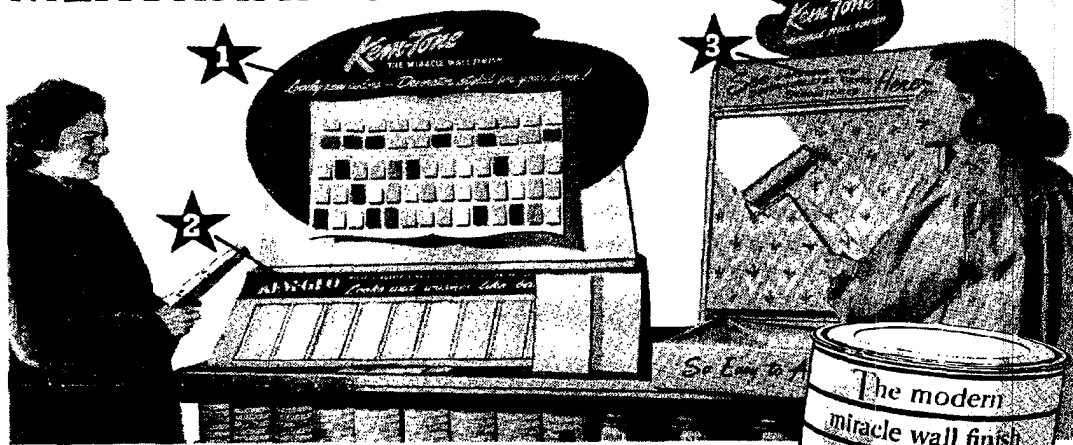


KEM-TONE PROOFS
Fall '48 & Spring '49

Folder 8

KEN-TONE PROOFS
Spring 1949

HERE IT IS! SENSATIONAL NEW *Kem-Tone*...**KEM-GLO** MERCHANDISER and DEMONSTRATOR!



IT'S NEW! IT'S DIFFERENT! IT'S READY TO GO TO WORK FOR YOU!

3 dramatic units in one sales-compelling package! Moves Kem-Tone, Kem-Glo and related items in quick, frequent companion sales!

- ★ **Kem-Tone, De Luxe MERCHANDISER!** A beauty! A real "shopper-stopper!" Features 64 gorgeous colors—new Vogue Deep Colors, Kem-Tone Pastels, Intermixes. Dramatizes them with illumination!
- ★ **Kem-Glo MERCHANDISER!** Generous-size panels of Kem-Glo, the new miracle lustre finish that LOOKS and WASHES LIKE BAKED ENAMEL! Colors match or harmonize with Kem-Tone, promote companion sales.
- ★ **Kem-Tone DEMONSTRATOR!** The amazing, dramatic and above all, convincing demonstration of Kem-Tone covering wallpaper. One of the most effective sales-clinching devices ever developed in paint!

IT PAYS TO DEMONSTRATE KEM-TONE and KEM-GLO!

FOR FULL INFORMATION... PHONE! WIRE! WRITE!

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



Leading stores report 33 1/4% of their total paint sales are KEM-TONE sales. Now Kem-Tone gives you these big PLUS PROFITS—MAKERS—KEM-TONE Vogue Deep Colors and KEM-GLO!

"It pays to demonstrate Kem-Tone and Kem-Glo!" And it pays to present the convincing facts to the right people! This ad does just that—reaches 24,717 executive retailers through *Retailing Daily*, February 3 and February 10 Issues!

N24240.01

0007-SWP-000110127

Kem-Tone[®] MIRACLE WALL FINISH
**"MADE WITH OIL...
MIXES WITH WATER!"**
ONE GALLON³⁷⁹ DOES THE AVERAGE ROOM!



You're in for the most pleasant surprise of your life when you roll Kem-Tone over wallpaper paint or plaster with the amazing new

Return to F. W. SCHMIDT, Inc., 228 EAST 45TH STREET, N. Y. C. or to F. W. SCHMIDT, INC. 228 EAST 45TH STREET

N24240.02

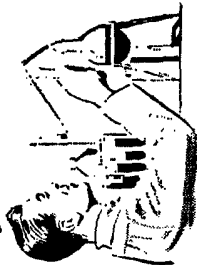
0007-SWP-000110130

**Kem-Tone Super-Cushion
Roller-Koater!** And those new
Kem-Tone Vogue Deep Colors
are simply out of this world!



Kem-Tone
AVALON BLUE
MAKES IN 1 HOUR • ITS
ONE COAT COVERS MOST
GOOD HOUSEKEEPING
ONLY **\$3.79** per gal.
DOES
AVERAGE
ROOM

Kem-Tone made with oil... mixes with water!



Kem-Tone is made with REAL OIL
FORTIFIED WITH SCIENTIFICALLY
CREATED RESINS for extra durability,
washability, lasting beauty. This oil is
treated to mix with water. Water makes
Kem-Tone easier to apply and is the
most convenient, economical thinner
available. Unlike petroleum thinners
used in ordinary paints, water has no ob-
noxious fumes and is non-inflammable!

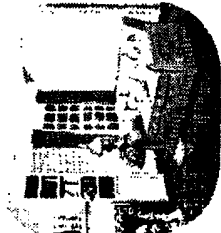
ONE GALLON \$3.79 DOES THE AVERAGE ROOM!



A real bargain in beauty
for living room, dining
room, bedroom! Kem-
Tone comes in concen-
trated paste form. One
gallon at only \$3.79 mixes
with water... makes a gallon and a half finest
finish ready to apply—enough to redecorate
the walls and ceilings of the average room!
It's hard to believe anything as lovely as a
Kem-Tone room costs so little!

KEM-TONE TRIMS 20¢ up • KEM-TONE ROLLER-KOATER 98¢ ea. • KEM-TONE 4" BRUSH \$2.39 ea.

ROLL OVER WALLPAPER, PAINT OR PLASTER!



Kem-Tone applies
like magic! It rolls
or brushes over
most interior wall
surfaces with amaz-
ing ease. Covers
wallpaper, paint or
plaster in one quick coat. Dries in just one
hour, leaving no "painty" odor! You move
back into a brand-new, beautifully dec-
orated room 60 minutes after painting.

Gorgeous new decorator styled deep colors!



Now Kem-Tone gives you any and every
color you could ask for! In addition to the
lovely standard shades, Kem-Tone offers
brand new Vogue Deep Colors, the latest,
smartest deep tones. They can be used "as
is," as tinting colors and as intermixes.
IMPORTANT! For best results, apply Vogue
Deep Colors with the new Kem-Tone Super
Cushion Roller-Koater! Vogue Deep Colors
slightly higher in price.

Insist on Genuine Kem-Tone and Genuine Kem-Glo! Sold at Leading Paint, Hardware & Department Stores! There's a dealer near you!

John White Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The Low Brothers Co., Dayton • John Lewis & Co., Inc., Philadelphia • The Marble-Sumner Co., Chicago • Rogers Paint Products, Inc., Detroit • The Surin-Williams Co., Cleveland

MAT NO. D

Kem-Tone made with oil...mixes with water! Gives your rooms the

MIRACLE WALL FINISH

"MILLION DOLLAR LOOK!"



FOR ONLY

\$3.79
per gal.
DOES
AVERAGE
ROOM

You're in for the most pleasant surprise of your life when you roll **Kem-Tone** over wallpaper paint or plaster with the amazing new **Kem-Tone Super-Cushion Roller-Koater!** And those new **Kem-Tone Vogue Deep Colors** are simply *out of this world!*



N24240.03

0007-SWP-000110142

Kem-Tone made with oil...mixes with water!



Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY CREATED RESINS for extra durability, washability, lasting beauty. This oil is treated to mix with water. Water makes Kem-Tone easier to apply and is the most convenient, economical thinner available. Unlike petroleum thinners used in ordinary paints, water has no obnoxious fumes and is non-inflammable!

