

KEM-GLO AD PROOFS
Spring 1949

Folder 5

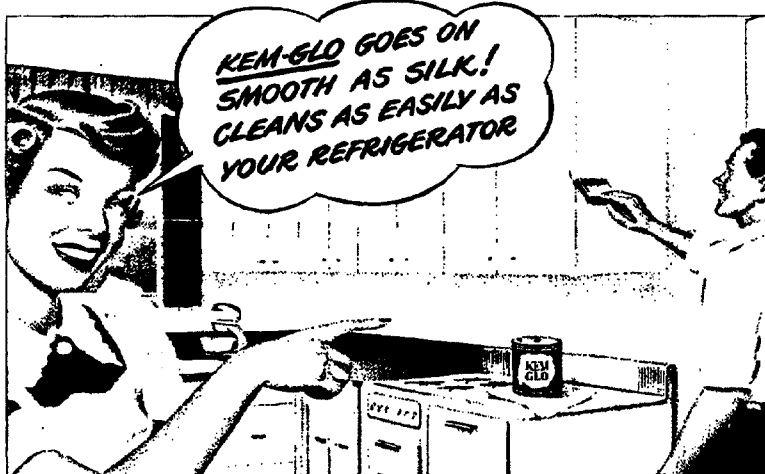
67,529,242 Big 4-Color **KEM-GLO** Ads

WILL BLANKET AMERICA THROUGH

67 OF THE GREATEST SUNDAY NEWSPAPERS

KEM-GLO MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!

Amazing NEW paint discovery by the makers of *Kem-Tone*!



ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN—WALLS, WOODWORK, CUPBOARDS!



2 QTS. KEM-GLO DO BATHROOM!



1 QT. KEM-GLO DOES WOODWORK!

**Rich, lustrous... easy-to-keep-clean finish
for Kitchens, Bathrooms and Finest Woodwork!**

PAINT TRIUMPH OF THE CENTURY—that's KEM-GLO! It looks for all the world like baked enamel! So smooth! So lustrous! Such satiny gloss!

WASHES LIKE BAKED ENAMEL! Dirt comes off KEM-GLO'S porcelain-smooth surface like magic!

SO EASY TO USE! KEM-GLO flows on like a breeze! One coat does it over most surfaces! No primer, no undercoater needed!

BEAUTIFUL! KEM-GLO colors are decorator colors! They give walls and woodwork a new, new look that lasts and lasts! And KEM-GLO Stay White—really stays white! Will not turn yellow!

1. READY AND EASY TO APPLY!

2. ONE COAT COVERS!

3. NO PRIMER!

4. NO UNDERCOATER!

5. DRIES—3 TO 4 HOURS!

6. WASHABLE! SCRUBBABLE!

PUNISHING
TESTS
PROVE
KEM-GLO
CAN TAKE IT!



LOCKS OUT GREASE!



WITHSTANDS SCUFFS!



RESISTS BOILING WATER!



DIRT WIPES OFF!



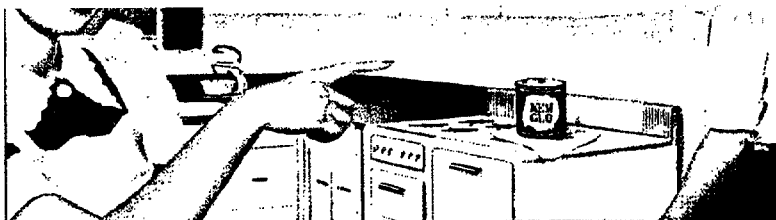
**Now! LOVELY NEW
DECORATOR-STYLED COLORS**



DISTRIBUTED BY:
Acme White Lead & Color Works, Detroit
W. W. Lawrence & Co., Pittsburgh
The Lowe Brothers Co., London

N24237.01

0007-SWP-000109716



ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN—WALLS, WOODWORK, CUPBOARDS!



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LOCKS OUT GREASE!



WITHSTANDS SCUFFS!



RESISTS BOILING WATER!



DIRT WIPES OFF!



Now! LOVELY NEW DECORATOR-STYLED COLORS
FOR LIVING ROOMS, DINING ROOMS, BEDROOMS

Kem-Tone
MIRACLE WALL FINISH

ONLY \$3.79 PER GAL.
DOES AVERAGE ROOM

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-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland

Kem-Tone TRIMS 28¢ up
Kem-Tone ROLLER-APPLIES . . . 31¢ up
Kem-Tone 4" BRUSH \$2.39 ea.

INSIST ON GENUINE KEM-TONE AND GENUINE KEM-GLO! SOLD AT LEADING PAINT, HARDWARE AND DEPARTMENT STORES! THERE IS A DEALER NEAR YOU!

March 13 "This Week" KEM-GLO and KEM-TONE FULL PAGE	March 20 "American Weekly" KEM-GLO and KEM-TONE FULL PAGE	March 27 "Parade" KEM-GLO and KEM-TONE FULL PAGE	April 3 "This Week" KEM-GLO and KEM-TONE HALF PAGE	April 24 "This Week" KEM-GLO and KEM-TONE HALF PAGE	"Parade" KEM-GLO and KEM-TONE HALF PAGE
May 1 "American Weekly" KEM-GLO and KEM-TONE FULL PAGE	May 8 "Parade" KEM-GLO and KEM-TONE HALF PAGE	May 15 "This Week" KEM-GLO and KEM-TONE (2 FACING HALF PAGES)	May 29 "Parade" KEM-GLO and KEM-TONE (2 FACING HALF PAGES)		

"AMERICAN WEEKLY"

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 Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
Syracuse Herald American
Washington, D. C. Times Herald

"PARADE"

