

check these KEM facts

THE NEXT TIME YOU FIGURE:

1



A QUALITY FLAT WALL PAINTING JOB

- ✓ KEM-TONE is made with OIL - mixes with WATER - for your convenience and economy.
- ✓ KEM-TONE surfaces are long durable - offer a fine beauty in high fashion flat matte finishes.
- ✓ KEM-TONE and KEM-TONE Color Wash Colors give you whatever any shade they could ask for.
- ✓ KEM-TONE with brush or new Cushion Roller-Koater application speeds quality job to completion.
- ✓ KEM-TONE goes on easy as a breeze. Your men just load it on - quicker and easier.
- ✓ KEM-TONE lets you quote quality jobs at a better profit figure . . . brings you bigger business volume.

2



A SUPERIOR ENAMEL JOB FOR KITCHENS, BATHROOMS AND FINEST WOODWORK

- ✓ KEM-GLO is the miracle lustre finish that looks and washes like baked enamel.
- ✓ KEM-GLO is ready to use - ready to apply right from the package.
- ✓ KEM-GLO covers most previously painted surfaces in one coat - is rich in the pigments that give the very greatest hiding power.
- ✓ KEM-GLO even on the most porous and absorbent surfaces - coats as smoothly as butter - and gives a smooth, durable finish.
- ✓ KEM-GLO is a long lasting finish that is resistant to water, acids, alkalis, and abrasion.
- ✓ KEM-GLO is a true enamel - it is hard and durable - it is a true enamel - it is a true enamel.
- ✓ KEM-GLO is a true enamel - it is hard and durable - it is a true enamel - it is a true enamel.

Let your favorite dealer give you the complete KEM story

KEM-TONE and KEM-GLO are distributed by: Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The Lowe Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Senew Co., Chicago • Rogers Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland.

This advertisement appears in American Painter & Decorator and National Painters Magazine, September and October, 1949

0007-SWP-039538

0007-SWP-000122924

Lovely to look at...
So easy to clean...

KEM-GLO

THE MIRACLE LUSTRE ENAMEL



KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

You can laugh at smudges. They'll whisk away . . . and KEM-GLO will gleam like new again. It's the miracle lustre enamel that resists scuffs and stains, cleans as easily as your refrigerator. A quick swish with a damp cloth and grease, soot, spilled liquids . . . even ink . . . disappear like magic. For kitchen and bathroom walls, and for woodwork in every room, KEM-GLO is the easy way to luxury that must be practical. Comes ready to use, flows on so smoothly with brush or ROLLER-KOATER. Covers most surfaces with one coat, dries in 3 to 4 hours.

Choose from 10 lovely colors plus KEM-GLO *Stay-while* . . . for beauty that's easy to keep sparkling.

THE MAKERS OF KEM-GLO, KEM-TONE AND SUPER KEM-TONE LEAD THE WORLD IN PAINT RESEARCH

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

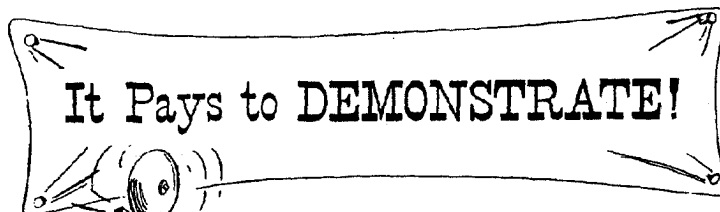


ONLY \$2.39 QUART
 Economy Size \$7.98 Gallon

INSIST ON GENUINE KEM-GLO . . . SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES

0007-SWP-039539

0007-SWP-000122925



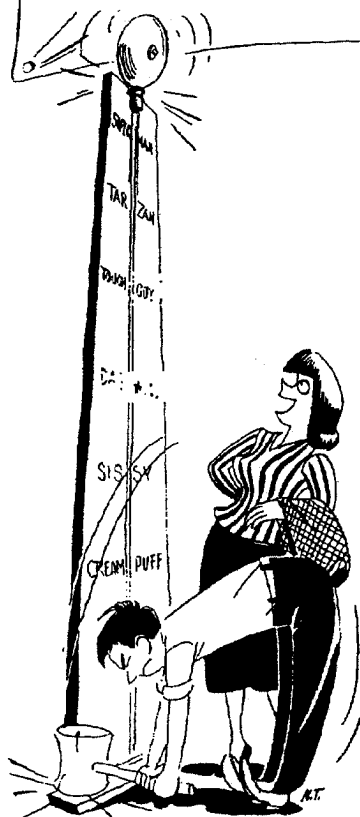
KEM-TONE demonstrations ring the bell for bigger sales...report leading department stores!

Wherever shown, bigger, faster sales go hand-in-glove with Kem-Tone demonstrations!

In a Pittsburgh store demonstrations skyrocketed sales 53.87% and in a Cleveland store sales jumped 40.92%! Yee, across the country... coast-to-coast... these power-packed demonstrations are ringing a merry tune on department store cash registers.

On top of this, leading stores report that Kem-Tone sales alone account for 33 1/4% of their entire paint volume!

These sales-stimulating Kem-Tone demonstrations are available to you NOW! They'll develop new interest—and speed up sales in your paint department as they have wherever they've been used. For full details of how you can add "Kem-Tone in action" to your store, contact any of the companies listed below.



