AGAIN"

by

ADIE SUEHSDORF

☆

Next Sunday in THIS WEEK Magazine



Pat-a-Kake

A Makeup Foundation that's GOOD *for the Skin*

Two years of exhaustive research resulted in the discovery of this formula — modern, scientific laboratory resources perfected it . . . NOW, and only now, Elizabeth Arden announces PAT-A-KAKE, the ultimate in a Makeup Foundation. You will find it at your favorite dealer . . . a sensational new development in beauty. PAT-A-KAKE gives a younger, smoother, softer-looking skin AT ONCE . . . helps to conceal blemishes, freckles, tiny lines . . . has a lasting, beneficial effect . . . no artificial, ready-to-crack, heavily coated look. PAT-A-KAKE is easily applied, easily removed, leaving the skin actually fresher, prettier than before.

Ten wonderful shades to compliment every complexion. Price 1.00 (also tax)

Elizabeth Arden



21

N24239.27

0007-SWP-000109966



YES, MILLIONS OF WOMEN ARE SINGING THE PRAISES OF Kem-Tone

MIRACLE WALL FINISH



No More Bugs! Wallpaper looked sad... but speedy Kem-Tone turned our living room into a place of beauty. And the price was so low!" Mrs. H. R. Brouseer, Shreveport, La.

All Over The Room!—"I paid $2.98 for a gallon of Kem-Tone. It did such a beautiful job that I painted every room in the house!" T. C. Wessels, Lowell, Mass.

Cover Grit—"My grandson treated about our old-fashioned wallpaper, so I covered it with Kem-Tone. Now he says the place looks 50 years younger." Mrs. M. E. Sandstrom, Philadelphia, Pa.

No Pesky Smell!—"How easily Kem-Tone went on. And it left no turpentine smell!" Mrs. R. Moeller, Troy, New York

Boys Paint Own Rooms! "Kem-Tone was so easy to use my boys did their own rooms!" Mrs. E. Simmons, West Farms, N. Y.

Dries In A Jiffy!—"Kem-Tone transformed my living room. It dried so quickly, I had things in order by afternoon!" Mrs. Ed. Shoulte, Cheyenne, Wyo

Painter Praises Covering Power!—"My professional painter said, 'Best painting for 30 years and I've never seen any paint cover like Kem-Tone!'" M. Roy Moss, Bakersfield, Calif.

20 Million Rooms Decorated FOR ONLY $2.98 EACH!

Yes, and you can do it too! With Kem-Tone Miracle Wall Finish, you get glorious new color on walls, ceilings...a finish that's handsome, lasting, for only $2.98 per room—the cost of a gallon of Kem-Tone! Try this remarkable, scientifically-blended resin and oil paint. *You'll find no finer flat wall finish at any price!*



1. FOR FINEST DECORATION Enduring beauty from scientifically-blended synthetic resins and oils!

2. GOES ON LIKE MAGIC with either brush or Kem-Tone Roller-Koater!

3. ONE COAT COVERS most wallpapers, painted walls and ceilings, wallboard!

4. INTENSE HIDING As amazing as Kem-Tone's hiding has been—it is now 20% greater!

5. DRIES IN ONE HOUR Rooms ready for use immediately after painting!

6. NO "PAINTY" ODOR during or after painting. No turpentine needed!

7. CLEANS EASILY with ordinary wall or wallpaper cleaners!

8. LOVELIEST NEW COLORS

KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your walls—quickly, smoothly, easily! 89¢ ea.

PLASTIC PATCH Easy-to-use plastic compound patches cracks, holes in walls and woodwork. 23¢ lb.

KEM-TONE BORDER TRIMS Smart, new wall-border trims. Gummed and ready-to-apply. Washable. 15¢ foot

Ask Your Dealer for a Free Demonstration of genuine Kem-Tone!

Letters

Our Readers Talk Back



MUSICAL ATHLETES

I WOULD like to swap experiences with Philip Skiar, the "Musical Athlete," because I've lugged one of these "California-size" violins around the state to various so-called symphony orchestras for some 22 years.

I'd like to ask Mr. Skiar: Have you ever taken the bass viol for a ferry-boat ride — and do you like it out on the platform on a street car? And aren't elevators fun? I've always had a yen to attach it to a skate and march in a parade.

Incidentally, a bull fiddle is a sure-fire icebreaker with strangers. Whoever stopped a piccolo player in



Skiar has cob trouble

broad daylight, attired in evening dress, to inquire if she had ever been able to tuck it under her chin?

ETHEL J. SIEGFRIED
Whittier, Calif.

WAR'S END

THAT article on "Things I Can Give My Child," by Constance Foster, brought out in glaring clearness just how certain children responded to the war's end. A kindergarten teacher told me several reactions:

Her neighbor, a 12-year-old girl, called her: "Margaret! The war's over! The Japs are all dead!"

Another: A little boy who knew nothing but play with guns and other military toys, yelled to a playmate: "The war's all over and we can't play any more!"

My own nephew, three years old, was really excited. He came running into my sister's home, screaming: "The war's OVER. The war is over!" That was the only happy wholesome reaction in the whole lot.

Perhaps parents can really give something different to children now that we are not going to try to kill a lot more Japs. Perhaps they can learn to know other languages in order to spread friendship and love and a spirit of brotherhood. Maybe their future toy airplanes will drop food bundles, medical supplies and no more bang, bangings

MARGARET BROWN
Alhambra, Calif.

VETERAN JOB

IF YOU go on encouraging deckhands to burst into print, you will upset the economy of our country. However, the enclosed effort may save the situation by proving to you that I might better be put to work cutting grass. Anyway, here it is, without further apology, accompanied by my appreciation of your compliment.

J. W. STILWELL
General, U. S. Army

THIS WEEK's editors asked General Stilwell if he had anything he'd like to get off his chest. The above letter accompanied his article "Good Luck, Soldier." (See page 2.)

SCOTTY DID IT

IN YOUR quiz section you said that the first time in 12 years that Mt. Everest has been flown over was recently by a chance group of bombers.

Col. Robert L. Scott, Jr., author of the best-seller, "God Is My Co-Pilot," tells in his book of an intentional flight over Mt. Everest in a P-47. This flight was, so Scotty told me, not one but actually two test runs during which he was testing the firing of the P-47 machine guns at altitude. (They froze, as did also his motion-picture camera.) The flight occurred in the fall of 1942.

LIEUT. COL. H. S. MAZEY, USMCR
Long Beach, Calif.

More you something to say? Write to the Letters Editor, TIME WEEK Magazine, 400 Lexington Ave., N. Y. 17, N. Y. Letters cannot be acknowledged or returned, but we will print the shortest and best.



"Here's a hot tip — if you hurry you may still find two bored marines wandering around in the Art Museum"

0007-SWP-000109967

YES, MILLIONS OF WOMEN

ARE SINGING THE PRAISES OF

Kem-Tone

MIRACLE WALL FINISH



Cover Girl!—"My grandson always teased me about our hideous old-fashioned wallpaper, so I covered it with Kem-Tone. Now he says the place looks 50 years younger and calls me his 'cover girl'!"
MRS. MARY E. SADDINGTON
Philadelphia, Penna.

Painter Praises Covering Power!—"My professional painter said, 'Lady, I've been painting for 20 years and I've never seen *any paint* cover with one coat like Kem-Tone!'"
M. ROY MOSS
Bakersfield, California

All Over The House!—"I invested $2.98 for a gallon of Kem-Tone and the results were so amazingly beautiful that now I've done every room in the house, including our basement play room!"
THERON C. WEBSTER
Lowell, Massachusetts

No more Dingy Wallpaper!—"Our wallpaper looked as if it were just recuperating from measles... but speedy, miraculous Kem-Tone turned our dingy living room into a place of beauty. The price was so ridiculously low—we'll be everlasting grateful."
MRS. H. K. BIERHORST
Shreveport, Louisiana



Dries In A Jiffy!—"Kem-Tone transformed my living room and dried so quickly that by afternoon I had everything to rights!"
MRS. ED. SHOULTS
Cheyenne, Wyoming

No Painty Smell!—"It was amazing how easily Kem-Tone went on—left no turpentine smell and didn't make our eyes smart!"
MRS. ROBERT MOELLER
Troy, New York

Boys Paint Own Bedroom!—"Kem-Tone was so easy to use that my boys did their own bedrooms themselves!"
MRS. EDITH SERENSON
West Farms, New York

20 Million Rooms Decorated

FOR ONLY $2.98 EACH!

Yes, and you can do it too! With Kem-Tone Miracle Wall Finish, you get glorious new color on walls, ceilings... a finish that's handsome, lasting for only $2.98 per room—the cost of a gallon of Kem-Tone! Try this remarkable, scientifically-blended resin and oil paint for yourself. *You'll find no finer flat wall finish at any price!*

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7. CLEANS EASILY
with ordinary wall or wallpaper cleaners!

8. LOVELIEST NEW COLORS!



$2.98* PER GAL.
PASTE FORM
Makes 1½ gallons paint, ready-to-apply
*Slightly higher in Rocky Mt. area



KEM-TONE ROLLER-KOATER
Rolls Kem-Tone right over your walls—quickly, smoothly, easily! **89¢**

PLASTIC PATCH
Easy-to-use plastic compound patches cracks, holes in walls, woodwork. **23¢**



KEM-TONE BORDER TRIMS
Smart, new wall-border trims. Gummed and ready-to-apply. Washable. **15¢**

Ask Your Dealer for a Free Demonstration of genuine Kem-Tone!

This advertisement appears in the October 28, 1945 issue of This Week; the November 4, 1945 issue of American Weekly.

N24239.28

0007-SWP-000109978



SUNSHINE SPECIAL!

"Our dining room was so dark and dingy no one ever went in there...until we redecorated it with Kem-Tone! Now it's the brightest, sunniest room in the house!"

MRS. JOHN E. CRIMMON
Seattle, Washington



SURE CURE!

"While my wife was in the hospital, a neighbor and I painted our four rooms with Kem-Tone. My wife's happiness at the fresh, beautiful house hastened her recovery."

FRANK F. FARLOW
Chappaqua, New York



"GOOD-BYE FINGERPRINTS!"

"Smudges and finger marks wipe off easily—and my beautiful Kem-Tone walls look like new again!"

MRS. FRED C. WATERBURY
Park Ridge, Illinois



NOTHING TO IT!

"My Kem-Tone walls turned out beautifully! No brush marks, no uneven spots! My friends just can't believe I got such handsome results for less than $3.00 per room..."

WILLIAM YOUNG
Floral Park, N. Y.

Now!
20 MILLION ROOMS
HAVE BEEN PAINTED
WITH GENUINE Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

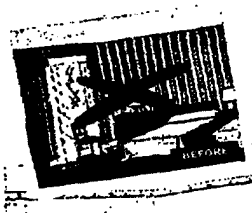
ONLY $2.98 DOES AN AVERAGE ROOM



LANDLADY PAYS!

"Our landlady was so delighted with the beautiful job we did with Kem-Tone in our living room that she insisted on paying for the paint."

MRS. P. A. DUQUESNE
White House Station, N. J.







GOES RIGHT OVER WALLPAPER!



8 BIG REASONS WHY!

1. FINEST DECORATION!
Enduring beauty from scientifically-blended, synthetic resins and oils.

2. GOES ON LIKE MAGIC
with either brush or Kem-Tone Roller-Koater!

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most wallpapers, painted walls and ceilings, wallboard!

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FOR LIVING ROOM, DINING ROOM, BEDROOM—WALLS AND CEILINGS!

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Rolls Kem-Tone right over your walls — quickly, easily, smoothly! 89¢

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Easy-to-use plastic compound patches holes, cracks in walls, woodwork! 23¢

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Smart wall border trims. Gummed, ready-to-use. Washable. 15¢

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$2.98* PER GAL.
PASTE FORM
Makes 1½ gallons paint, ready-to-apply!
*Slightly higher in Rocky Mt. area

NO MUSS! NO FUSS! NO BOTHER!