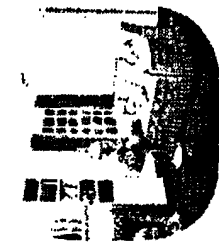
ONE GALLON '379 DOES THE AVERAGE ROOM!



A real bargain in beauty for living room, dining room, bedroom! Kem-Tone comes in concentrated paste form. One gallon at only \$3.79 mixes with water...makes a gallon and a half finest finish ready to apply—enough to redecorate the walls and ceilings of the average room! It's hard to believe anything as lovely as a Kem-Tone room costs so little!

KEM-TONE TRIMS 20¢ up • KEM-TONE ROLLER-KOATER 98¢ ea. • KEM-TONE 4" BRUSH \$2.39 ea.

ROLL OVER WALLPAPER, PAINT OR PLASTER!



Kem-Tone applies like magic! It rolls or brushes over most interior wall surfaces with amazing ease. Covers wallpaper, paint or plaster in one quick coat. Dries in just one hour, leaving no "painty" odor! You move back into a brand-new, beautifully decorated room 60 minutes after painting.

Gorgeous new decorator styled deep colors!



Now Kem-Tone gives you any and every color you could ask for! In addition to the lovely standard shades, Kem-Tone offers brand new Vogue Deep Colors, the latest, smartest deep tones. They can be used "as is," as tinting colors and as intermediaries. **IMPORTANT! For best results, apply Vogue Deep Colors with the new Kem-Tone Super Cushion Roller-Koater! Vogue Deep Colors slightly higher in price.**



LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

**FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK**

**MARVELOUS! MIRACULOUS!
WORLD'S LOVELIEST
LUSTRE FINISH!**

1. Easy to apply!
2. Covers in one coat!
3. No primer! No undercoat!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!
6. Ready to use!



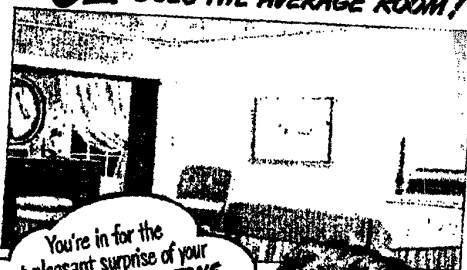
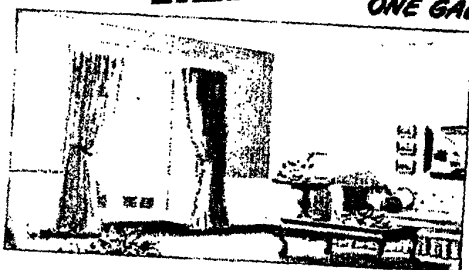
Insist on Genuine Kem-Tone and Genuine Kem-Glo! Sold at Leading Paint, Hardware & Department Stores! There's a dealer near you!

New York: Lead & Color Works, Detroit • W. W. Lawrence & Co., Pittsburgh • The Lane Brothers Co., Dayton • J. H. Lucas & Co., Inc., Philadelphia • The Macdonald Co., Chicago • Regent Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland

MAT NO. A

Kem-Tone MIRACLE WALL FINISH MADE WITH OIL... MIXES WITH WATER!

ONE GALLON ^{\$3.79} DOES THE AVERAGE ROOM!



WORLD'S LOVELIEST FLAT WALL FINISH FOR LIVING ROOM, DINING ROOM, BEDROOM!

Your rooms can "look like a million"—for only \$3.79 with Kem-Tone!

One gallon of Kem-Tone actually gives you a gallon and a half finest finish ready to apply. Enough to do an average size room.

MADE WITH OIL... MIXES WITH WATER!

Yes, Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY-CREATED RESINS to give Kem-Tone extra durability, washability, lasting beauty!

This oil is treated to mix with water—because water makes Kem-Tone easier to supply and is the most convenient, economical thinner. Unlike petroleum thinners used in paint, water has no obnoxious fumes and is non-inflammable.

You're in for the most pleasant surprise of your life when you roll **KEM-TONE** over your wallpaper, paint or plaster

with the amazing new **KEM-TONE SUPER-CUSHION ROLLER-KONTER!**

Super-cushioned, the new Kem-Tone Roller-Konter picks up more Kem-Tone! Rolls it over walls and ceilings evenly, smoothly—in a breeze!



Now! the latest, smartest deep tones... *Kem-Tone* **VOGUE DEEP COLORS!**



Styled by America's leading decorators! For best results, apply with Kem-Tone Super-Cushion Roller-Konter. Vogue Deep Colors priced slightly higher.



APPLIES LIKE MAGIC!



RIGHT OVER WALLPAPER!



ONE COAT COVERS!



DRY IN ONE HOUR!

KEM-TONE TRIMS...20¢ UP

KEM-TONE ROLLER-KONTER...95¢ EA.

KEM-TONE 4" BRUSH...\$2.39 EA.

KEM-GLO

FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK

NEW MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!



1. Easy, ready to use!
2. Covers in one coat!
3. No primer, undercoats!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!

ONLY \$2.39 QT.



INSIST ON GENUINE KEM-TONE AND GENUINE KEM-GLO! SOLD AT LEADING PAINT, HARDWARE & DEPARTMENT STORES THERE IS A DEALER NEAR YOU!

Kem-Tone Lead & Color Works, Detroit • H. W. Lawrence & Co., Pittsburgh • The Lewis Brothers Co., Dayton • John Lewis & Co., Inc., Philadelphia • The Martin-Sumner Co., Chicago • Rogers Paint Products, Inc., Detroit • The Sherwin-Williams Co., Cleveland

MAT NO. E

N24240.04

0007-SWP-000110153

Kem-Tone MIRACLE WALL FINISH

"MADE WITH OIL... MIXES WITH WATER!"

ONE GALLON \$3.79 DOES THE AVERAGE ROOM!



WORLD'S LOVELIEST FLAT WALL FINISH FOR LIVING ROOM, DINING ROOM, BEDROOM!

Your rooms can "look like a million"—for only \$3.79 with Kem-Tone!

One gallon of Kem-Tone actually gives you a gallon and a half finest finish ready to apply. Enough to do an average size room.

MADE WITH OIL... MIXES WITH WATER!

Yes, Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY-CREATED RESINS to give Kem-Tone extra durability, washability, lasting beauty!

This oil is treated to mix with water—because water makes Kem-Tone easier to apply and is the most convenient, economical thinner available. Unlike petroleum thinners used in ordinary paint, water has no obnoxious fumes and is non-inflammable.

You're in for the most pleasant surprise of your life when you roll **KEM-TONE** over your wallpaper, paint or plaster

with the amazing new **KEM-TONE SUPER-CUSHION ROLLER-KOATER!**

Super-cushioned, the new Kem-Tone Roller-Koater picks up more Kem-Tone! Rolls it over walls and ceilings evenly, smoothly—in a breeze!

Now! the latest, smartest deep tones... VOGUE DEEP COLORS!

Stylish by America's leading decorators! For best results, apply with Kem-Tone Super-Cushion Roller-Koater. Vogue Deep Colors priced slightly higher.



KEM-TONE TRIMS...28¢ UP • KEM-TONE ROLLER-KOATER...98¢ EA. • KEM-TONE 4" BRUSH...\$2.39 EA.

KEM-GLO

FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK

NEW MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!

1. Easy, ready to use!
2. Covers in one coat!
3. No primer, undercoater!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!



Insist on genuine KEM-GLO and KEM-TONE! Sold at leading paint, hardware & department stores! There's a dealer near you!

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

MAT NO. F

ONLY \$3⁷⁹ BUYS THE MOST BEAUTIFUL ROOM (LIVING ROOM DINING ROOM BEDROOM (average size)) YOU EVER OWNED!



*SO EASY TO USE! SO LOVELY!
SO ECONOMICAL! YET
THE FINEST DECORATION
MONEY CAN BUY!*

Paint a room with Kem-Tone and no one will believe it cost a mere \$3.79. That's how beautiful Kem-Tone is! And easy! You'll say it's magic—the speedy way your room gets done. One gallon is all it takes. Yes, one gallon does a room.

