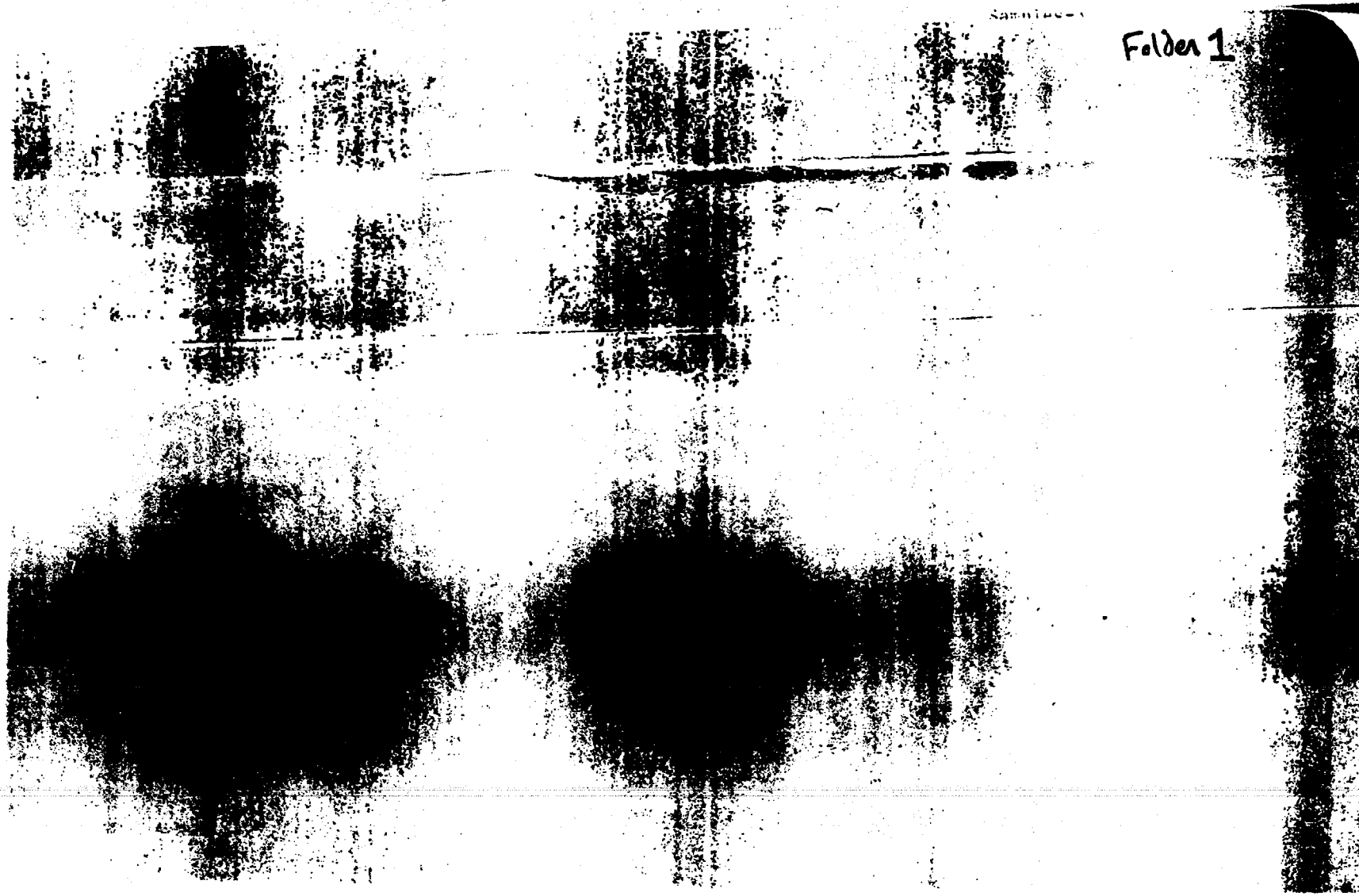
Samples-3

Folder 1



Home Decoration Features

EDITORS: These two column decorating features give your readers news of a new type of simplified painting procedure, along with hints on redecorating their homes. No names of manufacturers are used, you'll note, but in some the statements are attributed to a local paint dealer. Complete mats of the bottom row are available; illustration mats only are obtainable on the others.

