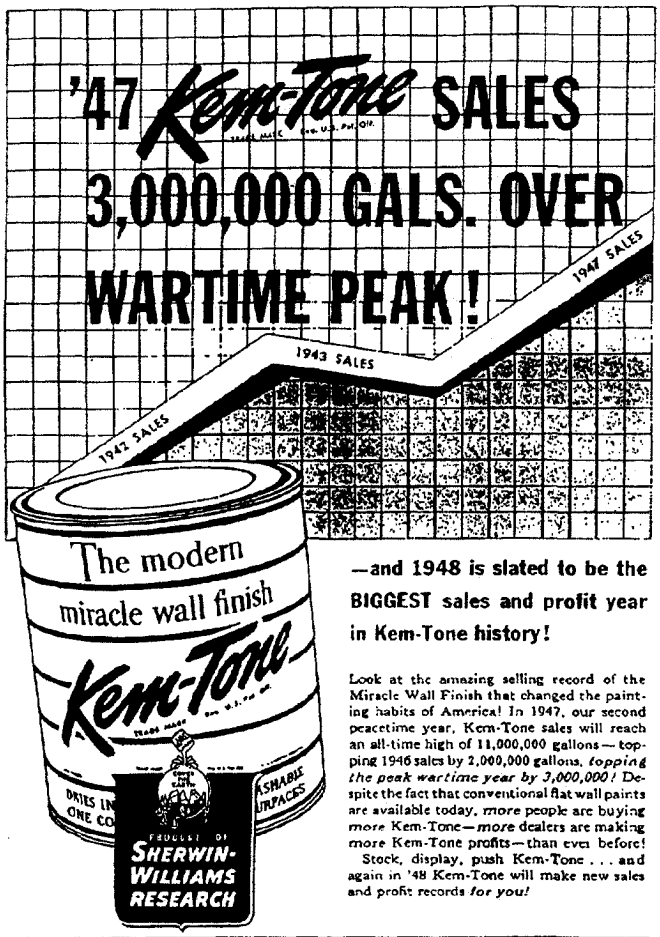


This advertisement appears in the September 25 issue of Hardware Age, the October issues of American Paint and Oil Dealer, and Hardware Retailer

0007-SWP-039576

N29137

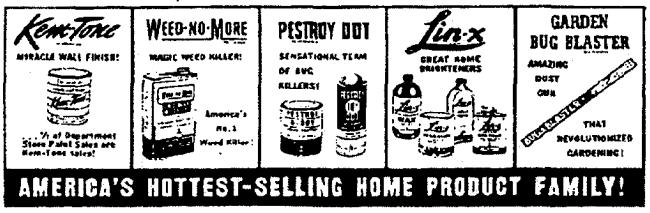
0007-SWP-000122962



—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 2,000,000 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!*



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

0007-SWP-039577

TRAFFIC IS TERRIFIC!

IN DEPARTMENT STORES SELLING Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

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

1946 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 50%
Store D	Kem-Tone sales increase 33%

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

Store A	Kem-Tone sales increase 42%
Store B	Kem-Tone sales increase 233%
Store C	Kem-Tone sales increase 300%

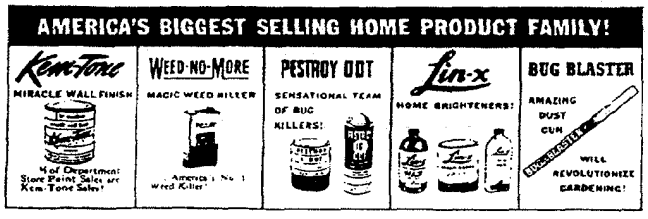
These amazing figures are typical of Kem-Tone sales throughout the country. And there is no end to this terrific boom! Everyone is redecorating, renovating. Every renter is a prospect. Every home a potential $5 minimum Kem-Tone sale!

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*—hard sales facts. Put them to work for *your* profits!



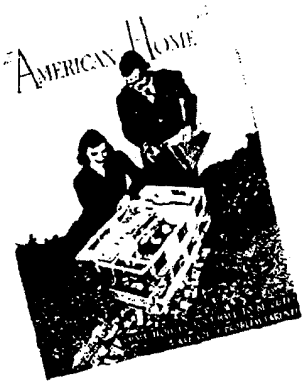
AMERICA'S BIGGEST SELLING HOME PRODUCT FAMILY!



This advertisement appears in the December 16, 1946 issue of Retailing Home Furnishings.

0007-SWP-039578

0007-SWP-000122964









NOW! GLAMOROUS NEW Kem-Tone COLORS!



1. **Kem-Tone** ... the miracle synthetic resin and oil finish!
2. **Kem-Tone** ... covers most surfaces—paint, plaster, even wallpaper—in one coat!
3. **Kem-Tone** ... applies like magic! Dries in one hour!
4. **Kem-Tone** is economical!

$3.49 ONE GALLON DECORATES AVERAGE ROOM



SEE YOUR Kem-Tone DEALER

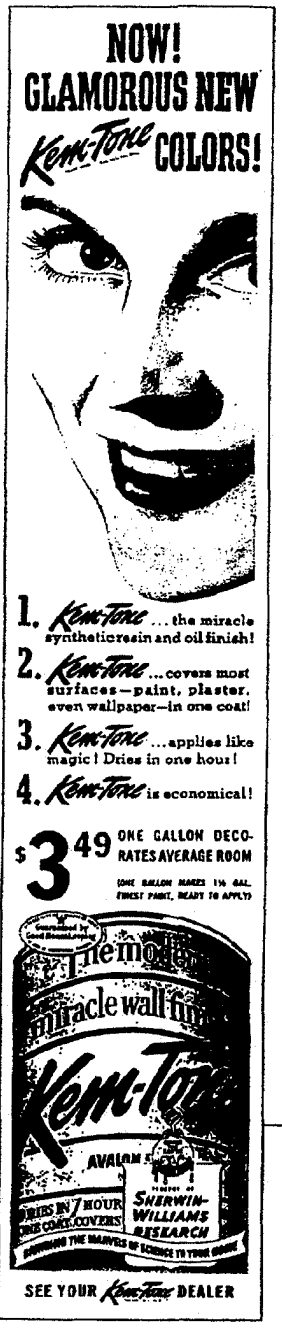
AMERICAN HOME	MARCH 1947	2,340,439 MESSAGES
BETTER HOMES & GARDENS	JUNE 1947	2,925,000 "
THIS WEEK	MARCH 30, 1947	8,281,339 "
" "	MAY 25, 1947	8,281,339 "
SUCCESSFUL FARMING	MAY 1947	1,185,645 "

