

KEM-TONE AD PROOFS
FALL 1946

Folder 2

**NO MUSS!
NO FUSS!
NO BOTHER!**



Kem-Tone
THE MODERN MIRACLE WALL FINISH

Easy? And how! Quick? You bet! Beautiful finish? Definitely! Kem-Tone applies like magic. Anyone can have lovely rooms so easily with Kem-Tone. This amazing synthetic resin and oil finish miraculously blends with water for your convenience and economy. It covers most any inside wall surfaces — even wallpaper — usually with one coat. Dries in an hour without "painty" odor. Gives top-quality decoration! Only \$2.98 a gallon — enough for average room.



A PRODUCT OF
**SHERWIN-WILLIAMS
RESEARCH**

This advertisement appears in the September 1946 issues of Ladies Home Journal; Farm Journal; the October 1946 issues of Country Gentleman; McCall's; Cosmopolitan; the November 1946 issues of American Magazine; and Successful Farming.

5861

N24234.01

0007-SWP-000109144

LOVELY LIVING ROOMS, DINING ROOMS, BEDROOMS



A wish of the wish! Presto! Kem-Tone makes rooms lovely to look at, delightful to live in! This miracle synthetic resin and oil finish mixes with water for your convenience and economy. It's simple to apply, dries in an hour, leaves no "painty" odor. Kem-Tone covers most inside wall surfaces—even wallpaper—usually with one coat. A gallon—only \$2.98—does the average room.



This advertisement appears in the October 1946 issues of American Magazine; Successful Farming; Woman's Day; the November 1946 issue of Farm Journal.

86813

N24234.02

0007-SWP-000109145

LOVELY LIVING ROOMS, DINING ROOMS, BEDROOMS



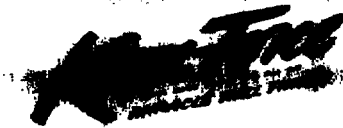
Leave it to Kem-Tone to stay "first in paint" . . . to keep giving you a bigger bargain in beauty for your home! During the war, the world's greatest paint laboratories developed, as you'd expect, a finer scientific blend of pigments, resins and oils, to bring you the best Kem-Tone ever! New Kem-Tone hiding power, its greater durability, bring you even more miraculous room beauty!



**THERE'S A KEM-TONE
DEALER NEAR YOU!**

This advertisement appears in the following publications: American Magazine; America Weekly; Cosmopolitan; Good Housekeeping; Ladies Home Journal; Liberty; McCall's; and Sunset.

PAINT RIGHT OVER WALLPAPER



Over wallpaper! Over most interior wall surfaces usually in one coat! That's Kem-Tone magic. Painting with Kem-Tone is simplicity itself. This miracle synthetic resin and oil finish mixes with water. It applies like a dream. And it dries in an hour without "painty" odor. As for beauty—you can't beat the glossy color, the quality-look of Kem-Tone walls and ceilings. Yet, only \$2.98—price of a gallon—does the average room!



A PRODUCT OF
**SHERWIN-WILLIAMS
RESEARCH**

This advertisement appears in the September 1946 issues of Good Housekeeping; Successful Farming; Sunset; the October 1946 issue of Ladies Home Journal; the November 1946 issue of McCall's.

561 131

N24234.03

0007-SWP-000109171

PAINT RIGHT OVER WALLPAPER



\$2.98* PER GAL.
PASTE FORM

DOES AVERAGE ROOM

*Slightly higher in Rocky Mt. Area.

TRUST Kem-Tone Miracle Wall Finish to keep giving you a bigger bargain in beauty for your home! This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface, even wallpaper, with a single, quick coat!



THERE'S A KEM-TONE DEALER NEAR YOU!

\$1 RIDES YOUR LAWN OF UGLY WEEDS!



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of *Kem-Tone*

This advertisement appears in the following publications: American Magazine; American Weekly; Cosmopolitan; Good Housekeeping; Ladies Home Journal; McCall's; and Sunset.

\$2.98*

PAINTS A ROOM!



RIGHT OVER WALLPAPER!