HOUSEWIVES NOW CAN DECORATE OWN WALLS



• *It's as simple as that! New solid color walls in modern manner are brushed over old wallpaper, are dry in hour.*

New Plastic Finish Quickly Covers Old Wallpaper or Plaster

New walls while you wait—done in the most modern "decorators' colors" are now possible with the introduction here of a new type of plastic base finish that dries in an hour, requires no priming and covers all sorts of surfaces—including wallpaper—with smooth, soft, flat colors, according to news from the paint laboratories. The new finish is on sale here at *.

New scientific principles discovered by the plastic industry were employed in developing this new finish which mixes with ordinary tap water, has no objectionable paint odor and is completely washable with soap and water. The color range includes more than a dozen up-to-the-minute pastels and deep colors, designed for use in bedrooms, nurseries, dining rooms and living rooms.

Known as Kem-Tone, the plastic finish can be applied either by brush or a newly developed roller device called the Roller-Koater, which not only spreads the finish on the wall without lap marks or streaks, but also gives the surface a rich stippled effect. The device is also on sale at the local dealer.

Because no priming or other preparation is needed, and because it dries so rapidly, the new finish makes it possible to move back in a room immediately after the painters leave. It has no objectionable paint odor and does not leave any pungent turpentine fumes throughout the house. This same saving in time also greatly reduces the cost of redecorating, it is said.

In addition to covering old wallpaper, this new one coat finish also may be used with equal success over old or new plaster, brick, wall board, concrete and casein or oil painted surfaces.

ILLUSTRATION MAT No. 1000
(* insert name and address of dealer)

NEW FINISH COVERS VARIETY OF SURFACES



• *Practically every type of paintable interior surface can be color-bathed with this new finish.*

One-Coat, Hour-Dry Plastic Finish Shown Here

Modern, tastefully - decorated walls, just like you see in the movies, are now within the reach of every housewife as the result of the development of a new finish, as different from paint as nylon is from silk.

Among the amazing properties of this new magic-in-a-can is the fact that it can be applied directly over almost any interior wall surface. Even wallpaper is no obstacle since Kem-Tone can be put on right over the old paper without any previous stripping, and except in the case of an extremely violent design, a single coat of any one of its modern pastel colors will cover completely.

According to *, who announced the introduction of the new paint locally, it is an ideal finish for the housewife who wants to do her own painting. It comes in paste form and is reduced to brushing consistency by simply adding tap water; yet when it is thoroughly dry it forms a tough, plastic surface that may be washed with soap and water.

The new miracle finish, which is made from newly developed plastic resins and is thus completely lacking in offensive paint odor, is also amazingly easy to apply. Even an inexperienced painter doesn't have to worry about leaving brushmarks, and if the telephone rings while you are painting, you can go and answer it, come back fifteen minutes later and pick up where you left off, and when the job is done you won't even be able to tell where you left off, and when the job is done you won't be able to tell where you were interrupted. What's more, when the job is finished, it doesn't take long to clean up, since brushes, hands, clothes, etc. need only be washed with soap and water.

ILLUSTRATION MAT No. 1001
(* insert name and address of dealer)

NEW ROLLER REPLACES PAINT BRUSHES



• *Photo shows how "Roller-Koater" replaces paint brush in covering out walls with new plastic coating.*

Device Developed for New Water-Thinned Paint Gives Stippled Effect

A new device known as the "Roller-Koater" which enables painters and amateurs to roll themselves a new set of walls with a minimum of fuss and time has just been introduced locally at *. It was invented for use with a new plastic-base wall finish which is also on sale at the local paint store.

To roll yourself a new set of walls, it is said, one merely dips the Roller-Koater in a pan of the new finish, called Kem-Tone, and rolls it over the old wall surface. The paint is held by a deep pile fabric on the Roller and is instantly transferred to the wall without previous preparation—at the same time giving them a rich stippled effect formerly obtainable only by the use of painted canvas.