23,013,762 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 7

0007-SWP-039579



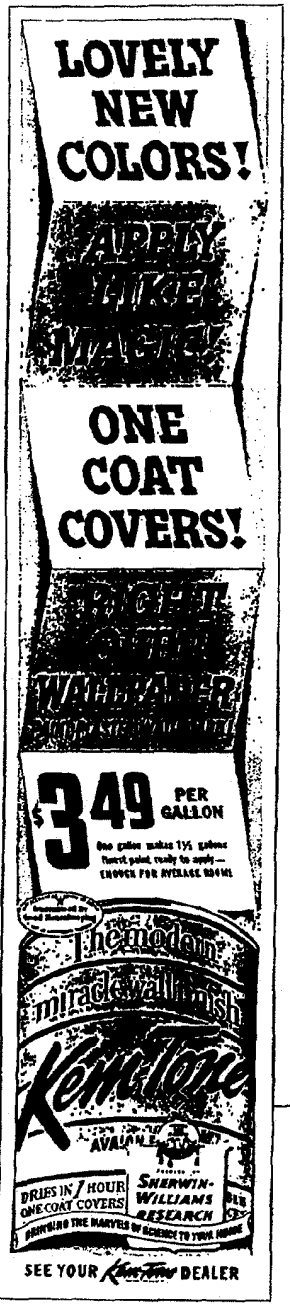


AMERICAN WEEKLY	MARCH 9, 1947	8,804,881	MESSAGES
" "	MAY 18, 1947	8,804,881	"
NEW YORK NEWS	APRIL 27, 1947	4,443,346	"
CHICAGO TRIBUNE	APRIL 27, 1947	1,473,491	"
PHILADELPHIA INQUIRER	APRIL 27, 1947	1,144,881	"
LADIES HOME JOURNAL	APRIL 1947	4,463,892	"
McCALL'S	MAY 1947	3,585,903	"
GOOD HOUSEKEEPING	APRIL 1947	2,793,736	"

35,515,011 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 10

0007-SWP-039580



LADIES HOME JOURNAL	MAY 1947	4,463,892 MESSAGES
AMERICAN WEEKLY	MARCH 23, 1947	8,804,881 "
GOOD HOUSEKEEPING	MAY 1947	2,793,736 "
COUNTRY GENTLEMAN	MAY 1947	2,122,753 "
NEW YORK NEWS	APRIL 13, 1947	4,443,346 "
CHICAGO TRIBUNE	APRIL 13, 1947	1,473,491 "
PHILADELPHIA INQUIRER	APRIL 13 1947	1,144,881 "

25,246,980 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 12

0007-SWP-039581





AMERICAN HOME	JUNE 1947	2,340,439	MESSAGES
THIS WEEK	MARCH 16, 1947	8,281,339	"
FARM JOURNAL	MAY 1947	2,540,092	"
SUCCESSFUL FARMING	APRIL 1947	1,185,645	"
PROGRESSIVE FARMER	MARCH 1947	965,258	"

15,312,773 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 9

0007-SWP-039582



YOUR BIGGEST SALES AND PROFIT OPPORTUNITY IN PAINT!

New Kem-Tone colors! They're beautiful! They're terrific sales-makers! They've got the kind of appeal that customers can't resist. And your customers will soon know all about these new colors. One of the biggest and best advertising campaigns in paint history is seeing to that! A full-color spread in The Saturday Evening Post, millions of big newspaper ads, full-color pages in American Weekly, This Week, American Home, and Better Homes and Gardens are telling the whole country about the new Kem-Tone colors. And Kem-Tone offers your store a brand-new array of dramatic displays — banners, color cards, posters — the kind of merchandising that will make your paint department sales soar!

Leading department stores report one-third of their paint sales are Kem-Tone sales — and Kem-Tone keeps making new and bigger sales records year after year! No wonder Kem-Tone is the biggest money maker in paint!



AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

This advertisement appears in the January 20, 1947 issue of Retailing Home Furnishings.

0007-SWP-039583

0007-SWP-000122969

SALES UP 50%!

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



1946 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 1946 are slated to grow even bigger in 1947. 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!



½ of Department Store Paint Sales are Kem-Tone sales!

PRODUCTS OF **SHERWIN-WILLIAMS RESEARCH**

Lin-x GREAT HOME BRIGHTENERS!



PESTROY DDT
SENSATIONAL TEAM OF BUG KILLERS!



WEED-NO-MORE



MAGIC WEED KILLER!
America's No. 1 Weed Killer!

BUG BLASTER
AMAZING DUST GUN



WILL REVOLUTIONIZE GARDENING!

AMERICA'S HOTTEST SELLING HOME PRODUCT FAMILY!

This advertisement appears in the January 6, 1947 issue of Retailing Home Furnishings.

0007-SWP-039584

0007-SWP-000122970

now
"anything goes"
with the NEW

Kem-Tone
MIRACLE WALL FINISH

COLORS!

Exquisite new shades go with any furnishings . . . any color scheme . . . in any room! How smart, how lovely can your home really look? You'll never know 'till you see your rooms glowing with the gorgeous new "harmonizing" Kem-Tone colors! You'll never decorate quicker, easier, either. Kem-Tone applies like magic, covers with one coat, dries in one hour without "paincy" odor. Come in. Look over these super-smart new Kem-Tone colors.

Aqua · Belmont Ivory · Avalon Blue
Willowick Blue · Montrose Coral · Belvedere Cream · Stratford Green · Midland Green · Yorktown White · Wellington Buff · PeachTint · Pale Jonquil · Turquoise Heather Rose · Cameo Rose · Beechwood

Trims 20¢ up Roller Koater $1.29 ea.