Akron Beacon Journal
Boston Post
Bridgeport Sunday Post
Chicago Sun Times
Denver Rocky Mt. News
Detroit Free Press
El Paso Times
Erie Dispatch Herald
Fort Wayne Journal Gazette
Houston Post
Jacksonville, Fla. Times Union
Long Island Sunday Press
Madison, Wisc. State Journal
Newark Star Ledger
New Bedford Standard Times
Philadelphia Inquirer
Pittsburgh Post Gazette
Portland, Me. Sunday Telegram
St. Paul Sunday Pioneer Press
Salt Lake City Tribune
Syracuse Herald American
Tacoma Times
Toledo Blade
Washington Post
Wichita Eagle
Youngstown Vindicator

"THIS WEEK"

Atlanta Journal
Baltimore Sun
Birmingham News & Age Herald
Boston Herald
Chicago Daily News (Sat. Ed.)
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas News
Des Moines Register
Detroit News
Indianapolis Star
Los Angeles Times
Memphis Commercial Appeal
Milwaukee Journal
Minneapolis Tribune
New York Herald Tribune
Philadelphia Bulletin
Pittsburgh Press
Portland, Ore. Journal
Rochester Democrat & Chronicle
St. Louis Globe Democrat
San Francisco Chronicle
Spokane Spokesman Review
Washington Star

Another Broadside Showing 4-Color Kem-Tone Ad and Kem-Tone Schedule Will Be Sent You Very Soon!

KEM-GLO

MIRACLE LUSTRE FINISH

LOOKS AND WASHES LIKE BAKED ENAMEL



For Kitchens, Bathrooms and All Woodwork!

RICH, LUSTROUS, EASY-TO-KEEP-CLEAN FINISH

KEM-GLO looks for all the world like baked enamel! So smooth! So lustrous! Such satiny gloss! WASHES LIKE BAKED ENAMEL! KEM-GLO'S porcelain-smooth surface cleans like magic. SO EASY TO USE! KEM-GLO goes on like a breeze with brush or supercushion Roller-Koater. One coat covers most surfaces! No primer, no undercoater needed. BEAUTIFUL! 10 lovely colors plus KEM-GLO WHITE that really stays white!

THE FIRST ENAMEL..

that
requires no primer
.. no undercoater!

only
\$2.39
QUART

1. Ready, easy to apply!
2. Dries in 3 to 4 hours!
3. Washable! Scrubable!

**PUNISHING TESTS
PROVE KEM-GLO
CAN TAKE IT**



Locks out grease



Withstands scuffs



Resists boiling water



Dirt washes off



Resists stains



NOW! lovely NEW
Decorator Styled Colors
for Living Room, Dining Room, Bedroom Walls

Kem-Tone
MIRACLE WALL FINISH



ONLY \$3.69
GALLON
Does An Average Room

Kem-Tone Roller-Koater 98¢ each
Kem-Tone 4" Brush \$2.39 each
Kem-Tone Trims 20¢ up

Sold at leading paint, hardware and department stores. There's a friendly Kem-Glo, Kem-Tone Dealer near you.

REGISTERED BY: Acme White Lead & Color Works, Newark, N.J.; Karsweg & Co., Pittsburgh; The Lane Brothers Co., Dayton; John Lucas & Co., Inc., Philadelphia; The Marble-Deane Co., Chicago; Rogers Paint Products, Inc., Detroit; The Sherrill-Williams Co., Cleveland.



MARVELOUS! MIRACULOUS!
THIS NEW LUSTRE WALL FINISH
LOOKS AND WASHES
LIKE BAKED ENAMEL!

By the makers of Kem-Tone!

For kitchens, bathrooms, all woodwork!

A one-coat miracle!

No primer, no undercoater needed!

Resists heat! Repels dirt and grease!

Anti-scuff and stain!

9 lovely colors and Stay white!



ONLY \$2³⁹ A QUART!

IT APPLIES EASILY!

DRIES IN 3 TO 4 HOURS!

IS SCRUBBABLE!

\$7.98
A GALLON



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 101



**LOOKS AND
WASHES LIKE
BAKED ENAMEL!**

DEALER'S NAME

NO.

ADDRESS

PHONE NO.

MAT NO. KG 114

MAT NO. KG 118

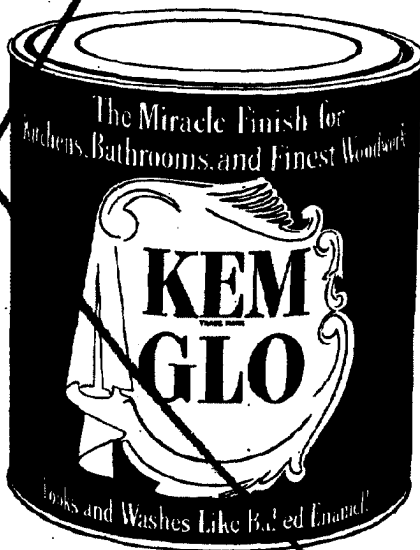
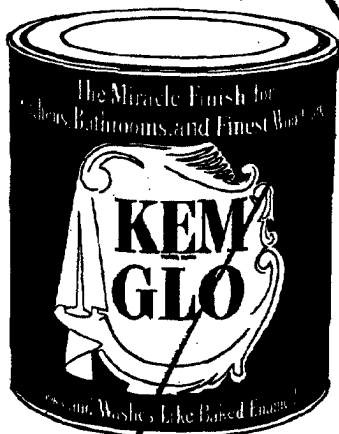
O. KG 126



NO. KG 116



MAT NO. KG 117



KEM-GLO

cle Lustre Finish

AT NO. KG 119

KEM-GLO

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 121

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 122

KEM-GLO

IT'S HERE!

THE MIRACLE LUSTRE

WALL, WOODWORK

FINISH THAT

LOOKS

AND

WASHES

LIKE BAKED ENAMEL!



ONLY
2 39
QUART
\$7.98 GALLON



FOR KITCHENS!

FOR BATHROOMS!

FOR ALL WOODWORK!