Shows No Laps: When used with the new wall finish, the Roller-Koater is said to eliminate streaks and lap marks—the bane of the amateur painter—and one may use either a horizontal or vertical rolling motion. When the job is done, the device may be cleaned merely by washing it under a cold water faucet.

The new plastic finish comes in paste form and is thinned with water—yet is completely washable once it has dried. And it dries in one hour. Usually it covers with a single coat, permitting a room to be decorated and lived in the same day.

One of the features of the new finish is that it can be used right on old wallpaper without the trouble and expense of first removing it. As long as the paper is not loose, you can spread the new colors directly over old paper without any priming.

ILLUSTRATION MAT No. 1002
(* insert name and address of dealer)

NEW PLASTIC FINISH COVERS OLD WALLPAPER



• *Painter brushes newly-developed colorful plastic finish over old wallpaper without scraping or other preparation.*

Dries in Hour, Has No "Paint Odor", is Thinned with Water

Employing a plastic base that makes it extremely durable and washable, a new flat wall finish with many unusual features has just been introduced here. Known as Kem-Tone, it covers practically any surface, including wallpaper, dries in an hour, covers usually with one coat, and has no turpentine odor.

The new finish, which is on sale at *, comes in paste form and is thinned with water—one gallon of paste making a gallon and half of paint. It can be spread on wall surfaces with either a brush or the new "Roller Koater", a device which not only applies the paint, but gives it a richly stippled effect. It dries to a perfectly flat finish without lap marks or streaks, yet it can be washed with soap and water to remove finger marks and smudges.

Paper Must Be Tight

In the painting of wall-papered surfaces, one must make sure that the wallpaper is not loose. No priming or other preparation of the surface is necessary, and it makes no difference whether the paper is light or dark, patterned or plain, red or blue or whether it is waterproof or not. The new finish covers perfectly and gives the room the smooth modern look favored today by leading decorators.

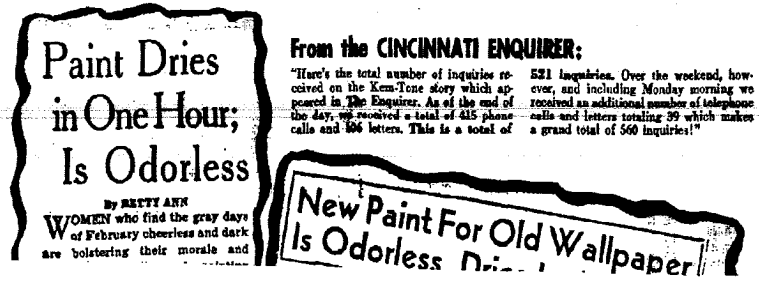
In addition to covering wallpaper, the new plastic finish can be used over new or old plaster or over previously painted walls without priming or other preparation. In many cases several rooms in a home have been completely redecorated with the new paint between luncheon and dinner time. It is said that a Kem-Toned bedroom may be slept in the same day it is painted for it has no pungent turpentine odor and gives off none of the conventional paint fumes.

ILLUSTRATION MAT No. 1003
(* insert name and address of dealer)

ONE-HOUR REDECORATING NOW POSSIBLE



HOW THESE FEATURES PULL IN OTHER CITIES



NEW FINISH CUTS DECORATING COSTS



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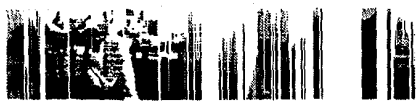

• *A couple of hours ago this room had dingy, faded wallpapered walls. A new, hour-dry plastic finish made the transformation possible, makers say.*

One Coat of New Finish Transforms Room in Single Afternoon

That a single coat can transform completely an old-fashioned room in less than a day is the claim made for a new plastic wall finish by *. The local dealer now has received shipment of the new wall finish, which employs new scientific principles discovered by the plastic industry.