This advertisement appears in the September 23, 1945 issue of New York News; the September 30, 1945 issues of Chicago Tribune; and Philadelphia Enquirer; the October 21, 1945 issue of American Weekly; the November 11, 1945 issue of This Week.

N24239.29

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but a professional safebreaker.

Elaborately decorated smoking cars with no ashtrays, washroom compartments preciously marked "annex" instead of the entirely reasonable word "toilet" and adjustable reading lamps which require a radio technician to service them simply are not conveniences.

As for the notion that de luxe upholstery in rail travel is something approximately as new as penicillin, this is a widespread but quite mistaken belief. The Silver Palace cars, the Pullmans and Wagner Palace cars of the 70's were miracles of inlaid woods, looped and fringed curtains, turkey carpets and brass spittoons of senatorial proportions.

Both the Central Pacific and the Rio Grande anticipated by a good half century the Burlington's latest novelty, the Vista Dome observation car, and ran open-topped "rubber-neck" cars over their scenic mountain divisions.

Streamlining in 1900

Nor is streamlining of cars and locomotives anything new. In 1900 the Baltimore and Ohio was trying out a train whose cars were so completely designed along air-flow lines as to resemble closely the characteristics of today's stainless steel coaches and Pullmans.

Most of the innovations being planned for postwar passenger travel are either ornamental or superficial. In the years before the war two really important improvements were made in the mechanics of rail transport: air-cooling, and the combined devices of tight lock coupling and rubber draft gear which makes possible the starting and deceleration of trains as an entire, shockproof unit.

Compared to these mechanical improvements any introduction of vitaglass observation solariums, nickel-chrome smoking fixtures and inter-car telephone services is superficial at best.

The notion that almost overnight all trains are going to be powered by Diesel-electric engines and that the steam engine is on the way to the boneyard is an unjustified delusion.

The truth is there are scores of railroads and hundreds of runs where Diesel power is neither practicable nor even under consideration. Its initial cost per unit is between two and three times that of steam power and its maintenance presupposes costly specialized shops and installations. Its economic use on short hauls is at present unthinkable.

For many years to come the vastly predominant motive power on passenger trains will be steam, with some modifications in fundamental design. In the expressed opinion of Raymond Loewy, the distinguished industrial designer, the most important developments in railroading in the immediate future are in the field of safety rather than luxury. "Writers and blue-sky planners," he says, "have led us to expect much greater revolutions in design than is possible for some time."

The steam locomotive of tomorrow may look queer at first glance. The Chesapeake and Ohio has under



Author and rail fan

construction a series of steam locomotives in which the coal tender comes first, then the driver's cab, then the boiler and last of all the water supply. This reversal of the old design will give the engineer better protection and increased visibility.

As in the case of automobiles, however, tomorrow's trains are going to look, behave, move and feel surprisingly like the very best trains of 1941 and 1942.

Passengers are going to sit in seats, look out of windows, sleep in beds, dine at a table, and brush their teeth in running water much as they have done for some time past.

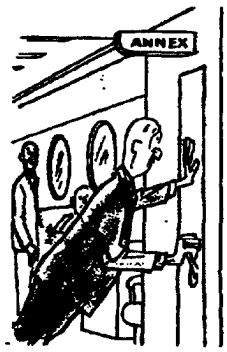
There are going to be rails and ballast underneath the traveler: 160-pound rails and costly stone ballast. Cars of steel construction will be held together by one of a number of welding processes and they are going to run on roller bearing trucks braked by air.

The engine is going to run ahead of the train and be serviced and driven by a head-end crew just as was the iron horse of the 80's, but there will be newer and even more foolproof devices of signaling and train control. The passenger will move faster, safer and in more comfort than ever before.

These Will Never Change

And to give him the reassurance which derives only from familiar and long established things there will be porters, all named George; there will be conductors whom old-timers will address as Captain, all of whom will wear gold Albert watch chains, and towermen will wave a vertical handkerchief to the rear brakeman in passing to show there are no hot boxes.

And if, through some mischance of evolution, the old time traveling salesman who started all smoking compartment stories with: "Did you hear the one about — ?" should have disappeared from circulation, the railroad will provide one from a theatrical casting agency. Some things are sacred! *The End*





SUNSHINE SPECIAL!
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MRS. JOHN S. CHESNUT
Seattle, Wash.



SURE CURE!
"While my wife was in the hospital, I painted our rooms with Kem-Tone. It made her so happy, she got well faster."
FRANK F. FIRLING
Chappaqua, New York



"GOOD-BYE FINGERPRINTS!"
"Smudges and finger marks wipe off easily — and my beautiful Kem-Tone walls look like new again!"
MRS. FRED C. WESTERVELT
Park Ridge, Illinois

NOTHING TO IT!



"My Kem-Tone walls turned out beautifully! No brush marks, no uneven spots! My friends just can't believe I got such handsome results for less than $3.00 per room . . ."
WILLIAM TOOMB
Floral Park, N. Y.

Now!

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HAVE BEEN PAINTED
WITH GENUINE
Kem-Tone
MIRACLE WALL FINISH

ONLY $2.98
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MRS. P. A. HOSKINS
White House Sta., N. J.



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1. FINEST DECORATION! Radiating beauty from scientifically-blended, synthetic resin and oils.
2. GOES ON LIKE MAGIC with either brush or Kem-Tone Roller-Koater!
3. ONE COAT COVERS most wallpapers, painted walls and ceilings, wallboard!
4. INTENSE HIDING!
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7. CLEANS EASILY with ordinary wall or wallpaper cleaners!
8. LOVELIEST NEW COLORS



GOES RIGHT OVER WALLPAPER!

FOR LIVING ROOM, DINING ROOM, BEDROOM—WALLS AND CEILINGS



NO MUSS! NO FUSS! NO BOTHER!

The modern miracle wall finish
Kem-Tone

KEM-TONE ROLLER KOATER
Rolls Kem-Tone right over your walls — quickly, easily. 89¢

KEM-TONE BORDER TRIMS
Smart wall borders in trims, ready to use. 15¢

PLASTIC PATCH
Easy to use! Patches walls, woodwork, holes. 23¢

$2.98 PER GAL.
PASTE FORM
Makes 1½ gal. paste; just add water!

DOES IN 1 HOUR ONE COAT

Ask your nearest Kem-Tone Dealer for a Free Demonstration!

N24239.3

0007-SWP-000109986

Pard made a pard of my dog..



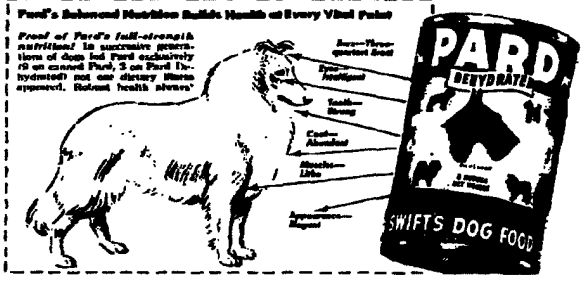
Meat Proteins are the Natural Food for your Dog. The Meat Proteins in Pard are Higher in Nutritional Value than those in any other Type of Dog Food!

● It takes so little to make a dog happy. It's as simple as just giving him the right food and kind treatment. Every wag of his irrepressible tail, and bright eyed devotion will repay you a thousand times over. And what better food for your dog than Pard. For Pard provides meat proteins *higher* in nutritional value than those in *any other type of dog food on the market*, plus essential vitamins and minerals—nutritionally correct, as proved by actual feeding to generation after generation of dogs. *No additional meat is ever needed!*

What's more, your dog is assured *full strength nutrition* due to Swift & Company's discovery of low-temperature dehydration for dog food. This exclusive process (patent pending) adequately retains the high quality of Pard's food elements. Feed your dog Pard for 10 days and notice the eagerness and appetite he displays. Witness his strength, stamina and pep—his *overall* happiness. Ask your dealer for Pard. It's the "square meal" for your dog!

Pard's Balanced Nutrition Builds Health at Every Vital Point

Proof of Pard's full-strength nutrition! In successive generations of dogs fed Pard exclusively (8 on canned Pard, 2 on Pard Dehydrated) not one dietary illness appeared. Robust health shown!



What Happened To Gene?

BY HORATIO WINSLOW

Illustrated by E. Chirlocha



All the money he earned he spent on funny books

We used to have such fun, until that day he stopped coming to my house. I wondered why

A Short Short Story

THE first time Gene and I talked radio was after a General Science class where Mrs. Gifford admitted she didn't know what "superheterodyne" meant.

He said, "Think of having a teacher as ignorant as old Giff in Junior High."

I said, "It's certainly pitiful. Do you build stuff?"

"In Chicago I did; but after my dad went into the Navy and I came out here to the Coast I had to quit. My grandmother. She don't like noise or things lying around. She's pretty old."

So I invited him to my shop down in our cellar.

As soon as she saw him my mother liked him. She said, "Your friend Gene seems to be a nice boy. I hope he comes often."

He was a little taller than me, but we were the same age — almost fourteen. He had gray eyes that looked straight at you, and his fingers were the kind you see on A-1 mechanics — square-ended, strong and flexible.

Sometimes he made me think of the diaphragm in a phone — solid to look at but mighty sensitive.

Gene and I got on fine together. Maybe we understood each other better because my dad was gone too. He was a fireman, killed in the line of duty; a big warehouse on Bycliffe Street burned down when a fellow set fire to it to collect the insurance. It's that kind of a world.

But even though Gene's father was living, he was a good many thousand miles away, and his mother he never heard from at all. After his father had been taken into the Navy she'd walked out on Gene. Probably Gene didn't suspect I knew, because he never talked about his troubles. "I just keep my big mouth shut and saw wood. That's what my dad does."

But the things he said you couldn't help putting together; so pretty soon I found out what had happened, though, of course, I never let on.

It was great to work with Gene, because he was smart and knew where he was going and wanted to get there. He took care of two yards, and what he earned he spent on tubes and condensers and tools and all that. When our class had to write essays on "My Ambition," Gene wrote one about becoming an electrical engineer. It was so good they sent it up to Professor Challoner, who teaches physics at Junior College.

We'd been working together about four months when one Saturday morning Gene didn't show up. Usually on Saturdays he was there by half-past eight.

His grandmother didn't have a phone, and lived on the other side of town. I waited till noon and then called the Killers, whose house was in the same block.

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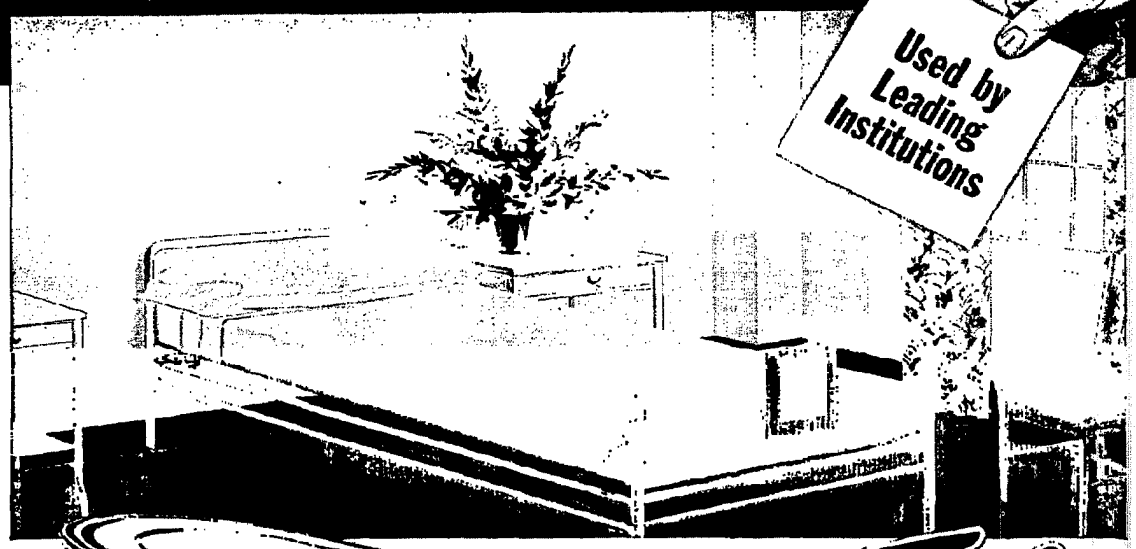
MIRACLE MAINTENANCE FINISH





. . . it's Kem-Tone

TRADE MARK Reg. U. S. Pat. Off.

