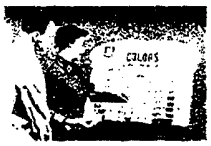
Paint today... party tonight!

with fast and easy SUPER KEM-TONE



"Our living room was fine except . . . we were tired of the wall colors! The fastest and easiest way to have rich new colors was to paint it with Super Kem-Tone, the latex paint that goes on over any type of wall surface and is guaranteed washable."



"So I stopped at a store that sells Super Kem-Tone. Their Cascade of Colors showed more than a hundred beauties at a glance. It was easy to choose the right combination."



"Super Kem-Tone was so easy and fast to apply. We finished the room in no time. And there were no lap marks . . . even touched-up spots didn't show."



"Cleanup was a matter of minutes. In half an hour the Super Kem-Tone walls were dry, with no paint odor . . . and we were all settled and ready for guests at eight."



THE SHERWIN-WILLIAMS CO.

In Principal Cities from Coast to Coast

Super Kem-Tone and Kem-Glo are also made and distributed by 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.

Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!



←$5.59 GALLON
Deep Tones $6.01 Gallon

Matching colors for woodwork in Kem-Glo! Latex enamel that looks and washes like baked enamel.

$2.59 QUART →



This advertisement appears in American Home and Sunset, October; Better Homes & Gardens and Woman's Home Companion, November, 1955

0007-SWP-039480

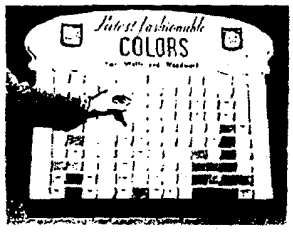
N29128

You'll say it, too...

"WE NEVER KNEW DECORATING COULD BE SO FAST AND EASY!"



"THE WHOLE FAMILY HELPED. Bob, Bev and I started painting as soon as we got home with our Super Kem-Tone and Kem-Glo."



"CHOOSING OUR COLORS WAS FUN with the Cascade of Colors at the Super Kem-Tone Dealer's store. We could see such a wonderful array of colors at a glance and pull our big samples to take home."



"FASTEST PAINTING WE EVER DID. Super Kem-Tone's a joy to apply. One quick coat covered our walls, and we didn't have to bother with an undercoat. Goes on so fast, too."



"CLEANING UP WAS EASY. We simply wiped wet paint spots on woodwork with a damp cloth, and washed the tools in running water at the kitchen sink. It's that easy."



"AND WE COULD USE THE ROOM RIGHT AWAY. Super Kem-Tone dries in 30 minutes . . . we could hang the pictures up almost immediately. And there was no 'paint' odor."



"WE'RE SO PROUD OF THE RESULTS. Our painting really looks professional. No lap marks, no brush marks . . . it's a beautiful, smooth, rubber-tough finish."



"AND IT'S SO EASY TO WASH. When thoroughly dry, Super Kem-Tone is RESISTANT washable. It's a tough latex paint . . . repeated washings can't harm it."



RUGGED AND DURABLE. You can use Super Kem-Tone with confidence wherever plenty-good durability is required. It is ideal for offices, schools, hospitals, stores, as well as homes. Its amazing latex film is rubber-tough, looks new for years. Truly a gorgeous wall finish.



MATCHING COLORS FOR WOODWORK. Color-match your woodwork and your Super Kem-Tone walls with identical colors in Kem-Glo®, America's favorite alkyd enamel. Flows on easily. Dries in 3 to 4 hours. Its smooth, hard film looks and washes like baked enamel. No undercoat needed.

THE SHERWIN-WILLIAMS CO.

In Principal Cities from Coast to Coast

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

Armor Quality Paints, Inc., Detroit . . . W. P. 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 appears in Better Homes & Gardens, Living, Progressive Farmer, Successful Farming and Sunset, September, 1955

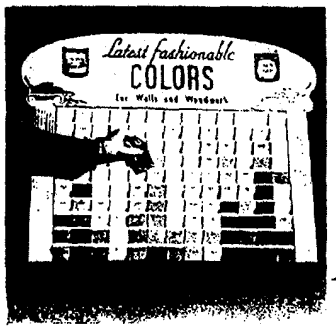
0007-SWP-039481

0007-SWP-000122867



You'll say it, too...

"WE NEVER KNEW DECORATING COULD BE SO FAST AND EASY!"



Fast . . . easy . . . economical . . . and fun! That's what folks tell us about decorating with America's most widely used wall paint. Famous Super* Kem-Tone is the latest paint that's guaranteed washable.