Kem-Tone TRIMS... 25¢ up
Kem-Tone ROLLER-KOATER... \$6¢ ea.
Kem-Tone 4" BRUSH... \$2.39 ea.



\$3⁷⁹ per gal.
DOES
AVERAGE ROOM

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. K1807

N24240.05

0007-SWP-000110163

Kem-Tone AD MATS!

GORGEOUS LIVING ROOMS, DINING ROOMS,
BEDROOMS ONLY \$3.79 WITH **Kem-Tone!**
Average Room

IT'S MAGIC! RIGHT
OVER WALLPAPER
PAINT, PLASTER! DRIES
IN ONE HOUR! NO MUSS!
NO FUSS! NO BOTHER!



Such glorious color!
Such magic ease, when
you decorate with the
Miracle Wall Finish! And
only \$3.79 a gallon! No
wonder Kem-Tone is



CHECK THESE
Kem-Tone
MIRACLES!

Applies like magic! ☒
Right over
wallpaper! ☒

N24240.06

0007-SWP-000110164

GORGEOUS LIVING ROOMS, DINING ROOMS, BEDROOMS ONLY \$3⁷⁹ WITH *Kem-Tone!* Average Room

IT'S MAGIC! RIGHT
OVER WALLPAPER
PAINT, PLASTER! DRIES
IN ONE HOUR! NO MUSS!
NO FUSS! NO BOTHER!



\$3⁷⁹
per
gal.
DOES AVERAGE ROOM

Such glorious color!
Such magic ease, when
you decorate with the
Miracle Wall Finish! And
only \$3.79 a gallon! No
wonder Kem-Tone is
America's most popular
flat wall paint!

Made with
KEM ~~TRADING~~ **OIL**
REAL OIL FORTI-
FIED WITH SPECIAL
RESINS for extra
durability, lasting
beauty.

MIRACLE WALL FINISH



CHECK THESE
Kem-Tone
MIRACLES!

- Applies like magic! ☒
- Right over wallpaper! ☒
- One coat covers! ☒
- Dries in an hour! ☒
- One gallon does a room! ☒

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

from the famous laboratories that gave you Kem-Tone!

SCUFF IT! SOIL IT! SCRUB IT!

FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK!
ONLY \$2³⁹ A QUART!



Sensational new Kem-Glo!
Looks and washes like baked
enamel! For the first time,
kitchen and bathroom walls,
woodwork in every room can
have a finish that's smooth as
plastic, cleanable as chinaware,
beautiful as polished ivory!

LOOK AT THESE KEM-GLO FEATURES!

- EASY TO APPLY!
- ONE COAT COVERS!
- NO PRIMER!
- NO UNDERCOATER!
- DRIES—3 TO 4 HOURS!
- WASHABLE!
- SCRUBBABLE!
- ONLY \$2.39 A QUART!
- WON'T STAIN!
- RESISTS GREASE!
- DIRTY WASHES OFF!
- RESISTS BOILING WATER!



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 805



**SO ECONOMICAL! YET
THE FINEST DECORATION
MONEY CAN BUY!**

Paint a room with Kem-Tone and no one will believe it cost a mere \$3.79. That's how beautiful Kem-Tone is! And easy! You'll say it's magic—the speedy way your room gets done. One gallon is all it takes. Yes, one gallon does a room.

Kem-Tone TRIMS... 20¢ up
Kem-Tone ROLLER-KOATER... 90¢ ea.
Kem-Tone 4" BRUSH... \$2.39 ea.



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT807

LOVELY ROOMS ONLY \$3.79 EACH

WITH Kem-Tone!
MIRACLE WALL FINISH

NO MUSS!
NO FUSS!

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



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, 90¢ ea.
KEM-TONE 4" BRUSH... \$2.39 ea.
KEM-TONE TRIMS... 20¢ up



- MADE WITH
1 KEM THERMO-TEMPERED OIL
2 APPLIES LIKE MAGIC!
3 RIGHT OVER wallpaper, paint, plaster!
4 ONE COAT COVERS!
5 DRIES IN ONE HOUR!

\$3.79 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

N24240.07

0007-SWP-000110166

BEAUTIFUL ROOM

(LIVING ROOM)
(DINING ROOM)
(BEDROOM)
(average size)

ONLY \$3⁷⁹ WITH *Kem-Tone!*

MIRACLE WALL FINISH

World's loveliest flat wall finish!

What's the most popular wall finish in America? *Kem-Tone!* What keeps it so popular? *Breathtaking beauty!* A rich suede-like finish—there's none lovelier. *Amazing ease of use!* Applies like magic. *Marvelous convenience!* Dries in one hour. *Rock-bottom economy!* One gallon does a room.



CHECK THESE KEM-TONE MIRACLES!

1. APPLIES LIKE MAGIC! ☒
2. RIGHT OVER WALLPAPER, PAINT, PLASTER! ☒
3. ONE COAT COVERS! ☒
4. DRIES IN ONE HOUR! ☒
5. GORGEOUS COLORS! ☒
6. ONE GALLON DOES AVERAGE ROOM! ☒

MADE WITH KEM THERMO TEMPERED OIL

Kem-Tone TRIMS 29¢/sq. • Kem-Tone ROLLER-KOATER 99¢/sq. • Kem-Tone 4" BRUSH \$2.39 ea.

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 801

N24240.08

0007-SWP-000110167

MIRACLE WALL FINISH

MIRACLE WALL MAT NO. KT 821

CONVINCING KEM-TONE RADIO SPOTS TO BLANKET YOUR MARKET!

15 SECONDS

walls are
takes no
e painted,
wallpaper,
nt. KEM-
is in one
ies easily!
amazingly
venty nine
does the
Kem-Tone
STORE)!

Have you seen the new Kem-Tone VOGUE DEEP COLORS? They're the latest in deep tones. Can be used "as is" or as tints to give you any color your heart desires! Kem-Tone is sold at (NAME AND ADDRESS)!

ONE MINUTE

your heart
ogue Deep
test colors
can be used
uced with
intermixed
ing colors
.. VOGUE
it (NAME
rovide you
om shades.
RE) for a
ne address
)!

What's the most popular flat wall finish in America? Why, Kem-Tone of course. Now on sale at (NAME AND ADDRESS OF STORE)! Why is Kem-Tone so popular? Because it's the loveliest, easiest-to-use, most economical one coat flat wall finish made. Beautiful Kem-Tone applies like magic—especially if you use it with the new Kem-Tone Super Cushion Roller-Koater. It covers most interior wall surfaces—even wallpaper—in one quick coat. Dries in 60 minutes to a beautiful, colorful suede-like finish. Yes, one hour from the time you finish painting with Kem-Tone, you move back into a gorgeous new room. How much has all this cost you? Only three dollars and seventy nine cents. Believe it or not, one gallon of Kem-Tone at three seventy nine does the average room beautifully. Buy Kem-Tone today at (NAME AND ADDRESS OF STORE)!

ONE MINUTE

in beauty!
dollars and
decorates a
m-Tone is
RESS OF

(NAME OF DEALER) of (NAME OF STORE) at (ADDRESS OF STORE) says: Paint a room with Kem-Tone and no one will believe that it cost you only three

dollars and seventy nine cents. That's how beautiful Kem-Tone is! And easy! Say, Kem-Tone with the Kem-Tone Super Cushion Roller Koater is just about the easiest painting there is! You'll say it's magic—the speedy way your room gets done. Only a few hours and those drab walls and ceilings come alive with cheerful new color. One gallon is all it takes. Yes, one gallon of Kem-Tone at three seventy nine does the average room. Kem-Tone covers wallpaper, paint and plaster. Buy Kem-Tone today! No other flat wall finish in the world gives you so much beauty—so easily, so quickly, so economically. Kem-Tone is sold at (NAME AND ADDRESS OF STORE)!

