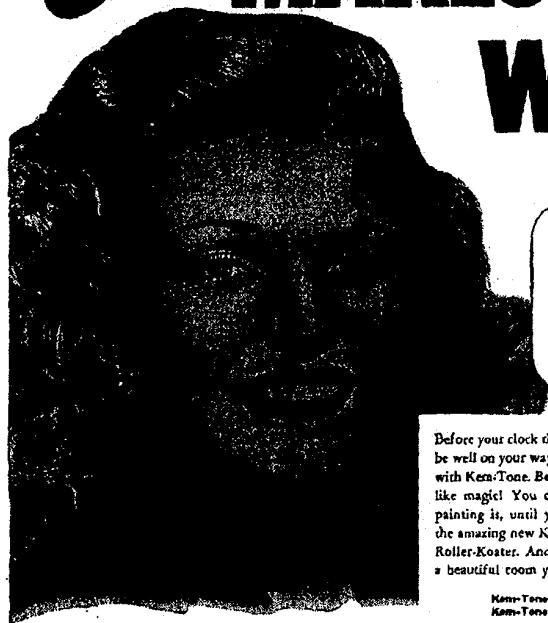


0007-SWP-039564

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# \$34<sup>9</sup> MAKES A ROOM LOVELY WITH *Kem-Tone!* MIRACLE WALL FINISH



It's so easy! So lovely! So economical to decorate with *Kem-Tone!*.. And those gorgeous new *Kem-Tone* colors are simply out of this world!

**RITA HAYWORTH** *starring* **THE LOVES OF CARMEN**  
A COLUMBIA TECHNICOLOR PICTURE • A BECKWORTH CORPORATION PRODUCTION

Before your clock ticks off two hours, you'll be well on your way to a lovely new room—with *Kem-Tone*. Because *Kem-Tone* applies like magic! You can't imagine how easy painting it, until you try *Kem-Tone* with the amazing new *Kem-Tone Super Cushion Roller-Koater*. And when you finish, what a beautiful room you'll have. Those *Kem-*

*Tone* colors are gorgeous. Lovely pastels, glamorous deeper tones, that harmonize with your present furnishings. Your room stays beautiful, too. *Kem-Tone* is durable... lastingly lovely. *Kem-Tone* is made with *KEM Thermo-Tempered OIL*. It's the easiest-to-use, most economical one-coat wall finish that money can buy!

*Kem-Tone* TRIMMER.....28¢ up  
*Kem-Tone* ROLLER-KOATER.....34¢ ea.

*Kem-Tone* 4" BRUSH.....32.39 ea.  
PLASTIC PATCH.....28¢ lb.

**NO MUSS! NO FUSS! NO BOTHER! WHEN YOU DECORATE THE QUICK EASY WAY WITH *KEM-TONE!***

## APPLIES LIKE MAGIC!



You can't imagine how easy painting is until you try *Kem-Tone* with the new *Kem-Tone Super Cushion Roller-Koater*.

## RIGHT OVER WALLPAPER!



Yes, right over wallpaper, paint, plaster, wallboard and most other interior surfaces. Marvellous *Kem-Tone* covers them all.

## ONE COAT COVERS!



That's all it takes! One coat of *Kem-Tone* and your room is done. No priming, no sizing. You finish in much less time.

## DRY IN ONE HOUR!



No waiting for overnight drying. *Kem-Tone* dries in just one hour. Enjoy a lovely new room 60 minutes after painting.

## ONE GALLON DOES AVERAGE ROOM!



A real bargain in beauty! *Kem-Tone* comes in concentrated paste form. One gallon makes 1½ gals. finish, ready to apply.



Agents: White Lead & Color Works, Boston  
W. M. Lawrence & Co., Philadelphia  
The Lums Brothers Co., Dayton  
The Lucas & Co., Inc., Philadelphia  
The Martin-Sumner Co., Chicago  
Angus Peter Products, Inc., Detroit  
The Sherwin-Williams Co., Cleveland

MADE WITH  
**KEM THERMO-TEMPERED OIL**

*Kem-Tone*, the miracle of modern paint chemistry, made with *KEM Thermo-Tempered OIL*—REINFORCED WITH SPECIAL RESINS—gives *Tone* its extra durability... lasting beauty.