The modern
miracle wall finish

Kem-Tone

\$2.98*
PER GAL.
paste form

DOES AN AVERAGE ROOM

*Slightly higher in Rocky Mt. Area

TRUST Kem-Tone Miracle Wall Finish to keep giving you a bigger bargain in beauty for your home! A finer scientific blend of pigments, resins and oils, Kem-Tone now brings you new hiding power, greater durability, even more miraculous room beauty! Easy to use. Dries in one hour, covers most any interior surface, even wallpaper, with one coat.



THERE'S A KEM-TONE DEALER NEAR YOU!

\$1 RIDES YOUR LAWN OF UGLY WEEDS!



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of **Kem-Tone**

This advertisement appears in the following publications: American Magazine; Good Housekeeping; Ladies Home Journal; Liberty; McCall's; and Sunset.

N24234.04

0007-SWP-000109187

**NO MUSS!
NO FUSS!
NO BOTHER!**



TRUST Kem-Tone Miracle Wall Finish to keep giving you a bigger bargain in beauty for your home! This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface, even wallpaper, with a single, quick coat!



**THERE'S A KEM-TONE
DEALER NEAR YOU**

**\$1 RIDES YOUR LAWN
OF UGLY WEEDS!**



Weed-No-More kills dandelion, plantain, other weeds. Won't harm lawn grasses or soil. Just spray on! 8-oz. pkg. treats 1600 sq. ft. At Paint, Hardware, Garden Supplies, Department and Drug Stores.

WEED-NO-MORE

MAGIC WEED KILLER

Made by the makers of *Kem-Tone*

This advertisement appears in the following publications: American Magazine; American Weekly; Cosmopolitan; Good Housekeeping; Liberty; Sunset; and This Week.

N24234.05

0007-SWP-000109188

\$2⁹⁸* PAINTS A ROOM!



Paint for pennies with Kem-Tone! You still get the finest decoration money can buy. Kem-Tone, the amazing synthetic resin and oil finish, miraculously thins with water—for your convenience and economy. It goes on like magic—even over wallpaper. Dries without "painty" odor in one hour. Makes rooms lovely to look at, lovely to live in. There's no finer wall finish made.



A PRODUCT OF
SHERWIN-WILLIAMS
RESEARCH

This advertisement appears in the September 1946 issues of Cosmopolitan; Woman's Day; the October 1946 issues of Sunset; Good Housekeeping; the November 1946 issue of Progressive Farmer.

86812

N24234.06

0007-SWP-000109219

Inside Story of *Kem-Tone* Room Magic!

TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH



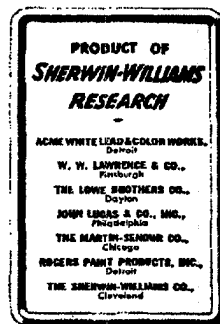
THE MAGIC . . . You can paint an average room quickly, easily, beautifully with one gallon of Kem-Tone at only \$2.98!

THE METHOD . . . It's simplicity itself! Just apply big, generous brushfuls of this amazing synthetic resin and oil paint over walls and ceilings. Kem-Tone does the rest. Smoothly, easily, it covers most interior surfaces (even wallpaper!) usually with one coat. It dries in an hour without "painty" odor . . . dries to a perfectly flat matte finish. Beauty? You just can't beat Kem-Tone for sheer loveliness! Its rich, glorious colors add grace and charm to any home. Only \$2.98 a gallon, yet there's no finer wall finish at any price!

Kem-Tone Roller-Konter 89¢ • Kem-Tone Trims 20¢ up
New Kem-Tone 4" Brush \$2.38 ea. • Plastic Patch 23¢ lb.



There is only one Kem-Tone
... accept no substitutes!
There's a Kem-Tone Dealer Near You!



This advertisement appears in the October 1946 issue of Better Homes & Gardens; the October 6, 1946 issue of The W. c. s.; the November 1946 issue of American Home; and the November 3, 1946 issue of American Weekly.

N24234.07

0007-SWP-000109242

Let Kem-Tone do the painting for you!