ONE MINUTE

Right over wallpaper, paint, plaster! Nothing easier, smarter, faster! That's KEM-TONE, the Miracle Wall Finish! The loveliest, easiest-to-use, most economical one-coat flat wall finish made! Only three dollars and seventy-nine cents a gallon and one gallon does the average sized living room, bedroom or dining room! Why not come down to (NAME AND ADDRESS OF STORE) and buy yourself a cheerful new room at this low price of three seventy-nine? You'll have the most beautiful room you've ever owned—thanks to Kem-Tone! This Miracle Finish turns drab walls to glad walls just like magic. Covers—even wallpaper—in just one coat. Dries to a rich, suede-like surface in just one hour. So don't delay, get Kem-Tone today at (NAME AND ADDRESS OF STORE)!

OBTAIN KEM-TONE AD MATS

are free of charge to you.
r request to the advertising
of the companies listed at
our Kem-Tone jobber.

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

N24240.09

0007-SWP-000110168

\$3⁷⁹ DECORATES A ROOM!



IT'S MAGIC!
RIGHT OVER
WALLPAPER PAINT,
PLASTER!
NO FUSS! NO MUSS!
NO BOTHER!

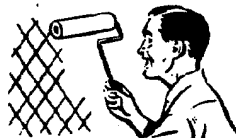


APPLIES LIKE MAGIC!



You'll never know how easy painting can be until you try Kem-Tone with the Kem-Tone Super-Cushion Roller-Koater!

RIGHT OVER WALLPAPER!



Yes, right over wallpaper, paint, plaster! Marvelous Kem-Tone covers them all in one coat!

DRY IN ONE HOUR!



No long waiting for overnight drying. Move into your new Kem-Tone room 60 minutes after painting!

GORGEOUS COLORS!



Soft pastels, rich deep tones, created by foremost color stylists. Kem-Tone colors suit every decorating scheme.

ONE GALLON DOES A ROOM!



Kem-Tone comes in concentrated paste form. One gallon at \$3.49, gives a gallon and a half ready-to-apply!

MADE WITH KEM THERMO-TEMPERED OIL



Kem-Tone is made with KEM Thermo-Tempered OIL — REAL OIL FORTIFIED WITH

SPECIAL RESINS — for extra durability, lasting beauty.

DEALER'S NAME

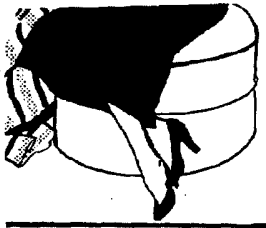
ADDRESS

PHONE NO.

MAT NO. KT 800

N24240.1

0007-SWP-000110169



loveliest room
you've ever seen!

\$3⁷⁹ per gallon.
one gallon
does average room.



NAME

PHONE NO.

DEALER'S NAME

ADDRESS

PHONE NO.

310

MAT NO. KT 871

D. KT 813



D. KT 815



MAT NO. KT 816



MAT NO. KT 817



Kem-Tone
MIRACLE WALL FINISH
Kem-Tone

Kem-Tone
MIRACLE WALL FINISH
MAT NO. KT 820
Kem-Tone
MIRACLE WALL FINISH

N24240.11

0007-SWP-000110170

PRICE TAG ON A
Roomful
OF LOVELINESS!



DEALER'S NAME

Address

Phone No.

MAT NO. KT 802



MAT NO. KT 803



MAT NO. KT 804

SEE THEM FIRST
AT OUR STORE!

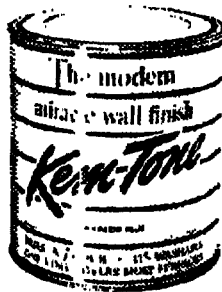


DEALER'S NAME

ADDRESS

MAT NO. KT 811

MAT NO. KT 812



MAT NO. KT 813



MAT NO. KT 814

MAT NO. KT 814



KEM-TONE
MIRACLE

MAT NO. KT 818

MAT NO. KT 819

USE THESE LIVELY, CHEERFUL

30 SECONDS

Rooms look smarter, when decorated with KEM-TONE! No difference whether your walls are whether they're covered with v or whether they're brick or cement. KEM-TONE covers most wall surfaces, coat, dries in an hour and washes off. You can buy KEM-TONE for the low price of three dollars and seventy cents a gallon—and one gallon

GORGEOUS LIVING ROOMS, DINING ROOMS, BEDROOMS, *only* \$379

Average
Room

Kem-Tone!

MIRACLE WALL FINISH

APPLIES LIKE
MAGIC!

RIGHT OVER
WALLPAPER, PAINT,
PLASTER!

ONE COAT COVERS!

DRIES IN ONE HOUR!

GORGEOUS NEW COLORS!

ONE GALLON
DOES AVERAGE
ROOM!



Kem-Tone TRIMS 20¢ up

Kem-Tone ROLLER-KOATER 98¢ ea. • Kem-Tone 4" BRUSH \$2.39 ea.

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 806

N24240.12

0007-SWP-000110173

BEAUTIFUL ROOMS FOR \$3.79 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 Cashmere 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. NIGHT OVER WALL-PAINT, PAPER, PASTER!
3. ONE COAT COVERS! MUST SURFACES!
4. APPLIES LIKE A. DRIES IN ONE HOUR!
5. NO "PAINTY" ODOR!
6. WASHABLE!
7. ONE GALLON DOES AVERAGE ROOM!



average room! Headquarters for is (NAME AND ADDRESS OF

30 SECONDS

Now, to give you any color desires, Kem-Tone introduces V. Colors. They're the latest, smart in deep tones. Versatile, they're "as is" at full strength... red Kem-Tone Yorktown White... with each other... and as tint with regular Kem-Tone shades DEEP COLORS now on sale! AND ADDRESS OF STORE) put with an unlimited variety of color Drop in to (NAME OF STORE) VOGUE DEEP COLOR card. T) again is (ADDRESS OF STORE

15 SECONDS

Here's your biggest bargain Kem-Tone costing only three d seventy nine cents a gallon rec room speedily, beautifully. Ke sold at (NAME AND ADDRESS OF STORE!)

HOW TO

Kem-Tone ad mats
 Simply address your department of any right or to y

DEALER'S NAME

PHONE NO.

ADDRESS

Mat No. KT-658

N24240.13

NEW
Kem-Tone
VOGUE DEEP COLORS
are simply
out of this world!



**SEE THEM FIRST
AT OUR STORE!**

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 810

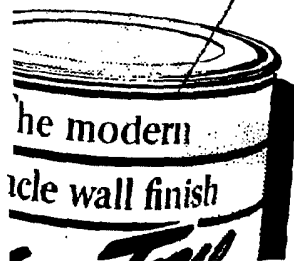
N24240.14

0007-SWP-000110175

all
in on this
with these

FREE Ke

ROOM!



PRICE TAG ON A
Roomful
OF LOVELINESS!



N24240.15

0007-SWP-000110176

\$3⁷⁹
only **\$3⁷⁹**
makes the
loveliest room
you've ever seen!

\$3⁷⁹ per gallon.
one gallon
does average room.



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 811

**Kem-Tone is out to break
sales records in '49! Cash
momentous effort! Tie-in**

\$3⁷⁹ DECORATES A



HERE ARE
60,482,263
REASONS WHY

Kem-Tone
MIRACLE WALL FINISH

WILL CONTINUE TO BE

1ST ...IN ADVERTISING!
...IN SALES!
...IN PROFITS!

KT-578

N24240.16

0007-SWP-000110179

Count 'em!

60,482,263



Kem-Tone FULL COLOR ADS...