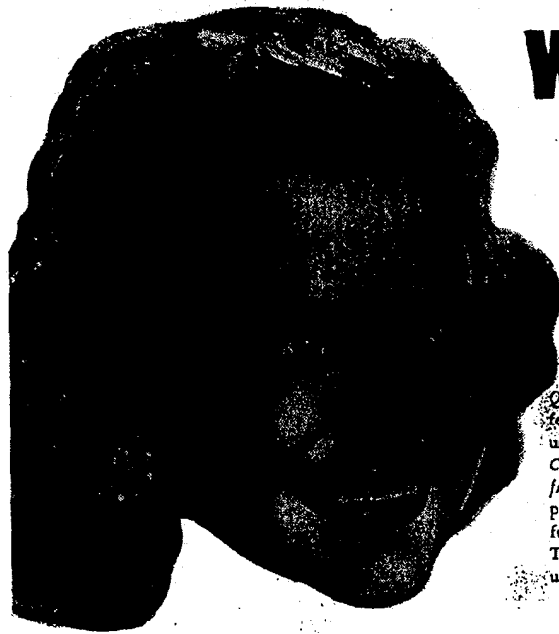
**\$34<sup>9</sup>**  
PER GALLON  
PAINT  
MAKES 1½ GALS. FINISH  
COVERS MOST SURFACES

THERE'S ONLY ONE GENUINE *KEM-TONE* OIL AND RESIN FINISH! ACCEPT NO SUBSTITUTE! SEE YOUR NEARBY *KEM-TONE* DEALER!

# BEAUTIFUL ROOMS FOR \$3 ONLY

## WITH *Kem-Tone!*

MIRACLE WALL FINISH



The easiest, loveliest, most economical wall finish money can buy—that's *Kem-Tone!*...And the *Kem-Tone* colors are as glamorous as Hollywood.

**SONJA HENIE** starring in **THE COUNTESS OF MONTE CRISTO**

PRESENTED BY UNIVERSAL INTERNATIONAL

*Quick?* Kem-Tone is so fast you'll decorate an entire room in a few hours. *Easy?* You'll never know how easy painting can be until you try Kem-Tone and the amazing new Kem-Tone Super Cushion Roller-Kem. It rolls Kem-Tone on like magic. *Beautiful?* Wait till you see those glorious Kem-Tone colors. Refreshing pastels, rich deeper tones, that harmonize with your present room furnishings. *Quality?* Kem-Tone is made with KEM Thermo-Tempered OIL. It's durable, lastingly lovely. It is the easiest-to-use, most economical one coat wall finish that money can buy!

Kem-Tone 1 GALLON...\$2.50 ea.  
Kem-Tone 1/2 GALLON...\$1.25 ea.

Kem-Tone ROLLER-KEM...\$1.50 ea.  
PLASTIC PATCH...\$1.50 ea.

**NO MUSS! NO FUSS! NO BOTHER! WHEN YOU DECORATE THE QUICK EASY WAY WITH KEM-TONE!**

**APPLIES LIKE MAGIC!**



You can't imagine how easy painting is with Kem-Tone! It's so easy you can paint your interior walls in less than an hour!

**RIGHT OVER WALLPAPER!**



Just peel off the old wallpaper and apply Kem-Tone! It's so easy you can paint your interior walls in less than an hour!

**ONE COAT COVERS!**



That's all it takes! One coat of Kem-Tone does the job of three coats of other paints. It's so easy you can paint your interior walls in less than an hour!

**DRY IN ONE HOUR!**



Just apply Kem-Tone and you're done! It's so easy you can paint your interior walls in less than an hour!

**ONE GALLON DOES AVERAGE ROOM!**



A real bargain in beauty! Kem-Tone makes it so easy you can paint your interior walls in less than an hour!



Agents: White Lead & Color Works, Detroit; W. W. Lawrence & Co., Pittsburgh; The Lane Brothers Co., Boston; John Lewis & Co., Inc., Philadelphia; The Harmon-Benson Co., Chicago; Rogers Paint Products, Inc., Detroit; The Shreve-Williams Co., Cleveland.

MADE WITH **KEM THERMO-TEMPERED OIL**

Kem-Tone, the miracle of modern paint, is made with KEM Thermo-Tempered OIL FORTIFIED WITH SPECIAL RESINS...to give it extra durability...testing bears out the claim.



THERE'S ONLY ONE GENUINE KEM-TONE OIL AND RESIN FINISH! ACCEPT NO SUBSTITUTES! SEE YOUR NEARBY KEM-TONE DEALER!