PHONE, WIRE, WRITE.
 Acme White Lead & Color Works, 9259 St. Aubin St., Detroit, Michigan
 W. W. Lawrence Co., 1134 W. Carson Street, Pittsburgh 19, Pa.
 Lone Brothers Co., 424 East 3rd Street, Dayton, Ohio
 John Lucas Co., 1617 Pennsylvania Blvd., Philadelphia, Pa.
 Mead-Senior Co., 2328 S. Quincy Street, Chicago, Illinois
 Rogers Paint Products, Inc., 8259 St. Aubin St., Detroit, Michigan
 The Sherwin-Williams Co., 191 Prospect Ave., N.W., Cleveland, Ohio

WEED-NO-MORE MAGIC WEED KILLER 	PESTHAY DOT SENSATIONAL TEAM OF BUG KILLERS! 	Linx GREAT HOME MAINTENANCE 	GARDEN BUG BLASTER BUGS AND GRASS... 	Kem-Tone The modern miracle wall finish AYALON BLUE DOES IN 1 HOUR - IT DRY COAT COVERS NOW!
--	--	---	--	--

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

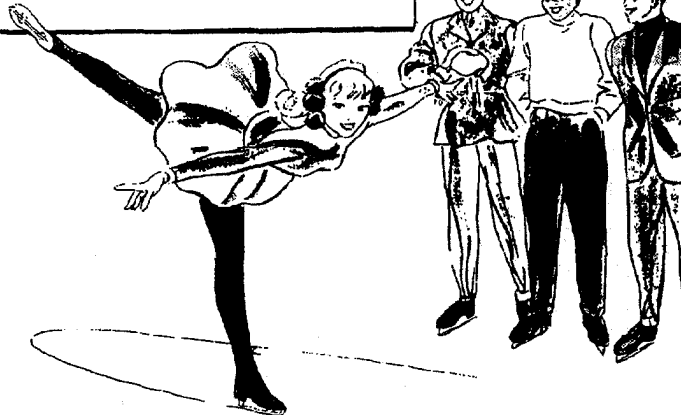
This convincing Kem-Tone advertisement is selling 22,655 department store buyers and executives through the April 15th issue of *Retailing Home Furnishings*.

0007-SWP-039540

#14/6

0007-SWP-000122926

It pays to
DEMONSTRATE!



**Leading department stores say
DEMONSTRATIONS boost Kem-
Tone sales higher than ever!**

From coast-to-coast leading department stores acclaim the drawing power... selling power of Kem-Tone demonstrations. A Pittsburgh store chalked up a remarkable 53.87% increase... a Cleveland store showed a big 40.92% leap! All stores claim these sensational increases were due to Kem-Tone *in action*... demonstrating its ease of application... its matchless beauty to their customers.

These increases are almost miraculous, considering that leading department stores report Kem-Tone sales alone account for 33 1/3% of their entire paint volume.

KEM-TONE sales-stimulating demonstrations are available to you NOW! They'll speed up sales in your paint department as they have wherever shown. For full details:



PHONE, WIRE, WRITE

THE SHERWIN-WILLIAMS CO.

CLEVELAND 1, OHIO

EXPORT DIVISION, NEWARK, N. J.

WEED-NO-MORE MAGIC WEED KILLER! America's No. 1 Weed Killer!	PESTROY OUT SENSATIONAL TEAM OF BUG KILLERS!	Lix GREAT HOME BRIGHTENERS	GARDEN BUG BLASTER DUST AND CUN ALL IN ONE!	Kem-Tone MIRACLE WALL FINISH! ...1/3 of Department Store Paint Sales are Kem-Tone sales!
---	--	--	--	---

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

This eye-catching Kem-Tone advertisement appears in the February 12, 1948 issue of *Retailing Home Furnishings*... reaches 22,655 department store executives and buyers.

0007-SWP-039541

0007-SWP-000122927

way to finest rooms



Kem-Tone
MIRACLE WALL FINISH
OVER 40,000,000 ROOMS
DECORATED WITH KEM-TONE!



OIL & HYDRAULIC FLUIDS
in a wide range of grades & types
that meet the requirements of
the most exacting standards.
We are a member of the American
Petroleum Institute, and our
products are approved by the
American Petroleum Institute for use
in all types of engines and
transmissions. There is a good
dealer near you.

✓ Check why all America
uses *Kent-Tek!*

- 1 Applies like magic! ☒
- 2 One coat covers most interior surfaces! ☒
- 3 Right over wallpaper, paint, plaster! ☒
- 4 Dries in one hour! ☒
- 5 Gorgeous new colors! ☒
- 6 Rich suede-like finish! ☒
- 7 No "painty" odor! ☒
- 8 Washable! Durable! ☒
- 9 One gallon does average room! ☒

There's Only One Genuine Kom-Tonel
Accept No Substitute!



\$3.49 PER GAL.
(posts paid)
DOES AN
AVERAGE ROOM

New-York TIMES . . . 26¢ up
New-York TRIBUNE-HERALD 25¢ up
New-York 4th AVENUE . . \$2.75 ea.

[illegible]

Easiest way to loveliest rooms!

Kem-Tone

TRADE MARK REG. U.S. PAT. OFF.
MIRACLE WALL FINISH

over **40,000,000** rooms decorated with Kem-Tone!



OIL & RESIN FINISH!

Kem-Tone is made with OILS and RESINS, scientifically processed to mix with water.

2



IN ONE EASY COAT!

Magic! Kem-Tone covers most interior surfaces in one coat. No priming, no sizing necessary.

3



RIGHT OVER WALLPAPER!

More magic! Paint right over wallpaper, paint, plaster with Kem-Tone. No muss! No fuss!



Arms White Lead & Glass Works, Montreal
W. W. Lawrence & Co., Philadelphia - The Lums
Bingham Co., Dayton
John L. Lums & Co., Inc., Philadelphia - The Sherwin-Williams Co., Chicago - Hercules Paint Products Co., Detroit - The Sherwin-Williams Co., Cleveland

✓ CHECK WHY ALL AMERICA USES Kem-Tone!