$3.49 GALLON

Created by SHERWIN-WILLIAMS RESEARCH
BRINGING THE MARVELS OF SCIENCE TO YOUR HOME

Plus

HUNDREDS OF MILLIONS OF Kem-Tone MESSAGES BY MORE THAN 300 LEADING DEPARTMENT STORES!

0007-SWP-039585

Kem-Tone GIVES YOU EVERYTHING

YOU WANT IN A FINE FLAT WALL FINISH



OILS

A gallon of Kem-Tone contains more oils and resins than a gallon of conventional flat paint.



PIGMENTS

Highest-quality pigments, finely ground, are used to give Kem-Tone its exceptional hiding power!





COLORS

The finest alkali resistant dry colors are used in the manufacture of Kem-Tone, the Miracle Finish.



RESINS

The most modern type of scientifically compounded resins give Kem-Tone much greater durability.

16 CORRECTLY STYLED COLORS

SHERWIN-WILLIAMS RESEARCH

You GET ALL THESE 12 BIG ADVANTAGES



1. Kem-Tone LOOKS BETTER!
2. Kem-Tone PERFORMS BETTER!
3. Kem-Tone TAKES LESS TIME!
4. Kem-Tone LEAVES NO PAINTY ODOR!
5. Kem-Tone BRUSHES ON FASTER!
6. Kem-Tone CLEANS UP QUICKER!
7. Kem-Tone TAKES LESS PREPARATION!
8. Kem-Tone COSTS LESS PER JOB!
9. Kem-Tone COVERS MORE SURFACES!
10. Kem-Tone GOES ON SMOOTHER!
11. Kem-Tone COVERS WITH FEWER COATS!
12. Kem-Tone IS SAFER TO USE!

ACME WHITE LEAD & COLOR WORKS, Detroit · W. W. SAWBRIDGE & 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

This advertisement appears in the March 1947 issues of Buildings and Building Management; and Institutions; the April 1947 issues of Hotel Management; Modern Hospital; National Real Estate and Building Journal; and School Management.

0007-SWP-039586

0007-SWP-000122972

QUESTION:

WHAT MAKES A FINE FLAT WALL FINISH?

ANSWER:

The right blend of Oils · Pigments · Colors · Resins!

YOU GET ALL 4 WITH Kem-Tone

Scientifically blended in the World's Largest Paint Laboratories!

OILS



A gallon of Kem-Tone actually contains *more oils and resins* than a gallon of conventional flat paint.

PIGMENTS



Only top quality pigments, finely ground, are used to give Kem-Tone its exceptional hiding power!

COLORS



Only alkali-resistant dry colors are used in the manufacture of Miracle Kem-Tone.

RESINS



Modern, scientifically compounded synthetic resins give Kem-Tone much greater durability.

PLUS THESE 12 BIG Kem-Tone ADVANTAGES!

1. Kem-Tone looks better!	2. Kem-Tone performs better!
3. Kem-Tone takes less time!	4. Kem-Tone leaves no "painty" odor!
5. Kem-Tone brushes on faster!	6. Kem-Tone cleans up quicker!
7. Kem-Tone takes less preparation!	8. Kem-Tone costs less per job!
9. Kem-Tone covers more surfaces!	10. Kem-Tone goes on smoother!
11. Kem-Tone covers with fewer coats!	12. Kem-Tone is safer to use!

16 CORRECTLY STYLED COLORS!

PRODUCT OF **SHERWIN-WILLIAMS RESEARCH**



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 · Morton Paint Products, Inc., Detroit · The Sherwin-Williams Co., Cleveland

YOU CAN'T BEAT Kem-Tone FOR QUALITY!

BUILDINGS & BUILDING MANAGEMENT . .	FEBRUARY . .	4,468 MESSAGES
HOTEL MANAGEMENT	" . .	8,260 "
MODERN HOSPITAL	" . .	4,505 "
SCHOOL MANAGEMENT	" . .	28,463 "
INSTITUTIONS	" . .	41,869 "
NATIONAL REAL ESTATE JOURNAL	MARCH . .	9,605 "

(other ads to follow in MARCH, APRIL, MAY, JUNE)

291,510 MORE MESSAGES TO SELL Kem-Tone FOR YOU!

0007-SWP-039587



Glorious colors, the loveliest you've ever laid eyes on . . . these are the new Kem-Tone shades. Clear, attractive pastels and glamorous deeper tones that make charming backgrounds for gracious living. *What's more, these expertly-styled colors can be used with any combination of other colors in perfect taste.*

It's so satisfying to decorate with Kem-Tone. This scientifically-blended synthetic resin and oil finish gives your rooms the richest, handsomest finish imaginable—durable, lastingly lovely!

1. THE SYNTHETIC RESIN AND OIL FINISH! Miraculously thins with water for convenience and economy. 2. DRIES IN ONE HOUR! 3. NO "PAINTY" ODOR! 4. WASHABLE!

Kem-Tone ACCESSORIES

KEM-TONE TRIMS . . . . as low as 20¢ a roll
KEM-TONE ROLLER COATER . . . $1.29 ea.
KEM-TONE 4" BRUSH . . . . . $2.39 ea.

SHERWIN-WILLIAMS RESEARCH

THERE IS ONLY ONE Kem-Tone! ACCEPT NO SUBSTITUTE!