In millions of homes across the country families are discovering that without any training or experience, they get truly marvelous results with easy-to-use Super Kem-Tone. It's almost impossible to make a mistake . . . even on the first try. And it can be applied over plaster, painted walls, wallpaper or wallboard.

A gallon of Super Kem-Tone is enough to do the average room . . . and a gallon costs only $5.59. That's topquality decorating in the most beautiful colors imaginable at unbelievably low cost.

The same beautiful colors are also available in Kem-Glo*, America's favorite alkyd enamel. See them all . . . select your favorite . . . at your nearby Super Kem-Tone dealer's . . . today!

← A CASCADE OF GLORIOUS COLORS. His display at your dealer's shows you more than 100 glorious Super Kem-Tone and Kem-Glo colors at a glance. Big, take-home color samples make selection and comparison easy.



EASY TO APPLY. Super Kem-Tone goes on amazingly fast with Roller-Koater for brush. This quick coat covers most surfaces. No special "primer" is needed.



EASY TOUCH-UP. Spots you may have missed or accidentally marred can be touched up with brush or Roller-Koater. When dry, no one will be the wiser.



PROFESSIONAL-LOOKING FINISH. You'll be delighted with the beauty of your work. No lap marks, no brush marks . . . smooth, rubber-tough finish.



EASY CLEANUP. Paint spots on woodwork, before dry, wipe off easily with a damp cloth. Wash Roller-Koater or brush in running water. It's that easy!



DRIES IN 30 MINUTES. Super Kem-Tone dries in 30 minutes . . . you can use your "new" room right away. And there's no "painty" odor!



GUARANTEED WASHABLE. When thoroughly dry, Super Kem-Tone is guaranteed washable. It is a 100% latex paint . . . repeated washings can't mar its beauty!



RUGGED AND DURABLE. You can use Super Kem-Tone with confidence wherever abuse-proof durability is required. It is ideal for offices, schools, hotels, hospitals, stores, as well as homes. Its amazing latex film is rubber-tough . . . actually resists dirt, looks fresh and new for years.



MATCHING COLORS FOR WOODWORK. Color-match your woodwork and your Super Kem-Tone walls with identical colors in Kem-Glo, America's favorite alkyd enamel. Flows on easily. Dries in 3 to 4 hours. Its smooth hard film looks and washes like baked enamel. No undercoat needed.

THERE'S A DEALER NEAR YOU . . . leading paint, hardware, lumber and department stores everywhere sell America's two most popular paints.

Super Kem-Tone and Kem-Glo are made and distributed by the Allied Paint Leaders of the World

The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., Denver
W. W. Lawrence & Co., Pittsburgh
The Lowe Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago
Rogers Paint Products, Inc., Dallas

0007-SWP-039482

0007-SWP-000122868

How to select Color Harmonies for your home . . . and always be right!



New Color Harmony Book eliminates guesswork!

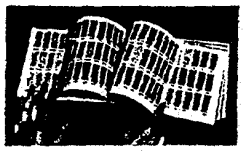
Lovely Color Harmonies in Super™ KEM-TONE wall paint and KEM-GLO® enamel

This wonderful book is literally filled with hundreds of "go together" color combinations to make your decorating easy. You'll find page after page of new color harmonies to set your imagination soaring . . . colors that will bring new life to your *present* furnishings. Your Super Kem-Tone Dealer has this amazing book. Use it in his store, or borrow it . . . take it home with you for "on-the-spot" color matching right in your own home . . . there's no charge!

You'll find answers to color questions like these - all shown in big "easy-to-see" color swatches

- Which new wall colors will harmonize best with my present furnishings?
- I plan to redecorate and buy some new furnishings. How can I be sure to have everything in correct color harmony?
- What accent colors should I use for my bookshelves, alcoves, etc.?
- What new colors can I pick to go with my bathroom tile?
- What colors should I choose for adjoining rooms to make sure that they will complement each other in perfect harmony?
- What wall and cabinet colors will go best with my colored kitchen appliances?

Over 1400 Different Color Harmonies!



STEP 1. Turn to the color index. You will find scores of colors arranged by "families." All the blues are together, the greens are together, etc. Select either your favorite color or one which matches your carpet, linoleum, tile or drapery.



STEP 2. Turn to the page indicated. This color combines with the three showing through the fan-shaped window to give you a perfect color harmony. Turn the pages for more lovely harmonies to go with the color of your choice.