One look tells you, Kem-Glo will clean like your refrigerator. No dirt can penetrate its plastic-smooth surface! What's more, Kem-Glo lasts . . . can take plenty of punishment and then come! Kem-Glo is easy to use, too! Flows on like magic! One coat covers! No undercoater needed! Try Kem-Glo today!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 102

Lustre Finish

MAT NO. KG 120

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 123

CONVINCING KEM-GLO RADIO SPOTS TO BLANKET YOUR MARKET!

...Sensa-
...on sale at
...grand new
...kitchen and
...woodwork
...interior or
...sh you've
...looks and
...Glo forms
...that dirt
...in...that
...en ink...
...of a damp
...so—to see
...ne coat is
...ting...no
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...e colors?
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...with Kem-
...Kem-Glo
...nel! Get it
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and bath-
round the
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shes like
ADDRESS
Glo now!
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ain-proof.
cidy fruit
Kem-Glo
wipe of a
And how!

One coat of Kem-Glo is all you usually need...without undercoater or primer. It dries in 3 to 4 hours! Kem-Glo, made by the makers of miracle Kem-Tone, comes in nine lovely colors and Stay-White White. Try Kem-Glo...the finish that looks and washes like baked enamel. Get it today at (store name and address).

It's the talk of the town...Kem-Glo! Kem-Glo! Kem-Glo!...the new miracle lustre finish that looks and washes like baked enamel! Kem-Glo's gleaming, smooth, drum-tight surface is perfect for your kitchen and bathroom walls...for all woodwork in your house. And for interior or exterior furniture too! (NAME OF STORE) at (ADDRESS OF STORE) is featuring this wonderful new finish now! Kem-Glo takes heavy abuse...without chipping or cracking. It's an enemy to dirt. Neither grease nor grime...no, not even ink can penetrate its surface. Kem-Glo comes sparkling clean with a wipe of a damp soapy cloth. And it's so easy to apply. Flows on "plastic-smooth". One coat does it! No primer, no undercoater needed! It dries in 3 to 4 hours! Kem-Glo comes in nine lovely colors and brilliant Stay-White White. Get Kem-Glo today at (STORE NAME AND ADDRESS).

30 SECOND SPOTS

It's the paint triumph of the century! KEM-GLO! The new miracle lustre finish that actually looks and washes like baked enamel! Now on sale at (NAME AND ADDRESS OF STORE). Come down and see the lovely KEM-GLO colors! See how

easily you can give your kitchen and bathroom walls, woodwork and furniture in every room—a finish that's smooth as plastic, washable as chinaware, beautiful as polished ivory. Try KEM-GLO today. It's a painting joy the like of which you've never known before. Now on sale at (NAME AND ADDRESS OF STORE)!

Have you heard the news? KEM-GLO is here! Yes, now at (NAME AND ADDRESS OF STORE)...the new miracle lustre finish that actually looks and washes like baked enamel! KEM-GLO—made by the makers of marvelous Kem-Tone—is the plus-perfect finish for your kitchen and bathroom walls and all your woodwork. It's easy to use! Covers in one coat! Needs no undercoater! Dries in three to four hours! Washes as easily as plate glass! And those nine lovely KEM-GLO colors and Stay-White White match or harmonize with Kem-Tone. Let (NAME OF STORE) show you KEM-GLO today. The address—(ADDRESS OF STORE)!

15 SECOND SPOTS

It's brand new! It's terrific! KEM-GLO—the miracle lustre finish for kitchens, bathrooms and all woodwork! It actually looks and washes like baked enamel! Now on sale at (NAME AND ADDRESS OF STORE)!

Looks like magic! Works like magic! KEM-GLO—new miracle lustre finish for kitchens, bathrooms and all woodwork—actually looks and washes like baked enamel! Now selling at (NAME AND ADDRESS OF STORE)!

OBTAIN KEM-GLO AD MATS

re free of charge to you.
request to the advertising
of the companies listed at
our Kem-Glo jobber.

Acme White Lead & Color Works, 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

**LOOKS, WASHES
LIKE BAKED ENAMEL!**



DEALER'S NAME

Address

Phone No.

MAT NO. KG 103

We have

**KEM-
GLO**

Miracle Lustre Finish, Looks and
Washes Like Baked Enamel!

DEALER'S NAME

Address

Phone No.

MAT NO. KG 104

LOOKS WASHES

MAT NO. KG 104

LOOKS, WASHES
LIKE BAKED ENAMEL!

**KEM-
GLO**

**MIRACLE LUSTRE FINISH FOR KITCHENS,
BATHROOMS, WOODWORK!**

DEALER'S NAME

Address

Phone No.

MAT NO. KG 105

**IT'S
HERE! KEM-GLO**
MIRACLE LUSTRE FINISH
LOOKS AND WASHES LIKE BAKED ENAMEL
DEALER'S NAME

Address

Phone No.

MAT NO. KG 106

**LET US
SHOW
YOU KEM-GLO**
MIRACLE LUSTRE FINISH
LOOKS AND WASHES
LIKE BAKED ENAMEL

DEALER'S NAME

Address

Phone No.

MAT NO. KG 107

Washes Like Baked Enamel
'ONLY' 239 QUARTS
798 G.