MARCH 9, 1947

35 MAJOR MARKET NEWSPAPERS

Allentown, Pa.	Call Chronicle
Atlantic City, N. J.	Press
Charleston, S. C.	Post
Charleston, S. C.	News Courier
Chattanooga, Tenn.	Times
Columbus, Ohio	Dispatch
Dayton, Ohio	News
Denver, Colo.	Post
Ft. Wayne, Ind.	Journal Gazette
Ft. Worth, Tex.	Star Telegram
Grand Rapids, Mich.	Herald
Honolulu, Hawaii	Star Bulletin
Houston, Tex.	Chronicle
Kansas City, Mo.	Star
Knoxville, Tenn.	News Sentinel
Lansing, Mich.	State Journal
Louisville, Ky.	Courier Journal
Nashville, Tenn.	Tennessean
New Orleans, La.	Times Picayune States
Oklahoma City, Okla.	Oklahoman
Omaha, Nebr.	World Herald
Phoenix, Ariz.	Republic Gazette
Reading, Pa.	Eagle
Richmond, Va.	Times Dispatch
Roanoke, Va.	Times
St. Louis, Mo.	Post Dispatch
St. Paul, Minn.	Pioneer Press
Salt Lake City, Utah	Tribune
San Diego, Calif.	Union
Shreveport, La.	Times
South Bend, Ind.	Tribune
Toledo, Ohio	Times
Tulsa, Okla.	World
Wichita, Kans.	Beacon
Winston-Salem, N. C.	Journal Sentinel

4,504,638 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 11

0007-SWP-039588

0007-SWP-000122974



Over wallpaper
PAINT, PLASTER, WALLBOARD!
Applies like magic!
One coat covers!

Glorious colors, the loveliest you've ever laid eyes on . . . these are the new Kem-Tone shades. Clean, attractive pastels and glamorous deeper tones that make charming backgrounds for gracious living. *What's more, these expertly-styled colors can be used with any combination of other colors in perfect taste.*

It's so satisfying to decorate with Kem-Tone. This scientifically-blended synthetic resin and oil finish gives your rooms the richest, handsomest finish imaginable—durable, lastingly lovely!

1. **THE SYNTHETIC RESIN AND OIL FINISH!** Miraculously thins with water for convenience and economy. 2. **DRIES IN ONE HOUR!**
3. **NO "PAINTY" ODOR!** 4. **WASHABLE!**

Kem-Tone ACCESSORIES
KEM-TONE TRIMS . . . . as low as 20¢ a roll
KEM-TONE ROLLER KOATER . . . $1.29 ea.
KEM-TONE 9" BRUSH . . . . . $2.39 ea.

SHERWIN-WILLIAMS RESEARCH

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

THERE IS ONLY ONE Kem-Tone! ACCEPT NO SUBSTITUTE!

MAY 11, 1947

35 MAJOR MARKET NEWSPAPERS

Allentown, Pa.	Call Chronicle
Atlantic City, N. J.	Press
Charleston, S. C.	Post
Charleston, S. C.	News Courier
Chattanooga, Tenn.	Times
Columbus, Ohio	Dispatch
Dayton, Ohio	News
Denver, Colo.	Post
Ft. Wayne, Ind.	Journal Gazette
Ft. Worth, Tex.	Star Telegram
Grand Rapids, Mich.	Herald
Honolulu, Hawaii	Star Bulletin
Houston, Tex.	Chronicle
Kansas City, Mo.	Star
Knoxville, Tenn.	News Sentinel
Lansing, Mich.	State Journal
Louisville, Ky.	Courier Journal
Nashville, Tenn.	Tennessean
New Orleans, La.	Times Picayune States
Oklahoma City, Okla.	Oklahoman
Omaha, Nebr.	World Herald
Phoenix, Ariz.	Republic Gazette
Reading, Pa.	Eagle
Richmond, Va.	Times Dispatch
Roanoke, Va.	Times
St. Louis, Mo.	Post Dispatch
St. Paul, Minn.	Pioneer Press
Salt Lake City, Utah	Tribune
San Diego, Calif.	Union
Shreveport, La.	Times
South Bend, Ind.	Tribune
Toledo, Ohio	Times
Tulsa, Okla.	World
Wichita, Kans.	Beacon
Winston-Salem, N. C.	Journal Sentinel

4,504,638 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone

0007-SWP-039589

0007-SWP-000122975



Jeepers!
No wonder most folks are using the glorious new
Kem-Tone
TRADE MARK MIRACLE WALL FINISH colors!



NO PRIMING, NO SIZING!

SO EASY! SO SMART! SO SENSIBLE!

Yes, you're being brainy when you decorate with Kem-Tone. Because, *first*, Kem-Tone brings you a grand array of glorious new colors. Clean pastels and glamorous deeper tones that go with any color scheme. *Second*, Kem-Tone gives the richest, most durable finish imaginable. And *third*, today's Kem-Tone is the best ever. There's no finer finish ...at any price!



DRIES IN ONE HOUR!



RIGHT OVER WALLPAPER
PAINT, PLASTER, WALLBOARD!





ONE COAT COVERS!



BRINGING THE MARVELS OF SCIENCE TO YOUR HOME



NO "PAINTY" ODOR!



SYNTHETIC RESIN AND OIL PAINT!

Kem-Tone ACCESSORIES

Kem-Tone Trims as low as 20¢ a roll

Kem-Tone Roller Koater $1.29 ea.

Kem-Tone 4" Brush $2.39 ea.

...White Lead & Color Works, *Detroit* · W. W. Lawrence & Co., *Pittsburgh* · The Lowe Brothers Co., *Dayton* ...Thomas & Co., Inc., *Philadelphia* · The Martin-Senour Co., *Chicago* · Rogers Paint Products, Inc., *Detroit* The Sherwin-Williams Co., *Cleveland*

THERE IS ONLY ONE Kem-Tone ! ACCEPT NO SUBSTITUTE!