In numerous tests, painters have walked into an old room, removed the furnishings, refinished walls and woodwork, replaced furnishings and moved on—all inside of a single afternoon, leaving a bright new room with soft colored walls in the most modern taste. Such soft, solid color walls are said to be preferred by leading decorators today.

The speed with which redecorating can be done with this new plastic finish, called Kem-Tone, is said to be partly due to the fact that it dries in an hour and partly because it may be applied without any preliminary preparation or priming. It can be used directly over old wallpaper or old or new plaster, wall board, brick or oil or casein painted surfaces.

Best of all, the new finish is said to leave no pungent turpentine or other objectionable paint odors, which means that a room can be lived in as soon as the furnishings are replaced. In the illustrations above, no new furnishings were employed and the entire difference is due to the smooth wall covers and the refinishing of dingy woodwork and fireplace. All but the boldest wallpaper patterns can be covered with a single coat of Kem-Tone providing the wallpaper is not loose or badly torn.

Features of the new finish are that it is completely washable, is thinned with water, shows no lap marks and dries to a non-reflecting flat finish. It comes in a wide range of smart new "decorator pastels" and deep tones which harmonize with the newest rugs and fabrics, as well as older furnishings.



By BETTY ANN

WOMEN who find the gray days of February cheerless and dark are bolstering their morale and brightening their homes by painting the dingy walls in fresh and delicate new shades.

Recent discoveries in the field of synthetic resins has given us a new water paint which may be applied so easily and satisfactorily that the job relaxes neck and shoulder muscles too long intent on the business of knitting.

In Grayed Shades

Available in a wide range of decorator shades which include ivory, buff, Yorktown white, peach, pebble gray, jonquil, Avalon blue, pebble gray, Midland green and cream as well as the deep tones of cactus green, burgundy, light delft blue and rose this new paint has many virtues. In addition to appearing in these shades, all of which are softly grayed and dull as blotters, there is no odor to this paint, which may be applied to any wall surface whether it is painted or unpainted plaster

New Paint For Old Wallpaper Is Odorless, Dries In An Hour

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quets. Put one coat on in the morning and the other in the afternoon and the room is finished and ready for quiet slumbers the same day.

To one gallon of this paint add a half-gallon of water to it, and apply it right over wallpaper without removing the paper. It goes on so easily that a wife, friend, can be hired and a whole room painted in an hour after your husband leaves for the office. Walls are now being painted in apartments, hotels and offices by this method. Wash the brush and you're ready for the next coat. No experience is necessary. Paperhanging about that now flowery job really going to pay.

From the MILWAUKEE JOURNAL:

"The returns are still trickling in on the story which we ran two weeks ago on Kem-Tone. The total number of inquiries to date are 649, which include both mail and phone responses.

"This story is the most successful from the standpoint of returns that our present editor has ever published. For several days following publication of the article it was necessary to use extra girls to handle the incoming calls asking where Kem-Tone could be purchased."



• *Redecorating a room with new plastic finish costs less than re-papering, local dealer reports. Here a housewife tries it over old paper.*

Covers Wallpaper with One Coat, is Thinned with Water, Makers Claim

A solution for wallpaper heebyjeebies, those wild dreams arising from staring too long at scarlet rosebuds or yellow Chinese pagodas, has just been developed by the paint scientists. It's a new paint that goes right over old wallpaper with no expensive and messy stripping, and in most cases a single coat is all that's needed to hide even the wildest design with a smooth restful pastel finish.

The new low cost wall-magic is of particular interest at this time, according to *, who introduced the new finish this week, because it offers an easy and inexpensive method of transforming dining-rooms and extra parlors into restful extra bedrooms, so important to the present housing shortage.

Known as Kem-Tone, this new finish has been made possible by recent developments in the field of synthetic resins—the same materials which have been responsible for the plastics industry. Although covering old wallpaper is Kem-Tone's most amazing feat, the new paint is also thinned with tap water, dries within an hour, and after a short curing period becomes so water resistant that it can be washed with soap and water.

