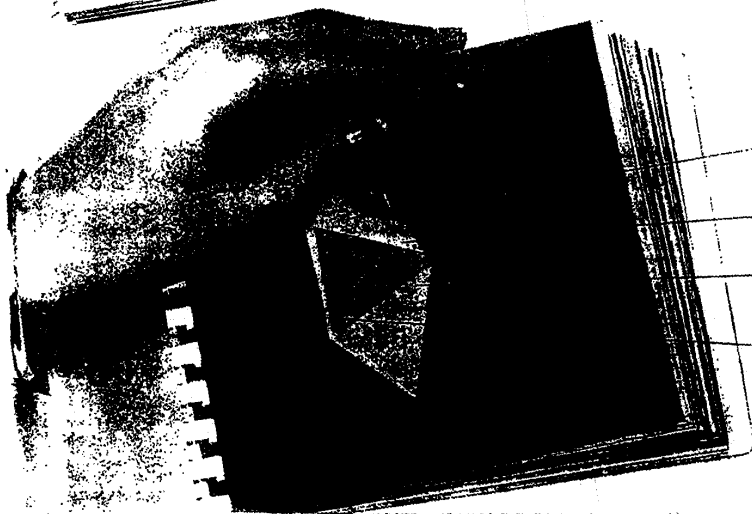




New Color Harmony Book. . .ta

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 "color-tone." 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 neutral colors. How can I use them effectively?
- Would my home still be in good taste if I combined a modern color scheme with my traditional furniture?

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

USE THE TEN-DOLLAR BOOK FREE . . . IN YOUR FAVORITE STORE OR TAKE IT HOME FOR SEVERAL DAYS

0007-SWP-039466

N29125

0007-SWP-000122851

ook. ...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-Senow Co., Chicago - Rogers Paint Products, Inc., Detroit



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 *crackable*.



In twenty minutes, it's dry (without "painty" odor). Easy clean-up... patters, 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., Newark
W. W. Lawrence & Co., Pittsburgh
The Lane Brothers Co., Dayton
Jesse Lewis & Co., Inc., Philadelphia
The Martin-Thomas Co., Chicago
Hague Paint Products, Inc., Detroit

This
advertisement
in...



MAY, 1959

0007-SWP-039468

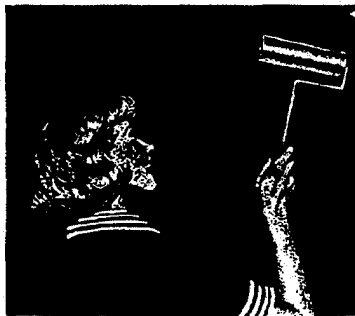
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PAINT WALLS THE MODERN WAY.



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 wall-paper—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



This
advertisement
in...

SUPER KEM-TONE!

(more people use it than any other paint)



Mike found out
in twenty minutes.
Not just that, but
Super Kem-Tone is
it.



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-Gloss - the
enamel that looks and washes like baked enamel.



Super Kem-Tone
is the best
THE SH...
ACHE...
W.W.L...
THE A...
JOHN L...
THE M...
ROGERS...



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



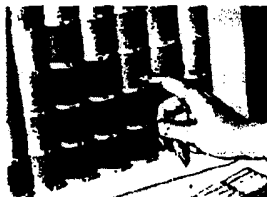
**1. Spotlights famous
Color Harmony Guide**

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



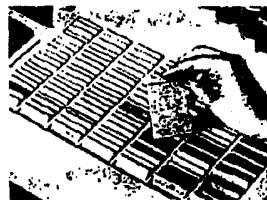
**2. Colors shown in
room-like dimension**

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