APRIL 13, 1947

35
MAJOR MARKET NEWSPAPERS

Allentown, Pa.	Call Chronicle
Atlantic City, N. J.	Press
Charleston, S. C.	Post
Charleston, S. C.	News Courier
Chattanooga, Tenn.	Times
Columbus, Ohio	Dispatch
Dayton, Ohio	News
Denver, Colo.	Post
Ft. Wayne, Ind.	Journal Gazette
Ft. Worth, Tex.	Star Telegram
Grand Rapids, Mich.	Herald
Honolulu, Hawaii	Star Bulletin
Houston, Tex.	Chronicle
Kansas City, Mo.	Star
Knoxville, Tenn.	News Sentinel
Lansing, Mich.	State Journal
Louisville, Ky.	Courier Journal
Nashville, Tenn.	Tennessean
New Orleans, La.	Times Picayune States
Oklahoma City, Okla.	Oklahoman
Omaha, Nebr.	World Herald
Phoenix, Ariz.	Republic Gazette
Reading, Pa.	Eagle
Richmond, Va.	Times Dispatch
Roanoke, Va.	Times
St. Louis, Mo.	Post Dispatch
St. Paul, Minn.	Pioneer Press
Salt Lake City, Utah	Tribune
San Diego, Calif.	Union
Shreveport, La.	Times
South Bend, Ind.	Tribune
Toledo, Ohio	Times
Tulsa, Okla.	World
Wichita, Kans.	Beacon
Winston-Salem, N. C.	Journal Sentinel

4,504,638
MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 16

0007-SWP-039590

0007-SWP-000122976

APRIL 27, 1947

35

MAJOR MARKET NEWSPAPERS

Allentown, Pa.	Call Chronicle
Atlantic City, N. J.	Press
Charleston, S. C.	Post
Charleston, S. C.	News Courier
Chattanooga, Tenn.	Times
Columbus, Ohio	Dispatch
Dayton, Ohio	News
Denver, Colo.	Post
Ft. Wayne, Ind.	Journal Gazette
Ft. Worth, Tex.	Star Telegram
Grand Rapids, Mich.	Herald
Honolulu, Hawaii	Star Bulletin
Houston, Tex.	Chronicle
Kansas City, Mo.	Star
Knoxville, Tenn.	News Sentinel
Lansing, Mich.	State Journal
Louisville, Ky.	Courier Journal
Nashville, Tenn.	Tennessean
New Orleans, La.	Times Picayune States
Oklahoma City, Okla.	Oklahoman
Omaha, Nebr.	World Herald
Phoenix, Ariz.	Republic Gazette
Reading, Pa.	Eagle
Richmond, Va.	Times Dispatch
Roanoke, Va.	Times
St. Louis, Mo.	Post Dispatch
St. Paul, Minn.	Pioneer Press
Salt Lake City, Utah	Tribune
San Diego, Calif.	Union
Shreveport, La.	Times
South Bend, Ind.	Tribune
Toledo, Ohio	Times
Tulsa, Okla.	World
Wichita, Kans.	Beacon
Winston-Salem, N. C.	Journal Sentinel

4,504,638

MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

NO MUSS! NO FUSS! NO BOTHER! . . .



Here's the paint that makes decoration a joy instead of a job. It's Kem-Tone! A scientific blend of synthetic resin and oil — Kem-Tone miraculously thins with water for your convenience and economy. It applies like magic easy, quick! Covers most surfaces — wallpaper paint, plaster, wallboard — with just one coat. Kem-Tone dries in one hour without "painty" odor. And Kem-Tone brings you gorgeous new shades that take the guesswork out of color selection! These new colors "go" with anything — make charming backgrounds for gracious living! The cost? Only

SHERWIN-WILLIAMS RESEARCH

BRINGING THE MARVELS OF SCIENCE TO YOUR HOME!

$3.49 PER GAL.

ONE GALLON DECORATES AVERAGE ROOM!

(1 gallon makes 1½ gallons finest paint, ready-to-apply.)

THERE IS ONLY ONE Kem-Tone! ACCEPT NO SUBSTITUTE!

0007-SWP-039591



SATURDAY EVENING POST	APRIL 26, 1947	APRIL 5, 1947	MAY 10, 1947	11,130,807 MESSAGES
" " "		MAY 31, 1947		3,710,269 "
AMERICAN MAGAZINE	MAY 1947	MARCH 1947	APRIL 1947	7,444,713 "
COSMOPOLITAN	JUNE 1947	APRIL 1947	MAY 1947	6,434,235 "
TRUE STORY	MAY 1947	APRIL 1947	JUNE 1947	6,645,075 "
HOUSEHOLD	MAY 1947	MARCH 1947	APRIL 1947	5,681,358 "
FAMILY CIRCLE	MAY 1947	APRIL 1947	JUNE 1947	4,582,434 "
WOMAN'S DAY	APRIL 1947	MARCH 1947	MAY 1947	8,402,736 "
COLLIER'S	APRIL 19, 1947	MARCH 29, 1947	MAY 10, 1947	8,422,083 "

62,453,710

MORE MESSAGES THAT SELL *Kem-Tone* FOR YOU!

Kem-Tone 13

0007-SWP-039592

AMAZING RESIN AND OIL PAINT DOES A ROOM FOR ONLY

$3.49 PER GAL. ONE GALLON DECORATES AVERAGE ROOM

(ONE GALLON MAKES 1½ GALLONS FIRST PAINT. READY TO APPLY.)

GOES RIGHT OVER WALLPAPER, PLASTER, PAINT, WALLBOARD.



SEE YOUR Kem-Tone DEALER

AMERICAN HOME	APRIL 1947	2,340,439	MESSAGES
BETTER HOMES & GARDENS	MARCH 1947	2,644,530	"
THIS WEEK	APRIL 27, 1947	8,281,339	"
FARM JOURNAL	APRIL 1947	2,540,092	"
PROGRESSIVE FARMER	MAY 1947	965,258	"

16,771,658 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone

0007-SWP-039593

AMAZING RESIN AND OIL PAINT DOES A ROOM FOR ONLY

$3.49 DECORATES AVERAGE ROOM

GOES RIGHT OVER WALLPAPER, PLASTER, PAINT, WALLBOARD.



SEE YOUR Kem-Tone DEALER

AMERICAN WEEKLY	APRIL 20, 1947	8,804,881 MESSAGES
McCALL'S	JUNE 1947	3,585,903 "
LADIES HOME JOURNAL	MARCH 1947	4,463,892 "
NEW YORK NEWS	MAY 11, 1947	4,443,346 "
CHICAGO TRIBUNE	MAY 11, 1947	1,473,491 "
PHILADELPHIA INQUIRER	MAY 11, 1947	1,144,881 "
COUNTRY GENTLEMAN	APRIL 1947	2,122,753 "

26,039,147 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 11

0007-SWP-039594


AMAZING RESIN AND OIL PAINT DOES A ROOM FOR ONLY
$3.49 PER GAL.
ONE GALLON DECORATES AVERAGE ROOM
GOES RIGHT OVER WALLPAPER, PLASTER, PAINT, WALLBOARD.