Kem-Tone's quick drying and complete lack of offensive paint odor make it possible to apply it to the walls in the morning and sleep in the room that same night without the least fear of the headaches usually associated with fresh paint. What's more, the same paint used over the wallpaper may be used on ceilings, chimneys and fireplaces, since Kem-Tone may be applied directly over practically any interior wall surface except Kalsomine.

ILLUSTRATION MAT No. 1004
(* Insert name and address of dealer)

ILLUSTRATION MAT No. 1005
(* Insert name and address of dealer)

THE DECORATOR'S CORNER

BY Betty Wood



Roll Your Own Walls: We rarely advise decorating fans to paint their own walls, because the job normally calls for all the skill of a master painter. But what with labor shortages and the need for emergency redecorating of unused rooms for war workers, it's sometimes necessary today.

If you decide to tackle it, by all means try the new Roller-Koater. This device was designed for use with the new Kem-Tone, a plastic base finish that uses water for a thinner, dries in an hour, and covers almost any surface—including wallpaper—usually with one coat.

Painting Wallpaper: Let's say you've got a bedroom to redecorate for a war-factory boarder. It has an old fashioned moonlight and roses pattern, badly faded. You mix a pan full of Kem-Tone, dip in the Roller-Koater, and roll it over the wallpaper. Not only does it cover perfectly with its smooth modern colors, but it automatically achieves that rich stippled look formerly obtained only in costly canvas-covered walls. That's because of the fabric surface of the roller.

No Lap-Marks: You don't have to worry about laps—the bane of the amateur painter—either. The walls can be partly done before lunch, and completed afterward. You have a choice of twelve smart colors—all up to the minute because the new paint was introduced so recently.

In addition to these twelve colors, any amateur can have a choice of no less than twenty-four other pastel tones by intermixing the regular colors. They are especially soft and subtle because the intermixing gives you colors like blue-green or peach-gray—colors that are not positive or blatant, but which make excellent backgrounds for bright colored furnishings. Some of the tones are also excellent for ceilings—usually painted white for they reflect either day light or artificial light and tone it to give a room a definite warmth or coolness as desired. For example, a pale peach in a cold north room will do much to make it seem warm and cozy.

One other feature: Kem-Tone has no turpentine odor, so your new guest can sleep in perfect comfort a few hours after you finish. No priming of plaster or wallpaper is required either. All in all, it's the answer to the amateur decorator's prayer.

COMPLETE MAT No. 1006

THE DECORATOR'S CORNER

BY Betty Wood



Painless Painting: I'm sure many more people would repaint their rooms if they didn't dread having the house torn up for a week or so with that pungent turpentine odor penetrating every inch of the house.

I'm just as sure many people would redecorate if they knew there was a paint that dried in an hour, had no "paint odor", and enabled painters to do several rooms between breakfast and dinner and have everything in place for a normal night's sleep.

There is such a paint, believe it or not. It's brand new, and was developed to take the fuss out of redecorating. Called Kem-Tone, it actually dries in an hour, and one coat is usually enough to cover any surface.

Part of its speediness is due to its rapid drying but part is due to its ability to go on any surface—including wallpaper — without priming. As long as a wall is fairly clean and not greasy, the painters can walk in and start their single coat job. Many jobs have been finished two hours after the painters arrived, and all furnishings can be back in time for dinner. And you can sleep in a Kem-Toned room the same night, without being bothered by turpentine fumes.

As for redecorating wall-papered rooms, you can put this new plastic-base finish right on the paper, provided it isn't loose. It covers those faded pink rosebuds and Japanese lanterns perfectly, and gives you a smooth modern wall surface without steaming or scraping or mess.

Of course, if your present walls are plastered or wall-board that's even better, and you can put this new plastic finish right over the plastered surface without waiting for primers or size to dry. The colors are good, too: there are thirteen standard pastels and deeper tones and twenty-four special tints can be obtained by mixing two standard colors together.

The same people have developed an ingenious new device for applying it. It's called the Roller-Koater and it takes the place of paint brushes, which by the way, are getting scarce these days because of the blockade of Chinese hog bristles. The Roller-Koater consists of a fabric coated roller on a handle and you merely dip it in the plastic finish and roll it on the walls helter-skelter. Not only does it give a rich stippled effect like painted canvas walls and eliminate all chance of brush marks and lap-lines, but it's a lot more fun than using a paint brush.