FOR EXTRA *SPEED* PLUS *QUALITY!*

1. **DRIES IN ONE HOUR OR LESS**—Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT**—Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
7. **JOBS FINISHED QUICKLY** — Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP** (a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
9. **LASTING FINISH** — This scientifically-blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead Works
Detroit, Michigan

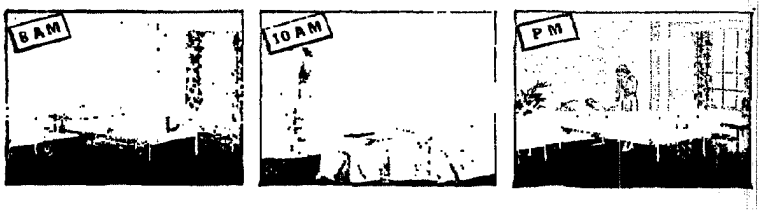
W. W. Lawrence & Co.
Pittsburgh, Pa.

The Lowe Brothers Co.
Dayton, Ohio

John Lucas & Co., Inc.
Philadelphia, Pa.

The Martin-Senour Co.
Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio



This advertisement appears in the September 1945 issues of Modern Hospital; and Institutions

N24239.31

0007-SWP-000109998

MIRACLE MAINTENANCE FINISH



...it's Kem-Tone TRADE MARK Reg. U. S. Pat. Off.



FOR EXTRA *SPEED* PLUS *QUALITY!*

1. **DRIES IN ONE HOUR OR LESS**—Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT**—Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
7. **JOBS FINISHED QUICKLY** — Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP** (a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
9. **LASTING FINISH** — This scientifically-blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead Works
Detroit, Michigan

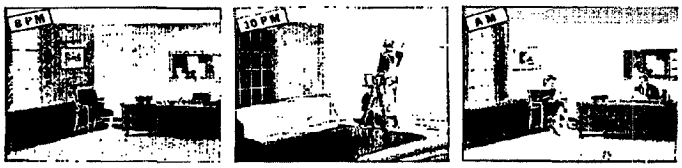
W. W. Lawrence & Co.
Pittsburgh, Pa.

The Lowe Brothers Co.
Dayton, Ohio

John Lucas & Co., Inc.
Philadelphia, Pa.

The Martin-Senour Co.
Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio

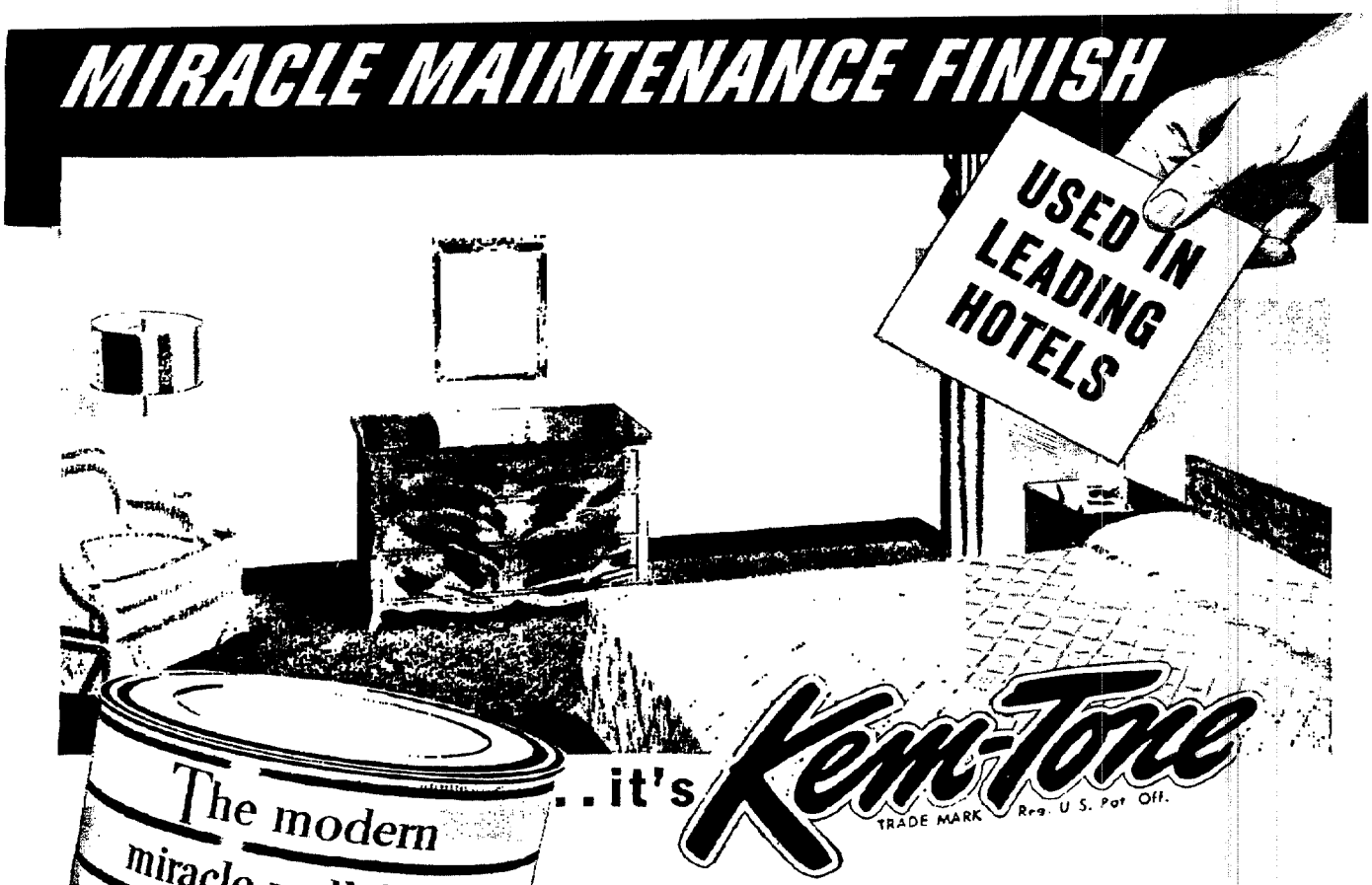


This advertisement appears in the September 1945 issues of Buildings & Building Management and National Real Estate & Building Journal

N24239.32

0007-SWP-000110003

MIRACLE MAINTENANCE FINISH



...it's **Kem-Tone** TRADE MARK Reg. U. S. Pat. Off.

FOR EXTRA *SPEED* PLUS *QUALITY!*

1. **DRIES IN ONE HOUR OR LESS**—Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT**—Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
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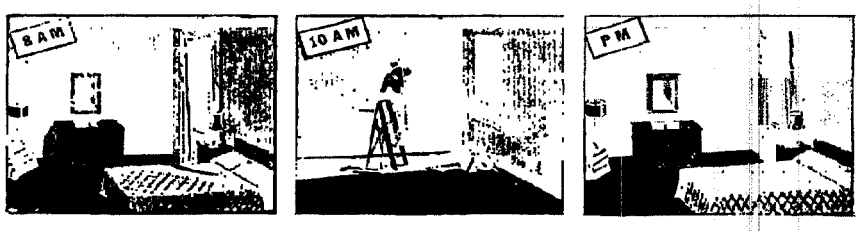


This Advertisement appears in the September 1945 issue of Hotel Management

N24239.33

0007-SWP-000110007

QUIZ 'EM



How much cash do quiz emcee's give away?

1. CASH PRIZES . . . *There are 270 sponsored quiz programs on the radio networks. How much are they giving away each week in cash prizes?*

$20,000 a week — or about $1,000,000 a year.

2. ACK-ACK . . . *Without leaving Chesapeake Bay, the ex-battleship,* Wyoming, *fired more antiaircraft ammunition than any other ship. Why?*

More than 35,000 officers and men received antiaircraft training aboard her, firing 1,700,000 rounds of ammunition through her seven kinds of AA guns— without a single casualty.

— *Mrs. A. A., Milton, Mass.*

3. GUNNER'S NEWS . . . *What new type of shell can shotgun users expect soon?*

A refillable shot shell made of aluminum. The gunner, instead of discarding his fired shells, will save them and return the empties to his dealer for a small credit.

— *A. L., Poughkeepsie, N. Y.*

4. VICTORY CAKE . . . *Chef of a Seabee battalion on Okinawa baked a 600-pound, pink-frosted, 32-layer cake to celebrate V-J Day. How long did it take the chef to make it?*

It took him two days to mix the ingredients, eight hours to bake.

5. WAR BOOTY . . . *How is war booty in the British Navy disposed of?*

It's a tradition in the British Navy that the proceeds of the sale of cargoes captured by the British during the war be distributed among seamen. In the American Navy everything captured automatically becomes the property of the U. S. Government.

— *H. B. A., Cranston, R. I.*

6. WAR REPORTERS . . . *How many American correspondents covered the war on all fronts?*

Between 600 and 800. There were 149 casualties among them.

7. FOR VICTORY . . . *The Victory Loan Drive is scheduled to start October 29, with an $11,000,000,000 goal. What is the money needed for?*

Large sums will be needed for bringing the troops back home, mustering-out pay, hospitalization and rehabilitation.

— *Mrs. M. H. R., Chicago, Ill.*

8. DIMMOUT AGAIN . . . *Why has Britain dimmed out again?*

To save coal because supplies are very low.

9. BIG SPENDERS . . . *Who were the greatest spenders in World War II — the Allies or the Axis?*

Exclusive of China, the Allies spent $100,000,000,000 more than the combined total spent by the Axis.

— *Mrs. M. S. A., Lyon, Miss.*

10. FATS NEEDED . . . *Why are we asked to continue saving fats and grease?*

Shipments of copra from the Far East can't be expected until next spring. In the meantime, salvaged fats are needed for soap manufacturing.

CONDUCTED BY Tom Henry

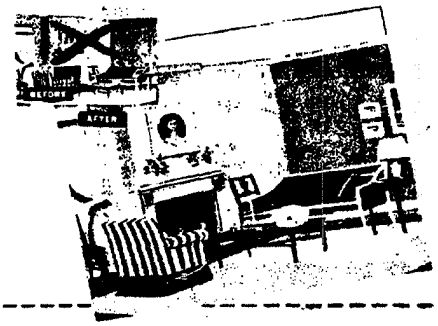


"Excuse me if I'm interrupting something!"

LOOK

what millions are doing for $2.98

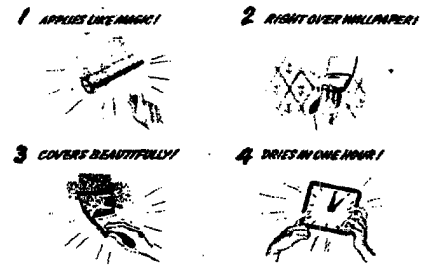
WITH GENUINE Kem-Tone MIRACLE WALL FINISH



SEE

how easy it is to redecorate

WITH Kem-Tone MIRACLE WALL FINISH


1 APPLIES LIKE MAGIC!
2 RIGHT OVER WALLPAPER!
3 COVERS BEAUTIFULLY!
4 DRIES IN ONE HOUR!

READ

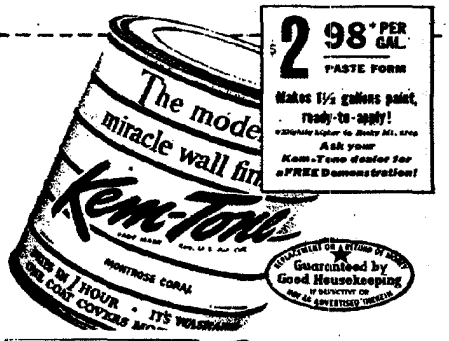
the reasons why 20 MILLION rooms have been decorated with Kem-Tone MIRACLE WALL FINISH

1. FINEST DECORATION! Enduring beauty from scientifically-blended, synthetic resins and oils!
2. GOES ON LIKE MAGIC!
3. ONE COAT COVERS most wallpapers, painted walls, ceilings and wallboard!
4. DRIES IN ONE HOUR!
5. NO "PAINTY" ODOR!
6. CLEANS EASILY!
7. LOVELIEST NEW COLORS!

