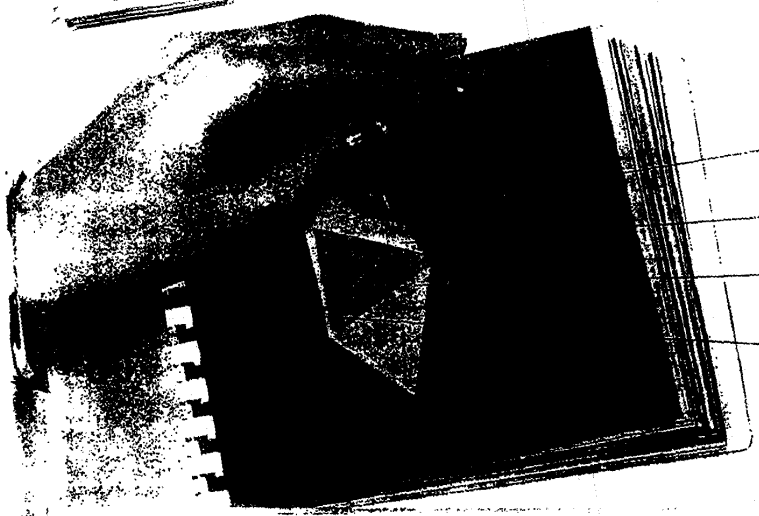


New Color Harmony Book. . . ta

Borrow it free from your Super® Kem-Tone dealer



1500 NEW 1957 COLOR SCHEMES IN THIS BIG VALUABLE BOOK

SO QUICK . . .
SO EASY TO USE

The color index shows you all the beautiful colors arranged in "families". Use it to match a color or to select a color you'd like to feature. Turn to the page indicated. You'll see a large swatch of your color with three others in a perfect harmony . . . displayed through a "wipe-thru." For other lovely harmonies arranged around your color, simply turn adjacent pages.





You'll find answers to questions like these . . .

- Which new wall colors will harmonize best with my present furnishings?
- How can I use my favorite colors in a harmony and feel confident of success?
- I plan to redecorate and buy some new furnishings. How can I be sure that all the colors will go together?
- Can I use many different colors throughout my new house and know that each room will complement the others?
- I'm fond of bright accent colors. How can I use them effectively?
- Would my home still be in good taste if I combined a modern color scheme with my colonial furniture?

. . . a FREE service of 30,000 Super Kem-Tone dealers

USE THIS TEN-DOLLAR BOOK FREE . . . IN YOUR DEALER'S STORE OR TAKE IT HOME FOR SEVERAL DAYS

V

0007-SWP-039466

N29125

0007-SWP-000122851

)ok. . .takes guesswork out of decorating !



You're sure of success with lovely Super Kem-Tone and Kem-Glo colors !



SUPER KEM-TONE WALL PAINT is the deluxe latex wall paint that goes on like magic over any interior wall surface, including wallpaper. It dries in less than an hour to a velvet finish. It's guaranteed washable. No "painty" odor. A gallon does the walls of an average room.

KEM-GLO is the miracle alkyd enamel for finest woodwork and cabinets . . . also kitchen and bathroom walls. Kem-Glo dries to a rich, subdued lustre that looks and washes like baked enamel. Like Super Kem-Tone, it is ready to apply with brush or Roller-Koater® in all the gorgeous colors shown in the Color Harmony Book. Kem-Glo matches Super Kem-Tone color for color.

KEM-GLO VELVET ENAMEL is the newest finish for those who desire velvet-flat beauty on woodwork and cabinets. Kem-Glo Velvet has all the durable qualities found in regular Kem-Glo.

0007-SWP-039467

Address Inquiries To: Super Kem-Tone, 1204 Midland Bldg., Cleveland 1, Ohio

Super Kem-Tone and Kem-Glo are made and distributed by: The Sherwin-Williams Co., Cleveland • Acme Quality Paints, Inc., 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

0007-SWP-000122852



PAINT WALLS THE MODERN WAY ...WITH SUPER KEM-TONE!

(more people use it than any other paint)



In just one morning, we added beautiful color to our walls—with *Super Kem-Tone*, the miracle latex wall paint. One coat covers plaster, wallboard, or wallpaper, without brush marks. And it's *guaranteed washable.*



In twenty minutes, it's dry (without "painty" odor). Easy clean-up . . . spatters, brushes, rollers—wash clean in water. And *Super Kem-Tone* is super-durable. The cost? Less than $10 for the walls of an average room!