QUESTION: WHAT IS KEM-TONE?
ANSWER: A FLAT WALL FINISH THAT UNMATCHED IN QUALITY, BEAUTY, EASE-OF-USE!

QUESTION: IS KEM-TONE BETTER TODAY THAN YESTERDAY?
ANSWER: YES! CONTINUOUS RESEARCH HAS MADE TODAY'S KEM-TONE THE BEST EVER!

QUESTION: IS KEM-TONE A "WATER PAINT"?
ANSWER: DEFINITELY NOT! KEM-TONE IS A MODERN SYNTHETIC RESIN & OIL PAINT MADE IN CONCENTRATED PASTE FORM THAT MIRACULOUSLY BLENDS WITH WATER FOR YOUR CONVENIENCE & ECONOMY.

QUESTION: IF KEM-TONE CONTAINS OIL, HOW CAN IT BE MIXED WITH WATER?
ANSWER: THAT'S A KEM-TONE MIRACLES! A SCIENTIFICALLY DEVELOPED INGREDIENT LETS THE OIL BLEND WITH WATER.

Kem-Tone
 THE MODERN MIRACLE WALL FINISH

LATEST, SMARTEST COLORS!
 Styled by leading decorators!

Kem-Tone
 THE MODERN MIRACLE WALL FINISH

INCREASED DURABILITY!
 A harder, tougher, longer-lasting finish!

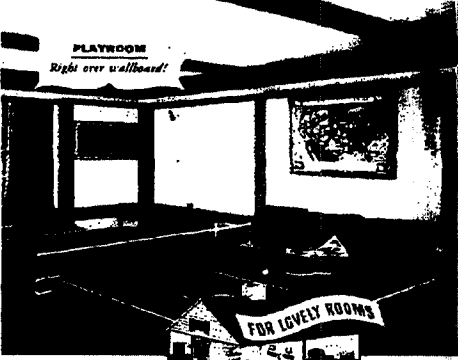


Kem-Tone
 THE MODERN MIRACLE WALL FINISH

GREATER HIDING POWER! One coat covers most any interior surface, even wallpaper!

Kem-Tone
 THE MODERN MIRACLE WALL FINISH

WASHABLE! With wall-washing cleansers or wallpaper cleansers!



A PRODUCT OF SHERRILL-WILLIAMS RESEARCH
 Manufactured and Distributed by these Associated Companies:
 Acme White Lead & Color Works, Detroit, Mich.
 W. W. Lawrence & Co., Pittsburgh, Pa.
 The Levee Brothers Co., Dayton, Ohio
 The Martin Sencer Co., Inc., Chicago, Illinois
 John Lucas & Co., Inc., Philadelphia, Pa.
 Rogers Paint Products, Inc., Detroit, Mich.
 The Sherrill-Williams Co., Cleveland, Ohio

One gallon (\$2.98) does a room!

Paint for pennies with Kem-Tone! You still get the finest decoration money can buy. No wall finish is more beautiful, more durable. There's none easier to use. Kem-Tone, the amazing synthetic resin and oil paint, miraculously thins with water for your convenience and economy. It goes on like magic—even over wallpaper. Dries in one hour—without "painty" odor. Makes rooms lovely to look at, lovely to live in!



New! The Kem-Tone 4" Brush \$2.99
Kem-Tone Roller-Koater . . . 89¢
Kem-Tone Border Trims . . . 15¢



There is only one Kem-Tone! Accept no substitute! There's a Kem-Tone Dealer near you!

This advertisement appears in the September 1946 issue of American Home.

N24234.08

0007-SWP-000109247



So quick! So easy! So smart!