TRY

Kem-Tone MIRACLE WALL FINISH

in your bedroom, living room, dining room, play room!



$2.98* PER GAL. PASTE FORM

Makes 1½ gallons paint, ready-to-apply!

*Slightly higher in Rocky Mt. area

Ask your Kem-Tone dealer for a FREE Demonstration!

REPLACEMENT OR A REFUND OF MONEY Guaranteed by Good Housekeeping IF DEFECTIVE OR NOT AS ADVERTISED THEREIN

KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your walls! . . . . . 89¢

PLASTIC PATCH Speedily patches cracks in walls, woodwork. 23¢

KEM-TONE BORDER TRIMS Gummed and ready-to-apply wall border trims . . . . 15¢

N24239.34

0007-SWP-000110011

CAN YOUR SCALP PASS THE
F-N TEST?



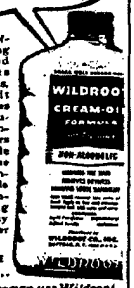
1. It's F-N, the test for men! The "Finger Nail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.

YOUR HAIR CAN LOOK LIKE THIS WITH NEW
WILDROOT CREAM-OIL



2. Only a little Wildroot Cream-Oil* can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and *feels* good too!

NON-ALCOHOLIC
CONTAINS REFINED
LANOLIN!



3. Refined LANOLIN has long been prescribed because of its soothing qualities, and because it closely resembles the oil of the human skin. No wonder 4 out of 5 users in a nation-wide test prefer it to the preparations formerly used. A little Wildroot Cream-Oil goes a long way. Get it today from your barber or drug counter.

SPECIAL NOTE TO WOMEN...
Thousands of women use Wildroot Cream-Oil to remove loose dandruff, relieve dryness, and help beautify their hair. Try it before a shampoo... also after a permanent wave to relieve dryness. Excellent for training children's hair.

BUY VICTORY BONDS!

WALLY'S WAGON



This Even Surprised *Me*

ME AN' Jake Bullis has wished a lot of times that Pete Drugin would go nuts an' sell us his "Society Diner" for less than all of us know it is worth.

You see, Pete has a swell big parkin' lot an' bein' on the other side of the street he catches all the southbound traffic. In some ways it's a better location than Wally's Wagon No. 1.

The Army camp is goin' to fold up one of these days an' we may have to move Wagon No. 2 some place else. Or else buy Pete's spot, maybe.

Pete is tough competition. He keeps his customers happy, knows how to buy an' cook an' shoots square on all sides. But he got into financial troubles some way an' had to go to Mister Burgess, the banker, to see if he could borrow some money.

Mister Burgess called me an' Jake an' asked us to drop in the bank. We went an' he said he wanted to know what we thought of Pete.

WE DIDN'T know Pete was askin' for a loan but I guess it wouldn't have made any difference. We told Mister Burgess Pete was a swell lunch-wagon man. An' we said why.

Finally Mister Burgess said, "Would you boys buy Pete's place — if you could get it at a bargain?"

That was when we tumbled. We realized Mister Burgess was sizin' Pete up for a loan.

Jake an' me looked at each other an' then we confessed how much we envied Pete his place.

But neither one of us felt right until we got over the idea to Mister Burgess that we wouldn't take advantage of Pete if he was really in trouble.

Well, a guy feels better when he decides not to hit below the belt an' when we run into Pete as we was comin' out of the bank we could look him in the eye.

"HOPE you didn't mind me tellin' the bank to ask you boys about me," says Pete.

"You mean you give the bank us *competitors* as a reference?" I said to him.

"Sure," Pete comes back. "I figured if you gave me a knock it would show Ol' Man Burgess you was afraid of me. An' if you gave me a boost he would know I was good enough to trust!"

"Jake," I said to my partner later, "there's one tough piece of competition. We got to be on our toes to beat that guy."

This afternoon I had eight truck drivers of the CMC Lines stop by.

"We been stoppin' southbound at the 'Society,'" they told me. "Pete tipped us off about your joint northbound, so we thought we'd give you a try!"

"Thanks," I told 'em. "Pete's a swell guy."

"Say — " they come back, "you an' Pete ain't *partners* are, you? That's what *he* said about *you*."

Can you tie that! Gettin' accused of bein' *partners* with your toughest competitor! — WALLY BOREN

HAPPY DAY

Continued from page seven

where they break off — how I can get to him?"

"Yes," Jo said, in a small, queer voice.

They went out to the back street and along the empty length of it, hurrying—as Jo herself had planned in wild happiness to run—until they reached the Square. They got close to the roped-off area, watching the men as they came marching in and lining up.

AND there was Johnny stiffly at attention, with the sunlight touching his helmet and his browned cheeks. Jo dreaded the moment when the men would be dismissed. She wanted now to run away but couldn't, partly because the crowds were pressing tightly in behind them, partly because she must still see Johnny, at least speak to him and let him know that no matter what had happened, she welcomed him home.

Now they were breaking up. In the rush Jo felt the English girl's hand in hers, and together they were milling through the crowd towards Johnny. But Johnny didn't see them.

Jo called, "Johnny, Johnny, she's here!" Because it would be terrible if they should at this moment of climax miss each other in the crowd. He came plunging towards them.

"Kay," Johnny cried.

"I had to come," Kay said. "I'm going back to England soon — to my people, but I had to be here for this day."

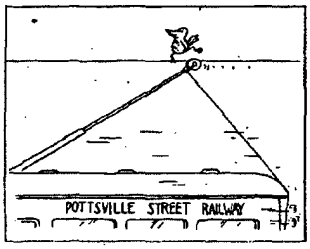
"Sure, Kay, I know," Johnny said.

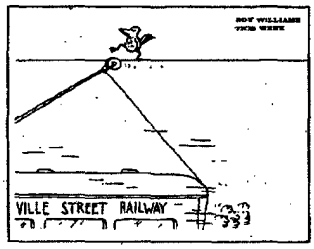
Jo stood there, holding the flowers she still had in her arms. Johnny saw her and smiled; but his hands, bronzed and different from the boy's hands that had moistly clasped hers at the station when they parted, were gripping the English girl's shoulders, tightly. Johnny spoke again, and his voice wasn't quite clear, "I'm glad you came, Kay," he said.

"OH, JOHNNY, I had to. I knew he'd be here in spirit, marching down the street with you, his best friend."

"George was a great guy," Johnny said. "I'll bet his spirit goes — marching on, Kay." Then he said, gently, "You won't mind, Kay, if I say 'hello' to my girl now?"

Jo felt the flowers she'd picked for Johnny crushed fragrantly against her breast as he took her in his arms. "Gee, it's swell getting back to you, Jo," he said. "We've waited a long time for this, haven't we?" *The End*







CARRY THIS EFFECTIVE INHALER WITH YOU IN POCKET OR PURSE

Just a few whiffs of Vicks Inhaler will give you *greater* breathing comfort — when your nose feels stuffy from a cold, dust or bad air. This Vicks Inhaler is packed with volatile medication that goes right to work to bring a most welcome feeling of relief.



Use It As Often As Needed

COUGHING COLDS Relieve coughing, help loosen phlegm, ease muscular soreness and tightness with Vicks VapoRub. Its famous poultice-vapor action brings welcome relief and invites restful sleep. VICKS VAPORUB

PERSONAL

Dear Aunt Emma:—
I have traveled far and wide and have yet to find anything to match your cooking. That kinda makes me a connoisseur, don't you think?
Now there's a Modern Trend toward Lightweight Stationery. SKY-RITE meets the trend completely. Its lightness, whiteness, crispness will amaze you. Smart, convenient and economical. SKY-RITE for Air Mail. SKY-RITE for all correspondence. At all good stores.
Your loving nephew
SYLVESTER SKYRITE

P.S. Address a Post Card to "Aunt Emma" c/o Sky-Rite, 74 Varick St., New York 13, N.Y., asking for a sample sheet & envelope of SKY-RITE.

Reg.-Elite Trade Mark Reg. U. S. Pat. Off.

EYES DEAD TIRED?

MAKE THIS SIMPLE TEST TODAY

Do they smart and burn from overwork, light glare, dust or wind? Then give them instant relief... two drops of soothing Murine in each eye. Murine's 7 scientifically blended ingredients soothe and refresh tired eyes gently ... at once. No stinging or burning sensation. Join the thousands who use Murine regularly ... whenever their eyes tell them to.

TRIAL OFFER! Send 10c for pocket size sample of Murine. Address The Murine Co., Dept. WS, Chicago 11.

MURINE FOR YOUR EYES

TW—10-16-44

0007-SWP-000110012

AMERICA'S FASTEST-SELLING WALL FINISH . . .



Selling Power in Print!

In addition to millions of Kem-Tone messages appearing in leading national magazines, ads like those attached are being read by millions of families who live within the vast buying areas radiating from:

San Diego, Denver, Atlanta, Fort Wayne, Des Moines, Wichita, Louisville, New Orleans, Grand Rapids, Minneapolis, St. Paul, Kansas City, Omaha, Rochester, Columbus, Dayton, Toledo, Oklahoma City, Tulsa, Chattanooga, Knoxville, Nashville, Fort Worth, Houston, Salt Lake City, Richmond, Indianapolis, St. Louis and Honolulu.

See your pocket advertising schedule for insertion dates.

These ads pack plenty of selling punch and selling power. Do you like them?

To All Managers and Representatives

N24239.35

0007-SWP-000110021

NOW! 20 MILLION ROOMS HAVE BEEN PAINTED WITH Kem-Tone MIRACLE WALL FINISH



GENUINE Kem-Tone MIRACLE WALL FINISH

For Living Room, Bedroom, Dining Room Walls and Ceilings!

Yes, 20 million rooms have been made beautifully new-looking with Kem-Tone! Think of it! 20 MILLION ROOMS! Discover the reasons for Kem-Tone's tremendous popularity! Paint with this scientifically-blended, synthetic resin and oil finish. So easy to apply! So quick to dry! So lovely to look at! *There's no finer flat wall finish at any price!*

1. **FOR FINEST DECORATION!** Enduring beauty from scientifically-blended, synthetic resins and oils.
2. **GOES ON LIKE MAGIC!**
3. **ONE COAT COVERS** most wallpapers, painted walls, ceilings and wallboard!
4. **INTENSE HIDING!**
5. **DRIES IN 1 HOUR!**
6. **NO "PAINTY" ODOR!**
7. **CLEANS EASILY!**
8. **LOVELY NEW COLORS!**

ONE GALLON COSTS ONLY $2.98 decorates an average room (1 gallon makes 2½ gallons paint, ready-to-apply!)



KEM-TONE ROLLER-KOATER — Rolls Kem-Tone right over walls quickly, easily! 89¢ ea.

KEM-TONE TRIMS — Smart wall border trims. Gummed, ready-to-apply Washable! 15¢ up

PLASTIC PATCH — Speedily patches cracks, holes in walls, woodwork! 23¢ lb.

ASK YOUR DEALER FOR A FREE DEMONSTRATION OF GENUINE Kem-Tone!