PLUS MILLIONS MORE

BLACK & WHITE ADS *this Spring*

19,447,390 Kem-Tone Ads in "American Weekly"

Albany Times Union
Atlanta Constitution
Baltimore American
Boston Sunday Advertiser
Buffalo Courier Express
Chicago Herald American
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New York Journal American
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
Syracuse Herald American
Washington, D. C. Times Herald

26,784,873 Kem-Tone Ads in "This Week"

Atlanta Journal
Baltimore Sun
Birmingham News & Age Herald
Boston Herald
Chicago Daily News—(Sat. Ed.)
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas News
Des Moines Register
Detroit News
Indianapolis Star
Los Angeles Times
Memphis Commercial Appeal
Milwaukee Journal
Minneapolis Tribune
New York Herald Tribune
Philadelphia Bulletin
Pittsburgh Press
Portland, Ore. Journal
Rochester Democrat & Chronicle
St. Louis Globe Democrat
San Francisco Chronicle
Spokane Spokesman Review
Washington Star

14,250,000 Kem-Tone Ads in "Parade"

Akron Beacon Journal
Boston Post
Bridgeport Sunday Post
Chicago Sun Times
Denver Rocky Mt. News
Detroit Free Press
El Paso Times
Erie Dispatch Herald
Fort Wayne Journal Gazette
Houston Post
Jacksonville, Fla. Times Union
Long Island Sunday Press
Madison, Wisc. State Journal
Newark Star Ledger
New Bedford Standard Times
Philadelphia Inquirer
Pittsburgh Post Gazette
Portland, Me. Sunday Telegram
St. Paul Sunday Pioneer Press
Salt Lake City Tribune
Syracuse Herald American
Tacoma Times
Toledo Blade
Washington Post
Wichita Eagle
Youngstown Vindicator

For your convenience we list below the entire Spring Sunday schedule for both KEM-TONE and KEM-GLO. The product name in large capital letters indicates the feature of the ad. The product name in small letters indicates a "trailer".

MARCH

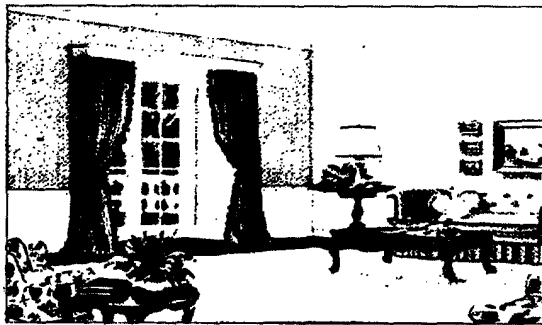
APRIL

MAY

				MARCH 13 This Week KEM-GLO and Kem-Tone Full Page	MARCH 17 Parade KEM-GLO and Kem-Tone Full Page	MARCH 28 American Weekly KEM-GLO and Kem-Tone Full Page
	APRIL 3 This Week KEM-GLO and Kem-Tone Half Page	APRIL 10 American Weekly KEM-TONE and Kem-Glo Full Page	APRIL 10 Parade KEM-TONE and Kem-Glo Half Page	APRIL 17 This Week KEM-TONE and Kem-Glo Half Page	APRIL 24 Parade KEM-GLO and Kem-Tone Half Page	APRIL 24 This Week KEM-GLO and Kem-Tone Half Page
	MAY 1 American Weekly KEM-GLO and Kem-Tone Full Page	MAY 8 This Week KEM-TONE and Kem-Glo Half Page	MAY 8 Parade KEM-GLO and Kem-Tone Half Page	MAY 15 This Week KEM-GLO and KEM-TONE Facing Half Pages	MAY 22 American Weekly KEM-TONE and Kem-Glo Full Page	MAY 29 Parade KEM-TONE and KEM-GLO Facing Half Pages

Kem-Tone[®] made with oil...mixes with water! Gives your rooms the "MILLION DOLLAR LOOK!"

MIRACLE WALL FINISH



One gallon \$3.79 does the average living room, dining room or bedroom!

Breathtaking beauty, amazing ease of use, down-to-earth economy make Kem-Tone America's most popular wall finish. Kem-Tone is made with REAL OIL AND SPECIAL RESINS that are treated to mix with water—because water has no obnoxious fumes... is non-inflammable... and is the most convenient, economical thinner available. For rooms that "LOOK LIKE A MILLION" yet cost only \$3.79—insist on Kem-Tone!

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



APPLIES LIKE MAGIC!



RIGHT OVER WALLPAPER!



ONE COAT COVERS!



DRY IN ONE HOUR!

Now! The latest, smartest deep tones... **Kem-Tone** VOGUE DEEP COLORS!



Styled by America's leading decorators. For best results, apply with Kem-Tone Super-Cushion Roller-Koater. Vogue Deep Colors priced slightly higher.

ONLY \$3.79 per gal. Does Average Room

MADE WITH KEM THERMO OIL
WITH KEM THERMO OIL
REAL OIL FORTIFIED WITH SPECIAL RESINS—for extra durability... lasting beauty!

Kem-Tone TRIMS...20¢ up Kem-Tone ROLLER-KOATER...98¢ ea. Kem-Tone 4" BRUSH...\$2.39 ea.

KEM-GLO

FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK

NEW MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!



1. Easy, ready to use!
2. Covers in one coat!
3. No primer, undercoat!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!

ONLY \$2.39 per qt.



Insist on genuine KEM-GLO and genuine KEM-TONE! Sold at leading paint, hardware and department stores! There's a dealer near you!

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

N24240.17

0007-SWP-000110181

ONLY **\$3.79** BUYS THE MOST BEAUTIFUL
ROOM (LIVING ROOM
DINING ROOM
BEDROOM
Coverage Area) YOU EVER OWNED!



SO EASY TO USE! SO LOVELY!
SO ECONOMICAL! YET
THE FINEST DECORATION
MONEY CAN BUY!

Paint a room with Kem-Tone
and no one will believe it cost a
mere \$3.79. That's how beautiful
Kem-Tone is! And easy! You'll say
it's magic—the speedy way your
room gets done. One gallon is all it
takes. Yes, one gallon does a room.

Kem-Tone TRIMS...20¢ up
Kem-Tone ROLLER-ROATER...\$6.00 ea.
Kem-Tone 4" BRUSH...\$2.39 ea.



NEW **Kem-Tone**
VOGUE DEEP COLORS
are simply
out of this world!
SEE THEM FIRST
AT OUR STORE!



DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 810

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 807

GORGEOUS LIVING ROOMS, DINING ROOMS,
BEDROOMS, ONLY **\$3.79** Average Room



APPLIES LIKE
MAGIC!
RIGHT OVER
WALLPAPER, PAINT,
PLASTER!
ONE COAT COVERS!
DRIES IN ONE HOUR!
GORGEOUS NEW COLORS!

ONE GALLON
DOES AVERAGE
ROOM!

Kem-Tone!
MIRACLE WALL FINISH



Kem-Tone TRIMS 20¢ up
Kem-Tone ROLLER-ROATER 98¢ ea. • Kem-Tone 4" BRUSH \$2.39 ea.

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 806

"NEW
MIRACLE LUSTRE



"ONE COAT
WONDER FOR
KITCHEN, BATHROOMS
ALL WOODWORK"

DEAL

ADDRESS

MAT

NEW MIRACLE LUSTRE
WALL, WOODWORK
FINISH!



DEALER

ADDRESS

MAT NO

IT'S
HERE! **KEM-GLO**

MIRACLES LUSTRE FINISH
LOOKS AND WEATHER LIKE BAKED ENAMEL

DEALER'S NAME
Address Phone No.

MAT NO. KG 106

LET US
SHOW
YOU **KEM-GLO**

MIRACLES LUSTRE FINISH
LOOKS AND WEATHER
LIKE BAKED ENAMEL

DEALER'S NAME
Address Phone No.

MAT NO. KG 107

N24243.18

0007-SWP-000110209

We have



DEALER'S NAME

Address Phone No.

MAT NO. KG 104



NEW! MIRACLE LUSTRE FINISH

KEM-GLO
LOOKS AND WASHES
LIKE BAKED ENAMEL!

BY THE MAKERS OF
Kem-Tone!



FOR KITCHENS • FOR BATHROOMS
ALL WOODWORK!

Looks like baked enamel! Kem-Glo's so smooth, so lustrous, so satiny! Washes like baked enamel! Kem-Glo cleans with amazing ease. So easy to use! Kem-Glo flows on like a breeze! One coat covers! No undercoater needed! Try it today!

