

Sample-Box 3 Folder 2



Step up to a *Quality* job!

A grand old standby . . . famous SWP House Paint has helped thousands of professional painters keep their businesses on a sound footing! It's "tops" in quality—the sure sign of a fine painter.

Despite the enviable reputation for quality, Sherwin-Williams conducts tireless research to keep improving SWP's character. The recent development of finer ingredients and manufacturing

methods has made today's product even *better than ever* . . . the unquestioned leader in the field!

And today, *more than ever*, SWP is the painter's guarantee of a job that will earn customer *satisfaction and loyalty*! No other paint will build more good will for you! *The Sherwin-Williams Co., Cleveland 1, Ohio. (Export Division, Newark, N. J.)*

SHERWIN-WILLIAMS PAINTS



This advertisement will sell Sherwin-Williams *quality* to over 145,000 of the country's leading painting contractors who read the February issues of American Painter & Decorator, National Painters Magazine, and Western Paint Review.

*Sample Box 3
Fold 16*

N24231.01

0007-SWP-000109131

Here's the paint that answers

Yes! TO EVERY MAINTENANCE NEED



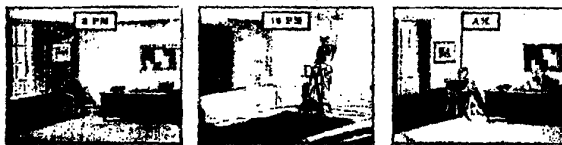
KEM-TONE WARTIME RESEARCH!
Today's Kem-Tone is the best ever — thanks to the latest wartime research. A new scientific blend of pigments, resins and oils gives Kem-Tone greater hiding power, durability!

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

- Yes!** THE SYNTHETIC RESIN AND OIL FINISH miraculously thins with water for your convenience and economy!
- Yes!** LATEST, SMARTEST COLORS! Stryled by leading decorators.
- Yes!** IMPROVED DURABILITY! A harder, tougher, longer-lasting finish.
- Yes!** GREATER HIDING POWER! Scientifically blended pigments, resins and oils give Kem-Tone intense hiding power and uniformity of finish.
- Yes!** IT'S WASHABLE! Cleans beautifully with detergent wall-washing cleaners or wallpaper cleaners.
- Yes!** IT'S EASY TO APPLY! Brushes on easily, quickly without laps or streaks.
- Yes!** IT DRIES IN ONE HOUR! You do more jobs in less time. More profit for you!
- Yes!** IT'S SOOTLESS! No pungent, lingering odor from turpentine or mineral spirits.
- Yes!** IT'S ECONOMICAL! One gallon concentrated paste makes a gallon and a half of the finest wall finish you can buy!
- Yes!** A FLAT MATTY FINISH! Eliminates glare and minimizes wall imperfections.



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



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N24231.02

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