We found the color we wanted in the 1959 *Super Kem-Tone* Color Harmony Guide we borrowed from our dealer. For woodwork, we used color-matching Kem-Glo®—the enamel that looks and washes like baked enamel.

SUPER KEM-TONE AND KEM-GLO AVAILABLE IN ALL LEADING STORES WHERE PAINT IS SOLD

Super Kem-Tone and Kem-Glo are made and distributed by:

The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., 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

This advertisement in...



MAY, 1959

0007-SWP-039468

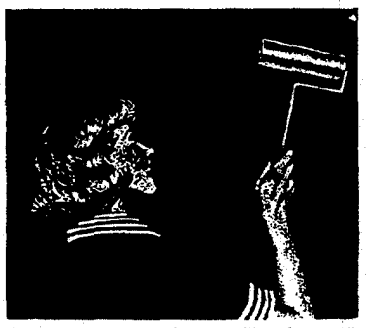
0007-SWP-000122853



PAINT WALLS THE MODERN WAY.



In just one morning, we added beautiful new color to our walls—with *Super Kem-Tone*, the miracle latex wall paint! Easy? Yes. Professional-looking? Absolutely! The cost? Less than $10 to paint the walls of an average room!



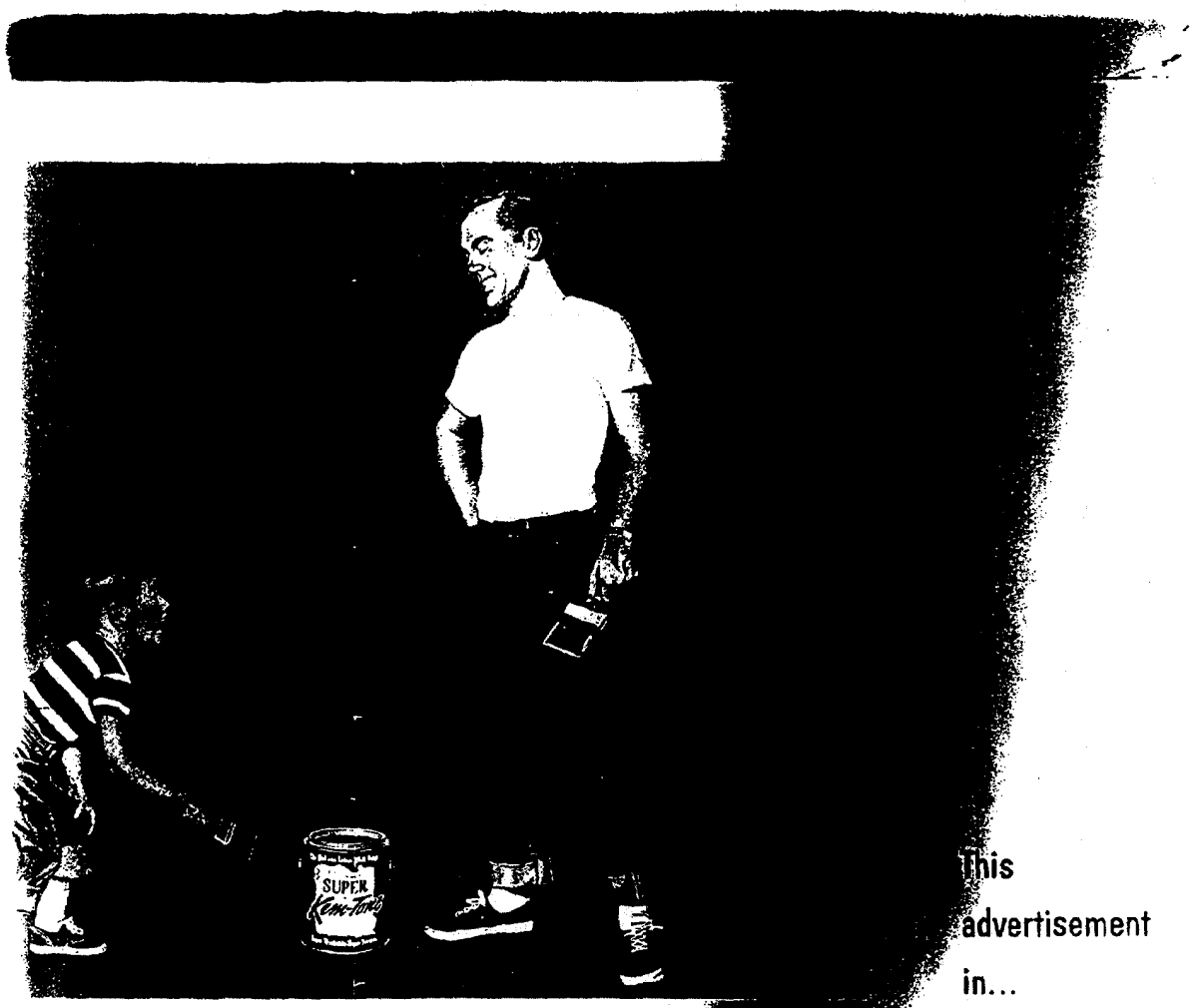
Just *one* coat covers plaster, wallboard, or wallpaper—without a single brush stroke showing. *Super Kem-Tone* is nonfading; the beautiful colors stay beautiful always—last until you change your decorating ideas.



