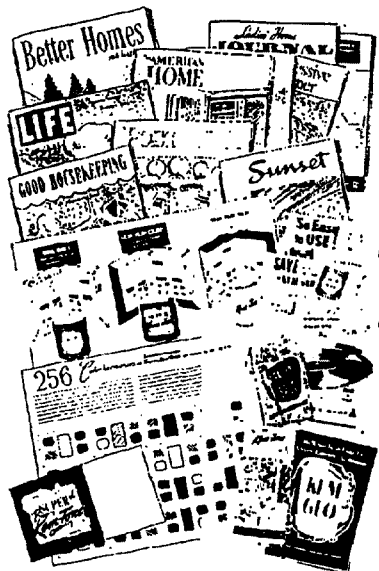




For the Biggest Paint Sales in Your History

# Sell all 3...the top 3 for



- Quick Sales, Fast Turnover, Big Profit
- Customer Demand, Customer Satisfaction
- Assured Decorating Success
- Performance Proved in Millions of Homes
- Most Popular Interior Decorating Colors

## Sales Helps to Fit Your Needs

Dominant, consistent National Advertising that pre-sells millions of customers every year.

Point-of-Sale Displays: colorful, attractive windows and store displays that make people come in to buy.

Co-operative Local Advertising: newspaper ads, radio and television spots that get people into your store.

"Self-Serve" Color Service: a complete, practical color service that your customer can understand and use.

Get complete facts from any one of these 7 paint companies:

Acme Quality Paints, Inc., Detroit  
The Lowe Brothers Co., Dayton  
The Martin-Sennett Co., Chicago

W. W. Lawrence & Co., Pittsburgh  
John Lucas & Co., Inc., Philadelphia  
Rogers Paint Products Co., Detroit  
The Sherwin-Williams Co., Cleveland

## SUPER KEM-TONE • KEM-GLO • KEM-TONE

THE PERFECT COMBINATION FOR GOOD HOME DECORATION

Am. Lumberman & Building Products Mdsr. - Apr. 7, 1952

This advertisement No. SKT-5204 appearing in Retailing Daily, February 6; Hardware Age, February 7; American Lumberman & Building Products Merchandiser, February 25; American Paint & Oil Dealer, Building Supply News, Hardware Retailer, Houseware Review and Point Logic, February, 1952.

American Paint & Oil Dealer - Apr. 1952  
Building Supply News - Apr. 1952

Hardware Retailer - Apr. 1952  
Hardware Age - Apr. 3, 1952  
Retailing Daily - Mar. 5, 1952

0007-SWP-039632

#1421

# IT'S EASIEST TO SELL THE LEADERS



## SUPER KEM-TONE

On the market less than two years, Super Kem-Tone sales have been phenomenal. This washable, easy-to-apply wall paint, with its marvelous range of colors, is the biggest selling, most popular paint in the nation.



## KEM-GLO

No one would have believed a top-quality, high-priced enamel could sell millions of cans a year. However, KEM-GLO proved it.



## Here's Why These Are the Leaders

1. High quality of the products.
2. Dominant, consistent National Advertising that pre-sells millions of customers every year.
3. Point-of-sale displays . . . colorful, attractive window and store displays that make people come in to buy.
4. Color features and other sales helps that make selling easy for the dealer.
5. Word of mouth advertising by satisfied users.

Get complete facts from any one of these 7 paint companies.

|                                     |                                      |
|-------------------------------------|--------------------------------------|
| Aeco 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 |
| The Sherwin-Williams Co., Cleveland |                                      |

## KEM-TONE

There is a big market for Kem-Tone's beautiful flat matte finish. Its economy, ease of use and famous name insure continued demand.

Full-color page advertisements will run in the following, plus hundreds of newspapers

|                                       |                    |
|---------------------------------------|--------------------|
| Life                                  | Living for Young   |
| Saturday Evening Post                 | Homemakers         |
| Better Homes & Gardens                | Sunset             |
| American Home                         | Country Gentleman  |
| Good Housekeeping                     | Progressive Farmer |
| Ladies' Home Journal                  | Successful Farming |
| 59 Sunday Newspaper Magazine Sections |                    |

## SUPER KEM-TONE • KEM-GLO • KEM-TONE

THE PERFECT COMBINATION FOR GOOD HOME DECORATION

This advertisement No. SKT-5205 appears in Retailing Daily, February 20; Hardware Age, March 6; American Lumberman & Building Products Merchandiser, March 24; American Paint & Oil Dealer, Building Supply News, Hardware Retailer and Housewares Review, March and Paint Logic, April, 1952

Retailing Daily - Mar. 19, 1952  
Am. Paint & Oil Dealer - May 1952

Building Supply News - May 1952

0007-SWP-039633

0007-SWP-000123019