- 1 Applies like magic! ☒
- 2 One coat covers most interior surfaces! ☒
- 3 Right over wallpaper, paint, plaster! ☒
- 4 Dries in one hour! ☒
- 5 Gorgeous new colors! ☒
- 6 Rich suede-like finish! ☒
- 7 No "painty" odor! ☒
- 8 Washable! Durable! ☒
- 9 One gallon does average room! ☒

Kem-Tone TRIMS 20¢ up
Kem-Tone ROLLER-WATER 98¢ ea.
Kem-Tone 4" BRUSH \$2.39 ea.

There's a Kem-Tone dealer near you!



THERE'S ONLY ONE GENUINE KEM-TONE! • ACCEPT NO SUBSTITUTES

0007-SWP-039543

0007-SWP-000122929

Kem-Tone
MIRACLE
WALL FINISH

EASIEST WAY
TO LOVELIEST
ROOMS!

The modern
miracle wall finish

Kem-Tone

3.49
PER GAL.
DOES
AVERAGE ROOM

MADE IN 1 HOUR
ONE COAT COVERS

PRODUCT OF
SHERWIN-WILLIAMS
RESEARCH

FOR LIVING ROOM, DINING
ROOM, BEDROOM, PLAY
ROOM...

EASIEST
LOVELIEST
THRIFTIEST
DECORATION!

The modern
miracle wall finish

Kem-Tone

3.49
PER GAL.
DOES
AVERAGE ROOM

AVAIL BLUE
OR ITS WASHABLE
VERS MOST SURFACES

MADE IN 1 HOUR
ONE COAT COVERS

PRODUCT OF
SHERWIN-WILLIAMS
RESEARCH

SO EASY! SO LOVELY!

Kem-Tone
MIRACLE WALL FINISH

Check these Kem-Tone points!

- 1 APPLIES LIKE MAGIC!
- 2 OVER WALLPAPER,
PAINT, PLASTER!
- 3 LOVELY COLORS!

The modern
miracle wall finish

Kem-Tone

3.49
PER GAL.
DOES
AVERAGE ROOM

MADE IN 1 HOUR
ONE COAT COVERS

PRODUCT OF
SHERWIN-WILLIAMS
RESEARCH

0007-SWP-039544

0007-SWP-000122930

**EASIEST!
FINEST!
THRIFTIEST!**
WAY TO LOVELIEST ROOMS!

Over 40,000,000 Rooms decorated with *Kem-Tone*



\$3⁴⁹ DOES AVERAGE ROOM

Right Over Wallpaper
Paint, Plaster

THERE'S A KEM-TONE
DEALER NEAR YOU!

**EASIEST WAY
TO LOVELIEST
ROOMS!**



Kem-Tone
MIRACLE WALL FINISH

OVER 40,000,000 ROOMS
DECORATED WITH KEM-TONE!

- 1 Applies like magic!
- 2 One coat covers most surfaces!
- 3 Right over wallpaper, paint, plaster!
- 4 Dries in one hour!
- 5 Gorgeous new colors!

Washable
No "painty" odor!

\$3⁴⁹ PER GAL. DOES AVERAGE ROOM



THERE'S A KEM-TONE
DEALER NEAR YOU!

**SO EASY!
SO SPEEDY!
SO THRIFTY!**



Kem-Tone
MIRACLE WALL FINISH

WINS ON EVERY COUNT!

- 1 Applies like magic!
- 2 One coat covers most interior surfaces!
- 3 Right over wallpaper, paint, plaster!
- 4 Dries in one hour!
- 5 Gorgeous new colors!
- 6 Rich suede-like finish!
- 7 No "painty" odor!
- 8 Washable! Durable!

\$3⁴⁹ PER GAL. DOES AVERAGE ROOM



THERE'S A KEM-TONE
DEALER NEAR YOU!

0007-SWP-039545

0007-SWP-000122931

**EASY!
LOVELY!
THRIFTY!**
WAY TO FINEST ROOMS!

✓ Check why all America uses

Kem-Tone
MIRACLE WALL FINISH

1 APPLIES LIKE MAGIC!
2 OVER WALLPAPER, PAINT, PLASTER!
3 ONE COAT COVERS!
4 DRIES IN ONE HOUR!
5 GORGEOUS COLORS!
6 NO "PAINTY" ODOR!
7 WASHABLE! DURABLE!

The modern miracle wall finish

Kem-Tone
MADE IN U.S.A. BY
SHERWIN-WILLIAMS CO. AVALON BLUE

\$3.49 PER GAL. (quarts form)
DOES AVERAGE ROOM

There's a Kem-Tone dealer near you!

THERE'S ONLY ONE GENUINE KEM-TONE! ACCEPT NO SUBSTITUTES!
Agents White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The
Lowe Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Sumner Co.,
Chicago • Rogers Paint Products Inc., Denver • The Sherwin-Williams Co., Cleveland

SHERWIN-WILLIAMS
RESEARCH

**EASIEST WAY TO
LOVELIEST ROOMS!**

Kem-Tone
MIRACLE WALL FINISH

✓ Check why all America uses Kem-Tone!

1 APPLIES LIKE MAGIC!
2 OVER WALLPAPER, PAINT, PLASTER!
3 DRIES IN ONE HOUR!
4 GORGEOUS COLORS!
5 NO "PAINTY" ODOR!
6 WASHABLE! DURABLE!

The modern miracle wall finish

Kem-Tone
MADE IN U.S.A. BY
SHERWIN-WILLIAMS CO. AVALON BLUE

\$3.49 PER GAL. (quarts form)
DOES AVERAGE ROOM

There's a Kem-Tone dealer near you!

THERE'S ONLY ONE GENUINE KEM-TONE! ACCEPT NO SUBSTITUTES!
Agents White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The
Lowe Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Sumner Co.,
Chicago • Rogers Paint Products Inc., Denver • The Sherwin-Williams Co., Cleveland

SHERWIN-WILLIAMS
RESEARCH

0007-SWP-039546

0007-SWP-000122932

So easy! So lovely!