This advertisement appears in the September 2, 1945 issues of the following:

San Diego Union; Denver Post; Atlanta Journal; Fort Wayne Journal Gazette; Des Moines Register; Wichita Beacon; Louisville Courier Journal; New Orleans Times Picayune States; Grand Rapids Herald; Minneapolis Tribune; St. Paul Pioneer Press; Kansas City Star; Omaha World Herald; Rochester Democrat & Chronicle; Columbus Dispatch; Dayton News; Toledo Times; Oklahoma City Oklahoman; Tulsa World; Chattanooga Times; Knoxville News Sentinel; Nashville Tennessean; Fort Worth Star Telegram; Houston Chronicle; Salt Lake City Tribune; Richmond Times Dispatch.

0007-SWP-000110022

For BEAUTIFUL Living room, dining room, bedroom WALLS, CEILINGS...



YOU CAN'T BEAT Kem-Tone!

MIRACLE WALL FINISH



20 MILLION ROOMS HAVE BEEN PAINTED WITH THIS WONDER WALL FINISH!

And what a finish it is! Beautifully rich, gloriously colorful, Kem-Tone makes lifeless-looking walls live again. It goes on so simply, so quickly, so easily anyone can paint with it. Kem-Tone covers most painted or papered walls and ceilings in just one coat...does an average room for *only* $2.98. Yet, *there's no finer flat wall finish at any price!*

1. **FOR FINEST DECORATION!** Enduring beauty from scientifically-blended, synthetic resins and oils.
2. **GOES ON LIKE MAGIC!**
3. **ONE COAT COVERS** most wallpapers, painted walls, ceilings and wallboard!
4. **INTENSE HIDING!**
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6. **NO "PAINTY" ODOR!**
7. **CLEANS EASILY!**
8. **LOVELY NEW COLORS!**

KEM-TONE ROLLER-KOATER 89¢
Rolls Kem-Tone right over walls on quickly, easily!

PLASTIC PATCH 23¢
Speedily patches cracks, holes in walls, woodwork! 1lb.

KEM-TONE TRIMS 15¢ up
Smart wall border trims. Gummed, ready-to-apply. Washable!

ONE GALLON COSTS ONLY $2.98
decorates an average room
(1 gallon makes 1½ gallons paint, ready-to-apply)

Guaranteed by Good Housekeeping

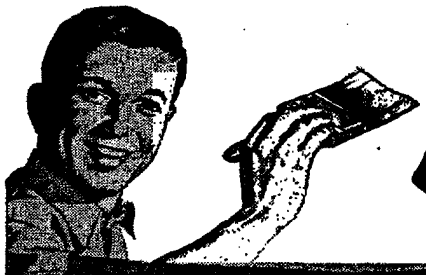
ASK YOUR DEALER FOR A FREE DEMONSTRATION OF GENUINE Kem-Tone!

This advertisement appears in the September 16, 1945 issues of the following:

San Diego Union; Denver Post; Atlanta Journal; Fort Wayne Journal Gazette; Des Moines Register; Wichita Beacon; Louisville Courier Journal; New Orleans Times Picayune States; Grand Rapids Herald; Minneapolis Tribune; St. Paul Pioneer Press; Kansas City Star; Omaha World Herald; Rochester Democrat & Chronicle; Columbus Dispatch; Dayton News; Toledo Times; Oklahoma City Oklahoman; Tulsa World; Chattanooga Times; Knoxville News Sentinel; Nashville Tennessean; Fort Worth Star Telegram; Houston Chronicle; Salt Lake City Tribune; Richmond Times Dispatch.

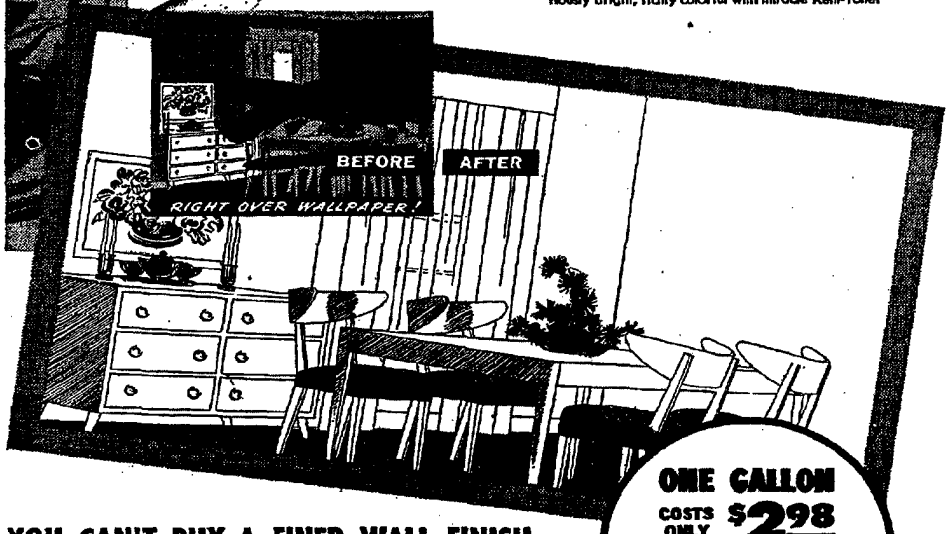
0007-SWP-000110023

All over America Everybody's using



Kem-Tone
MIRACLE WALL FINISH

*20 MILLION ROOMS have been made gloriously bright, richly colorful with miracle Kem-Tone!



ONE GALLON COSTS ONLY $2.98 decorates an average room!

(1 gallon makes 1½ gallons paint, ready to apply)

YOU CAN'T BUY A FINER WALL FINISH
for living room, dining room, bedroom walls and ceilings!

No wonder so many folks choose Kem-Tone for home decoration! It's so amazingly simple, so much fun, so downright satisfying to paint with this scientifically-blended, synthetic resin and oil finish! Why, you're bound to do a beautiful job! And at what low cost! Only $2.98 —the price of a gallon of Kem-Tone —paints the average room!

1. For Finest Decoration! Enduring beauty from scientifically-blended, synthetic resins and oils.

2. Goes On Like Magic with either brush or Kem-Tone Roller Koater!

3. One Coat Covers most wallpapers, painted walls, ceilings and wall-board!

4. Intense Hiding!

5. Dries In 1 Hour Rooms ready for use immediately after painting!

6. No "Painty" Odor during or after painting. No turpentine needed!

7. Cleans Easily with ordinary wall or wallpaper cleaners!

8. Lovely New Colors Styled by leading decorators!



ASK YOUR DEALER FOR A FREE DEMONSTRATION OF GENUINE Kem-Tone

KEM-TONE ROLLER-KOATER



Rolls Kem-Tone right over walls quickly, easily! **89¢** ea.

KEM-TONE TRIMS



Smart wall border trims. Gummed, ready-to-apply. Wash-able! **15¢** up

PLASTIC PATCH



Speedily patches cracks, holes in walls, woodwork! **23¢** lb.

This advertisement appears in the September 30, 1945 issues of the following:

San Diego Union; Denver Post; Atlanta Journal; Fort Wayne Journal Gazette; Des Moines Register; Wichita Beacon; Louisville Courier Journal; New Orleans Times Picayune States; Grand Rapids Herald; Minneapolis Tribune; St. Paul Pioneer Press; Kansas City Star; Omaha World Herald; Rochester Democrat & Chronicle; Columbus Dispatch; Dayton News; Toledo Times; Oklahoma City Oklahoman; Tulsa World; Chattanooga Times; Knoxville News Sentinel; Nashville Tennessean; Fort Worth Star Telegram; Houston Chronicle; Salt Lake City Tribune; Richmond Times Dispatch.

0007-SWP-000110024

$2.98 makes a room the envy of your friends!

GENUINE **Kem-Tone** U. S. Pat. Off.

MIRACLE WALL FINISH



For Living Room, Dining Room, Bedroom Walls and Ceilings!

Only $2.98—the price of one gallon of Kem-Tone—redecorates the average-sized room...puts a rich, gloriously colorful, new finish on dingy walls! No wonder 20 million rooms have been painted with Kem-Tone. *There's no finer flat wall finish at any price!*

1. **FOR FINEST DECORATION!** Enduring beauty from scientifically-blended, synthetic resins and oils.
2. **GOES ON LIKE MAGIC!** use either brush or Kem-Tone Roller-Koater!
3. **ONE COAT COVERS** most wallpapers, painted walls, ceilings and wall-board!
4. **INTENSE HIDING!**
5. **DRIES IN 1 HOUR!** Rooms ready for use immediately after painting!
6. **NO "PAINTY" ODOR** during or after painting. No turpentine needed!
7. **CLEANS EASILY** with ordinary wall or wallpaper cleaners!
8. **LOVELY NEW COLORS** styled by leading decorators!



Guaranteed by Good Housekeeping

$2.98* per gal. Paste Form Makes 1½ gallons paint, ready-to-apply!

KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your walls quickly, smoothly, easily! . . . 89¢

PLASTIC PATCH Easy-to-use plastic compound patches cracks, holes in walls, woodwork! 23¢

KEM-TONE BORDER TRIMS Smart new wall-border trims. Gummed and ready-to-use. Washable! . . . 15¢

Ask Your Kem-Tone Dealer for a FREE Demonstration!

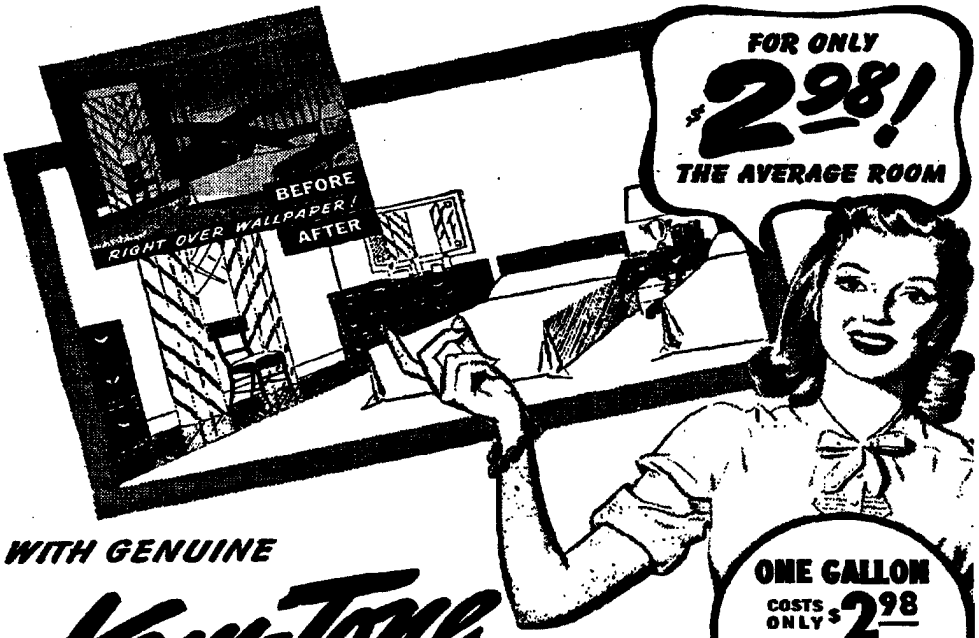
This advertisement appears in the October 14, 1945 issues of the following:

San Diego Union; Denver Post; Atlanta Journal; Fort Wayne Journal Gazette; Des Moines Register; Wichita Beacon; Louisville Courier Journal; New Orleans Times Picayune States; Grand Rapids Herald; Minneapolis Tribune; St. Paul Pioneer Press; Kansas City Star; Omaha World Herald; Rochester Democrat & Chronicle; Columbus Dispatch; Dayton News; Toledo Times; Oklahoma City Oklahoman; Tulsa World; Chattanooga Times; Knoxville News Sentinel; Nashville Tennessean; Fort Worth Star Telegram; Houston Chronicle; Salt Lake City Tribune; Richmond Times Dispatch.

0007-SWP-000110025

BEAUTIFUL WALLS

and Ceilings for Living Rooms, Bedrooms, Dining Rooms



FOR ONLY $2.98! THE AVERAGE ROOM

WITH GENUINE

Kem-Tone

MIRACLE WALL FINISH

No finer wall finish at ANY price!