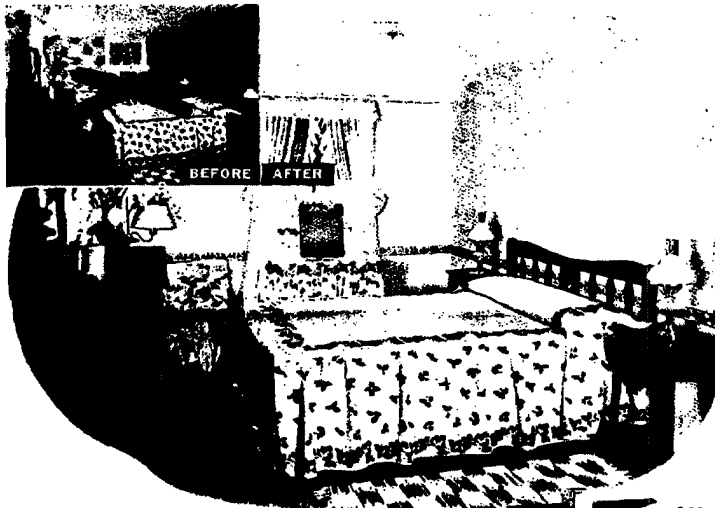
Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

Beautifully paints a room for only \$2.98

Kem-Tone

MIRACLE POINTS!

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 wallpaper!
5. **Washable!** Cleans beautifully with wall-washing cleansers or wallpaper cleaners.
6. **Applies like magic!**
Use brush or Kem-Tone Roller-Koater.
7. **Dries in one hour!** Rooms painted in the morning ready for use that afternoon.
8. **No "painty" odor!**
9. **Does a room for only \$2.98!**
One gallon beautifully decorates an average-sized room.



**A PRODUCT OF
SHERWIN-
WILLIAMS
RESEARCH**

Manufactured and Distributed by
These Associated Companies:
Acme White Lead & Color Works, Detroit, Mich.
W. W. Lawrence & Co., Pittsburgh, Pa.
The Lane Brothers Co., Dayton, Ohio
The Martin-Senior Co. Inc., Chicago, Illinois
John Lucas & Co., Inc., Philadelphia, Pa.
Burgess Paint Products, Inc., Detroit, Mich.
The Sherwin-Williams Co., Cleveland, Ohio

There's No Finer Wall Finish Made

Think of it! Only \$2.98 buys a gallon of Kem-Tone and just one gallon does the average room! Kem-Tone comes in concentrated paste form that miraculously thins with water, giving you a gallon and a half of the finest wall finish, ready-to-use. Kem-Tone gives your walls the richest, handsomest finish imaginable—durable, lastingly lovely. Kem-Tone covers most any surface with one coat...rolls or brushes over painted walls, wallboard, even wallpaper! Dries in 1 hour...paint your rooms in the morning, they're ready that afternoon!

Kem-Tone Roller-Koater . . . 89¢ ea.
New Kem-Tone 4" Brush . . . \$2.39 ea.

Kem-Tone Border Trims . . . 15¢ up
Plastic Patch 23¢ lb.

There is only one Kem-Tone...Accept No Substitute!
THERE'S A KEM-TONE DEALER NEAR YOU!



The modern
miracle wall finish



\$2.98* GALLON
paste form
makes 1½ gallons
paint, ready-to-apply!
*Slightly higher in Rocky Mt. Area.

This advertisement appears in the September 1946 issues of Better Homes & Gardens; Country Gentleman; and Progressive Farmer.

N24234.09

0007-SWP-000109248

Even more miraculous—thanks to Constant Research!



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

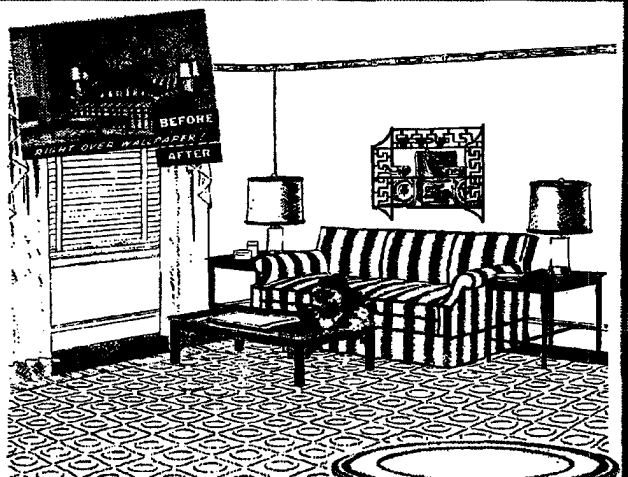
does a room for only \$2.98!