Kem-Tone
TRADE MARK REG. U.S. PAT. OFF.
MIRACLE WALL FINISH

has decorated over 40,000,000 rooms



OIL & RESIN FINISH!

Yes, Kem-Tone is made with OILS and RESINS that are scientifically processed to mix with water for your convenience and economy.

IN ONE EASY COAT!

Magic! Kem-Tone covers most interior surfaces with one quick coat. No sizing, no priming required. Just mix Kem-Tone with water and apply.

RIGHT OVER WALLPAPER!

More Magic! No need to remove old wallpaper. Paint right over it with Kem-Tone. Kem-Tone also covers previously painted surfaces, plaster, wallboard.

✓ Check why all America uses **Kem-Tone!**

- 1 Applies like magic! ☒
- 2 One coat covers most interior surfaces! ☒
- 3 Right over wallpaper, paint, plaster! ☒
- 4 Dries in one hour! ☒
- 5 Gorgeous new colors! ☒
- 6 Rich, suede-like finish! ☒
- 7 No "painty" odor! ☒
- 8 Washable! Durable! ☒
- 9 One gallon does average room! ☒

There's a Kem-Tone dealer near you!

\$3.49 PER GAL.
PASTY FORM
DOES AN AVERAGE ROOM

Kem-Tone TRIMS..... 20¢ up

Kem-Tone ROLLER KOATER... 99¢ ea.

Kem-Tone 4" BRUSH..... \$2.39 ea.

THERE'S ONLY ONE GENUINE KEM-TONE!
ACCEPT NO SUBSTITUTE!

Agents: White Lead & Color Works, Detroit
W. H. Lawrence & Co., Pittsburgh • The Lows
Brown Co., Dayton • John Lucas & Co., Inc.,
Philadelphia • The Martin-Sumner Co., Chicago
Robert Paint Products Inc., Detroit • The
Sherwin-Williams Co., Cleveland



0007-SWP-039547

0007-SWP-000122933

Here's why **Kem-Tone** has decorated more than **40,000,000** rooms!



"It's America's greatest value in fine decoration!"

1. MADE WITH KEM THERMO-TEMPERED OIL!

Kem-Tone, the miracle of modern paint chemistry, is made with KEM THERMO-TEMPERED OIL FORTIFIED WITH DURABLE RESINS. These are scientifically combined with 23 other quality ingredients to give you the Miracle Wall Finish!

2

APPLIES LIKE MAGIC!
Kem-Tone glides over your walls and ceilings — covers most surfaces in just one quick coat.



3

BORDEAUX NEW COLORS!
Pastels, deep hues, "so witch" living rooms, dining rooms, bedroom, playroom, furnishings.



4

RIGHT OVER WALLPAPER!
Why remove dingy wallpaper? Paint right over it — as well as paint, plaster, other interior wall surfaces.



5

DRIES IN ONE HOUR!
Kem-Tone doesn't tie up rooms for days! Enjoy your new Kem-Tone room only 60 minutes after painting!



In 1947, Professional Painters alone applied more than 2,000,000 gallons of Kem-Tone

The miracle of making oil and water mix!



The Oil in Kem-Tone contains a miracle ingredient that enables you to mix it with water.



Water is the perfect paint thinner. It makes Kem-Tone brush easier — it's odorless, costs nothing.



Kem-Tone is made in concentrated paste form. So the water you add gives you a gallon and a half of ready-to-use Kem-Tone at a cost of only one gallon.

✓ Check WHY ALL AMERICA CHOOSES KEM-TONE!

- Applies like magic!
- One coat covers most interior surfaces!
- Right over wallpaper, paint, plaster!
- Dries in one hour!
- Rich, smooth-like finish!
- No "painty" odor!
- Washable! Durable!
- One gallon does average room!

There's a Kem-Tone Dealer Near You!



Agents: W. H. Williams & Co., Inc., 100 N. Dearborn St., Chicago, Ill. 44
Sole U.S. Patent
Copyright © 1947 W. H. Williams & Co., Inc.



\$3.49 PER GAL.
Concentrated PASTE FORM makes 1 1/2 gallons ready to apply
THOUGH FOR AVERAGE ROOM

There is only one genuine **Kem-Tone** Oil and Resin Finish! Accept No Substitute!

MAT NO. 302

0007-SWP-039548

0007-SWP-000122934

Here's why **Kem-Tone** has decorated ^{more than} **40,000,000** rooms!



"It's America's greatest value in fine decoration!"

1. MADE WITH KEM THERMO-TEMPERED OIL!

Kem-Tone... the miracle of modern paint chemistry... is made with KEM THERMO-TEMPERED OIL FORTIFIED WITH DURABLE RESINS. These are scientifically combined with 23 other quality ingredients to give you the Miracle Wall Finish!

2

APPLIES LIKE MAGIC!
No mess! No fuss! No bother! Kem-Tone glides over your walls and ceilings. Covers most surfaces in one coat—without priming or sizing.



3

RIGHT OVER WALLPAPER!
Why remove dingy wallpaper? Paint right over it—as well as paint, plaster, wallboard and other interior wall surfaces—with Kem-Tone!



4

GORGEOUS NEW COLORS!
Crisp pastels and glamorous deeper hues harmonize with all furnishings. Use in living room, dining room, bedroom, playroom.



5

DRIES IN ONE HOUR!
Kem-Tone doesn't tie up rooms for days. You can replace room furnishings and enjoy your lovely new Kem-Tone room 60 minutes after painting.



**NO MUSS! NO FUSS!
NO BOTHER!**



In 1947 Professional Painters alone applied more than 2,000,000 gallons of *Kem-Tone*

✓ **Check WHY ALL AMERICA CHOOSES KEM-TONE!**

- Applies like magic!
- One coat covers most interior surfaces!
- Right over wallpaper, paint, plaster!
- Dries in one hour!
- Rich, surge-like finish!
- No "faint" odor!
- Washable! Durable!
- One gallon does average room!