SEE YOUR Kem-Tone DEALER



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COUNTRY GENTLEMAN	APRIL 1947	2,122,753	"

26,039,147 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 11

0007-SWP-039595

0007-SWP-000122981

NEW! FRESH AS SPRING!

Kem-Tone COLORS!



MIRACLE WALL FINISH



RIGHT OVER WALLPAPER!



"AND THEY GO WITH ANY COLOR SCHEME!"

Another Kem-Tone first! A gorgeous new array of the loveliest colors you've ever seen ... clean, attractive pastels and glamourous, deeper tones to enhance the beauty of every room.

"GO-WITH-ANYTHING" COLORS

Created by foremost color experts, these smartest of shades make charming backgrounds for gracious living. *What's more, these expertly styled colors may be used with any color combination in your home!* No more worry about what color "goes" with your furnishings. Kem-Tone colors fit right into *every* decorating scheme!

AMAZINGLY EASY TO USE

Paint with Kem-Tone! It's so satisfying to decorate with this scientifically blended synthetic resin and oil paint. You give your rooms the richest, handsomest finish imaginable—durable, lastingly lovely. For ease of use and sheer beauty, you'll find nothing like Kem-Tone!

NO FINER FINISH AT ANY PRICE!

And remember—the Kem-Tone you buy today is the best Kem-Tone ever! Constant research in the world's largest paint laboratories makes today's Kem-Tone a better blend of pigments, resins and oils than ever before. There's no finer finish ... *at any price!*

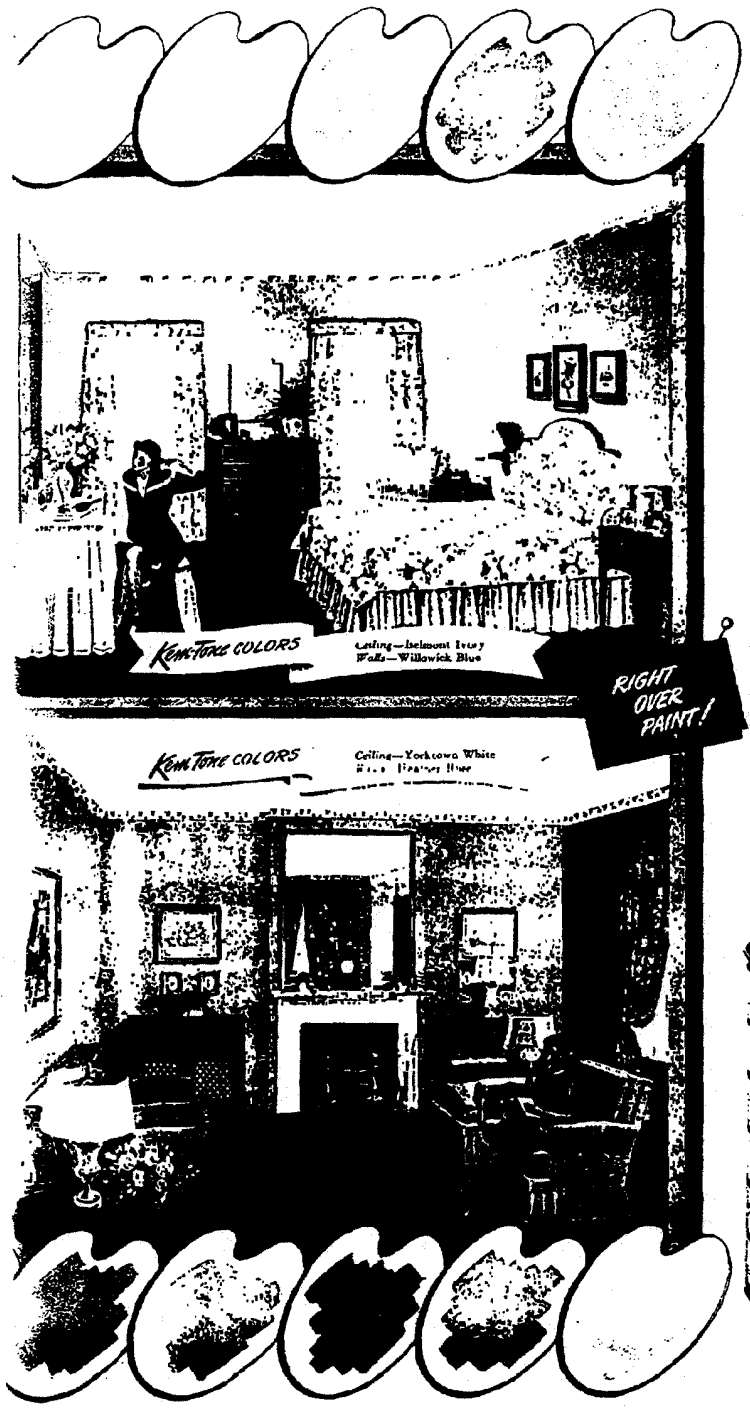
Products of
SHERWIN-WILLIAMS RESEARCH
BRINGING THE MARVELS OF SCIENCE TO YOUR HOME

Acme White Lead & Color Works, Detroit, W. W. Lawrence & Co., P[illegible] & Co., I[illegible] Rogers [illegible] Co., Cleveland.

0007-SWP-039596

This advertisement appears in the

0007-SWP-000122982





"WE LOVE OUR ROOMS IN KEM-TONE...HERE'S WHY"

1. **THE SYNTHETIC RESIN AND OIL FINISH!** Miraculously thins with water for convenience and economy.
2. **APPLIES LIKE MAGIC!** Use Kem-Tone Brush or Roller-Koater.
3. **DRIES IN ONE HOUR!** Rooms painted in the morning ready for use that afternoon.
4. **INCREASED DURABILITY!** A harder, tougher, longer-lasting finish.
5. **GREATER HIDING POWER!** One coat covers most any interior surface, even wallpaper!
6. **WASHABLE!** Cleans beautifully with wall-washing cleaners or wallpaper cleaners.
7. **NO "PAINTY" ODOR** of solvents or thinners.
8. **DOES A ROOM FOR ONLY $3.49!** One gallon beautifully decorates an average-sized room.