PUNISHING TESTS DON'T FAZE KEM-GLO!



REPELS GREASE!



RESISTS STAINS!



RESISTS BOILING WATER!



DIRT WASHES OFF!

LOOKS, WASHES
LIKE BAKED ENAMEL!



DEALER'S NAME

Address Phone No.

MAT NO. KG 103

LOOKS, WASHES
LIKE BAKED ENAMEL!



MIRACLE LUSTRE FINISH FOR KITCHENS,
BATHROOMS, WOODWORK!

DEALER'S NAME

Address Phone No.

MAT NO. KG 105

FINISH!"



ONLY 2.39 QUART -
\$7.98 GALLON!"

DEALER'S NAME

PHONE NO.

MAT NO. KG 113



LOOKS AND
WASHES LIKE
BAKED ENAMEL!

DEALER'S NAME

PHONE NO.

MAT NO. KG 114

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 111

MAT NO. KG 125



MAT NO. KG 126



MAT NO. KG 116



MAT NO. KG 117



MAT NO. KG 118



MAT NO. KG 115



KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 119

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 120

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 121

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 122

KEM-GLO

The Miracle Lustre Finish

MAT NO. KG 123

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO from the famous laboratories that gave you Kem-Tone!
SCUFF IT! SOIL IT! SCRUB IT!



**FOR KITCHENS,
 FOR BATHROOMS,
 FOR ALL WOODWORK!
 ONLY \$2.39 A QUART!**

**EASY TO APPLY! ONE COAT COVERS!
 NO PRIMER! NO UNDERCOATER!
 DRIES—3-4 HOURS!
 WASHABLE!**

**SCRUBBABLE!
 ONLY \$2.39 A QUART
 WON'T STAIN!
 RESISTS GREASE!
 DIRT WASHES OFF!
 RESISTS BOILING WATER!**

Sensational new Kem-Glo! Looks and washes like baked enamel! For the first time, kitchen and bathroom walls, woodwork in every room can have a finish that's smooth as plastic, cleanable as china-ware, beautiful as polished ivory!



ONLY \$2.39 A QUART
 \$7.98 GALLON

GORGEOUS LIVING ROOMS, DINING ROOMS, BEDROOMS ONLY \$3.79 WITH Kem-Tone!
 Average Room

Such glorious color! Such magic ease! And only \$3.79 a gallon! No wonder Kem-Tone is America's most popular flat wall paint!



\$3.79
 per gal.
 and 1/2 qt.
 1/2 qt. 1/2 qt.

MADE WITH KEM THERMO TEMPERED OIL

REAL OIL FORTIFIED WITH SPECIAL RESINS for extra durability, lasting beauty.

IT'S MAGIC! RIGHT OVER WALLPAPER PAINT, PLASTER! DRIES IN ONE HOUR! NO MUSS! NO FUSS! NO BOTHER!



APPLIES LIKE MAGIC! RIGHT OVER WALLPAPER! ONE COAT COVERS!

DRIES IN ONE HOUR! ONE GALLON DOES A ROOM! ONLY \$3.79 A GALLON!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 108

WORLD'S LOVELIEST LUSTRE FINISH



\$2.39
 QUART
 \$7.98 GALLON

**LOOKS AND WASHES LIKE BAKED ENAMEL!
 A ONE COAT MIRACLE!**

FOR KITCHENS · BATHROOMS · ALL WOODWORK!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 110



MARV

THIS NE

LOO

LIKE

By the makers of Kem-Tone!

For kitchens, bathrooms, all woodwork

A one-coat miracle!

No primer, no undercoater needed!

Resists heat! Repels dirt and grease!

Anti-scuff and stain!

9 lovely colors and Stay white!

ONLY \$2.39 A QUART!

IT APPLIES EASILY!

DRIES IN 3 TO 4

IS SCRUBBABLE

DEALER'S

ADDRESS

MAT NO

KEM-GLO

LOOKS AND WASHES LIKE



**FOR KITCHENS,
 FOR BATHROOMS
 FOR ALL WOODWORK
 ONLY \$2.39 A QUART!**

From the makers of miracle Kem-Tone, this wonderful new lustre finish that looks and washes like baked enamel! Kem-Glo is easy to use. Covers in one coat. Requires no undercoater. Dries in 3 to 4 hours. Colors match or harmonize with Kem-Tone. Try Kem-Glo today!

ONLY \$2.39
 QUART
 \$7.98 GALLON

DEALER'S

ADDRESS

MAT NO. KG

N24240.19

0007-SWP-000110215

ELOUS! MIRACULOUS!
W LUSTRE WALL FINISH
KS AND WASHES
E BAKED ENAMEL!



\$7.98
A GALLON

! HOURS!
LE!

S NAME

PHONE NO.

KG 101

New Miracle Lustre
Wall, Woodwork Finish!
E BAKED ENAMEL!



39
QUART
GALLON

IAME

PHONE NO.

12

IT'S HERE!

THE MIRACLE LUSTRE
WALL, WOODWORK
FINISH THAT

LOOKS
AND
WASHES

LIKE BAKED ENAMEL!



ONLY
\$2.39
QUART
\$7.98 GALLON



FOR KITCHENS!
FOR BATHROOMS!
FOR ALL WOODWORK!

One look tells you. Kem-Glo will clean like your refrigerator. No dirt can penetrate its plastic-smooth surface! What's more, Kem-Glo lasts... can take plenty of punishment and then some! Kem-Glo is easy to use, too! Flows on like magic! One coat covers! No undercoater needed! Try Kem-Glo today!

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 102

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

The Miracle Lustre Finish
for Kitchens, Bathrooms,
all Woodwork!

1. EASY TO USE!
2. ONE COAT COVERS!
3. NO PRIMER! NO UNDERCOATER!
4. DRIES IN 3 to 4 HOURS!
5. WASHABLE! SCRUBBABLE!
6. ONLY \$2.39 A QUART!



ONLY
\$2.39
QUART
\$7.98 GALLON

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KG 109

\$3⁷⁹ DECORATES A ROOM!



IT'S MAGIC!
RIGHT OVER
WALLPAPER, PAINT,
PLASTER!
NO FUSS! NO MUSS!
NO BOTHER!



APPLIES LIKE MAGIC!



You'll never know how easy painting can be until you try Kem-Tone with the Kem-Tone Super-Cushion Roller-Koater!

RIGHT OVER WALLPAPER!



Yes, right over wallpaper, paint, plaster! Marvelous Kem-Tone covers them all in one coat!

DRY IN ONE HOUR!



No long waiting for overnight drying. Move into your new Kem-Tone room 60 minutes after painting!

GORGEOUS COLORS!



Soft pastels, rich deep tones, created by foremost color stylists. Kem-Tone colors suit every decorating scheme.

ONE GALLON DOES A ROOM!



Kem-Tone comes in concentrated paste form. One gallon at \$3⁷⁹, gives a gallon and a half ready-to-apply!

MADE WITH KEM THERMO-OIL



Kem-Tone is made with KEM Thermo-Tempered OIL — REAL OIL FORTIFIED WITH SPECIAL RESINS — for extra durability, lasting beauty.

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 800

BEAUTIFUL ROOM ONLY \$3⁷⁹ WITH Kem-Tone

World's loveliest flat wall finish!

What's the most popular wall finish in America? Kem-Tone! What keeps it so popular? Breath-taking beauty! A rich suede-like finish—there's none lovelier. Amazing ease of use! Applies like magic. Marvelous convenience! Dries in one hour. Rock-bottom economy! One gallon does a room.



CHECK THESE KEM-TONE MIN

1. APPLIES LIKE MAGIC!
2. RIGHT OVER WALLPAPER, PAINT, PLASTER!
3. ONE COAT COVERS!
4. DRIES IN ONE HOUR
5. GORGEOUS COLORS!
6. ONE GALLON DOES A ROOM!

