

check these KEM facts

THE NEXT TIME YOU FIGURE:

1



A MIRACULOUS FLAT WALL PAINTING JOB

- ✓ KEM-TONE is made from oil... mixes with WATER... for your convenience and economy.
- ✓ KEM-TONE surfaces are extra durable and lasting... beauty in high-fashion, set-matte finishes.
- ✓ KEM-TONE and KEM-TONE Vogue Deep Colors give your customers any shade they could ask for.
- ✓ KEM-TONE with brush or Super Cushion Roller-Koater application, speeds quality jobs to completion.
- ✓ KEM-TONE goes on easy as a breeze. Your men just "foaf" 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 new wood or bare plaster does not need a separate enamel undercoater or wall primer. Just use two coats of KEM-GLO and get a smoother, longer finish.
- ✓ KEM-GLO goes on fast and easily... dries to a hard finish in 2 to 4 hours.
- ✓ KEM-GLO can take it... stains, grease, dirt, finger marks... wash right off its plastic, smooth surface.
- ✓ KEM-GLO durability pleases customers... brings them back to you again and again.

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 Lewis Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Mullin-Senour 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

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2 SENSATIONAL



that "advertise" customers ri

The Miracle Lustre Finish that Looks
and Washes like Baked Enamel . . .

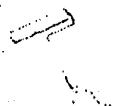
big national publications are telling millions
and millions of people, again and again, about
world-famous KEM-GLO.

NO OTHER TWO PAINT PRODUCTS BACK

QUALITY PRODUCTS—These famous KEM Finishes are so well established in your customers' minds that you don't have to do preliminary selling.



NEW APPLICATION METHODS—The super cushion Roller-Koater method of applying Kem-Tone and Kem-Glo to walls is a sensation in the paint industry. Roller-Koaters sell on sight and give you a new profit.



NATIONAL ADVERTISING—Hundreds of millions of ads in 1949 alone keep these famous KEM products constantly before the public eye . . . selling new customers and reminding old ones to buy in your store.



DISPLAYS—Big, colorful, eye-catching displays for your store. They remind customers that you are a paint and color center selling the world's two most famous names in paint.



WHEREVER YOU ARE . . . it's KEM-GLO

Check your Paint Department NOW! TIE INTO THESE

Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • Lowe Bros. Co., Dayton • John Lucas & Co.,

0007-SWP-039527

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PAINT PRODUCTS!

right into YOUR store!

The Miracle Wall Finish that's MADE
WITH OIL . . . mixes with water . . .

big national publications are telling millions
and millions of people, again and again, about
sensational KEM-TONE.



UP DEALERS WITH SALES HELPS LIKE THESE:

WINDOW MATERIAL—Fresh, new window banners and posters made available to you at the start of each painting season. Imposing reminders that your store is Kem-Tone and Kem-Glo headquarters.



COLOR CARDS—New and better ways to show all paint colors. They tell the famous KEM-GLO story convincingly. They show the regular KEM-TONE shades and the new Vogue Deep Colors that have been so amazingly accepted.



WINDOW DISPLAYS—Suggestions and materials for putting them into effect. They help tie your store into the big, profitable KEM-TONE, KEM-GLO "push".



CO-OPERATIVE ADVERTISING—A dealer plan on KEM-TONE and KEM-GLO that is one of the most liberal in the paint industry. It helps you use your own advertising messages when, where and how you want to.



and KEM-TONE . . . sales successes!

SENSATIONAL SELLERS AND YOU'LL ENJOY BIGGER PAINT PROFITS

Philadelphia • The Martin-Senour Co., Chicago • Rogers Paint Products Co., Detroit • The Sherwin-Williams Co., Cleveland

0007-SWP-039528

This advertisement appears in Hardware Age, October 20; American Paint & Oil Dealer, Building Supply News, Hardware Age and Hardware Retailer, October, 1949

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2 SENSATIONAL

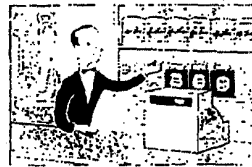
KEM-GLO

The miracle lustre finish that LOOKS
AND WASHES LIKE BAKED ENAMEL!

- 1 KEM-GLO is the paint triumph of the century... an immediate and unqualified success from the moment it was introduced.
- 2 KEM-GLO is nationally advertised and merchandised like no other paint product before.
- 3 KEM-GLO is bought by millions of customers wherever dealers tie their displays and demonstrations into the big national PUSH.
- 4 KEM-GLO gets unqualified praise from countless customers who are coming back again and again for more and more of this famous paint product.



**HERE'S HOW DEALERS
GET SENSATIONAL PROFITS
with KEM-GLO
and KEM-TONE...**



MINIMUM STOCK REQUIREMENTS

You start small, but sales are big and turnover is rapid. No dead inventory.

WHEREVER YOU ARE...it's KEM-GLO

Check your Paint Department NOW! TIE INTO THESE

Acme White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • Lowe Brothers Co., Dayton • John Lucas & Co.,

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PROFIT MAKERS!



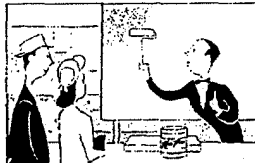
Kem-Tone
The miracle wall finish that's MADE
WITH OIL ... mixes with water!

- 1 KEM-TONE is a high-quality, made-with-oil, mixes-with-water wall finish. KEM-TONE for 8 years has been the leading national paint seller.
- 2 KEM-TONE acceptance is built on a quality product plus tremendous advertising.
- 3 KEM-TONE is a "natural" for dealer tie-in. Displays and demonstrations build bigger and bigger profits with the least amount of effort.
- 4 KEM-TONE has greater consumer preference than any other paint product. Ease of application, color ranges and results obtained "bring 'em back" automatically.



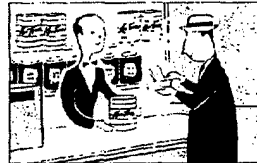
TIMELY STORE IDENTIFICATION

Dealers tie into national advertising and publicity through displays and window banners.



KEM-GLO, KEM-TONE DEMONSTRATIONS

Case histories prove those dealers using simple "show-how" demonstrations as leading the field in sales. Show-and-sell pays off in big profits.



SALES COME ALMOST AUTOMATICALLY

Quality products ... nationally advertised ... good store identification, display and demonstration ... pay off in big profits ... it's that simple.

and KEM-TONE...sales successes!

SENSATIONAL SELLERS AND YOU'LL ENJOY BIGGER PAINT PROFITS

Philadelphia • The Martin-Senour Co., Chicago • Rogers Paint Products Co., Detroit • The Sherwin-Williams Co., Cleveland

0007-SWP-039530

This advertisement appears in Hardware Age, September 11; American Paint & Oil Dealer, Building Supply News, Hardware Age and Hardware Retailer, September, 1947.

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