THERE'S A KEM-TONE DEALER NEAR YOU!



The miracle of making oil and water mix!



The OIL in Kem-Tone contains a molecule in perfect balance to produce the ideal emulsion in 10 to 15 minutes.



Water is the perfect paint thinner. It is more than just a solvent—it's a part of the paint.



Kem-Tone is made in unexcelled purity from the best raw materials. It is a paint in a can and it stays that way.

There is only one genuine KEM-TONE Oil and Resin Finish! Accept No Substitute!
(ADVANCE PROOF)

101

0007-SWP-039549

0007-SWP-000122935

EASY! LOVELY! THRIFTY!

THAT'S *Kem-Tone* MIRACLE WALL FINISH

1 OIL & RESIN FINISH!



Kem-Tone is made with OILS and RESINS scientifically processed to mix with water for convenience and economy.

over 40,000,000 rooms are decorated with Kem-Tone!



4 IN ONE EASY COAT!



More magic! No need to remove dingy wallpaper. Kem-Tone smooths on over it. Covers paint, plaster, too. No muss, fuss, bother!

2 DRY IN ONE HOUR!



How convenient! Kem-Tone doesn't tie up rooms for days. Replaces room furnishings and enjoy your "new" room 60 minutes after painting.



5 NO "PAINTY" ODOR!



How pleasant! Kem-Tone paints without annoying solvent fumes. Leaves no lingering paint odor to "quarantine" rooms days afterwards.

3 GORGEOUS NEW COLORS!



Partels crisp as the dawn, deep or hues soft as twilight—very shade you need for distinctive decoration in Kem-Tone.

Kem-Tone TRIMS.....20c up
Kem-Tone ROLLER KOATER...98c ea.
Kem-Tone 4" BRUSH.....\$2.39 ea.

THERE'S ONLY ONE GENUINE KEM-TONE! ACCEPT NO SUBSTITUTE!

\$3.49 PER GAL. paste form DOES AN AVERAGE ROOM!

Some white lead & color
Mars, Corp. of Lawrence
& Co. A. Morgan & The Home
Stores, Co., Dayton, Ohio
L. S. & Co., Inc., Philadelphia
The Home Supply Co., Chicago
Fisher Paint Products, Inc.,
Detroit, Mich.
The
S. H. Williams
Co., Cleveland



Check why all America uses *Kem-Tone*

- 1 Applies like magic! ☒
- 2 One coat covers most interior surfaces! ☒
- 3 Right over wallpaper, paint, plaster! ☒
- 4 Dries in one hour! ☒
- 5 Gorgeous new colors! ☒
- 6 Rich, suede-like finish! ☒
- 7 No "painty" odor! ☒
- 8 Washable! Durable! ☒
- 9 One gallon does average room! ☒

THERE'S A KEM-TONE DEALER NEAR YOU!

0007-SWP-039550

0007-SWP-000122936

over
40,000,000
rooms decorated
with Kem-Tone!

... the easiest way to
America's loveliest rooms

THAT'S **Kem-Tone** MIRACLE
WALL FINISH!



OIL and RESIN FINISH!

Kem-Tone is made with OIL and RESINS scientifically mixed to mix with water for ease, thrift.

RIGHT OVER WALLPAPER!

More magic! Kem-Tone smoothly goes right over wallpaper. Covers paint, plaster, other surfaces, too.

EASY!

Kem-Tone
MIRACLE WALL FINISH

GAY!

Kem-Tone
MIRACLE WALL FINISH

IN ONE EASY COAT!

Magic! Kem-Tone covers most interior surfaces in one quick coat. No priming, no sizing needed. Just roll or brush on Kem-Tone.

PER GAL. DOES AVERAGE ROOM

\$3.49

There's only one genuine Kem-Tone! Accept no substitute!

DRY IN ONE HOUR!

How convenient! Kem-Tone doesn't tie up rooms for days. Replace furnishings, enjoy your "new" room 60 minutes after painting.

SPEEDY!

Kem-Tone
MIRACLE WALL FINISH

WITH NO PAINTY ODOR!

How pleasant! Kem-Tone paints without annoying fumes. Leaves no painty odor to "quarantine" rooms days afterwards.

THRIFTY!

Kem-Tone
MIRACLE WALL FINISH

Kem-Tone TRIMS 20¢ up • Kem-Tone ROLLER-ROATER 98¢ ea. • Kem-Tone 4" BRUSH \$2.39 ea. • THERE'S A KEM-TONE DEALER NEAR YOU!

This advertisement appears in the March 21, 1948 issue of *Parade*; the April 1948 issue of *Better Homes & Gardens*; the April 11, 1948 issue of *This Week*; the May 1948 issue of *American Home*; and the May 16, 1948 issue of *American Weekly*.

0007-SWP-039551

0007-SWP-000122937

It pays to
DEMONSTRATE!



KEM-TONE sales soar higher than ever — COAST-TO-COAST — thanks to demonstrations!

Reports from leading department stores prove beyond a doubt the tremendous sales power of Kem-Tone demonstrations. A Pittsburgh store showed a 53.87% increase and in a Cleveland store Kem-Tone sales skyrocketed 40.92%. And still more remarkable, the average national gain, coast-to-coast, was 23%... thanks to demonstrations!

Remarkable, indeed, considering that leading department stores report Kem-Tone sales alone account for 33 1/3% of their entire paint volume.

These sales-stimulating demonstrations are available to you NOW! They'll create new interest in your paint department... speed up sales as they have wherever shown. For complete details:

PHONE, WIRE, WRITE

THE SHERWIN-WILLIAMS CO.

CLEVELAND 1, OHIO

EXPORT DIVISION, NEWARK, N. J.