Paint once with Kem-Tone and you'll never go back to old ways of home decoration! It's so easy, so downright simple to make your rooms look gloriously lovely, smartly new with this scientifically-blended, synthetic resin and oil finish. Dash it on! Roll it on! Right over dingy wallpaper over painted walls and ceilings. Kem-Tone covers most any surface beautifully with just one magical coat! What does Kem-Tone cost? Only $2.98 a gallon! And a gallon paints an average room! *No wonder 20 million rooms have been done over with this miracle wall finish!*

ONE GALLON COSTS ONLY $2.98

Decorates average room

(1 gallon makes 1½ gallons paint, ready-to-apply!)



1. **FOR FINEST DECORATION!** Enduring beauty from scientifically blended, synthetic resin and oil.
2. **GOES ON LIKE MAGIC** with every brush or Kem-Tone Roller Koater!
3. **ONE COAT COVERS** most wallpapers, painted walls, ceilings and woodwork!
4. **INTENSE HIDING!**
5. **DRIES IN ONE HOUR** Room ready for use immediately after painting!
6. **NO "PAINTY" ODOR** during or after painting. No turpentine needed!
7. **CLEANS EASILY** with ordinary wall or wallpaper cleaner!
8. **LOVELY NEW COLORS** Stylish, kid-glove tints!

Kem-Tone Roller-Koater Rolls Kem-Tone right over walls quickly, easily! 89¢ ea.

Plastic Patch Speedily patches cracks, holes in walls, woodwork! 23¢ lb.

Kem-Tone Trims Smart wall border trims. Gummed, ready-to-apply. 15¢ up

ASK YOUR DEALER FOR FREE DEMONSTRATION OF GENUINE Kem-Tone

This advertisement appears in the October 28, 1945 issues of the following:

San Diego Union; Denver Post; Atlanta Journal; Fort Wayne Journal Gazette; Des Moines Register; Wichita Beacon; Louisville Courier Journal; New Orleans Times Picayune States; Grand Rapids Herald; Minneapolis Tribune; St. Paul Pioneer Press; Kansas City Star; Omaha World Herald; Rochester Democrat & Chronicle; Columbus Dispatch; Dayton News; Toledo Times; Oklahoma City Oklahoman; Tulsa World; Chattanooga Times; Knoxville News Sentinel; Nashville Tennessean; Fort Worth Star Telegram; Houston Chronicle; Salt Lake City Tribune; Richmond Times Dispatch.

0007-SWP-000110026

20 MILLION ROOMS have been painted with Kem-Tone MIRACLE WALL FINISH

Now KEM-TONE will paint

MILLIONS MORE THIS FALL!

... with MORE National Sunday Supplement Advertising!



Big, full-color Kem-Tone Miracle Wall Finish ads in AMERICAN WEEKLY and THIS WEEK. *More than 70,000,000 Kem-Tone messages in over 5000 cities and towns!*

... with MORE National Magazine Advertising!



Both full-color and black and white Kem-Tone Miracle Wall Finish ads in ten of the country's foremost National Magazines. *More than 75,000,000 Kem-Tone sales messages!*

... with MORE Major Market Advertising!



Both full-color and black and white Kem-Tone ads in 286 Major City Newspapers all over the country. *More than 136,000,000 Kem-Tone Miracle Wall Finish sales messages!*

... with MORE Radio Advertising!



Big, coast-to-coast Kem-Tone radio show—"Nick Carter," 110 stations, Mutual Network, every Sunday night, 5:30 to 6:00 E.W.T. *More untold millions of Kem-Tone messages!*

... with MORE Store and Window Advertising!



More of the colorful, hard-hitting, sales-magnetic displays that make customers stop, look and buy Kem-Tone—America's largest-selling wall finish!



Feature Kem-Tone for More Sales, More Profits!

This advertisement appears in the September 1945 issues of Southern Hardware; Building Supply News; Hardware World; Hardware Retailer; Chain Store Age; Syndicate Store Merchandiser; and the September 13, 1945 issue of Hardware Age.

N24239.36

0007-SWP-000110035

LOOK what millions are doing for $2.98

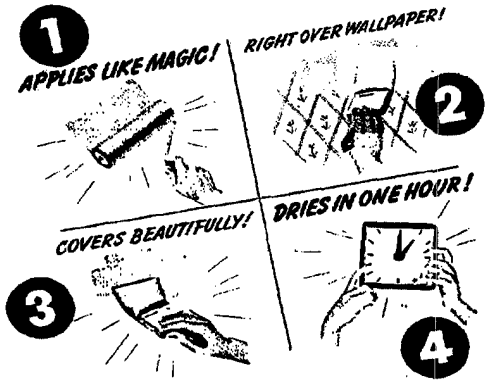
WITH GENUINE Kem-Tone! MIRACLE WALL FINISH



NO FINER FLAT WALL FINISH AT ANY PRICE!

SEE how easy it is to redecorate your rooms with

GENUINE Kem-Tone! MIRACLE WALL FINISH



THERE'S NO MUSS, NO FUSS, NO BOTHER!

READ the reasons why 20 MILLION rooms have been decorated

WITH GENUINE Kem-Tone MIRACLE WALL FINISH

1. **For finest decoration!** Enduring beauty from scientifically-blended, synthetic resins and oils!
2. **Goes on like magic!**
3. **One coat covers** most wallpapers, painted walls and ceilings, wallboard!
4. **Intense hiding!**
5. **Dries in one hour!**
6. **No "painty" odor!**
7. **Cleans easily!**
8. **Loveliest new colors!**



ASK A KEM-TONE DEALER FOR A FREE DEMONSTRATION!

TRY Kem-Tone MIRACLE WALL FINISH in your bedroom, living room, dining room and play room!

One gallon of Kem-Tone (only $2.98) decorates the average room — gives walls and ceilings the handsomest finish imaginable!



Guaranteed by Good Housekeeping

$2.98* PER GAL. PASTE FORM Makes 1¼ gallons paint ready-to-apply.

Plastic Patch Easy-to-use plastic compound patches cracks, holes in walls, woodwork. 23¢

Kem-Tone Roller-Koater Rolls Kem-Tone right over your walls—quickly, smoothly, easily! 89¢

Kem-Tone Border Trims Smart, new wall-border trims. Gummed and ready-to-apply. Washable. 15¢

BE SURE YOU GET GENUINE KEM-TONE MIRACLE WALL FINISH!

This advertisement appears in the October 7, 1945 issue of American Weekly; and the October 14, 1945 issue of This Week.

N24239.37

0007-SWP-000110037

NOTHING BETTER THAN Kem-Tone

MIRACLE WALL FINISH

..For Highest Quality Finishing of Walls, Ceilings with SPEED, PROFIT!

Prove these facts with your own brush and you'll use Kem-Tone for better business, bigger profits!

1. **COVERS MOST SURFACES** ...painted or unpainted, papered, plastered—with just one coat!
2. **NO SIZING, NO PRIMING** ...eliminates priming coat on practically all surfaces!
3. **JOBS FINISHED FASTER** ...brushes on easily, quickly without laps or streaks!
4. **ECONOMICAL** Concentrated gallon of paste reduces to 1½ gallons of paint, ready-to-use!
5. **DRIES IN ONE HOUR OR LESS** ...rooms needed for use or occupancy in order immediately!
6. **DRIES DEAD FLAT** ...obliterates uneven surfaces giving perfect diffusion, no glare!
7. **PERFECT SURFACE** ...for any type of wall and ceiling refinishing!
8. **NO DISAGREEABLE ODOR** of solvents and thinners ...rooms may be occupied same day!
9. **DURABLE FINISH** ...of synthetic resin and oil assures good bond and adhesion!
10. **QUICK, EASY CLEAN-UP TIME** ...brushes, cans and other equipment readily washed with soap and water!
11. **APPEALING COLORS** ...warm pastel shades make any room more attractive, comfortable, livable!
12. **EASY CLEANING** of Kem-Tone finished walls and ceilings with wallpaper cleaners and detergent cleaners!

CHECK on it! Try Kem-Tone once! See how quickly, how easily, how much more beautifully paint jobs are done with this miracle wall finish! Never again will you use ordinary flat paints! There's 100% satisfaction for both painter and customer in a Kem-Tone finish. You'll like the way you can sail through job after job in record time, boosting your profits. Your customers appreciate the lasting beauty and quiet charm of rooms done over with Kem-Tone.

Yes, it's true... you just can't beat this amazing, scientifically-blended, synthetic resin and oil finish for quality, speed and profit. Use Kem-Tone for your finest painting and decorating jobs!



Kem-Tone IS DISTRIBUTED BY

Acme White Lead and Color Works, Detroit, Mich.
W. W. Lawrence & Co., Pittsburgh, Pa.
The Martin-Senour Co., Chicago, Ill.
The Sherwin-Williams Co., Cleveland, Ohio
Detroit White Lead Works, Detroit, Mich.
The Lowe Brothers Co., Dayton, Ohio
John Lucas & Co., Philadelphia, Pa.

This advertisement appears in the September 1945 issues of American Painter & Decorator; and National Painters Magazine

N24239.38
0007-SWP-000110040

MIRACLE MAINTENANCE FINISH





...it's **Kem-Tone** TRADE MARK Reg. U.S. Pat. Off.

FOR EXTRA *SPEED* PLUS *QUALITY!*

1. **DRIES IN ONE HOUR OR LESS**—Rooms back in order immediately!
2. **ECONOMY**—A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
3. **COVERS MOST SURFACES WITH ONE COAT**—Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
5. **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
7. **JOBS FINISHED QUICKLY** — Goes on quick, easy. Covers more square yards surface.
8. **QUICK, CONVENIENT CLEAN-UP** (a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
9. **LASTING FINISH** — This scientifically-blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.
10. **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
11. **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead Works
Detroit, Michigan

W. W. Lawrence & Co.
Pittsburgh, Pa.

The Lowe Brothers Co.
Dayton, Ohio

John Lucas & Co., Inc.
Philadelphia, Pa.

The Martin-Senour Co.
Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio







This advertisement appears in the September 1945 issue of School Management.

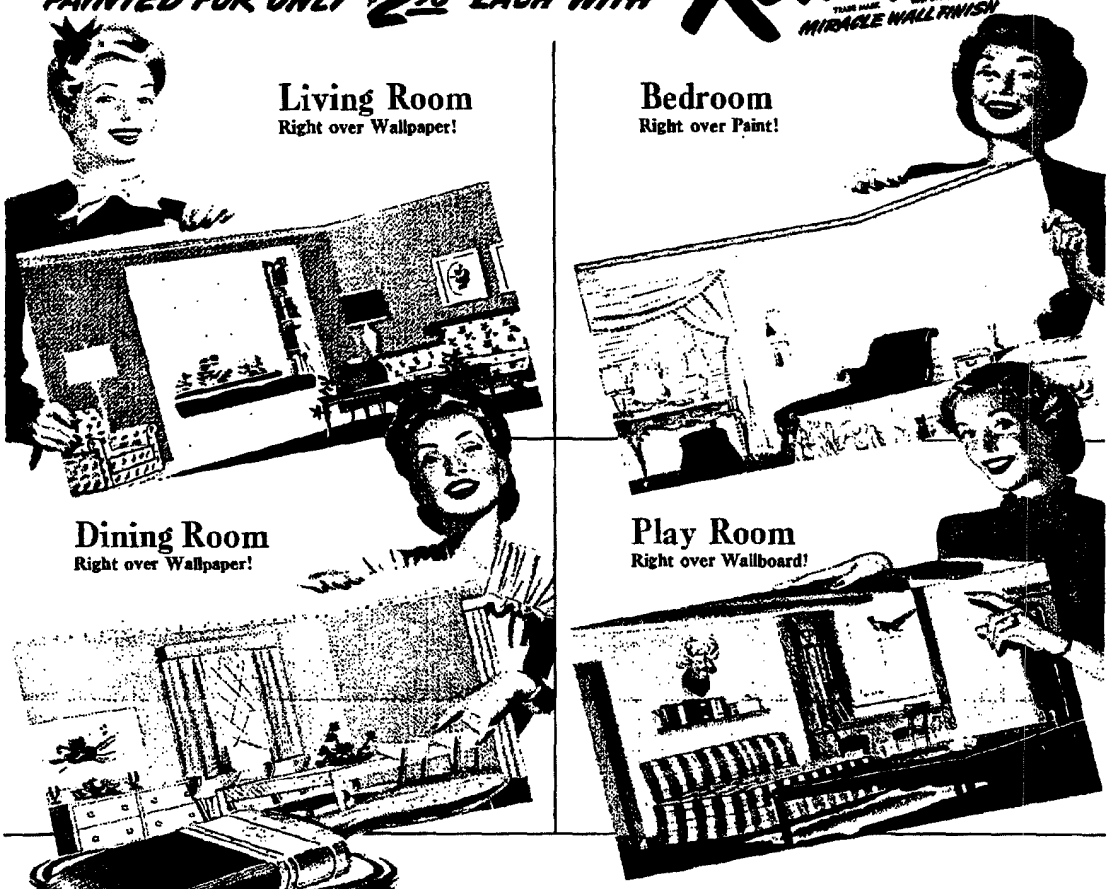
N24239.39

0007-SWP-000110046

LOOK! THESE ROOMS

PAINTED FOR ONLY $2.98 EACH WITH Kem-Tone

TRADE MARK Reg. U.S. Pat. Off. MIRACLE WALL FINISH



The modern miracle wall finish

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

BLUE

T'S WASHABLE VERS

$2.98* PER GAL. PASTE FORM

Makes 1½ gallons paint, ready-to-apply!