COMPLETE MAT No. 1007

THE DECORATOR'S CORNER

BY Betty Wood



Painting Wallpaper: Believe it or not, now you can get rid of that faded old wallpaper with a few swishes of a paint brush. No steaming or scraping or sizing is required and the room can be back in service the same day.

This decorating miracle is made possible by a new type of paint, a plastic-base finish that covers practically any surface and usually with one coat. It uses water instead of turpentine for a thinner, and doesn't have that pungent paint smell that oil-paints always have, and you can sleep in a room the night after it's finished.

Is Paper Tight? The only thing to be careful about is loose wallpaper. If the paper is loose you won't get perfect results, but the paper can be any design, any color, any age, any type. The new finish covers them all and its beautiful pastel colors make a room look larger, more modern and restful.

Known as Kem-Tone, the new finish is washable, dries in an hour, and doesn't show lap-marks. It comes in paste form, and you add a half gallon of water to each gallon of paint, thus reducing costs.

This new finish can be applied either with a wide paint brush or by a new device called a Roller-Koater. Consisting of a fabric covered roller on a handle, the new paint spreader literally rolls the finish on the wall with a richly stippled effect. When you're thru, you douse it in water to clean it, and you wipe off splashes from floor or woodwork with a damp cloth.

As for colors, the decorator has a wide choice of beautiful new pastels and deeper tones. Ivory, peach, light blue, light green, jonquil, pebble gray, Yorktown white are some of the pastels available, and no less than twenty-four "in between" pastels can be obtained by intermixing the different standard colors. These intermixes give you the same effect that decorators used to obtain by laborious tinting with concentrated colors, and they're so soft and subtle that you're less apt to have color clashes with your present furniture and draperies. For example, a grayed blue-green is very attractive because it changes tone under day and evening light and is an excellent background for either blue, green, gray or yellow furnishings. Most of these "in between" colors can be obtained by mixing equal parts of two standard colors.

COMPLETE MAT No. 1008

THE DECORATOR'S CORNER

BY Betty Wood



Choosing Room Colors: Decorating experts today agree that solid color walls are the most restful backgrounds for living, and the most satisfactory. Practically all New York City apartments have solid colored painted walls, against which bright bold patterns in furniture and draperies look best. Patterned furnishings against patterned walls are confusing and irritating.

The best way to get beautiful solid-colored walls is with paint, and one of the easiest paints to use is a new plastic-base finish just developed. Called Kem-Tone, the new paint is thinned with water, has no turpentine smell, dries in an hour, is washable, and covers almost any surface in one coat—even wallpaper.

Colors Are Right: Best of all, the colors are right up-to-the-minute, for the paint was introduced only a few months ago. Some old lines of paint still have colors that were popular in the 1920's or before, but the colors of this new finish are so modern you could pick them blindfolded and not go wrong. For example, there is Avalon Blue—a soft pale sky blue ideal for living rooms, dining rooms or bedrooms.

Midland green is another good color for living rooms and bedrooms because it's soft and restful, while peach and jonquil are good for almost any room in the house. Nine pastel colors are available, and no less than twenty-four other pastels may be obtained by "intermixing" the standard colors as they come from the can.

One thing the paint makers have learned in recent years is how to make their paint colors soft and subtle enough to serve as background for any type of furnishings. In the old days, paint colors were decidedly buff, yellow, blue or green and one had to be a master decorator in order to avoid color clashes. Also, these definite colors grew tiresome after a few months, whereas the new tones are so subtle that the average visitor can't remember whether it was a blue or green or gray wall he liked so much.

What Exposure? A good rule to follow in color selection is to paint North and East rooms in warmer tones (containing red, orange or yellow) and South and West rooms in cooler blues, greens or grays to compensate for the difference in light from various directions. Ceilings are best in light tones with walls medium and floors darkest.

COMPLETE MAT No. 1009

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