# LOVELY ROOMS <sup>ONLY</sup> \$3.49

WITH

## Kem-Tone!

MIRACLE WALL FINISH

You'll never believe any wall finish could be so beautiful...yet so easy to use and so economical as *Kem-Tone*! Those gorgeous *Kem-Tone* colors are the loveliest in the world! **MYRNA LOY** co-starring in the RKO Radio Picture  
**MR. BLANDING BUILDS HIS DREAM HOUSE**

A SELLERICK RELEASE

You'll be amazed how quickly *Kem-Tone* transforms a room. Start with dingy walls in the morning, move into a bright new room that very afternoon. It's unbelievably easy, too! You'll never know how easy painting can be until you apply *Kem-Tone* with the new *Kem-Tone Super Roller* Roller-Koater. The Miracle Wall Finish rolls on like magic. One coat covers wallpaper, paint, plaster, most other interior surfaces. And when

it comes to beauty... why, you'll fall in love with those glorious *Kem-Tone* colors. Lovely pinks, glamorous deeper tones, that harmonize perfectly with your present room furnishings. Remember, too, *Kem-Tone* is made with *KEM THERMO-TEMPERED OIL*. It's durable, lasting lovely. It's the easiest-to-use, most economical one-coat wall finish that money can buy. Try *Kem-Tone* today. You'll wonder why you haven't used it before.

AMAZING NEW KEM-TONE ROLLER-KOATER  
GUIDES KEM-TONE ON LIKE A BREEZE!



CHECK THESE KEM-TONE MIRACLES!

1. Applies like magic!
2. One coat covers most interior surfaces!
3. Right over wallpaper, paint, plaster!



MADE WITH  
**KEM THERMO-TEMPERED OIL**

KEM TONE is made with KEM THERMO-TEMPERED OIL, a product of the KEM THERMO-TEMPERED OIL CO., OILFIELD, WYOMING. KEM TONE is sold exclusively by the KEM TONE CO., OILFIELD, WYOMING.

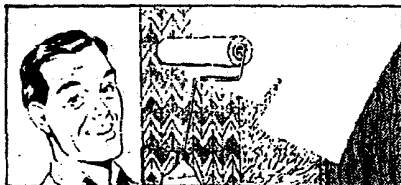


Kem-Tone colors are the loveliest  
in the world! **MYRNA LOY** co-starring in the  
RKO Radio Picture  
**MR. BLANDING BUILDS HIS DREAM HOUSE**  
A SELENICK RELEASE

You'll be amazed how quickly Kem-Tone transforms a room. Start with dingy walls in the morning, move into a bright new room that very afternoon. It's unbelievably easy, too! You'll never know how easy painting can be until you apply Kem-Tone with the new Kem-Tone Super Caution Roller-Koater. The Miracle Wall Finish rolls on like magic. One coat covers wallpaper, paint, plaster, most other interior surfaces. And when

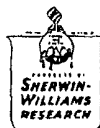
it comes to beauty... why, you'll fall in love with those glorious Kem-Tone colors. Lovely pastels, glamorous deeper tones, that harmonize perfectly with your present room furnishings. Remember, Kem-Tone is made with KEM THERMO-TEMPERED OIL. It's durable, lasting, lovely, easiest-to-use, most economical one-coat wall finish that money can buy. Try Kem-Tone today. You'll wonder why you haven't used it before.

**AMAZING NEW KEM-TONE ROLLER-KOATER  
GLIDES KEM-TONE ON LIKE A BREEZE!**



This brand new painting tool makes a Kem-Tone job unbelievably quick, easy. Its super-caution construction picks up and holds more Kem-Tone—rolls it over your walls and ceilings evenly, smoothly. This new

Kem-Tone applicator gives wings to your painting... helps you finish your Kem-Tone job in far less time. You'll say it's fun to paint with Kem-Tone and the Kem-Tone Super Caution Roller-Koater.



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

**CHECK THESE KEM-TONE MIRACLES!**

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! ☒

MADE WITH  
**KEM THERMO-TEMPERED OIL**

Kem-Tone, the miracle of modern paint chemistry, is made with KEM Thermo-Tempered OIL—REAL OIL, FORTIFIED WITH SPECIAL RESINS for extra durability, lasting beauty.



**\$3.99** PER GALLON  
Concentrated  
PAINTS FINISH  
USED IN WALL COVERING  
GIVEN FOR 3 YEARS 1939

**NO MUSS! NO FUSS! NO BOTHER! WHEN YOU DECORATE THE QUICK EASY WAY WITH KEM-TONE!**



There's Only One Genuine Kem-Tone Oil and Resin Finish! Accept No Substitute! See the Kem-Tone Dealer Near You!

Kem-Tone THIMS... 21 in. 22 in.  
Kem-Tone ROLLER-KOATER... 21 in. 22 in.  
Kem-Tone 4 EBUSS... 21 in. 22 in.  
PASTEL PATCH... 21 in. 22 in.