What keeps Kem-Tone so miraculous? Continuous research in the world's biggest paint laboratories—where Kem-Tone was created! Today, a better

scientific blend of pigments, resins and oils, increased hiding power and durability make Kem-Tone a more remarkable wall finish than ever before!

Kem-Tone
MIRACLE POINTS!

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 wallpaper!
5. **Washable!** Cleans beautifully with wall-washing cleansers or wallpaper cleaners.
6. **Applies like magic!**
Use brush or Kem-Tone Roller-Konster.
7. **Dries in one hour!** Rooms painted in the morning ready for use that afternoon.
8. **No "painty" odor!**



A 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
ROGERS PAINT PRODUCTS, INC., Detroit
THE SHERWIN-WILLIAMS CO., Cleveland

There's No Finer Wall Finish Made

Think of it! Only \$2.98 buys a gallon of Kem-Tone and just one gallon does the average room! Kem-Tone comes in concentrated paste form that miraculously thins with water, giving you a gallon and a half of the finest wall finish, ready-to-use. Kem-Tone gives your walls the richest, handsomest finish imaginable—durable, lastingly lovely. Kem-Tone covers most any surface with one coat... rolls or brushes over painted walls, wallboard, even wallpaper. Dries in 1 hour... paint your rooms in the morning, they're ready that afternoon!



Kem-Tone Roller-Konster 89¢ ea.

New Kem-Tone 4" Brush \$2.25



Kem-Tone Border Trims 20¢ ea.



Mastic Patch 23¢ ea.

There is only one Kem-Tone—Accept No Substitute
THERE'S A KEM-TONE DEALER NEAR YOU!

This advertisement appears in the September 8, 1946 issue of the following newspapers: Union, San Diego, California; Post, Denver, Colorado; Journal Gazette, Fort Wayne, Indiana; Beacon, Wichita, Kansas; Courier Journal, Louisville, Kentucky; Times Picayune, New Orleans, Louisiana; Herald, Grand Rapids, Michigan; Pioneer Press, St. Paul, Minnesota; Star, Kansas City, Missouri; Post Dispatch, St. Louis, Missouri; World Herald, Omaha, Nebraska; Democrat Chronicle, Rochester, New York; Dispatch, Columbus, Ohio; News, Dayton, Ohio; Times, Toledo, Ohio; Oklahoman, Oklahoma City, Oklahoma; World, Tulsa, Oklahoma; Times, Chattanooga, Tennessee; News Sentinel, Knoxville, Tennessee; Tennessean, Nashville, Tennessee; Star Telegram, Ft. Worth, Texas; Chronicle, Houston, Texas; Tribune, Salt Lake City, Utah; Times Dispatch, Richmond, Virginia; and the September 7, 1946 issue of Star Bulletin, Honolulu, Hawaii.

N24234.1

0007-SWP-000109251

EVERY HOME NEEDS **Kem-Tone!**



Marvelous! Miraculous!

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

Does a Room for only \$**2.98!**

A 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-SKOUR CO.,
Chicago

ROGERS PAINT PRODUCTS, INC.,
Detroit

THE SHERWIN-WILLIAMS CO.,
Cleveland

Are you surprised! Who'd have thought you could redecorate a whole room for only \$2.98? It's true, though — with Kem-Tone! \$2.98 buys a gallon of Kem-Tone and one gallon is enough for the average room. This modern synthetic resin and oil paint mixes with water for your convenience and economy. It applies with magic ease and speed. Covers even wallpaper. Dries in an hour. Leaves no "painty" odor. You won't believe you've been painting until you're finished. Then, one look at your bright, cheery, new room will tell you—this is the finest decoration money can buy.



There is only one Kem-Tone!

ACCEPT NO SUBSTITUTE!