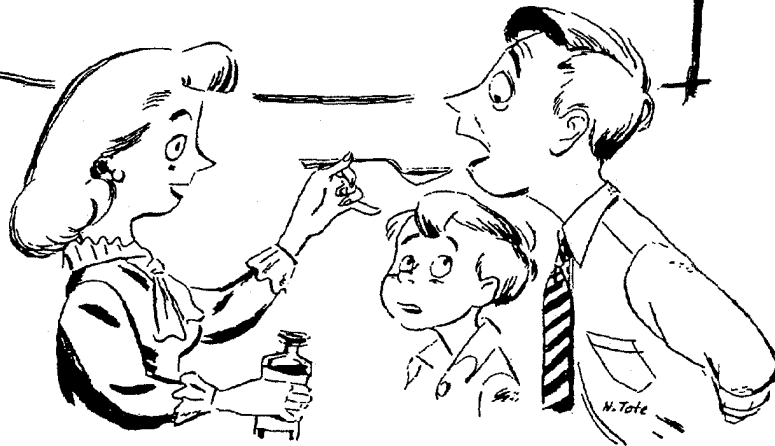
PRODUCTS OF
SHERWIN-WILLIAMS RESEARCH

WEED-ND-MORE MAGIC WEED KILLER! America's No. 1 Weed Killer!	PESTROY DDT SENSATIONAL TEAM OF BUG KILLERS!	Lix GREAT HOME BRIGHTENERS	GARDEN BUG BLASTER DUST AND GUN... ALL IN ONE!	Kem-Tone MIRACLE WALL FINISH! ... 1/3 of Department Store Paint Sales are Kem-Tone sales!
---	--	--	--	--

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

0007-SWP-039552

It pays to DEMONSTRATE!



Leading stores report new interest, more sales, in paint departments — thanks to Kem-Tone demonstrations!

Everywhere across the country these instructive, go-getting demonstrations have boosted Kem-Tone sales higher and higher. In a Pittsburgh store, "Kem-Tone in Action" increased sales 53.87% and in a Cleveland store Kem-Tone sales leaped 40.92%!

What's more, reports from leading department stores...coast-to-coast... tell this astounding fact: Kem-Tone sales alone account for 33 1/3% of their entire paint volume!

You can add these sales-making demonstrations to your store NOW! You'll be amazed at the new interest they develop in your paint department,

the extra profits they ring up as they have wherever they've been used. For full details of "Kem-Tone in Action"—phone, wire, write The Sherwin-Williams Co.



PHONE, WIRE, WRITE

THE SHERWIN-WILLIAMS CO.

101 PROSPECT AVENUE, N. W.

CLEVELAND 1, OHIO

WEED-NO-MORE MAGIC WEED KILLER! America's No. 1 Weed Killer!	PESTROY DOT SENSATIONAL TEAM OF BUG KILLERS!	Lin-x GREAT HOME BRIGHTENERS	GARDEN BUG BLASTER DUST AND GUN... ALL IN ONE!	Kem-Tone The modern miracle wall finish AVALON BLUE DRIES IN 1 HOUR • IT'S ONE COAT COVERS MORE
--	--	--	--	---

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

PRODUCTS BY SHERWIN-WILLIAMS RESEARCH

0007-SWP-039553

**Again this Spring
KEM-TONE
ADVERTISING
will do a
terrific selling job
FOR YOU!**

0007-SWP-039554

0007-SWP-000122940

OVER 1 BILLION

Kem-Tone
THE MIRACLE
WALL FINISH!

over 40,000,000 rooms
are decorated with Kem-Tone!

So easy! So spe
AMERICA'S FINEST
DECORATION!



1
MIRACLE OIL and
RESIN WALL FINISH!

Miracle Kem-Tone is made
with OILS and RESINS that
are chemically processed to
give a durable finish and
resistance to economy.



2
DRY IN
ONE HOUR!

How convenient! Kem-Tone
doesn't tie up rooms for days.
Remove furnishings and enjoy
your beautiful new Kem-Tone
rooms without attending painting.



✓ Check

why all America uses Kem-Tone!

1. Applies like magic! ☒
2. One coat covers most interior surfaces! ☒
3. Right over wallpaper, paint, plaster! ☒
4. Dries in one hour! ☒
5. Gorgeous new colors! ☒
6. Rich, suede-like finish! ☒
7. No "painty" odor! ☒
8. Washable! Durable! ☒
9. One gallon does average room! ☒

THERE'S A KEM-TONE DEALER NEAR YOU!

0007-SWP-039555

0007-SWP-000122941

MESSAGES ! THE

Why! So thrifty!
OVER WALLPAPER
PAINT OR PLASTER!



1. KEM-TONE ADVERTISING
GOES TO PEOPLE RIGHT IN YOUR OWN LOCALITY!

2. KEM-TONE ADVERTISING
HAS SOLD MORE PAINT THAN ANY OTHER
ADVERTISING IN HISTORY!

3. KEM-TONE ADVERTISING
YEAR AFTER YEAR HAS BUILT THE GREATEST CONSUMER
DEMAND ANY PAINT HAS EVER KNOWN!

4. KEM-TONE ADVERTISING
IS "SELLING" ADVERTISING—SELLING MORE KEM-TONE
TODAY THAN EVER BEFORE!

THIS ADVERTISING WILL SELL FOR YOU

1. Identify your store with the big Kem-Tone store banner!
2. Display Kem-Tone in your windows. Use the eye-catching displays furnished free!
3. Use interior store displays—mass displays of Kem-Tone sell more Kem-Tone!
4. Run local newspaper ads over your store name or 50 cooperation plan. Free mats furnished.
5. Use local radio spots—Tell your customers "BUY KEM-TONE HERE... BUY KEM-TONE NOW!"

0007-SWP-039556

THE HARDEST-HITTING, MOST SUCCESSFUL ADVERTISING EVER SEEN IN PAINT!