NEWELL-EMMETT COMPANY

40 EAST 34TH STREET

NEW YORK 16, N.Y.

Advertising

*Bob  
for your hosting  
from Jim*

August <sup>31</sup>~~28~~, 1948

Mr. James Parker  
Sherwin-Williams Co.  
101 Prospect Ave., N.W.  
Cleveland 1, Ohio

Dear Mr. Parker:

The following listed Sherwin-Williams Dealer  
mat plates (originals) have been shipped today, Air  
Express to:

Central Electrotpe Company  
1760 E. 22nd St.  
Cleveland, Ohio

I am enclosing three (3) proofs of each ad for  
your files.

Very truly yours,

*D. Ackerman*  
D. Ackerman  
MECHANICAL DEPARTMENT

DA:mc

1416

0007-SWP-039569

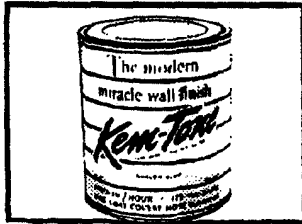
0007-SWP-000122955

**WE HAVE**



**DEALER'S NAME**  
ADDRESS PHONE NO.

Mat No. KT-654



**DEALER'S NAME**  
ADDRESS PHONE NO.

Mat No. KT-652



**DEALER'S NAME**  
ADDRESS PHONE NO.

Mat No. KT-651



**BUY IT HERE!**

**DEALER'S NAME**  
ADDRESS PHONE NO.

Mat No. KT-653



**DEALER'S NAME**  
ADDRESS PHONE NO.

Mat No. KT-650

0007-SWP-039570

0007-SWP-000122956



The modern  
miracle wall finish

**Kem-Tone**

MADE IN U.S.A.

AVARON BLUE

Guaranteed by  
Good Housekeeping

1 IN / HOUR - IT'S WASHABLE  
COAT COVERS MOST SURFACES

NO  
FINER  
DECORATION  
AT ANY  
PRICE!

**\$3.79** per gal.

Concentrated  
paste form.  
Makes 1 1/2  
gals. ready to  
apply ENOUGH  
FOR AVERAGE  
ROOM

**DEALER'S NAME**

**ADDRESS** **PHONE NO.**

Mat No. KT-655

0007-SWP-039571

0007-SWP-000122957

**\$3<sup>79</sup> MAKES A ROOM LOVELY**

WITH **Kem-Tone!**  
MIRACLE WALL FINISH



IT'S SO EASY,  
SO ECONOMICAL TO  
DECORATE WITH **Kem-Tone!** AND THOSE **Kem-Tone**  
COLORS ARE SIMPLY OUT OF THIS WORLD!

MADE WITH **KEM THERMO-TEMPERED OIL**

- ✓ Check these **Kem-Tone** Miracles!
- |                                           |   |                                  |   |
|-------------------------------------------|---|----------------------------------|---|
| 1. APPLIES LIKE MAGIC!                    | ✓ | 5. NO "PAINTY" ODDOR!            | ✓ |
| 2. RIGHT OVER WALL-PAPER, PAINT, PLASTER! | ✓ | 6. RICH, SUEDE-LIKE FINISH!      | ✓ |
| 3. ONE COAT COVERS MOST SURFACES!         | ✓ | 7. WASHABLE! DURABLE!            | ✓ |
| 4. DRIES IN ONE HOUR!                     | ✓ | 8. ONE GALLON DOES AVERAGE ROOM! | ✓ |

**\$3<sup>79</sup>**  
per gallon

Concentrated paste form. Makes 1½ gals. ready to apply. ENOUGH FOR AVERAGE ROOM



**DEALER'S NAME**

**ADDRESS**

**PHONE NO.**

Mat No. KT-656

0007-SWP-039572

0007-SWP-000122958

# LOVELY ROOMS ONLY \$3<sup>79</sup><sub>EACH</sub>

## WITH KEM-TONE

MADE WITH  
**KEM THERMO-TEMPERED OIL**

So easy! So quick! So economical! to decorate with *Kem-Tone!*



*They're grand!  
They're  
glorious!  
Kem-Tone  
colors.*

Refreshing pastels, glamorous deeper tones. Kem-Tone colors are styled by experts to harmonize with the furnishings you have.

You'll never know how easy painting is until you try Kem-Tone and the amazing new Kem-Tone *Super Cushion Roller-Koater*. It rolls Kem-Tone on like magic. You'll decorate an entire room in a few hours... do a beautiful job, too. Why, you'll fall in love with your rooms that are painted with Kem-Tone.