KEM-TONE TRIMS as low as . . . . . **20c** Roll
KEM-TONE ROLLER KOATER . . . . . **$1.29** Each
KEM-TONE 4" BRUSH . . . . . **$2.30** Each



$3.49 GALLON Paste Form
Makes 1½ gallons paint, ready-to-apply!

...ue of Saturday Evening Post

0007-SWP-039597

0007-SWP-000122983

NOW! GLAMOROUS NEW Kem-Tone COLORS!



1. Kem-Tone ... the miracle synthetic resin and oil finish!
2. Kem-Tone ... covers most surfaces—paint, plaster, even wallpaper—in one coat!
3. Kem-Tone ... applies like magic! Dries in one hour!
4. Kem-Tone is economical!

$3.49 ONE GALLON DECORATES AVERAGE ROOM

ONE GALLON MAKES 1½ GAL. FINISH PAINT, READY TO APPLY



SEE YOUR Kem-Tone DEALER

AMERICAN WEEKLY	MARCH 9, 1947	8,804,881	MESSAGES
" "	MAY 18, 1947	8,804,881	"
NEW YORK NEWS	APRIL 27, 1947	4,443,346	"
CHICAGO TRIBUNE	APRIL 27, 1947	1,473,491	"
PHILADELPHIA INQUIRER	APRIL 27, 1947	1,144,881	"
LADIES HOME JOURNAL	APRIL 1947	4,463,892	"
McCALL'S	MAY 1947	3,585,903	"
GOOD HOUSEKEEPING	APRIL 1947	2,793,736	"

35,515,011 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone IC

0007-SWP-039598

0007-SWP-000122984



AMERICAN HOME	MARCH 1947	2,340,439 MESSAGES
BETTER HOMES & GARDENS	JUNE 1947	2,925,000 "
THIS WEEK	MARCH 30, 1947	8,281,339 "
" "	MAY 25, 1947	8,281,339 "
SUCCESSFUL FARMING	MAY 1947	1,185,645 "

23,013,762 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 7

0007-SWP-039599

GLORIOUS NEW Kem-Tone COLORS!

Kem-Tone — the amazing resin and oil wall finish — now brings you the loveliest colors you've ever laid eyes on!

Clean, alluring pastels and glamorous deeper tones, they make perfect backgrounds for gracious living!

What's more, no paint is simpler, more satisfying to use than Kem-Tone! It applies like magic. Dries in one hour, without "painty" odor. It covers even wallpaper — usually with one coat!

3.49 GAL. DECORATES AVERAGE ROOM (ONE GALLON MAKES 1½ GAL. FINEST PAINT, READY TO APPLY)



SEE YOUR Kem-Tone DEALER



McCALL'S	APRIL 1947	2,585,903	MESSAGES
GOOD HOUSEKEEPING	MARCH 1947	2,793,736	"
AMERICAN WEEKLY	MAY 4, 1947	8,804,881	"
COUNTRY GENTLEMAN	JUNE 1947	2,122,753	"

16,307,273 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 12A.

0007-SWP-039600

0007-SWP-000122986

GLORIOUS NEW Kem-Tone COLORS!

Kem-Tone—the amazing resin and oil wall finish—now brings you the loveliest colors you've ever laid eyes on!

Clean, alluring pastels and glamorous deeper tones, they make perfect backgrounds for gracious living!

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$3.49 GAL. DECORATES AVERAGE ROOM



SEE YOUR Kem-Tone DEALER

McCALL'S	APRIL 1947	2,585,903 MESSAGES
GOOD HOUSEKEEPING	MARCH 1947	2,793,736 "
AMERICAN WEEKLY	MAY 4, 1947	8,804,881 "
COUNTRY GENTLEMAN	JUNE 1947	2,122,753 "

16,307,273 MORE MESSAGES THAT SELL Kem-Tone FOR YOU

Kem-Tone 12A

0007-SWP-039601

0007-SWP-000122987

GLORIOUS NEW Kem-Tone COLORS!

Kem-Tone — the amazing resin and oil wall finish—now brings you the loveliest colors you've ever laid eyes on! *Pastels* and deeper tones make perfect backgrounds for gracious living!

And Kem-Tone applies like magic. Dries in one hour, without "painty" odor. It covers even wallpaper — usually with one coat.

$3.49 GAL. DECORATES AVERAGE ROOM



SEE YOUR Kem-Tone DEALER

FARM JOURNAL	MARCH 1947	2,540,092 MESSAGES
PROGRESSIVE FARMER	APRIL 1947	965,258 "
SUCCESSFUL FARMING	JUNE 1947	1,185,645 "

4,690,995 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 4A

0007-SWP-039602

WE'VE GOT THE GLAMOROUS NEW Kem-Tone COLORS!

MIRACLE WALL FINISH



... AND THEY "GO" WITH ANY COLOR SCHEME!

Another Kem-Tone first! A gorgeous new array of the loveliest colors you've ever seen . . . clean, attractive pastels and glamorous, deeper tones to enhance the beauty of every room.

"GO-WITH-ANYTHING" COLORS

Created by foremost color experts, these smartest of shades make charming backgrounds for gracious living. *What's more, these expertly styled colors* may be used with any color combination in your *home!* No more worry about what color "goes" with your furnishings. Kem-Tone colors fit right into every decorating scheme!

AMAZINGLY EASY TO USE

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THERE'S NO FINER FINISH . . . AT ANY PRICE!