Borrow the Color Harmony Book from your nearby Super Kem-Tone Dealer for use in your home . . . at no cost to you!



Painting is easy with Super Kem-Tone, the [illegible] paint that goes on easily over [illegible] without brush marks. This amazing rubber-tough paint dries to a velvet-rich finish in less than an hour. It's guaranteed washable, too, or your money back! And it's so thrifty . . . one gallon does the walls of an average room.

Kem-Glo is the miracle alkyd enamel for all your woodwork, and kitchen and bathroom walls and cabinets. It flows on so smoothly, dries in 4 hours to a finish that looks and washes like baked enamel; no undercoater is required. The beautiful Super Kem-Tone colors are matched with Kem-Glo, color for color.



The Sherwin-Williams & Co., Pittsburgh [illegible] The Mark [illegible] Lawrence Philadelphia

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0007-SWP-000122869

0007-SWP-000122870

0007-SWP-039484

Women everywhere are asking to see this

COLOR HARMONY BOOK!

Do you have it?



Ads like this in full color are sending women to Super Kem-Tone Retailers for this exclusive color service



Your COLOR HARMONY BOOK answers questions like these:

- *Which wall colors will harmonize best with my present furnishings?*
- *I plan to redecorate and buy some new furnishings. How can I be sure to have everything in correct color harmony?*
- *What accent colors should I use for my bookshelves, drapes, etc.?*
- *What colors should I choose for adjoining rooms so they will complement each other in perfect harmony?*
- *What wall and cabinet colors will go best with my colored kitchen appliances?*
- *What new colors can I pick to go with my bathroom tile?*

ONLY SUPER* KEM-TONE and KEM-GLO* RETAILERS CAN OFFER THIS EXCLUSIVE COLOR SERVICE!

That's right! Super Kem-Tone Retailers the country over report substantial sales increases from the COLOR HARMONY BOOK! No one else matches this color selection service!

How about *you*? You can make this exclusive color service available to all the homemakers in your area who will see the COLOR HARMONY BOOK featured in the leading magazines. Write: Super Kem-Tone, 1209 Midland Building, Cleveland 1, Ohio . . . or one of these companies.



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

Big full-color ads in all these magazines NOW and all Fall . . . and Next Spring!

The Saturday Evening Post	Woman's Home Companion
Better Homes & Gardens	Good Housekeeping
American Home	McCall's
Household	Farm Journal
Sunset	Progressive Farmer
Ladies' Home Journal	Successful Farming
	Capper's Farmer

This advertisement appears in American Lumberman & Building Products Merchandiser and Hardware Age in October; American Paint & Wallpaper Dealer, Building Supply News, Hardware Retailer, Hardware World, and Southern Hardware in November, 1956

How to select C



You'll find answers to color questions like these—all shown in big "easy-to-see" color swatches

Which new wall colors will harmonize best with my present furnishings?

I plan to redecorate and buy some new furnishings. How can I be sure to have everything in correct color harmony?

What accent colors should I use for my bookshelves, alcoves, etc.?

What new colors can I pick to go with my bathroom tile?

What colors should I choose for adjoining rooms to make sure that they will complement each other in perfect harmony?

What wall and cabinet colors will go best with my colored kitchen appliances?

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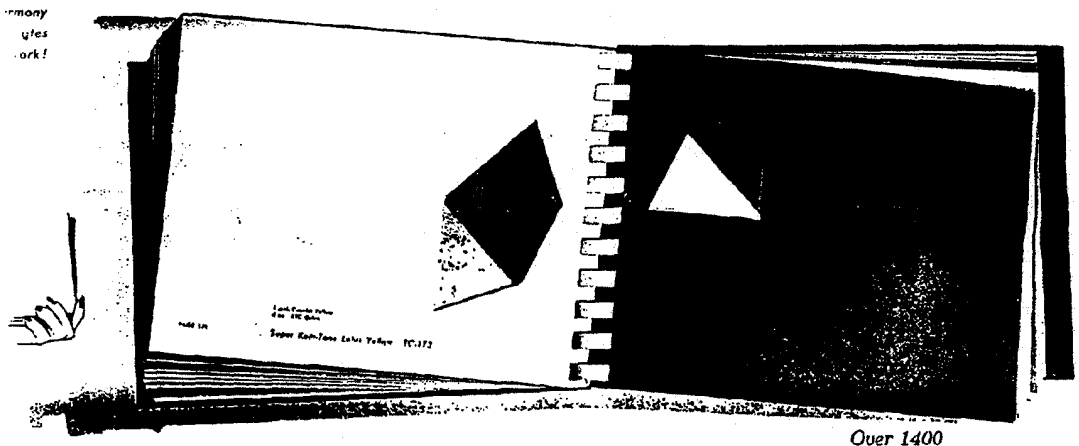
0007-SWP-000122871

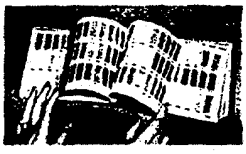
lect Color Harmonies for your home ...and always be right!