We did the childrens' rooms in *Super Kem-Tone*, and our daughter Joanie helped. There wasn't any mess at all—spatters, brushes, paint rollers—and Joanie—cleaned up in *water*. It's nontoxic, won't harm children or pets.

0007-SWP-039469

0007-SWP-000122854



SUPER KEM-TONE!

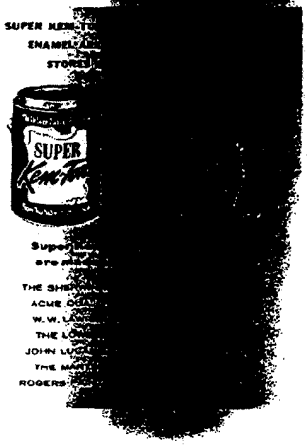
(more people use it than any other paint)





Mike, found out ... minutes. ... best of all, ... Kem-Tone is ...

We found the exact shade we wanted among the 1959 colors in the *Super Kem-Tone* Color Harmony Guide we borrowed from our dealer. For woodwork, we used the matching color in Kem-Glo — the enamel that looks and washes like baked enamel.



This advertisement in...



APRIL 4, 1959

0007-SWP-039470

0007-SWP-000122855



Advertising Department
Cleveland

OPENING THE WAY FOR YOU TO SIGN UP NEW DEALERS! THIS ADVERTISEMENT WILL TELL EVERY WORTHWHILE PAINT OUTLET IN YOUR AREA ABOUT OUR SENSATIONAL NEW COLOR CASCADE. NOW YOU "TAKE OVER"!

C. F. TOLL

This advertisement will be in the January editions of: Hardware Retailer, Hardware Age, American Lumberman, American Paint & Wallpaper Dealer, Building Supply News, Hardware World, and Southern Hardware

0007-SWP-039471

0007-SWP-000122856

This New "Self-Service" Color Center is making Sensational Profits for

SUPER KEM-TONE® and KEM-GLO® DEALERS



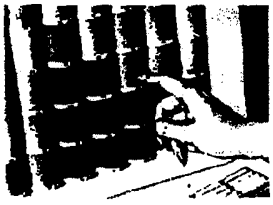
1. Spotlights famous Color Harmony Guide

Demonstrates the full selling power of this proved sales maker. Customer color selection is fast and easy ... saves your time!



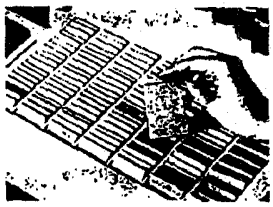
2. Colors shown in room-like dimension

Curved columns of color reproduce highlights and shadows of actual room conditions ... eliminate all color guesswork.



3. Take-home chips conveniently located

Easier than ever for customer to pick out color samples to use at home. Features all the trend-setting colors for 1958.



4. Scientifically lighted

Balanced lighting brings out the true beauty of each of the colors ... eliminates color distortion.



Available only from these companies: The Sherwin-Williams Co., Cleveland • Acme Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia • W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago • The Lowe Brothers Co., Dayton • Rogers Paint Products, Inc., Detroit

This advertisement appears in Hardware Age, January 16. American Lumberman & Building Products Merchandiser, January 20, American Paint & Wallpaper Dealer, Building Supply News, Hardware Retailer (Regular Issue), Hardware World and Southern Hardware, January, 1958

0007-SWP-039472

0007-SWP-000122857