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 lovelinessl 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-Koater 89¢ • Kem-Tone Trims 20¢ up
New Kem-Tone 4" Brush $2.39 ea. • Plastic Patch 23¢ lb.



There is only one Kem-Tone . . . accept no substitute!

There's a Kem-Tone Dealer Near You!

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., Dover
THE SHERWIN-WILLIAMS CO., Cleveland

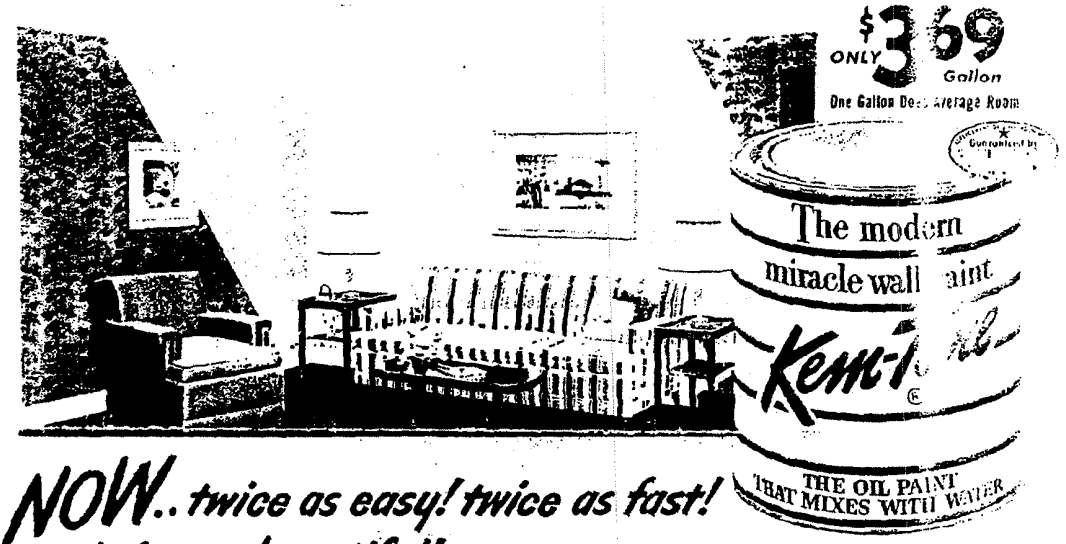
This advertisement appears in the October 5th issue of Better Homes & Gardens, the October 6, 1946 issue of The Ladies' Home Journal, the November 5th issue of American Home, and the November 6, 1946 issue of American Weekly.

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Give your rooms the
FRESH NEW *Kem-Tone* LOOK!



NOW.. twice as easy! twice as fast! twice as beautiful! Applied the new ROLLER-KOATER way!



You've never dreamed walls could be so beautiful! So rich in color! So softly luxurious in texture! So uniform and perfect—unmarred by brush marks!

Yes, you're in for a real *thrill- several thrills*—the next time you use KEM-TONE, the miracle wall finish. Applied with the new Super-Cushion ROLLER-KOATER, you'll find the job goes *twice as easy, twice as fast.* You simply *roll* the paint on—up and down, then across. It's like *two coats in one.* And there's no messy dripping.

Give your living room, your dining room and your bedrooms the "fresh, new KEM-TONE look"! Apply over paint, plaster or wallpaper. One coat covers most surfaces, dries in an hour. Costs so little—only $3.69 a gallon—and a gallon of KEM-TONE makes a gallon and a half of paint ready to apply. See the lovely new KEM-TONE colors at your dealer's today.



For Walls and Woodwork in Kitchens and Bathrooms ... for Woodwork Everywhere



KEM-GLO THE MIRACLE LUSTRE FINISH

LOOKS AND WASHES LIKE BAKED ENAMEL

Ready to use . . . Covers most surfaces in one coat
No primer or undercoater needed . . . Dries in 3 to 4 hours
10 Beautiful Colors and White that really stays white

THE MAKERS OF KEM-TONE AND KEM-GLO LEAD THE WORLD IN PAINT RESEARCH!

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

SOLD AT LEADING PAINT, HARDWARE AND DEPARTMENT STORES

This advertisement No. KT-58 appears in The Saturday Evening Post, [illegible] Home & Gard[illegible] Good Housekeeping, [illegible]—Sunset, Country Gentleman, Successful Farming, Progressive Farmer and Rural Greatness—[illegible]. Also, American Weekly, This Week, Parade Magazine and other Sunday Newspaper Supplements

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