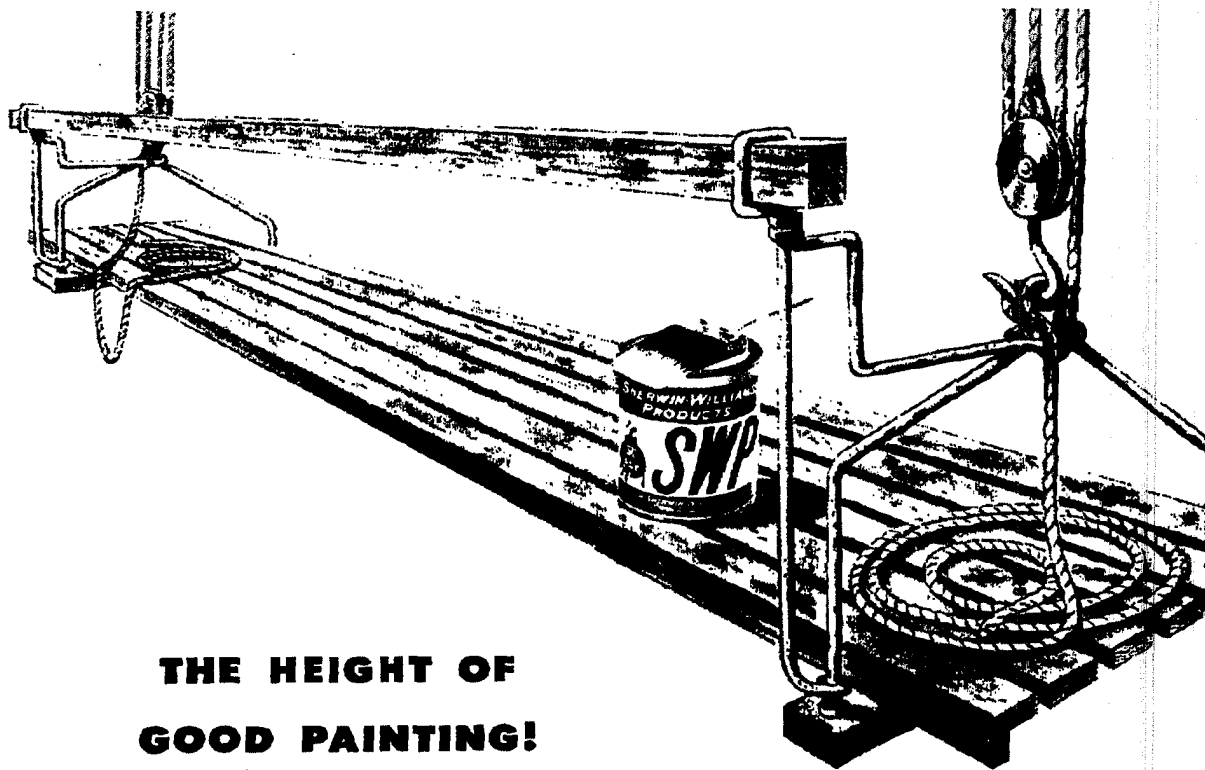


Sample-Box3 Folder 4



THE HEIGHT OF GOOD PAINTING!

Good tools . . . good materials . . .
good workmanship go hand in hand.

The Sherwin-Williams paint can says
"Quality" to everybody. For into that
can go only top-quality paints manu-
factured to highest standards from
select raw materials. No wonder

Sherwin-Williams Paints are the most
popular in America!

The painter who uses these paints is
sharing in everything the greatest
name in paint represents. He is build-
ing a sound business on a firm founda-
tion of quality...good-will...trust!

SHERWIN- PAINTS WILLIAMS



*This advertisement appears in the March 1946 issue of National Painters Magazine;
and the April 1946 issue of American Painter & Decorator.*

*Sample-Box 3
Folder 6*

N24233.01

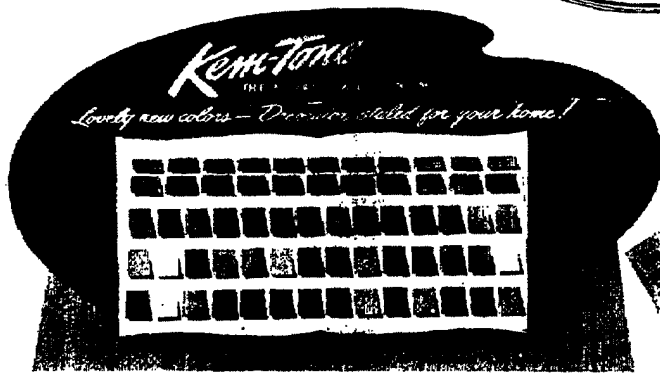
0007-SWP-000109138

MAKE THE MOST PROFIT advertised products in paint!

More than 500,000,000 ads
will sell **Kem-Tone**
this spring!

WILL PRE-SELL **Kem-Tone** TO
YOUR CUSTOMERS!

KEM-TONE this Spring
in store and window!



DE-LUXE ILLUMINATED MERCHANDISER shows 64 Kem-Tone "make-you-want-to-paint" colors in all their glory. Features regular Kem-Tone shades, the exotic new Vogue Deep Colors, a variety of Intermixes. Attention-getting! Sales-compelling!