Kem-Tone Roller-Koxter \$8.4 ea. ★ New! Kem-Tone 4" Brush \$2.38 ea. ★ Kem-Tone Trims 28¢ up

This advertisement appears in the October 20, 1946 issues of the following newspapers: Union, San Diego, California; Post, Denver, Colorado; Journal Gazette, Fort Wayne, Indiana; Beacon, Wichita, Kansas; Courier Journal, Louisville, Kentucky; Times Picayune, New Orleans, Louisiana; Herald, Grand Rapids, Michigan; Pioneer Press, St. Paul, Minnesota; Star, Kansas City, Missouri; Post Dispatch, St. Louis, Missouri; World Herald, Omaha, Nebraska; Democrat Chronicle, Rochester, New York; Dispatch, Columbus, Ohio; News, Dayton, Ohio; Times, Toledo, Ohio; Oklahoman, Oklahoma City, Oklahoma; World, Tulsa, Oklahoma; Times, Chattanooga, Tennessee; News Sentinel, Knoxville, Tennessee; Tennessean, Nashville, Tennessee; Star Telegram, Ft. Worth, Texas; Chronicle, Houston, Texas; Tribune, Salt Lake City, Utah; Times Dispatch, Richmond, Virginia; and the October 19, 1946 issue of Star Bulletin, Honolulu, Hawaii.

N24234.11

0007-SWP-000109259

SO EASY! SO SMART!

Kem-Tone
THE MODERN MIRROR WALL FINISH

DOES A ROOM FOR **\$2.98!**

Kem-Tone
THE MODERN MIRROR WALL FINISH

1. The Synthetic Resin and Oil Finish!
2. Latest, Smartest Colors!
3. Increased Durability!

Kem-Tone
THE MODERN MIRROR WALL FINISH

4. Greater Hiding Power!
One coat covers most any interior surface, even wallpaper!
5. Washable!
6. Dries in One Hour!

Kem-Tone keeps ahead!

What's the most popular wall finish in America? Kem-Tone! What keeps it so popular? Constant research in the world's biggest paint laboratories! Today, a better scientific blend of pigments, resins and oil makes Kem-Tone a more remarkable finish than ever before.

Kem-Tone Roller-Koater 89¢

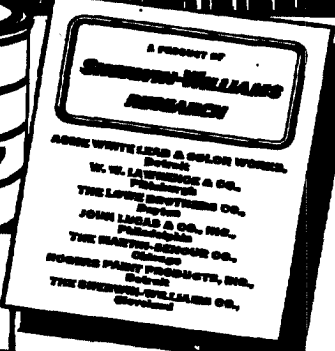
NEW Kem-Tone 4" Brush 22¢

Kem-Tone Border Trim 29¢

Plastic Patch 23¢

There is only one Kem-Tone!

... ACCEPT NO SUBSTITUTE!