MADE WITH  
**KEM THERMO-TEMPERED OIL**

**RIGHT OVER  
WALLPAPER, PAINT,  
PLASTER!  
MARVELOUS KEM-TONE  
COVERS THEM ALL!**

Amazing new Kem-Tone Roller-Koater glides Kem-Tone on like a breeze!



This brand new painting tool makes a Kem-Tone job unbelievably quick, easy. It's Super Cushioned, absorbent. Picks up and holds a lot of Kem-Tone. Spreads it evenly.

### Check These Kem-Tone Miracles

- |                                          |                                     |
|------------------------------------------|-------------------------------------|
| 1. APPLIES LIKE MAGIC!                   | <input checked="" type="checkbox"/> |
| 2. RIGHT OVER WALLPAPER, PAINT, PLASTER! | <input checked="" type="checkbox"/> |
| 3. ONE COAT COVERS MOST SURFACES!        | <input checked="" type="checkbox"/> |
| 4. DRIES IN ONE HOUR!                    | <input checked="" type="checkbox"/> |
| 5. WASHABLE! DURABLE!                    | <input checked="" type="checkbox"/> |
| 6. NO "PAINTY" ODOR!                     | <input checked="" type="checkbox"/> |
| 7. RICH, SUEDE-LIKE FINISH!              | <input checked="" type="checkbox"/> |
| 8. ONE GALLON DOES AVERAGE ROOM!         | <input checked="" type="checkbox"/> |



**NO MUSS! NO FUSS! NO BOTHER! WHEN YOU DECORATE THE QUICK EASY WAY WITH KEM-TONE!**

**DEALER'S NAME**

**ADDRESS**

**PHONE NO.**

Mat No. KT-657

0007-SWP-039573

0007-SWP-000122959

# BEAUTIFUL ROOMS FOR \$3.79 ONLY EACH

## WITH *Kem-Tone!*

MIRACLE WALL FINISH



*They're grand! glorious! Kem-Tone colors.*

Cheerful pastels, glamorous deeper tones—styled by experts to give you color harmony with the furnishings you already have. Here is every shade you need for tasteful and distinctive decoration.

### SO EASY! SO ECONOMICAL! TO DECORATE WITH KEM-TONE!

*Easy?* You'll never know how easy till you try Kem-Tone and the new Kem-Tone Super Cushion Roller-Koater. *Quick?* You'll decorate a room in less than a day. *Beautiful?* Wait till you see those glorious colors. *Quality?* Kem-Tone is made with KEM Thermo-Tempered OIL. It's durable, lastingly lovely!

1. APPLIES LIKE MAGIC!
2. RIGHT OVER WALL-PAPER, PAINT, PLASTER!
3. ONE COAT COVERS MOST SURFACES!
4. DRIES IN ONE HOUR!
5. NO "PAINTY" ODOR!
6. WASHABLE! DURABLE!
7. ONE GALLON DOES AVERAGE ROOM!



**DEALER'S NAME**

**ADDRESS**

**PHONE NO.**

Mat No. KT-658

0007-SWP-039574

0007-SWP-000122960

# LOVELY ROOMS ONLY \$3<sup>79</sup><sub>EACH</sub>



**WITH Kem-Tone!**  
 NO MUSS!  
 NO FUSS!  
 NO BOTNER! WHEN YOU DECORATE THE  
 QUICK EASY WAY WITH KEM-TONE!

*They're grand! glorious!  
 Kem-Tone colors!*

Cheerful pastels, glamorous deeper tones—styled by experts to give you color harmony with the furnishings you already have. Here is every shade you need for tasteful and distinctive decoration.

KEM-TONE ROLLER-KOATER, 30¢ ea.  
 KEM-TONE 4" BRUSH . . . \$2.39 ea.  
 KEM-TONE TRIMS . . . . . 20¢ up



- MADE WITH  
**KEM THERMO-TEMPERED OIL**
- 1 APPLIES LIKE MAGIC!
  - 2 RIGHT OVER wallpaper, paint, plaster!
  - 3 ONE COAT COVERS!
  - 4 DRIES IN ONE HOUR!
- \$3<sup>79</sup>** Concentrated paste form. Makes 1½ gals. per gal. ready to apply. ENOUGH FOR AVERAGE ROOM

**DEALER'S NAME**

**ADDRESS**

**PHONE NO.**

Mat No. KT-659

0007-SWP-039575

0007-SWP-000122961