*Price Slightly Higher in Rocky Mt. area

20 MILLION ROOMS HAVE BEEN PAINTED WITH Kem-Tone MIRACLE WALL FINISH

Why? Because at a cost of only $2.98 for the average-sized room, Kem-Tone Miracle Wall Finish quickly, easily gives walls and ceilings glorious new loveliness. What's more, Kem-Tone, the amazing new oil and resin finish, is not only richly handsome, it's *lastingly durable*. For modern interior decoration—*you'll find no finer wall finish at any price!*

1. **FOR FINEST DECORATION!** Enduring beauty from scientifically-blended synthetic resins and oils!
2. **GOES ON LIKE MAGIC!**
3. **ONE COAT COVERS** most wallpapers, painted walls, ceilings and wallboard!
4. **INTENSE HIDING!**
5. **DRIES IN ONE HOUR!**
6. **NO "PAINTY" ODOR!**
7. **CLEANS EASILY!**
8. **LOVELIEST NEW COLORS!**

KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your walls—quickly, smoothly, easily! 89¢ ea.

PLASTIC PATCH—Easy-to-use plastic compound, patches cracks, holes in walls, woodwork. 23¢ lb.

KEM-TONE BORDER TRIMS Smart, new wall-border trims. Gummed and ready-to-apply. Washable. 15¢ yd.

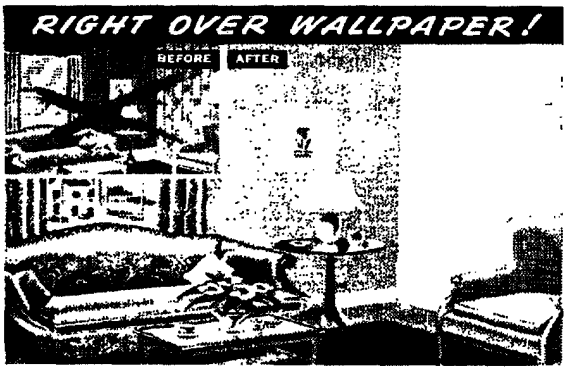
ASK YOUR KEM-TONE DEALER FOR A FREE DEMONSTRATION!

This advertisement appears in the September 16, 1945 issues of This Week; Chicago Tribune; Philadelphia Enquirer; New York News; the September 23, 1945 issue of American Weekly; and the September 1945 issue of American Home.

N24239.4

0007-SWP-000110047

LOVELY ROOM ONLY $2.98 PAINTED WITH THE MIRACLE Wall Finish KEM-TONE!



Here's Highest Quality Decoration at Amazingly Low Cost...A Resin-Oil Finish of Exceptional Durability!

Yes, *only $2.98*—that's all it costs to paint the walls and ceilings of an average-sized room—beautifully *luxuriously* with Kem-Tone! What's more, Kem-Tone does the job with *miraculous* speed, ease and convenience! There's no finer flat wall paint at any price!

1. **FOR FINEST DECORATION**—A resin-oil finish of enduring beauty!
2. **GOES ON LIKE MAGIC** with either brush or Kem-Tone Roller-Koater!
3. **ONE COAT COVERS** most wallpapers, painted walls and ceilings, wallboard!
4. **DRIES IN 1 HOUR**—Rooms ready for use immediately after painting!
5. **NO "PAINTY" ODOR** during or after painting. No turpentine needed!
6. **CLEANS EASILY** with ordinary wall or wallpaper cleaners!

FOR LIVING ROOM, DINING ROOM, BEDROOM WALLS AND CEILINGS!



$2.98 GAL. PASTE FORM

You add ½-gallon water, which brings your actual cost-per-gallon down to $1.98!

That's NO MUSS when you prepare Kem-Tone. Just mix with plain water. There's NO FUSS when you use Kem-Tone. It applies like magic—covers most interior surfaces, *including wallpaper*, with a single coat. And there's NO BOTHER—Kem-Tone dries in an hour, has no "painty" odor—lets you use your room right after Kem-Tone dries!



KEM-TONE ROLLER-KOATER
Rolls Kem-Tone right over your walls quickly, easily! **89c** each

KEM-TONE TRIMS
Smart wall border trims. Gummed, ready-to-apply. Washable! **15c** up

KEM-TONE APPLI-N'S
Beautiful floral cutouts to accent mirrors, cornices, windows, etc. Pre-pasted. **59c** set



Be sure you get genuine Kem-Tone!

Ask the Kem-Tone Dealer near you for a FREE demonstration!

N24239.41

0007-SWP-000110051

DOUBLE CHECK WHY Kem-Tone

TRADE MARK Reg U.S. Pat Off.

MIRACLE WALL FINISH

. . . is your best bet for a better, more economical, faster wall and ceiling finish!



KEM-TONE IS DISTRIBUTED BY:

Acme White Lead and Color Works, Detroit, Michigan
W. W. Lawrence & Co, Pittsburgh, Pa.
The Martin-Senour Co, Chicago, Illinois
The Sherwin-Williams Co., Cleveland, Ohio
The Lowe Brothers Co., Dayton, Ohio
Detroit White Lead Works, Detroit, Michigan
John Lucas & Co., Inc., Philadelphia, Pa.

You can check and double check Kem-Tone Miracle Wall Finish against any paint you've ever used. The extraordinary value you get in this superior decorative flat finish adds up to better work, fas Kem-Tone painting Kem-Ton convenien

✓	✓	**1. COVERS MOST SURFACES . . .** painted or unpainted, papered, plastered—wi
✓	✓	**2. NO SIZING, NO PRIMING . . .** Kem-Tone needs no turpentine or solvents for t
✓	✓	**3. JOBS FINISHED FASTER . . .** brushes on easily, quickly without laps or str
✓	✓	**4. ECONOMICAL . . .** concentrated gallon of paste reduces to 1½ ga
✓	✓	**5. DRIES IN 1 HOUR or less . . .** rooms needed for use or occupancy in order im
✓	✓	**6. DRIES DEAD FLAT . . .** obliterates uneven surfaces giving perfect diffu
✓	✓	**7. PERFECT SURFACE . . .** for any type of refinishing, ideal for walls and
✓	✓	**8. NO DISAGREEABLE ODOR of solvents** rooms can be occupied same day!
✓	✓	**9. PERMANENT, DURABLE FINISH . . .** of synthetic rosin and oil assures good bond and
✓	✓	**10. QUICK, EASY CLEANUP TIME . . .** brushes, cans, and other equipment easily was water!
✓	✓	**11. APPEALING COLORS . . .** warm pastel shades make any room more attra livable!
✓	✓	**12. EASY CLEANING . . .** of Kem-Tone finished walls and ceilings with w or detergent cleaners!

PROVE THESE FACTS WITH YOU BRUSH AND YOU'LL USE Kem FOR BIGGER BUSINESS, BETTER P

This advertisement appears in the May 1945 issue of American Painter & Decorator; and the June 1945 issue of National Painters Magazine.

N24239.42
0007-SWP-000110053

LIKE MAGIC! A LOVELY NEW ROOM FOR ONLY $2.98

WITH GENUINE

Kem-Tone!

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH





1. FOR FINEST DECORATION!

"The Kem-Tone finish is so soft and velvety, our rooms look as if they'd been painted with two or three coats of the most expensive paint—instead of just one coat of Kem-Tone!"
—Mrs. Helen Bailey, Muncie, Ind.

2. ONE COAT COVERS!

"I admit I was skeptical. But I tried Kem-Tone and was I surprised! Just one coat and the pattern of the wallpaper disappeared as if by magic. In a few hours, the house was a different place!"
—S. C. Lane, Canton, Ohio.

3. DRIES IN ONE HOUR!

"It took me only a couple of hours to do my bedroom and the whole room was dry one hour after I finished! Painting a room with Kem-Tone's lovely colors is almost child's play."
—Margaret J. Cassidy, Floral Park, New York.

FOR LIVING ROOM...



DINING ROOM...



BEDROOM WALLS AND CEILINGS!

4. NO "PAINTY" ODOR!

"Paint odor often gives me a headache...it's a feather in Kem-Tone's cap that it has none of that paint smell! Besides, it made my room look ten years younger. I think Kem-Tone is wonderful!"—Mrs. Herman Salter, Newburgh, New York.

5. CLEANS EASILY!

"I born Norway pine in two stoves, but it's amazing how I can wash the greasy smudges from my Kem-Tone walls and get them fresh and clean in a jiffy!"—Mrs. C. Ebbin Secor, Ishpeming, Michigan.

6. ONE GALLON does the average room!

"We used Kem-Tone in our living room, dining room and one bedroom. Redecorating these three rooms cost us exactly three times $2.98! I was amazed!"
—Mrs. Carl Bloor, Trenton, N. J.



Be Sure to Get Genuine Kem-Tone

KEM-TONE ROLLER-KOATER



Rolls Kem-Tone right over your walls quickly, easily! 89¢ each

KEM-TONE TRIMS



Smart wall border trims. Gummed, ready-to-apply. Washable! 15¢ up

KEM-TONE APPLI-K'S

Beautiful floral cutouts to decorate mirrors, corners, windows, etc. Prepasted. 59¢ set

★ ★ ★ ASK YOUR KEM-TONE DEALER FOR A FREE DEMONSTRATION ★ ★ ★

N24239.43

0007-SWP-000110061

ONE GALLON OF KEM-TONE AT $2.98 BEAUTIFULLY REDECORATES AN AVERAGE ROOM!

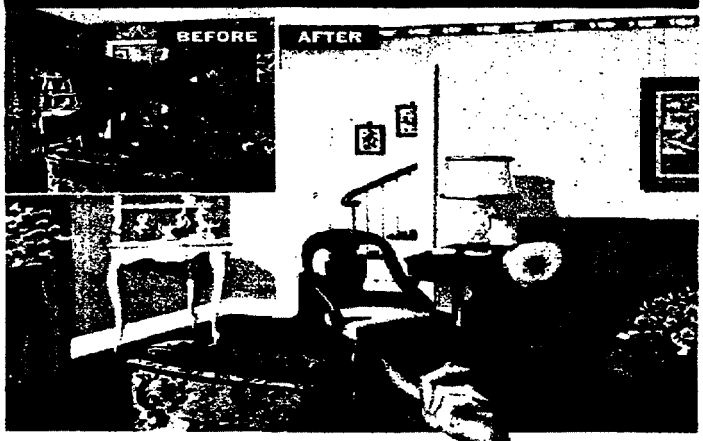
$2.98 makes a room Lovely and New again with

GENUINE Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

RIGHT OVER WALLPAPER!