Lovely Color Harmonies in Super® KEM-TONE wall paint and KEM-GLO® enamel

This wonderful new COLOR HARMONY BOOK is literally filled with hundreds of "go together" color combinations to make your decorating easy. You'll find page after page of new color harmonies to set your imagination soaring . . . colors that will bring *new life to your present furnishings.* Your Super Kem-Tone Dealer has this amazing book. Use it in his store, or borrow it . . . take it home with you for "on-the-spot" color matching right in your own home. There's no charge for using the COLOR HARMONY BOOK!

Over 1400 Different Color Harmonies!



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STEP 2. Turn to the page indicated. This color combines with the three showing through the fan-shaped window to give you a perfect color harmony. Turn the pages for more lovely harmonies to go with the color of your choice.



Painting is so easy with Super Kem-Tone

With ready-to-use Super Kem-Tone, you're sure of success. It's the de luxe latex wall paint that goes on easily over *any* wall surface—without brush marks. This amazing cable-enough paint dries to a velvet-rich finish in less than an hour. It's guaranteed washable, too, or your money back! And it's so thrifty . . . one gallon does the walls of an average room.



Kem-Glo is the miracle alkyd enamel

It's America's favorite enamel for all woodwork, and kitchen and bathroom walls and cabinets. Like Super Kem-Tone it flows on smoothly with brush or Roller-Koater®. . . dries in 4 hours to a finish that looks and washes like baked enamel . . . no undercoater required. The beautiful Super Kem-Tone colors are matched with Kem-Glo, color for color, in a rich, subdued lustre.

Borrow the Color Harmony Book from your nearby Super Kem-Tone Dealer for use in your home . . . at no cost to you!

Super Kem-Tone and Kem-Glo are made and distributed by:
The Sherwin-Williams Co., Cleveland • Acme Quality Paints, Inc., Detroit • W. P. Lawrence & Co., Pittsburgh • The Lowe Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia • The Martin-Senour Co., Chicago • Rogers Paint Products, Inc., Detroit

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0007-SWP-000122872

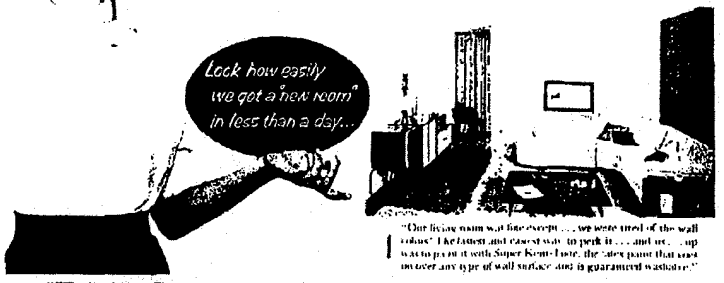
0007-SWP-000122873

0007-SWP-039487

Paint today ...party tonight!

with fast and easy SUPER KEM-TONE

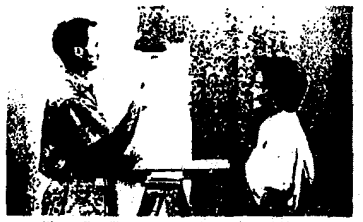




1 "Our living room was like new except . . . we were tired of the wall colors. I hesitated and cancelled out to redo it . . . and we . . . up was to paint it with Super Kem-Tone, the 1-day paint that washes over any type of wall surface and is guaranteed washable."



2 "So I stopped at a store that sells Super Kem-Tone and saw their Cascade of Colors. It shows all the wonderful tints and shades at a glance . . . made it easy to choose exactly the right color combination for us. And I needed surprisingly little paint."



3 "Super Kem-Tone was so simple to apply. We finished the room in no time. And there were no brush marks or lap marks anywhere. That's because Super Kem-Tone is the 100% latex paint . . . it's mistakeproof, even for us amateurs."