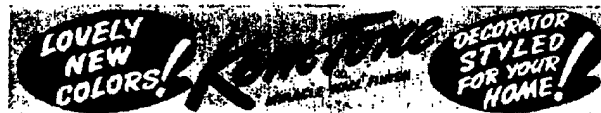
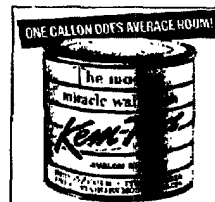
NEW COLOR CARD. Shows regular Kem-Tone shades, new Vogue Deep Colors and Intermixes. Suggests many decorative uses.



CO-OP ADS. A collection of stimulating ads and radio spots featuring your store as Kem-Tone headquarters.



WINDOW SET. Four self-contained pieces. Big streamer, giant can and smaller units. Eye-catching. Sales-prompting.



see your Kem-Glo, Kem-Tone representative TODAY!

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

and the March 1949 Issues of American Paint and Oil Dealer;
13,086 Kem-Tone, Kem-Glo dealers . . . informing them of
Spring . . . urging them to use our effective display material!

Sample Box #

N24233.02

0007-SWP-000109140

HERE'S HOW YOU WILL this Spring on the two best

THE MIRACLE LUSTRE
FINISH THAT LOOKS
AND WASHES LIKE
BAKED ENAMEL!



More than 500,000,000 ads
will sell **KEM-GLO**

this spring!

WILL PRE-SELL KEM-GLO TO
YOUR CUSTOMERS!

You'll sell more KEM-GLO and
if you use these displays



CO-OP ADS. Wide variety of ads and radio spots to announce your store as Kem-Glo headquarters.

KEM-GLO COLOR CARD. Shows colors of paint in new, better way. Tells Kem-Glo story dramatically, convincingly.



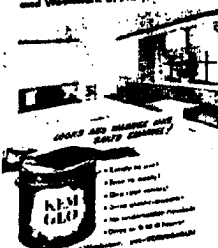
KEM-GLO COUNTER CARD. Features chips of glorious Kem-Glo colors. Points up sales-making "baked enamel" story.



WINDOW SET. 5 foot streamer, smaller units, giant, can poster. "Telegraphs" significant Kem-Glo sales points to passers-by.

KEM-GLO
THE MIRACLE LUSTRE FINISH

For Kitchens, Bathrooms, and Woodwork, in Every Room!



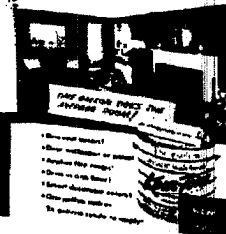
NOW! The PERFECT COMBINATION...for SMARTEST DECORATION!

Coolest New Cabinet Screens in Matching or Contrasting Shades for Your Walls and Woodwork!



Kem-Tone
MIRACLE WALL FINISH

Lovely Flat Matte Colors for Living Rooms, Dining Rooms and Bedrooms



COMBINATION WINDOW DISPLAY. A large and beautiful piece of lithograph art. Features glorious rooms in full color. Punches over Kem-Glo, Kem-Tone story quickly, forcefully. Promotes companion sales.

KEM-GLO



For full information about Kem-Glo, Kem-Tone displays

This double page spread appears in *Hardware Age* (March 16), *Building Supply News*, and *Hardware Retailer* . . . reaching 1 the tremendous national advertising campaign scheduled for

HERE'S HOW YOU WILL this Spring on the two best

**THE MIRACLE LUSTRE
FINISH THAT LOOKS
AND WASHES LIKE
BAKED ENAMEL!**



Looks and Washes Like Baked Enamel

More than 500,000,000 ads
will sell **KEM-GLO**

this spring!

WILL PRE-SELL KEM-GLO TO
YOUR CUSTOMERS!

You'll sell more KEM-GLO and
if you use these displays

CO-OP ADS. Wide variety of ads and radio spots to announce your store as Kem-Glo headquarters.

KEM-GLO COLOR CARD. Shows colors of paint in new, better way. Tells Kem-Glo story dramatically, convincingly.

KEM-GLO COUNTER CARD. Features chips of glorious Kem-Glo colors. Points up sales-making "baked enamel" story.

WINDOW SET. 5 foot streamer, smaller units, giant can poster. "Telegraphs" significant Kem-Glo sales points to passers-by.

KEM-GLO
THE MIRACLE LUSTRE FINISH
For Kitchens, Bathrooms
and Woodwork in Every Room!

Kem-Tone
Lustrous Mirror Finish
Lovely Flat Matte Colors for Living
Rooms, Dining Rooms and Bedrooms

**NOW! THE PERFECT
COMBINATION...For
SMARTEST
DECORATION!**
Gorgeous New Color Schemes in
Matching or Contrasting Shades
for Your Walls and Woodwork!

COMBINATION WINDOW DISPLAY. A large and beautiful piece of lithograph art. Features glorious rooms in full color. Punches over Kem-Glo, Kem-Tone story quickly, forcefully. Promotes companion sales.

KEM-GLO

**LOOKS and
WASHES
like BAKED
ENAMEL!**

**COLORS that
MATCH OR
HARMONIZE
with *Realwood*!**

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This double page spread appears in *Hardware Age* (March 11), *Building Supply News*, and *Hardware Retailer* . . . reaching the tremendous national advertising campaign scheduled for

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3) and the March 1949 issues of *American Paint and Oil Dealer*;
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