MADE WITH KEM THERMO-OIL

Kem-Tone TAMS 20c up • Kem-Tone ROLLER-KOATER 55c

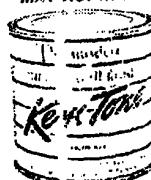
DEALER'S NAME

ADDRESS

PHONE

MAT NO. KT 801

MAT NO. KT 812



MAT NO. KT 813



MAT NO. KT 815



MAT NO. KT 814



MAT NO. KT 816



MAT NO. KT 817



LET US SHOW YOU **Kem-Tone** VOGUE DEEP COLORS

DEALER'S NAME
Address Phone No.

MAT NO. KT 804

WE SELL **Kem-Tone** MIRACLE WALL FINISH
DEALER'S NAME
Address Phone No.

MAT NO. KT 803

Kem-Tone
MIRACLE WALL FINISH

MAT NO. KT 818

Kem-Tone
MIRACLE WALL FINISH

MAT NO. KT 819

Kem-Tone
MIRACLE WALL FINISH

MAT NO. KT 820

Kem-Tone
MIRACLE WALL FINISH

MAT NO. KT 821

N24240.2

0007-SWP-000110221

FULL ROOM

(LIVING ROOM
DINING ROOM
BEDROOM
(over apt size))

\$79 WITH **Kem-Tone!**

MIRACLE WALL FINISH



CHECK THESE KEM-TONE MIRACLES!

1. APPLIES LIKE MAGIC! ☒
2. RIGHT OVER WALLPAPER, PAINT, PLASTER! ☒
3. ONE COAT COVERS! ☒
4. DRIES IN ONE HOUR! ☒
5. GORGEOUS COLORS! ☒
6. ONE GALLON DOES AVERAGE ROOM! ☒

MADE WITH **KEM THERMO** OIL

Kem-Tone 2 NIMS 20c up • Kem-Tone ROLLER-ROATER 95c ea. • Kem-Tone 4" BRUSH \$2.28 ea.

DEALER'S NAME

PHONE NO.

MAT NO. KT 801

LET US
SHOW YOU **Kem-Tone**
VOGUE DEEP COLORS

DEALER'S NAME

Address Phone No.

MAT NO. KT 804

WE
SELL **Kem-Tone**
MIRACLE WALL FINISH
DEALER'S NAME
Address Phone No.

MAT NO. KT 803

PRICE TAG ON A
Roomful
OF LOVELINESS!



DEALER'S NAME

Address Phone No.

MAT NO. KT 802

GORGEOUS LIVING ROOMS, DINING ROOMS,
BEDROOMS ONLY \$3.79 WITH **Kem-Tone!**

Average Room

IT'S MAGIC! RIGHT
OVER WALLPAPER
PAINT, PLASTER! DRIES
IN ONE HOUR! NO MUSS!
NO FUSS! NO BOTHER!



\$3.79
per
gal.
DOES AVERAGE ROOM

Such glorious color!
Such magic ease, when
you decorate with the
Miracle Wall Finish! And
only \$3.79 a gallon! No
wonder Kem-Tone is
America's most popular
flat wall paint!

Made with
KEM THERMO OIL
REAL OIL FORTI-
FIED WITH SPECIAL
RESINS for extra
durability, lasting
beauty.

MIRACLE WALL FINISH



CHECK THESE
Kem-Tone
MIRACLES!

- Applies like magic! ☒
- Right over wallpaper! ☒
- One coat covers! ☒
- Dries in an hour! ☒
- One gallon does a room! ☒

LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

from the famous laboratories that gave you Kem-Tone!

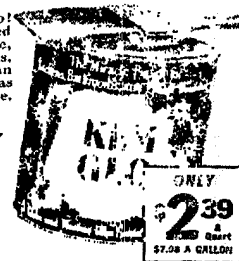
SCUFF IT! SOIL IT! SCRUB IT!

FOR KITCHENS,
FOR BATHROOMS,
FOR ALL WOODWORK!
ONLY \$2.39 A QUART!



LOOK AT THESE KEM-GLO FEATURES!

- EASY TO APPLY!
- ONE COAT COVERS!
- NO PRIMER!
- NO UNDERCOATER!
- DRIES—3 TO 4 HOURS!
- WASHABLE!
- SCRUBBABLE!
- ONLY \$2.39 A QUART!
- WON'T STAIN!
- RESISTS GREASE!
- DIRT WASHES OFF!
- RESISTS BOILING WATER!



ONLY
\$2.39
a
quart
\$7.08 A GALLON

DEALER'S NAME

ADDRESS

PHONE NO.

MAT NO. KT 805

\$3.79
only
makes the
loveliest room
you've ever seen!

\$3.79 per gallon.
one gallon
does average room.



DEALER'S NAME

ADDRESS

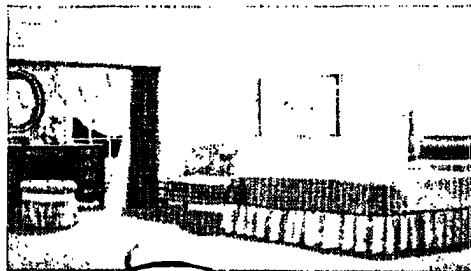
PHONE NO.

MAT NO. KT 811

Kem-Tone MIRACLE WALL FINISH

"MADE WITH OIL... MIXES WITH WATER!"

ONE GALLON \$3.79 DOES THE AVERAGE ROOM!



WORLD'S LOVELIEST FLAT WALL FINISH FOR LIVING ROOM, DINING ROOM, BEDROOM!

Your rooms can "look like a million"—for only \$3.79 with Kem-Tone!

One gallon of Kem-Tone actually gives you a gallon and a half finest finish ready to apply. Enough to do an average size room.

MADE WITH OIL... MIXES WITH WATER!

Yes, Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY-CREATED RESINS to give Kem-Tone extra durability, washability, lasting beauty!

This oil is treated to mix with water—because water makes Kem-Tone easier to apply and is the most convenient, economical thinner available. Unlike petroleum thinners used in ordinary paint, water has no obnoxious fumes and is non-inflammable.

You're in for the most pleasant surprise of your life when you roll **KEM-TONE** over your wallpaper, paint or plaster

with the amazing new **KEM-TONE SUPER-CUSHION ROLLER-KOATER!**

Super-cushioned, the new Kem-Tone Roller-Koater picks up more Kem-Tone! Rolls it over walls and ceilings evenly, smoothly—in a breeze!



Now! the latest, smartest deep tones... **VOGUE DEEP COLORS!**

Stylish by America's leading decorators! For best results, apply with Kem-Tone Super Cushion Roller-Koater. Vogue Deep Colors priced slightly higher.



\$3.79 PER GAL.
DOES AN AVERAGE ROOM



APPLIES LIKE MAGIC!



RIGHT OVER WALLPAPER!



ONE COAT COVERS!



DRY IN ONE HOUR!

KEM-TONE TRIMS...20¢ UP • KEM-TONE ROLLER-KOATER...98¢ EA. • KEM-TONE 4" BRUSH...\$2.39 EA.

KEM-GLO

FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK

NEW MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!

1. Easy, ready to use!
2. Covers in one coat!
3. No primer, undercoater!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!



ONLY \$2.39 QT.



Insist on genuine KEM-GLO and KEM-TONE! Sold at leading paint, hardware & department stores! There's a dealer near you!

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

MAT NO. F

N24240.21

0007-SWP-000110236

Kem-Tone[®] made with oil...mixes with water! Gives your rooms the
MIRACLE WALL FINISH
"MILLION DOLLAR LOOK!"



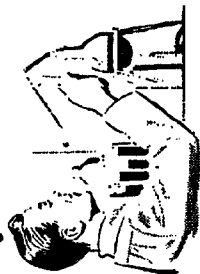
You're in for the most pleasant surprise of your life when you roll Kem-Tone over wallpaper, paint or plaster with the amazing new Kem-Tone Super-Cushion Roller-Koater! And those new Kem-Tone Vogue Deep Colors are simply out of this world!