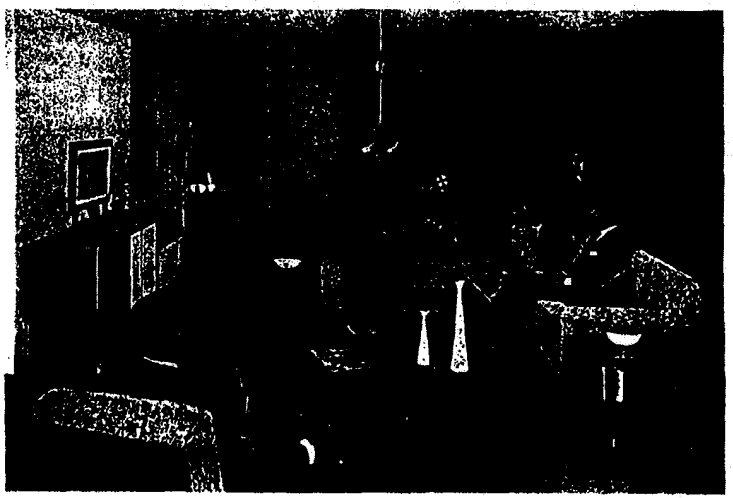
4 "Even touch-up spots don't show. Of course we rinsed spots . . . but we checked each area as we finished it and touched-up right away. You can't see a sign of them now . . . Super Kem-Tone is wonderful for do-it-yourselfers to apply."



5 "Cleanup was a matter of minutes. The few spatters we made we wiped off with a damp cloth . . . they came right off. We washed the Roller Koater and tray in the running water at the kitchen sink . . . it was as easy as that!"



6 "In 30 minutes our new Super Kem-Tone walls were dry. And there was *no paint odor* . . . we put the room in order and were all set for our party. What a difference the new colors made . . . you should have heard our guests compliment us!"





←$3.59 GALLON
Deep Tones $3.65 Gallon



More cost value for your work on Kemtile floors proved that looks and wears like tiled enamel.

$2.39 QUART→

Super Kem-Tone and Kem-Glo in Matching Colors

are made and distributed by the

ALLIED PAINT LEADERS OF THE WORLD

The Sherwin-Williams Co., Cleveland

Avon Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia

W. P. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago

The Lowe Brothers Co., Dayton • Rogers Paint Products, Inc., Detroit

Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!

This advertisement appears in The Saturday Evening Post September 24 and Progressive Farmer, October 1955

0007-SWP-039488

Paint today ...guests tonight!

with fast and easy SUPER® KEM-TONE





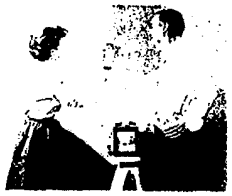
1 "There was nothing wrong with our living room except . . . I was *tired* of the color. Super Kem-Tone was the easiest and fastest way to change it . . . it's the latex paint that goes over most wall surfaces and is guaranteed washable."



2 "So I went to a store nearby that sells Super Kem-Tone. I was thrilled at the big choice of colors shown all at once on their Cascade of Color . . . found just what I wanted. And I needed so *little* paint!"



3 "Our painting went like magic . . . Super Kem-Tone is so easy to apply! It's the 100% latex paint . . . perfect for 'do-it-yourselfer' for it never shows lap marks or brush marks . . . it's really mistake-proof."



4 "Even touch-up spots were no problem. Like most amateurs, we missed spots. But the minute we spied one, we quickly touched it up. Nobody can tell where they were, now . . . Super Kem-Tone is like that."



5 "Cleaning up was a cinch. We made very few spatters, and they came off with a damp cloth. Our Roller-Keater® and tray are simply washed under running water at the kitchen sink. They were clean in no time."



6 "10 minutes later we could put everything back in place . . . our new Super Kem-Tone walls were dry, with *no painty odor*. And what a difference! The new colors made it look like a new room . . . our guests were amazed."



Super Kem-Tone and Kem-Glo in Matching Colors

are made and distributed by the

ALLIED PAINT LEADERS OF THE WORLD

The Sherwin-Williams Co., Cleveland

Acme Quality Paints, Inc., Detroit • Jean Lucas & Co., Inc., Philadelphia

W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago

The Lesse Brothers Co., Dayton • Rogers Paint Products Inc., Detroit

Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!



←$5.59 GALLON
Deep Tones $5.89 Gallon



Matching colors for woodwork in Kem-Glo® have enamel that looks and wears like baked enamel

$2.59 QUART→

This advertisement appears in The Saturday Evening Post [illegible] 5 and Household, September 1955

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