Yes, $2.98! That's all it costs for "brand new," beautiful walls —when you paint with Kem-Tone Miracle Wall Finish. What's more, you'll get as fine a finish as you can buy because quality Kem-Tone is a resin-oil paint—rich, handsome, durable as they come!

For Living Room, Dining Room, Bedroom Walls and Ceilings!

1. FOR FINEST DECORATION!
2. GOES ON LIKE MAGIC!
3. ONE COAT COVERS most wallpapers, painted walls and ceilings, wallboard!
4. INTENSE HIDING!
5. DRIES IN ONE HOUR!
6. NO "PAINTY" ODOR!
7. CLEANS EASILY!
8. LOVELY NEW COLORS!



KEM-TONE TRIMS Smart wall border trims. Gummed, ready-to-apply. Washable! 15¢ yd.

KEM-TONE ROLLER-KOATER Rolls Kem-Tone right over your wall quickly, easily! 89¢ ea.

KEM-TONE APPLI-K's Beautiful floral cutouts to accent mirrors, corners, windows, etc. Prepasted. 59¢ set

$2.98* PER GAL. Paste Form

You add ½ gallon water which brings your actual cost per-gallon down to $1.98.

*Prices slightly higher in Rocky Mt. area

Ask Your Kem-Tone Dealer for a FREE Demonstration!

N24239.44

0007-SWP-000110088

The Allens lent us their Apartment



All *ours*—for our honeymoon. "All mine," you said, "*Your hands—so soft against my face.*" (Suppose I hadn't used Jergens Lotion! My job dries the natural softeners from my hand skin. But Jergens is easy to use.)

We played with the Allens' cat. So silky-soft. "*Your hands are softer,*" you said. My hands will always be soft for you, dear. I'll faithfully use Jergens.



College girls'—so clever—use Jergens Lotion, nearly 4 to 1.

Like professional care for helping to keep hands adorable, prevent depressing roughness. 2 very special ingredients in Jergens! Many doctors use these same ingredients to help raspy skin become smooth, endearingly feminine. No stickiness. 10¢ to $1.00, plus tax.

For the softest, adorable Hands, USE

JERGENS LOTION

Back-Ta

Letters From Our Re

SEEING DOUBLE

Dear Sir: In reference to your short story entitled "Overstuffed Trunk" (by Sax Rohmer), the sketch of the heroine is identical with myself, which I can verify by the enclosed photograph.

Yours sincerely,
MISS C. A. ECKERT
Baltimore, Md.



Fiction: "Mme. Chamberli"



Fact: Miss C. A. Eckert

MEET AMERICA

Dear Sir: I see that THIS WEEK has a new cover feature: "Meet America." As you put it, "Next week and the coming weeks the picture can be anybody — including you."

I am one of the "outcasts," a 4-F. Many of us have stepped into war work and are doing our part. Why not feature a typical 4-F who is doing his job on the home front to bring the boys back sooner?

MEYER PECKER
Boston, Mass.

Dear Sir: Why not a Midwest farmer hard at work to relieve the food shortage? Or a tradesman who has averaged 70 hours a week to help relieve the manpower shortage? Or a housewife who does all her own work, including the laundry, and devotes one or more days each week to Red Cross volunteer work?

Very truly yours,
BESSIE HAWK RICHTER
Van Nuys, Cal.

Dear Sir: Volunteer OPA workers who check store prices for ceiling violations are doing a big job in preventing inflation. How about a cover picture of one? We need many more.

Sincerely,
MRS. WINIFRED HAMILTON
Larchmont, N. Y.

THE PHOTOGRAPHER WRITES:

Dear Sir: "Valerie" (see Page 7) likes to play around the house pretty rough. Mrs. Eva Page,

0007-SWP-000110089

$2.98 DECORATES A ROOM *BEAUTIFULLY*

WITH GENUINE

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH



1. FOR FINEST DECORATION *a resin-oil finish of enduring beauty!*

2. ONE COAT COVERS *most wallpapers, painted walls and ceilings, wallboard!*

3. DRIES IN ONE HOUR *Rooms may be occupied same day!*

4. NO "PAINTY" ODOR *during or after painting!*

5. CLEANS EASILY *with ordinary wall or wallpaper cleaners!*

Be sure to get Genuine KEM-TONE!

For living room, dining room, bedroom walls and ceilings!

Yes, for the amazingly low cost of only $2.98, you can beautifully redecorate the walls and ceilings of any average-sized room! Just one gallon of Kem-Tone Miracle Wall Finish does the trick!

It makes no difference whether your walls are painted or unpainted, covered with wallpaper or wallboard. Kem-Tone covers most interior surfaces with just one quick, easy coat!

Get Kem-Tone today! You can buy no finer flat wall finish at any price! Apply Kem-Tone with either brush or Kem-Tone Roller-Koater.



Kem-Tone Roller-Koater
Rolls Kem-Tone right over your walls quickly, easily! 89¢ ea.



Kem-Tone Trims
Smart wall border trims. Gummed, ready-to-apply. Washable! 15¢ up

Kem-Tone Appli-K's
Beautiful floral cutouts to accent mirrors, corners, windows, etc. Prepasted. 59¢ set



$2.98* GALLON
PASTE FORM
You add ½-gallon water which brings your actual cost-per-gallon down to $1.98.

ASK THE KEM-TONE DEALER NEAR YOU FOR A FREE DEMONSTRATION!

This advertisement appears in the April 29, 1945 issue of American Weekly.

N24239.45

0007-SWP-000110097

"My whole house REDECORATED!"

WITH GENUINE Kem-Tone

Pat. Off.

TRADE MARK MIRACLE WALL FINISH







BE SURE TO GET GENUINE Kem-Tone!

...and it cost only $2.98 a room!

1. **FINEST DECORATION** — A resin-oil finish of enduring beauty!
2. **GOES ON LIKE MAGIC** — with either brush or Kem-Tone Roller Koater!
3. **ONE COAT COVERS** — most wallpapers, painted walls and ceilings, wallboard!
4. **INTENSE HIDING** — As amazing as Kem-Tone's hiding has been — it is now 20% greater!
5. **DRIES IN ONE HOUR** — Rooms ready for use immediately after painting!
6. **NO "PAINTY" ODOR** — during or after painting. No turpentine or solvent thinners needed!
7. **CLEANS EASILY** — with ordinary wall or wallpaper cleaners.
8. **LOVELY NEW COLORS**



Kem-Tone Roller-Koater Rolls Kem-Tone right over your walls — quickly, easily, smoothly! 89¢ ea.



Kem-Tone Trims Smart, new wall border trims. Gummed and ready-to-apply. Washable. 15¢ up

Kem-Tone Appli-k's Beautiful floral cut-outs to accent mirrors, corners, windows, etc. Pre-pasted. 59¢ set



Apply with either brush or Kem-Tone Roller-Koater.

★★★ Ask the Kem-Tone Dealer Near You For a FREE Demonstration ★★★

This advertisement appears in the April 1945 issue of American Weekly; the April 22, 1945 issue of This Week; and the May 1945 issues of American Home and Better Homes & Gardens.

N24239.46

0007-SWP-000110099

$2.98 MAKES A ROOM THE ENVY OF YOUR FRIENDS!

GENUINE **Kem-Tone**
MIRACLE WALL FINISH





FOR LIVING ROOM, DINING ROOM, BEDROOM — WALLS AND CEILINGS!

Only $2.98 — the price of one gallon of Kem-Tone—redecorates the average room, puts a rich, handsome, gloriously colorful new finish on dingy old walls! Best of all, this oil and resin paint does the job with no muss, no fuss, no bother. Look where you will—*you'll find no finer flat wall finish at any price!* No wonder 20 Million Rooms have been painted with Kem-Tone!

1. **FOR FINEST DECORATION!** Enduring beauty from scientifically blended synthetic resins and oils.
2. **GOES ON LIKE MAGIC!**
3. **ONE COAT COVERS** most wallpapers, painted walls and ceilings, wallboard!
4. **INTENSE HIDING**
5. **DRIES IN ONE HOUR!**
6. **NO "PAINTY" ODOR!**
7. **CLEANS EASILY!**
8. **LOVELIEST NEW COLORS!**



Kem-Tone Roller-Koater
Rolls Kem-Tone right over your walls—quickly, smoothly, easily! 89¢

Plastic Patch
Easy-to-use plastic compound patches cracks, holes in walls, woodwork. 23¢ lb.

Kem-Tone Border Trims
Smart, new wall-border trims. Gummed and ready-to-use. Washable. 15¢ yd.

Ask Your Kem-Tone Dealer for a Free Demonstration

This advertisement appears in the September 1945 issues of American Home; Better Homes & Gardens; the September 2, 1945 issues of Chicago Tribune; New York News; the September 9, 1945 issues of American Weekly; Philadelphia Enquirer; and the September 30, 1945 issue of This Week.

N24239.47

0007-SWP-000110103

YOU CAN BUY MORE WAR BONDS*

...WHEN YOU USE

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH





ONLY $2.98 DOES A ROOM!



ONE COAT COVERS MOST WALLPAPERS, painted walls, wallboard, basement walls.

DRIES IN ONE HOUR!



*BACK THE ATTACK—BUY WAR BONDS!

Be patriotic . . . be thrifty! Invest at least 10% of your salary every payday in War Stamps and Bonds. Then save money by carrying out needed *painting* with Kem-Tone—and buy yourself more stamps and bonds with the "difference"!

ONE COAT COVERS!



WASHES EASILY!

THINS WITH WATER!





NO UNPLEASANT PAINT ODOR!

NO MUSS! NO FUSS! NO BOTHER!



ROLL IT ON *Smoothly!*

Apply Kem-Tone with a wide brush or the new Kem-Tone Roller-Koater which rolls Kem-Tone on your walls quickly, easily, *smoothly!*

Kem-Tone Roller-Koater 89¢

TRIM IT *Beautifully!*



Use smart, new Kem-Tone border trims. Gummed, ready-to-apply. In a variety of color-fast patterns. Washable.

Kem-Tone Trims AS LOW AS 15¢ PER ROLL



$2.98 PER GALLON Paste Form

You add ½ gallon water, which brings your actual cost to $1.98 per gal.

KTD 334

N24239.48

0007-SWP-000110104

"We Bought War Bonds* and Repainted, too!"

$2.98 WAS ALL IT COST US TO DO OVER THIS ROOM



with just One Gallon of **Kem-Tone**

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

*BACK THE ATTACK—BUY WAR BONDS! *Before* you plan repainting —*buy War Bonds.* After that, you'll find you can easily afford to repaint, too, with Kem-Tone —it costs so little!

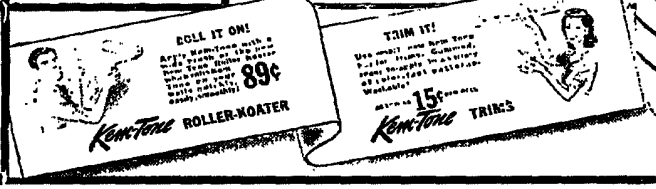




1. REAL ECONOMY —One gallon does an average room
2. ONE COAT COVERS painted walls and ceilings, wallboard, most wallpapers, basement walls
3. APPLIES LIKE MAGIC
4. DRIES IN ONE HOUR
5. MIXES WITH WATER
6. WASHES EASILY
7. NO OFFENSIVE PAINT ODOR

Always ask for Genuine Kem-Tone. Accept no substitutes!







$2.98 PER GALLON PASTE FORM

You add 1½ gallon water, which brings your actual cost to only $1.98 per gal.

RTD 335

N24239.49

0007-SWP-000110106