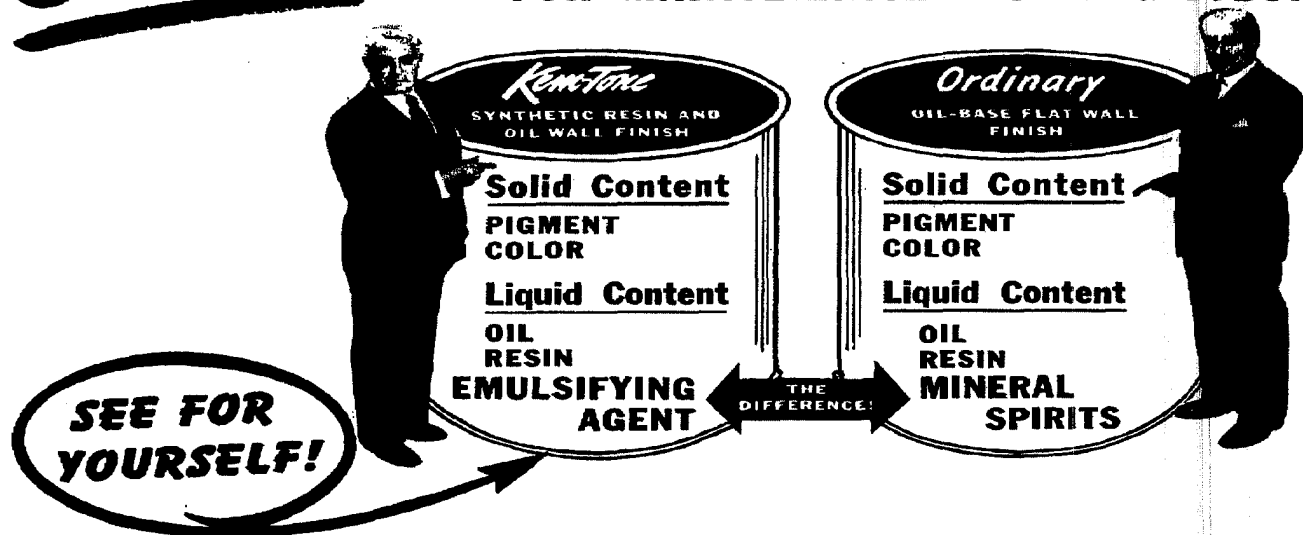


This advertisement appears in the September 29, 1946 issue of the following newspapers: Union, San Diego, California; Post, Denver, Colorado; Journal Gazette, Fort Wayne, Indiana; Beacon, Wichita, Kansas; Courier Journal, Louisville, Kentucky; Times Picayune, New Orleans, Louisiana; Herald, Grand Rapids, Michigan; Pioneer Press, St. Paul, Minnesota; Star, Kansas City, Missouri; Post Dispatch, St. Louis, Missouri; World Herald, Omaha, Nebraska; Democrat, Des Moines, Iowa; New York Dispatch, Columbia, Ohio; News, Dayton, Ohio; Times, Toledo, Ohio; Oklahoman, Oklahoma City, Oklahoma; World, Tulsa, Oklahoma; Times, Chattanooga, Tennessee; News Sentinel, Knoxville, Tennessee; Tennessean, Nashville, Tennessee; Star Telegram, Ft. Worth, Texas; Chronicle, Houston, Texas; Times Tribune, Salt Lake City, Utah; Times Dispatch, Richmond, Virginia; and the September 28, 1946 issue of Star Bulletin, Honolulu, Hawaii.

N24234.12

0007-SWP-000109268

Check ✓ THE ADVANTAGES OF *Kem-Tone* OVER ORDINARY FLAT WALL PAINTS FOR MAINTENANCE PAINTING JOBS!



Kem-Tone gives you everything . . . Pigments . . . Color . . . Oil . . . Resin . . . **ALL THE DURABILITY AND QUALITY** of finest flat wall finishes...**PLUS** Special Advantages!

Look at the two cans above. One is a can of Kem-Tone. The other—oil-base flat wall paint. Note that each can contains pigment, color, oil and resin.

The only difference in the contents of these two cans is the emulsifying agent used in Kem-Tone and the mineral spirits in the oil-base paint. As you well know, the purpose of these mineral spirits is to thin the paint, make it brushable. As the paint dries, the mineral spirits evaporate.

The emulsifying agent used in Kem-Tone serves a different purpose. It makes possible the mixing of Kem-Tone's oil and resin with water. This water, added "on the job," makes Kem-Tone brushable. Furthermore, it gives you up to 1½ gallons of paint ready-to-apply, for every gallon of Kem-Tone paste.

Obviously, neither mineral spirits

nor water have anything to do with the beauty or durability of either oil-base paint or Kem-Tone. The way both paints look and how they wear depend upon their PIGMENT, COLOR, OIL and RESIN.

That is why we say "There's no finer flat wall finish than Kem-Tone." Kem-Tone materials are absolute tops in quality. They are scientifically blended with highest skill. Kem-Tone brings you everything offered by the highest quality oil-base flat wall paint!

More than that, Kem-Tone gives you extra speed and ease of application, quicker-drying, freedom from odor of paint thinners. And—unlike the average oil-base flat wall paint, which dries with a sheen—Kem-Tone dries to a perfectly flat matte finish. That's a feature decorators for years have wanted in a durable, washable wall finish!



This advertisement appears in the September 1946 issues of Buildings & Building Management; Hotel Management; Institutions; Modern Hospital; National Real Estate & Building Journal; and Texas Hotel Review.

N24234.13

0007-SWP-000109278