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PRODUCTS of SHERWIN-WILLIAMS RESEARCH

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 as low as . . . . 20c each
KEM-TONE ROLLER KOATER . . $1.29 Each
KEM-TONE 4" BRUSH . . . . . $2.39 Each

BETTER HOMES AND GARDENS . MAY 1947 . . . . . 2,925,000 MESSAGES
THIS WEEK . . . . . MAY 11, 1947 . . . . 8,281,339 "

11,206,330 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 5

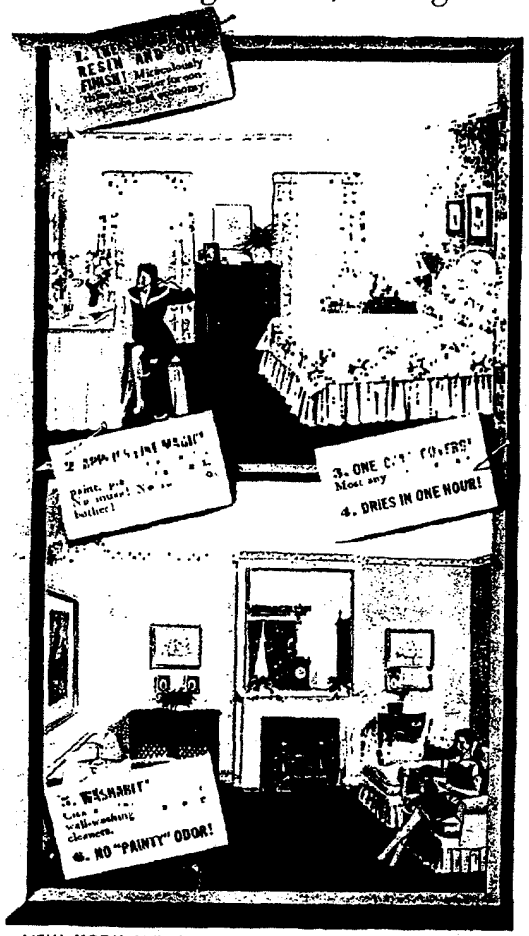
0007-SWP-039603

0007-SWP-000122989

GLORIOUS *NEW* Kem-Tone COLORS!

For Living Rooms, Dining Rooms, Bedrooms





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

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ECONOMICAL!

$3.49 ONE GALLON DECORATES AN AVERAGE ROOM!

(ONE GALLON MAKES 1½ GAL. FINEST PAINT READY TO APPLY)

Kem-Tone Trims . . 20c Roll
Kem-Tone Roller Koater $1.29 ea.
Kem-Tone 4" Brush . $2.39 ea.



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*

NEW YORK NEWS	MARCH 30, 1947	4,443,346 MESSAGES
CHICAGO TRIBUNE	" " "	1,473,491 "
PHILADELPHIA INQUIRER	" " "	1,144,881 "

7,061,718 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 7

0007-SWP-039604

0007-SWP-000122990

GLORIOUS *NEW* Kem-Tone CO RS!

For Living Rooms, Dining Rooms, Bedrooms





Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

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AMERICAN WEEKLY . . . . APRIL 6, 1947

8,804,881 MORE MESSAGES THAT SELL Kem-Tone FOR YOU!

Kem-Tone 9

0007-SWP-039605

0007-SWP-000122991

Kem-Tone TRADE MARK Reg. U.S. Pat. Off. MIRACLE WALL FINISH SUPPLEMENTS GREAT NATIONAL ADVERTIS

WITH

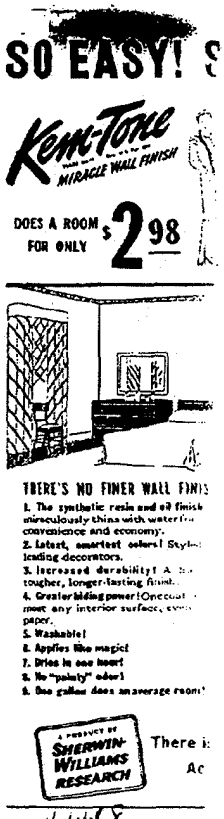
5 MILLION

MESSAGES IN

1368 WEEKLY NEWSPAPERS







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THERE'S NO **FINER** WALL FINISH THAN **Kem-Tone**

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH



$2.98*

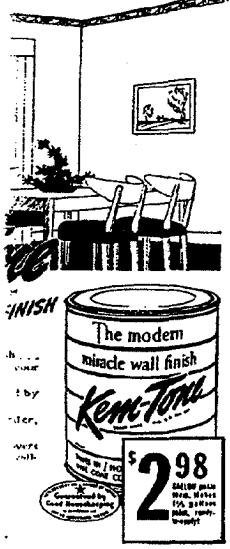
...and it covers Wallpaper! Dries in 1 Hour!

1. The synthetic resin and oil finish ...miraculously thins with water for your convenience and economy.
2. Latest, smartest colors! Styled by leading decorators.
3. Increased durability! A harder, tougher, longer-lasting finish.
4. Greater hiding power! One coat covers most any interior surface, even wall-paper.
5. Washable! Cleans beautifully with wall-washing cleaners or wall-paper cleaners.
6. Applies like magic!
7. Dries in one hour!
8. No "painty" odor!
9. One gallon does an average room!

A PRODUCT OF SHERWIN-WILLIAMS RESEARCH

There is only one Kem-Tone... Accept No Substitute!

V EVEN MORE
ONDERFUL
TO CONTINUOUS RESEARCH!



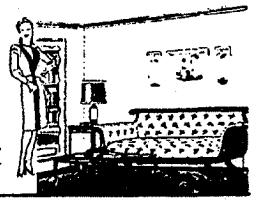
$2.98

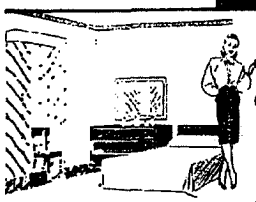
is only one Kem-Tone...
cept No Substitute!

SO EASY! SO SMART!

Kem-Tone MIRACLE WALL FINISH

DOES A ROOM FOR ONLY $2.98





Kem-Tone MIRACLE WALL FINISH GOES ON *RIGHT OVER WALLPAPER!*

THERE'S NO FINER WALL FINISH!

1. The synthetic resin and oil finish ... miraculously thins with water for your convenience and economy.
2. Latest, smartest colors! Styled by leading decorators.
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A PRODUCT OF SHERWIN-WILLIAMS RESEARCH

0007-SWP-039607

0007-SWP-000122993