DEALER'S NAME

SS

PHONE

MAT NO. KG 113

MAT NO. KG 125

MAT N



MAT N

MAT NO. KG 115



KEM

The Miracle

M/

KEM

The Miracle

MAT NO

USE THESE LIVELY, C

ONE MINUTE SPOTS

Don't go 'way! Here's great new
 tional new Kem-Glo is now o
 (store name and address). It's b
 ... the miracle lustre finish for ki
 bathroom walls ... for all the v
 throughout the house! And for i
 exterior furniture too! The fini
 been waiting for ... Kem-Glo
 washes like baked enamel! Kem-
 a gleaming, drum-tight surface
 won't cling to ... that doesn't sta

KEM

The Miracle

MAT NC

USE THESE LIVELY, C

ONE MINUTE SPOTS

Don't go 'way! Here's great new
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washes like baked enamel! Kem-
a gleaming, drum-tight surface
won't cling to ... that doesn't sta
resists hot liquids, fruit juices, ev
that comes clean with the wipe
soapy cloth! You'll be amazed to
how easily Kem-Glo applies. O
all you usually need! No undercoat
priming the old surface. And i
3 to 4 hours! What about th
They're magnificent ... nine lo
pastels that match or harmonize
Tone and brilliant Stay-White!
looks and washes like baked ena
today at (store name and address

Hold in! Listen! Here's a brand
sation for homeowners! Kem-
miracle lustre finish for kitchen
room walls, for woodwork all a
house. And for interior or exterior
too! It actually looks and wa
baked enamel! (NAME AND
OF STORE) is featuring Kem-
Like a fine plastic ... Kem-Glo ha
ing, drum-tight surface that d
penetrate. And it's practically st
Hot liquids, sticky beverages, a
juices wash right off Kem-Glo!
washes sparkling clean with the
damp soapy cloth! Easy to apply!

HOW TO C

Kem-Glo ad mats a
Simply address your
department of any
right or to y

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO from the famous laboratories that gave you Kem-Tone!

SCUFF IT! SOIL IT! SCRUB IT!



**FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK!
ONLY \$2.39 A QUART!**

Sensational new Kem-Glo! Looks and washes like baked enamel! For the first time, kitchen and bathroom walls, woodwork in every room can have a finish that's smooth as plastic, cleanable as china-ware, beautiful as polished ivory!

EASY TO APPLY!	SCRUBBABLE!
ONE COAT COVERS!	ONLY \$2.39 A QUART
NO PRIMER!	WON'T STAIN!
NO UNDERCOATER!	RESISTS GREASE!
DRIES—3-4 HOURS!	DIRT WASHES OFF!
WASHABLE!	RESISTS BOILING WATER!



GORGEOUS LIVING ROOMS, DINING ROOMS, BEDROOMS ONLY \$3.79 WITH *Kem-Tone!*

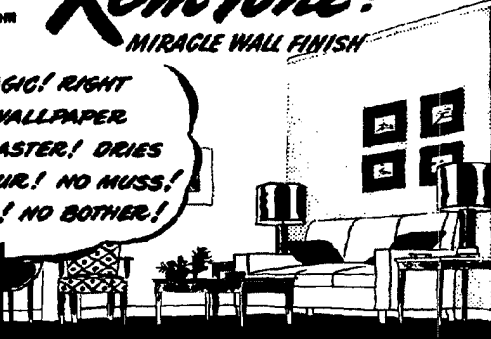
Average Room

Such glorious color! Such magic ease! And only \$3.79 a gallon! No wonder Kem-Tone is America's most popular flat wall paint!



IT'S MAGIC! RIGHT OVER WALLPAPER PAINT, PLASTER! DRIES IN ONE HOUR! NO MUSS! NO FUSS! NO BOTHER!

MADE WITH KEM THERMO TEMPERED OIL
REAL OIL FORTIFIED WITH SPECIAL RESINS for extra durability, lasting beauty.



APPLIES LIKE MAGIC! RIGHT OVER WALLPAPER! ONE COAT COVERS!
DRIES IN ONE HOUR! ONE GALLON DOES A ROOM! ONLY \$3.79 A GALLON!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 108

\$7.98 GALLON

A ONE COAT MIRACLE

FOR KITCHENS • BATHROOMS • ALL WOODWORK!

DEALER'S NAME

ADDRESS

PHONE NO.

ADDRE

MAT NO. KG 110



NEW! MIRACLE LUSTRE
FINISH

KEM-GLO
LOOKS AND WASHES
LIKE BAKED ENAMEL!

BY THE MAKERS OF
Kem-Tone!

FOR KITCHENS • FOR BATHROOMS
ALL WOODWORK!

Looks like baked enamel! Kem-Glo's so smooth, so lustrous, so satiny! Washes like baked enamel! Kem-Glo cleans with amazing ease. So easy to use! Kem-Glo flows on like a breeze! One coat covers! No undercoater needed! Try it today!

PUNISHING TESTS DON'T FAZE KEM-GLO!



REPELS GREASE!



RESISTS STAINS!



RESISTS BOILING WATER!



DIRT WASHES OFF!



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 111

WORLD'S LOVELIEST LUSTRE FINISH



**LOOKS^{AND}
WASHES**

LIKE BAKED ENAMEL!

A ONE COAT MIRACLE!

FOR KITCHENS · BATHROOMS · ALL WOODWORK!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 110

**HEY SPOTLIGHT YOUR STORE
KEM-GLO HEADQUARTERS!
WIN YOU A BIGGER SHARE OF
SENSATIONAL KEM-GLO PROFITS!**

WASHES LIKE BAKED ENAMEL!

NO from the famous laboratories that gave you Kem-Tone!
SCUFF IT! SOIL IT! SCRUB IT!

**Sensational new Kem-Glo!
Looks and washes like**

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

**The Miracle Lustre Finish
for Kitchens, Bathrooms,
all Woodwork!**

- 1. EASY TO USE!**
- 2. ONE COAT COVERS!**
- 3. NO PRIMER! NO UNDERCOATER!**
- 4. DRIES IN 3 to 4 HOURS!**
- 5. WASHABLE! SCRUBBABLE!**
- 6. ONLY \$2³⁹ A QUART!**



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 109

KEM-GLO

New Miracle Lustre
Wall, Woodwork Finish!

LOOKS AND WASHES LIKE BAKED ENAMEL!



FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK!
ONLY \$2.39 A QUART!

From the makers of miracle Kem-Tone, this wonderful new lustre finish that looks and washes like baked enamel! Kem-Glo is easy to use. Covers in one coat. Requires no undercoater. Dries in 3 to 4 hours. Colors match or harmonize with Kem-Tone. Try Kem-Glo today!