N24240.22

0007-SWP-000110239

Kem-Tone made with oil...mixes with water!



Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY CREATED RESINS for extra durability, washability, lasting beauty. This oil is treated to mix with water. Water makes Kem-Tone easier to apply and is the most convenient, economical thinner available. Unlike petroleum thinners used in ordinary paints, water has no obnoxious fumes and is non-inflammable!

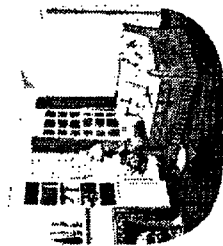
ONE GALLON \$3.79 DOES THE AVERAGE ROOM!



A real bargain in beauty for living room, dining room, bedroom! Kem-Tone comes in concentrated paste form. One gallon at only \$3.79 mixes with water...makes a gallon and a half finest finish ready to apply—enough to redecorate the walls and ceilings of the average room! It's hard to believe anything as lovely as a Kem-Tone room costs so little!

KEM-TONE TRIMS 20¢ up • KEM-TONE ROLLER-KOATER 98¢ ea. • KEM-TONE 4" BRUSH \$2.39 ea.

ROLL OVER WALLPAPER, PAINT OR PLASTER!



Kem-Tone applies like magic! It rolls or brushes over most interior wall surfaces with amazing ease. Covers wallpaper, paint or plaster in one quick coat. Dries in just one hour, leaving no "painty" odor! You move back into a brand-new, beautifully decorated room 60 minutes after painting.

Gorgeous new decorator styled deep colors!



Now Kem-Tone gives you any and every color you could ask for! In addition to the lovely standard shades, Kem-Tone offers brand new Vogue Deep Colors, the latest, smartest deep tones. They can be used "as is," as tinting colors and as intermixes. **IMPORTANT!** For best results, apply Vogue Deep Colors with the new Kem-Tone Super Cushion Roller-Koater! Vogue Deep Colors slightly higher in price.



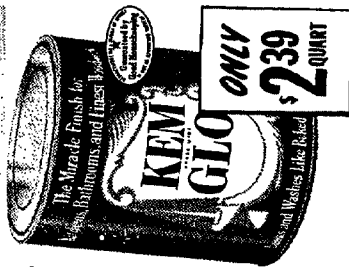
LOOKS AND WASHES LIKE BAKED ENAMEL!

KEM-GLO

**FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK**

**MARVELOUS! MIRACULOUS!
WORLD'S LOVELIEST
LUSTRE FINISH!**

1. Easy to apply!
2. Covers in one coat!
3. No primer! No undercoats!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!
6. Ready to use!



ONLY \$2.39 QUART

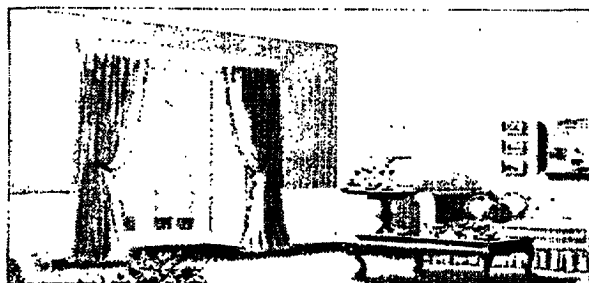
Insist on Genuine Kem-Tone and Genuine Kem-Glo! Sold at Leading Paint, Hardware & Department Stores! There's a dealer near you!

Acme Wall & Ceiling Works, Detroit • W. H. Lawrence & Co., Pittsburgh • The Lane Brothers Co., Dayton • John Lucas & Co., Inc., Philadelphia • The Martin-Sear Co., Chicago • Rogers Paint Products, Inc., Detroit • The Service-Warehouse Co., Cleveland

MAT NO. A

Kem-Tone[®] made with oil...mixes with water! Gives your rooms the "MILLION DOLLAR LOOK!"

MIRACLE WALL FINISH



ONE GALLON \$3.79 DOES AVERAGE ROOM!

Yes, your rooms can have that "million-dollar look"—for only \$3.79 with Kem-Tone! One gallon of Kem-Tone actually gives you a gallon and a half finest finish ready to apply. Enough to do an average size room.

MADE WITH OIL . . .

MIXES WITH WATER!

Yes, Kem-Tone is made with REAL OIL FORTIFIED WITH SCIENTIFICALLY-CREATED RESINS to give Kem-Tone extra durability, washability, lasting beauty!

This oil is treated to mix with water—because water makes Kem-Tone easier to apply and is the most convenient, economical thinner available. Unlike petroleum thinners used in ordinary paint, water has no obnoxious fumes and is non-inflammable.

You're in for the most pleasant surprise of your life when you roll **KEM-TONE** over your wallpaper, paint or plaster

with the amazing new **KEM-TONE SUPER-CUSHION ROLLER-KOATER!**

Super-cushioned, the new Kem-Tone Roller-Koater picks up more Kem-Tone! Rolls it over walls and ceilings evenly, smoothly—in a breeze!



Now! the latest, smartest deep tones . . . **Kem-Tone VOGUE DEEP COLORS!**



Styled by America's leading decorator! For best results, apply with Kem-Tone Super-Cushion Roller-Koater. Vogue Deep Colors priced slightly higher.



APPLIES LIKE MAGIC!



RIGHT OVER WALLPAPER!



ONE COAT COVERS!



DRY IN ONE HOUR!

KEM-TONE TRIMS...20¢ UP • KEM-TONE ROLLER-KOATER...98¢ EA. • KEM-TONE 4" BRUSH...\$2.39 EA.

KEM-GLO

FOR KITCHENS • FOR BATHROOMS
FOR ALL WOODWORK

NEW MIRACLE LUSTRE FINISH LOOKS AND WASHES LIKE BAKED ENAMEL!



1. Easy, ready to use!
2. Covers in one coat!
3. No primer, undercoater!
4. Dries in 3 to 4 hours!
5. Washable! Scrubbable!

ONLY \$2.39
QT.



INSIST ON GENUINE KEM-TONE AND GENUINE KEM-GLO! SOLD AT LEADING PAINT, HARDWARE & DEPARTMENT STORES! THERE IS A DEALER NEAR YOU!

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

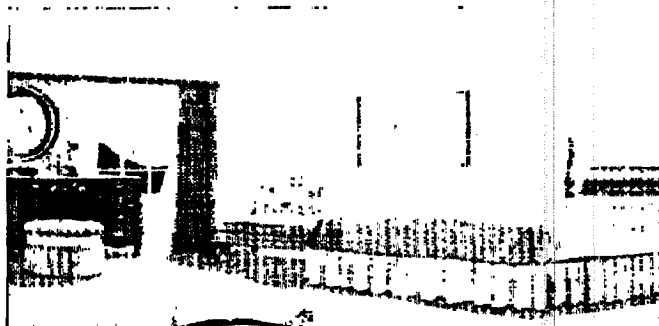
MAT NO. B

N24240.23

0007-SWP-000110243

Kem-Tone[®] made with oil...mixes with water! Gives your rooms the "MILLION DOLLAR LOOK!"

MIRACLE WALL FINISH



ONE GALLON \$3.79 DOES AVERAGE ROOM!

Yes, your rooms can have that "million-dollar look"—for only \$3.79 with Kem-Tone!

One gallon of Kem-Tone actually gives you a gallon and a half finest finish ready to apply. Enough to do an average size room.

MADE WITH OIL...

MIXES WITH WATER!

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ONE COAT COVERS!



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KEM-GLO

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FOR ALL WOODWORK**

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AND WASHES LIKE BAKED ENAMEL!**



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JOHN LUCAS & CO., INC., PHILADELPHIA • THE MARTIN-SENOUR CO., CHICAGO • ROGERS PAINT PRODUCTS, INC., DETROIT • THE SHERWIN-WILLIAMS CO., CLEVELAND

MAT NO. C

N24240.24

0007-SWP-000110260