Y!
NG
HER
ER
G
I-TONE
U WHEN:
ore-front
-catching
m-Tone
on 50-
EM-TONE

over 40,000,000 rooms decorated with Kem-Tone! the easiest way to America's loveliest rooms
THAT'S **Kem-Tone** MIRACLE WALL FINISH!



OIL and RESIN FINISH!

Kem-Tone is made with Oils and RESINS scientifically processed to mix with water for ease, durability.

RIGHT OVER WALLPAPER!

More magic! Kem-Tone shampoos off right over wallpaper. Lovers, peace, pleasure, other surfaces, too.

EASY!

Kem-Tone
MIRACLE WALL FINISH

GAY!

Kem-Tone
MIRACLE WALL FINISH

\$3.49 PER GAL.
(Price for 1 DOZ. AVERAGE ROOM)

There's only one genuine Kem-Tone! Accept no substitutes!

IN ONE EASY COAT!

Magic! Kem-Tone covers most interior surfaces in one quick coat. No priming, no glazing needed. Just roll or brush on Kem-Tone.

DRY IN ONE HOUR!

How convenient! Kem-Tone doesn't tie up rooms for days. Replace furnishings, enjoy your "new" room 60 minutes after painting.

SPEEDY!

Kem-Tone
MIRACLE WALL FINISH

WITH NO PAINTY ODOR!

How pleasant! Kem-Tone paints without annoying fumes. Leaves no paint odor to "quarantine" rooms days afterwards.

THRIFTY!

Kem-Tone
MIRACLE WALL FINISH

Kem-Tone TRIMS 20¢ up - Kem-Tone ROLLER-KOATER 98¢ ea. - Kem-Tone 4" BRUSH \$2.39 ea. - THERE'S A KEM-TONE DEALER NEAR YOU!

0007-SWP-039558

0007-SWP-000122944

THESE ADS ARE ONLY PART OF THE HISTORY-MAKING KEM-TONE ADVERTISING CAMPAIGN FOR SPRING!

HERE IS THE KEM-TONE AD SCHEDULE!

NATIONAL MAGAZINES	SUNDAY SUPPLEMENTS	THIS WEEK (Continued)
BETTER HOMES & GARDENS MARCH - APRIL - MAY AMERICAN HOME APRIL - MAY - JUNE SATURDAY EVENING POST MARCH 27 - APRIL 17 - MAY 8 COLLIER'S APRIL 10 - MAY 1 - MAY 22 LIFE APRIL 3 - APRIL 24 - MAY 15 GOOD HOUSEKEEPING MARCH - APRIL - MAY LADIES' HOME JOURNAL APRIL - MAY - JUNE HOUSEHOLD APRIL - MAY - JUNE SUNSET MARCH - APRIL - MAY WOMAN'S DAY MARCH - APRIL - MAY FAMILY CIRCLE APRIL - MAY - JUNE FARM JOURNAL MARCH - APRIL - MAY COUNTRY GENTLEMAN APRIL - MAY - JUNE SUCCESSFUL FARMING APRIL - MAY - JUNE PROGRESSIVE FARMER MARCH - APRIL - MAY	PARADE March 21 - April 25 - May 23 appearing in . . . BRIDGEPORT SUNDAY POST CHICAGO SUN DENVER ROCKY MT. NEWS DETROIT FREE PRESS EL PASO NEWS EVE DISPATCH HERALD FT. WATNE JOURNAL GAZETTE HONOLULU POST JACKSONVILLE P.A. TIMES UNION NEWARK STAR LEADER THIS WEEK April 11 - May 9 - May 30 appearing in . . . ATLANTA JOURNAL BALTIMORE SUN BIRMINGHAM NEWS & AGE HERALD BOSTON HERALD CHICAGO DAILY NEWS CHICAGO TRIBUNE CLEVELAND PLAIN DEALER NEW BEDFORD STANDARD TIMES PHILADELPHIA INQUIRER PITTSBURGH POST GAZETTE PORTLAND OREGON SUNDAY TELEGRAM ST. PAUL PIONEER PRESS SYRACUSE HERALD AMERICAN TOLEDO TIMES WASHINGTON (D.C.) POST WICHITA EAGLE YONKERS VINDICATOR DALLAS NEWS DES MOINES REGISTER DETROIT NEWS INDIANAPOLIS STAR LOS ANGELES TIMES MEMPHIS COMMERCIAL APPEAL NEWARK JOURNAL	THIS WEEK (Continued) MINNEAPOLIS TRIBUNE NEW YORK HERALD TRIBUNE PHILADELPHIA INQUIRER PITTSBURGH PRESS PORTLAND OREGON JOURNAL ROCHESTER DEMOCRAT & CHRONICLE ST. LOUIS GLOBE DEMOCRAT SAN FRANCISCO CHRONICLE SPokane SPOKESMAN-REVIEW WASHINGTON STAR AMERICAN WEEKLY April 18 - May 16 appearing in . . . ALBANY TIMES-UNION ATLANTA CONSTITUTION BALTIMORE AMERICAN BOSTON SUNDAY ADVERTISER BUFFALO COURIER EXPRESS CHICAGO HERALD-AMERICAN CLEVELAND PLAIN DEALER DETROIT TIMES LOS ANGELES EXAMINER MIAMI HERALD MILWAUKEE SENTINEL NEW YORK JOURNAL-AMERICAN PHILADELPHIA RECORD PITTSBURGH SUN-TELEGRAPH PORTLAND OREGONIAN SAN ANTONIO LIGHT SAN FRANCISCO EXAMINER SEATTLE POST-INTELLIGENCER SYRACUSE HERALD-AMERICAN WASHINGTON D. C. TIMES-HERALD NEW YORK NEWS GRAYURE March 14 & 25 - April 11 - May 9 & 23 appearing in . . . NEW YORK SUNDAY NEWS

PLUS a great advertising campaign in 28 big marketing areas!