ONLY **2.39**
QUART
\$7.98 GALLON



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 112



**NEW! MIRACLE LUSTRE
FINISH**

KEM-GLO
LOOKS AND WASHES
LIKE BAKED ENAMEL!

BY THE MAKERS OF
Kem-Tone!

**FOR KITCHENS • FOR BATHROOMS
ALL WOODWORK!**

Looks like baked enamel! Kem-Glo's so smooth, so lustrous, so satiny! Washes like baked enamel! Kem-Glo cleans with amazing ease. So easy to use! Kem-Glo flows on like a breeze! One coat covers! No undercoater needed! Try it today!

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REPELS GREASE!



RESISTS STAINS!



RESISTS BOILING WATER!



DIRT WASHES OFF!



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 111



**FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK
ONLY \$2.39 A QUART!**

baked enamel! For the first time, kitchen and bathroom walls, woodwork in every room can have a finish that's smooth as plastic, cleanable as china-ware, beautiful as polished ivory!

**EASY TO APPLY!
ONE COAT COVERS!
NO PRIMER!
NO UNDERCOATER!
DRIES—3-4 HOURS!
WASHABLE!**

**SCRUBBABLE!
ONLY \$2.39 A QUART
WON'T STAIN!
RESISTS GREASE!
DIRT WASHES OFF!
RESISTS BOILING
WATER!**



**GORGEOUS LIVING ROOMS, DINING ROOMS,
BEDROOMS ONLY \$3.79 WITH KEM-TONE!**
Average Room

Such glorious color! Such magic ease! And only \$3.79 a gallon! No wonder Kem-Tone is America's most popular flat wall paint!



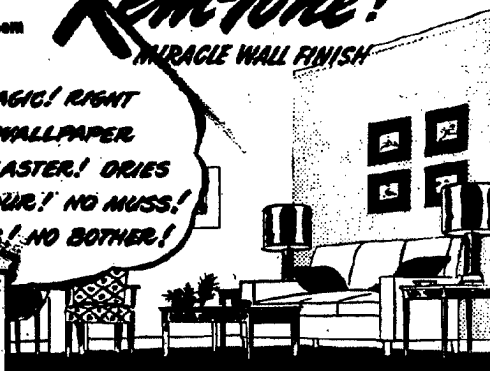
**IT'S MAGIC! RIGHT
OVER WALLPAPER
PAINT, PLASTER! DRIES
IN ONE HOUR! NO MUSS!
NO FUSS! NO BOTHER!**

**MADE WITH
KEM
THERMO TEMPERED
OIL**

**REAL OIL FORTI-
FIED WITH SPECIAL
RESINS for extra
durability, lasting
beauty.**

**APPLIES LIKE MAGIC!
RIGHT OVER WALLPAPER!
ONE COAT COVERS!**

**DRIES IN ONE HOUR!
ONE GALLON DOES A ROOM!
ONLY \$3.79 A GALLON!**



DEALER'S NAME

ADDRESS

PHONE NO.

MADE IN U.S.A.

KEM-GLO

New Miracle Lustre
Wall, Woodwork Finish!

LOOKS^{AND} WASHES LIKE BAKED ENAMEL!



From the makers of miracle Kem-Tone, this wonderful new lustre finish that looks and washes like baked enamel! Kem-Glo is easy to use. Covers in one coat. Requires no undercoater. Dries in 3 to 4 hours. Colors match or harmonize with Kem-Tone. Try Kem-Glo today!

ONLY \$2³⁹
QUART
\$7.98 GALLON



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 112

MAT NO. KG 109

LOOKS^{AND} WASHES LIKE BAKED ENAMEL!

KEM-GLO

**The Miracle Lustre Finish
for Kitchens, Bathrooms,
all Woodwork!**

- 1. EASY TO USE!**
- 2. ONE COAT COVERS!**
- 3. NO PRIMER! NO UNDERCOATER!**
- 4. DRIES IN 3 to 4 HOURS!**
- 5. WASHABLE! SCRUBBABLE!**
- 6. ONLY \$2.39 A QUART!**



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 109

**"NEW
MIRACLE LUSTRE FINISH!"**



ADDRESS

DEALER'S NAME

PHONE NO.

MAT NO. KG 113

~~LOAD MATS!~~

THE
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**LOOKS, WASHES
LIKE BAKED ENAMEL!**

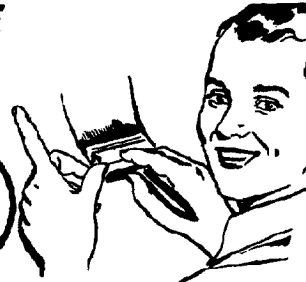


**LOOKS^{AND} WA
KEM-GI**

**NEW MIRACLE LUSTRE
WALL, WOODWORK
FINISH!**



ONLY
\$2.39
QUART
\$7.98 GAL.



**LOOKS AND
WASHES LIKE
BAKED ENAMEL!**

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 114

***FREE* KEM-G!**



MARVELOUS! MIRACULOUS

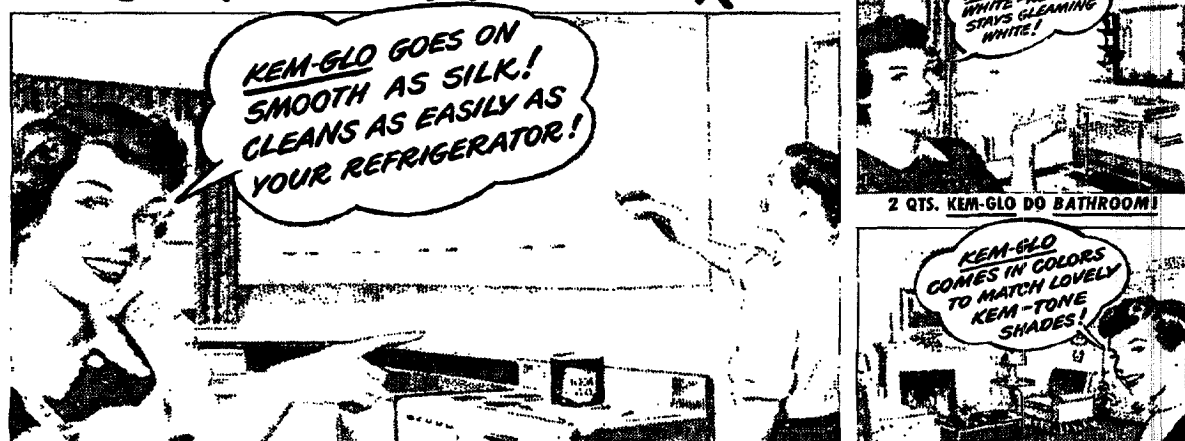
THE NEW LUSTRE WALL FINI

LOOKS *AND* WASHE!

LIKE RAKED ENAMEL!

KEM-GLO LOOKS AND WASHES LIKE BAKED ENAMEL!

Amazing NEW paint discovery by the makers of *Kem-Tone*



ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN—WALLS, WOODWORK, CUPBOARDS!



2 QTS. KEM-GLO DO BATHROOM!



1 QT. KEM-GLO DOES WOODWORK!

Rich, lustrous... easy-to-keep-clean finish for Kitchens, Bathrooms and Finest Woodwork!

PAINT TRIUMPH OF THE CENTURY—that's KEM-GLO! It looks for all the world like baked enamel! So smooth! So lustrous! Such satiny gloss!

WASHES LIKE BAKED ENAMEL! Dirt comes off KEM-GLO'S porcelain-smooth surface like magic!

SO EASY TO USE! KEM-GLO flows on like a breeze! One coat does it over most surfaces! No primer, no undercoater needed!

BEAUTIFUL! KEM-GLO colors are decorator colors! They give walls and woodwork a new, new look that lasts and lasts! And KEM-GLO Stay White—really stays white! Will not turn yellow!

1. READY AND EASY TO APPLY!

2. ONE COAT COVERS!

3. NO PRIMER!

4. NO UNDERCOATER!

5. DRIES—3 TO 4 HOURS!

6. WASHABLE! SCRUBBABLE!

PUNISHING TESTS PROVE KEM-GLO CAN TAKE IT!



LOOKS OUT GREASE!



WITHSTANDS SCUFFS!



RESISTS BOILING WATER!



DIRT WIPES OFF!



NOW! LOVELY NEW DECORATOR-STYLED COLORS FOR LIVING ROOMS, DINING ROOMS, BEDROOMS

Kem-Tone MIRACLE WALL FINISH



ONLY \$3.79 per gal. Does Average Room

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-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland
Kem-Tone TRIMS 20¢ up.
Kem-Tone ROLLER-PAINTER 80¢ up.
Kem-Tone 4" BRUSH \$2.39 ea.

INSIST ON GENUINE KEM-TONE AND GENUINE KEM-GLO! SOLD AT LEADING PAINT, HARDWARE AND DEPARTMENT STORES! THERE IS A DEALER NEAR YOU!

MAT NO. 6

N24237.02

0007-SWP-000109741

LOOKS^{AND} WASHES LIKE BAKED ENAMEL!

KEM-GLO

from the famous laboratories that gave you Kem-Tone!

SCUFF IT! SOIL IT! SCRUB IT!



**NEW MIRACLE LUSTRE
FINISH FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK!**

**EASY TO APPLY!
ONE COAT COVERS!
NO PRIMER!
NO UNDERCOATER!
9 GORGEOUS COLORS AND STAY WHITE WHITE!**

New sensation! A one-coat miracle! KEM-GLO! No primer, no undercoater needed! Easy to use... Kem-Glo smooths on in a breeze!

Lovely and colorful... Kem-Glo has deep rich baked enamel lustre!

Scrubable... but Kem-Glo cleans as easily as your refrigerator! Try Kem-Glo!



Kem-Tone

MIRACLE WALL FINISH

gives you gorgeous living rooms, dining rooms, bedrooms **FOR ONLY \$3.79** Average Room

They're out of this world! New Kem-Tone VOGUE DEEP COLORS! The latest, smartest colors in deep tones! See them at your dealer's.



**IT'S MAGIC! RIGHT
OVER WALLPAPER
PAINT, PLASTER! DRIES
IN ONE HOUR! NO MUSS!
NO FUSS! NO BOTHER!**



ONLY \$3.79 PER GAL.

MADE WITH KEM OIL
REAL OIL FORTIFIED WITH SPECIAL RESINS
— for extra durability... lasting beauty!

APPLIES LIKE MAGIC! RIGHT OVER WALLPAPER! ONE COAT COVERS! DRIES IN ONE HOUR! ONE GALLON DOES ROOM!

Insist on genuine KEM-GLO and KEM-TONE! Sold at leading paint, hardware & department stores! There's a dealer near you!

ACME WHITE LEAD & COLOR WORKS, 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

MAT NO. 5

N24237.03

0007-SWP-000109748

A NEW MIRACLE WALL AND WOODWORK FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!



1 Gal. does average kitchen!

2 Qts. do average bathroom!

1 to 2 Qts. do woodwork!

Sensational NEW research development from the *Kem-Tone* laboratories!

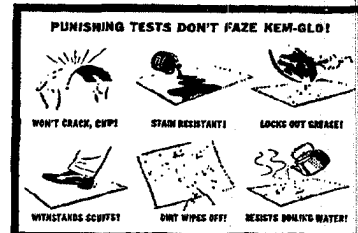
KEM-GLO

MIRACLE LUSTRE FINISH FOR BATHROOM, KITCHEN WALLS AND ALL WOODWORK!

For the first time—you can give your kitchen and bathroom walls, woodwork and furniture in every room, a finish that's smooth as plastic! Washable as chinaware! Beautiful as polished ivory!