PLUS millions and millions and millions more
Kem-Tone messages in 313 key cities coast-to-coast,
blanketing the nation with Kem-Tone ads!

Kem-Tone Advertising is PRE-SELLING Kem-Tone to YOUR customers!

**STOCK! DISPLAY KEM-TONE! FOR YOUR BIG
PAYOFF
IN SALES AND PROFITS!**

0007-SWP-039559

0007-SWP-000122945



—and 1948 is slated to be the **BIGGEST** sales and profit year in Kem-Tone history!

Look at the amazing selling record of the Miracle Wall Finish that changed the painting habits of America! In 1947, our second peacetime year, Kem-Tone sales will reach an all-time high of 11,000,000 gallons—topping 1946 sales by 3,000,000 gallons, *topping the peak wartime year by 3,000,000!* Despite the fact that conventional flat wall paints are available today, more people are buying more Kem-Tone—more dealers are making more Kem-Tone profits—than ever before! Stock, display, push Kem-Tone . . . and again in '48 Kem-Tone will make new sales and profit records for you!

Kem-Tone MIRACLE WALL FINISH 1/4 of Department Store Paint Sales are Kem-Tone sales!	WEED-NO-MORE MAGIC WEED KILLER America's No. 1 Weed Killer!	PESTIBY BIT INSTANTaneous TERN OF BUG KILLERS! 	Lin-x GREAT HOME BRIGHTENERS 	GARDEN BUG BLASTER AMAZING BUGGIE THAT REVOLUTIONIZED GARDENING!
---	--	--	--	---

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

This advertisement appears in the October 16 and December 11, 1947 issues of Retail Home Furnishings

0007-SWP-039560

0007-SWP-000122946

TRAFFIC IS TERRIFIC!

IN DEPARTMENT
STORES SELLING

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

Leading Department Stores
report **1** of their
3 PAINT SALES
are **Kem-Tone** sales!

1947 Kem-Tone sales smashed all previous records! Look at these reports from leading department stores:

Stores with Kem-Tone sales between \$15,000 and \$50,000

Store A... Kem-Tone sales increase 47%
Store B... Kem-Tone sales increase 39%
Store C... Kem-Tone sales increase 30%
Store D... Kem-Tone sales increase 25%

Smaller stores, too, are riding this tidal wave of profit—

Store A... Kem-Tone sales increase 42%
Store B... Kem-Tone sales increase 22%
Store C... Kem-Tone sales increase 300%

These amazing figures are typical of Kem-Tone sales throughout the country. And there is no end to this terrific boom! Everyone is redecorating, renovating. Every room is a prospect. Every home a potential \$5 minimum Kem-Tone sale!

All these potential buyers know Kem-Tone. They know it is unbeatable among wall finishes. They know it through experience, through friends, through the biggest advertising campaign in paint history!

All these are facts—hard sales facts. Put them to work for your profit!



AMERICA'S BIGGEST SELLING HOME PRODUCT FAMILY!

Kem-Tone MIRACLE WALL FINISH 1 of 3 department store paint sales are Kem-Tone sales!	WEED-NO-MORE MASSIVE WEED KILLER American's No. 1 Weed Killer!	PEST-BOY OUT SENSATIONAL TEAM OF TWO KILLERS!	Lux SUPER DETERGENT!	BUG-BLASTER FIGHTING BUGS ON WALLS, REVOLUTIONIZE GARDENING!
---	---	---	--	--

This advertisement appears in the September 16, 1947 issue of *Retailing Home Furnishings*.

0007-SWP-039561

0007-SWP-000122947

SALES UP 50%!

...reports department
store "C"—and it's typical of
all **Kem-Tone** sales figures!



1947 Kem-Tone sales smashed all previous records! Look at these reports from leading department stores:

Store A Kem-Tone sales increase 47%
Store B Kem-Tone sales increase 39%
Store C Kem-Tone sales increase 50%
Store D Kem-Tone sales increase 33%

These amazing figures of 1947 are slated to grow even bigger in 1948. There is no end to this terrific boom! Everyone is redecorating, renovating. Every renter is a prospect. Every home a potential \$5 minimum Kem-Tone sale.

All these potential buyers know Kem-Tone. They know it is unbeatable among wall finishes. They know it through experience, through friends, through the biggest advertising campaign in paint history.

All these are facts. Put them to work for your profit!

Kem-Tone MIRACLE WALL FINISH! ... % of Department Store Paint Sales are Kem-Tone sales!	WEED-NO-MORE MAGIC WEED KILLER! America's No. 1 Weed Killer!	PESTROY DOT SENSATIONAL TERMITE & BUG KILLER! 	Linx GREAT HOME DECONTAMINATOR 	GARDEN BUG BLASTER AMAZING DUST DIRT THE REVOLUTIONIZED GARDENING!
--	---	---	--	---

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

This advertisement appears in the November 13, 1947 issue of Retail Home Furnishings

0007-SWP-039562

0007-SWP-000122948

**MYRNA LOY, RITA HAYWORTH,
SONJA HENIE, SPARK FALL
KEM-TONE ADVERTISING CAMPAIGN!**

**These famous stars enthusiastically acclaim
Kem-Tone...add eye-appeal to our
nationwide Kem-Tone advertising for fall!**

BIG, EXCITING, SELLING ADS!

See proofs attached

128 of the largest cities in the nation!

**Reaching thousands of towns and suburbs
with the circulation of the most widely
distributed newspapers in the country!**

See over for schedule

TEAM PLAY makes ADVERTISING PAY!

For the payoff on your sales report, these steps are important:

- Tell your dealers about this big fall advertising campaign!
- Get those store front banners UP!
- Display Kem-Tone on dealers' counters and in windows!
- Alert all clerks on Kem-Tone's sensational qualities!

More details from your Advertising Manager!

0007-SWP-039563