What's more, you'll be astonished with Kem-Glo's ease of use. It really glides

over walls, woodwork! Only one coat needed! Yes, one coat covers most surfaces! Try Kem-Glo! You'll be pleased with its ease, delighted with its beauty, thrilled with its amazing washability! You'll agree, there's never been anything quite like Kem-Glo!



SO EASY TO USE!

DRIES IN 3 to 4 HOURS!

ONE COAT COVERS!

WASHABLE! SCRUBBABLE!

NO UNDERCOAT NEEDED!

9 GORGEOUS COLORS! AND STAY WHITE WHITE!

• MANDALAY IVORY
• LAKELAND BLUE • SEACREST GREEN
• GEORGIAN CREAM • CAPRI BLUE
• JUNGLE GREEN • SWIFTY YELLOW
• BIRCHWOOD GREEN • ROSE CORAL
and LUSTROUS STAY WHITE that really stays white!



NEW! KEM-TONE VOGUE DEEP COLORS FOR LIVING ROOMS, DINING ROOMS, BEDROOMS!



\$3.79 PER GAL. (PRE-AVERAGE ROOM)

ONE GALLON DOES A ROOM BEAUTIFULLY!

ONE COAT COVERS! RIGHT OVER WALLPAPER! DRIES 1 IN HOUR!

Kem-Tone
MIRACLE WALL FINISH

INSIST ON GENUINE KEM-TONE AND GENUINE KEM-GLO! SOLD AT LEADING PAINT, HARDWARE & DEPARTMENT STORES! THERE IS A DEALER NEAR YOU!

Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The Lane Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Seacor Co., Chicago • Rogers Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland

MAT NO. 2

N24237.04

0007-SWP-000109775

KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL!

Amazing NEW paint discovery by the makers of *Kem-Tone*!



Lustrous, easy to keep clean finish
for Kitchens, Bathrooms and
Finest Woodwork!

PAINT TRIUMPH OF THE CENTURY
—that's KEM-GLO, world's loveliest,
most washable lustre finish! It looks
for all the world like baked enamel! So
smooth! So lustrous! Such satiny gloss!

WASHES LIKE BAKED ENAMEL! Dirt
wipes off KEM-GLO'S porcelain-
smooth surface like magic. KEM-GLO
can be scrubbed without showing wear!

SO EASY TO USE! KEM-GLO flows
on in a breeze! You can use a big
brush, finish faster. One coat does it!
Yes, one quick coat over most surfaces.
No primer, no undercoater needed!

BEAUTIFUL! You'd never believe any-
thing could be so beautiful! KEM-GLO
colors are decorator colors! They give
walls and woodwork a new, new look
that lasts and lasts! And KEM-GLO
Stay White really stays white... will
not turn yellow!

EASY TO APPLY!

ONE COAT COVERS!

NO PRIMER!

NO UNDERCOATER!

DRIES—3 TO 4 HOURS!

WASHABLE!

SCRUBBABLE!

READY TO USE!

N24237.05

0007-SWP-000109784



ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN—WALLS, WOODWORK, CUPBOARDS!

EASY TO AFFLIX!
ONE COAT COVERS!
NO PRIMER!
NO UNDERCOATER!
DRIES—3 TO 4 HOURS!
WASHABLE!
SCRUBBABLE!
READY TO USE!

—JAMES KEM-GLO, world's newest, most washable luster finish! It looks for all the world like baked enamel! So smooth! So lustrous! Such satiny gloss! **WASHES LIKE BAKED ENAMEL!** Dirt wipes off KEM-GLO'S porcelain-smooth surface like magic. KEM-GLO can be scrubbed without slowing wear! **SO EASY TO USE!** KEM-GLO flows on in a breeze! You can use a big brush, finish faster. One coat does it! Yea, one quick coat over most surfaces. No primer, no undercoater needed! **BEAUTIFUL!** You'd never believe anything could be so beautiful! KEM-GLO colors are decorator colors! They give walls and woodwork a new look that lasts and lasts! And KEM-GLO Stay White really stays white... will not turn yellow!

Now! LOVELY
 DECORATOR-STYLED COLORS
 for living rooms, dining rooms, bedrooms

Kem-Tone
 MIRACLE WALL FINISH

ONLY \$3.79
 per gal.
 Does Average Room

2 QTS. KEM-GLO DO BATHROOM!

1 QT. KEM-GLO DOES WOODWORK!

Punishing tests don't faze Kem-Glo!

Leeks Out Grease! **Withstands Scuffs!** **Resists Boiling Water!** **Stains Wipe Off!**

ONLY \$2.39
 per quart

Insist on genuine Kem-Tone and Kem-Glo! Sold at leading paint, hardware and department stores! There's a dealer near you!

KEM-GLO AND KEM-TONE 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-SEARS CO., CHICAGO • ROGERS PAINT PRODUCTS, INC., DETROIT • THE SHERWIN-WILLIAMS CO., CLEVELAND

MAT NO. 1

LEADING CHICAGO DEPARTMENT STORE REPORTS: 45% KEM-TONE SALES INCREASE

thanks to DEMONSTRATORS

So Easy to Apply

HERE'S THE SENSATIONAL NEW 1949
KEM-TONE... KEM-GLO DEMONSTRATOR!
DRAMATIC! DIFFERENT! READY TO GO TO WORK FOR YOU!

Three dynamic units wrapped up in one sales-compelling package move Kem-Tone, Kem-Glo and related items in quick, frequent companion sales! The **KEM-TONE DE LUXE MERCHANDISER** is a knockout! Illuminated display dramatizes 64 featured colors. The **KEM-GLO MERCHANDISER** features generous size panels of Kem-Glo in colors that match or harmonize with Kem-Tone to promote companion sales. The **KEM-TONE DEMONSTRATOR** shows Kem-Tone covering wallpaper, the most effective sales-clinching device ever developed to move paint.

IT PAYS TO DEMONSTRATE KEM-TONE and KEM-GLO!

FOR FULL INFORMATION... PHONE! WIRE! WRITE!

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

Leading stores report 45% increase in sales on KEM-TONE paint. New Kem-Tone gives you these big PLUS PROPS. MAKERS—KEM-TONE VEGAS Deep Colors and KEM-GLO!

This ad appears in the February 24 issue of *Retailing Daily*, tells 24,717 department store executives and buyers of the new Kem-Tone, Kem-Glo demonstrator—merchandiser.

N24237.06

0007-SWP-000109802

FE
Can this group
be inserted
not rec. posted
in scrap
book

See me
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N24237.07
0007-SWP-000109808

HERE IT IS! The paint your customers
will be looking for, asking for, this Spring!

KEM-GLO LOOKS AND WASHES LIKE BAKED ENAMEL!

Amazing NEW paint discovery by the makers of *Kem-Tone*!



ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN - WALLS, WOODWORK, CUPBOARD

Now! LOVELY NEW
DECORATOR-STYLED COLORS
for every room - during

STOCK! DISPLAY!

Lustrous, easy to keep clean finish
for Kitchens, Bathrooms and
Finest Woodwork!

- EASY TO APPLY!**
PAINT THINLY IN THE CORNERS
with a brush or roller. No
need to stir the paint. It
will keep its luster for
years.
- ONE COAT COVERS!**
MAKES LIKE BAKED ENAMEL.
It's so easy to use, it's
like magic. No need to
stir the paint. It will
keep its luster for years.
- NO PRIMER!**
It's so easy to use, it's
like magic. No need to
stir the paint. It will
keep its luster for years.
- NO UNDERCOATER!**
It's so easy to use, it's
like magic. No need to
stir the paint. It will
keep its luster for years.
- DRIES - 3 TO 4 HOURS!**
It's so easy to use, it's
like magic. No need to
stir the paint. It will
keep its luster for years.
- WASHABLE!**
It's so easy to use, it's
like magic. No need to
stir the paint. It will
keep its luster for years.



NO UNDERCOATER!
DRIES-3 TO 4 HOURS!
NO PAINTING!

KEM-GLO
The Miracle Finish for
Kitchens, Bathrooms and Finest Woodwork

Washes Like Baked Enamel!

**Now! LOVELY NEW
DECORATOR-STYLED COLORS**
for Every Room. Many Colors to Choose From.

**STOCK! DISPLAY!
DEMONSTRATE KEM-GLO!**

ONE GALLON OF KEM-GLO DOES THE AVERAGE KITCHEN—WALLS, WOODWORK, CUPBOARD

KEM-GLO
The modern
miracle wall finish

KEM-TONE
The modern
miracle wall finish

KEM OIL
The modern
miracle wall finish

Another "NEW" from the makers of Kem-Tone!

VOGUE DEEP COLORS
to please the most advanced taste
for ultra smart decoration!

The latest, smartest colors in deep tones. Kem-Tone Vogue Deep Colors! Can be used "as is," intermixed with each other, intermixed with regular Kem-Tone shades, reduced with Kem-Tone Yorktown White, to satisfy your customers' every color need!

We've got something to show you in Booths 301, 303, 305

KEM-GLO AND KEM-TONE DISTRIBUTED BY: Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The Lewis Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia • The Martin-Senior Co., Chicago • Rogers Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland

This advertisement—appearing January 13, 1949—keynotes a smash selling campaign in *Retailing Daily*. Circulation—24,717 department store buyers.

DOING A TERRIFIC over 500,000,000

PRE-SELLING KEM-GLO THIS SPRING!



IT'S NATIONAL ADVERTISING WORKING FOR YOU ON THE
"LOCAL LEVEL" THROUGH NEWSPAPERS AND SUNDAY
SUPPLEMENTS! KEM-GLO ADVERTISING WILL APPEAR IN
YOUR OWN COMMUNITY . . . TELLING AND
SELLING YOUR CUSTOMERS ON THIS NEW
MIRACLE WALL AND WOODWORK FINISH!

IN
FULL COLOR AND
BLACK & WHITE!



**TIE IN! TIE IN WITH THE GREATEST, HARDEST-HITTING
ADVERTISING CAMPAIGN IN PAINT HISTORY!**

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

Blanketing the Hardware field and reaching tens of thousands
April issues of American Paint and Oil Dealers; Building Supply

N24237.09

0007-SWP-000109831

SELLING JOB FOR YOU! hard-hitting ads!

PRE-SELLING *Kem-Tone* THIS SPRING!

IT'S "LOCAL-NATIONAL" ADVERTISING . . . RUNNING IN YOUR OWN DAILY
NEWSPAPERS AND SUNDAY SUPPLEMENTS . . .
REACHING PEOPLE IN YOUR OWN NEIGHBORHOOD
BRINGING THEM TO YOUR STORE FOR KEM-TONE
AND VOGUE DEEP COLORS!

The advertisement features a man in a suit and tie, smiling and holding a newspaper in his left hand and two cans of Kem-Tone paint in his right. The newspaper, titled 'KEM-TONE made with oil... mixes with water! Gives your rooms the MILLION DOLLAR LOOK!', shows a black and white photo of a room and text about the product. One can of paint is labeled 'The modern miracle wall finish KEM-TONE AVALON BLUE' and the other 'The modern miracle wall finish KEM-TONE VOGUE DEEP COLORS'. A small sign on the can says 'IN FULL COLOR AND BLACK & WHITE' and '1 HOUR - IT'S COVERED'.

**DISPLAY! DISPLAY KEM-GLO AND KEM-TONE! MAKE MORE
MONEY ON THE BIGGEST PROFIT BUILDERS IN THE PAINT FIELD!**

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

of Kem-Tone dealers, this smashing spread appears in the
Hardware Retailer; and the April 7 issue of Hardware Age.