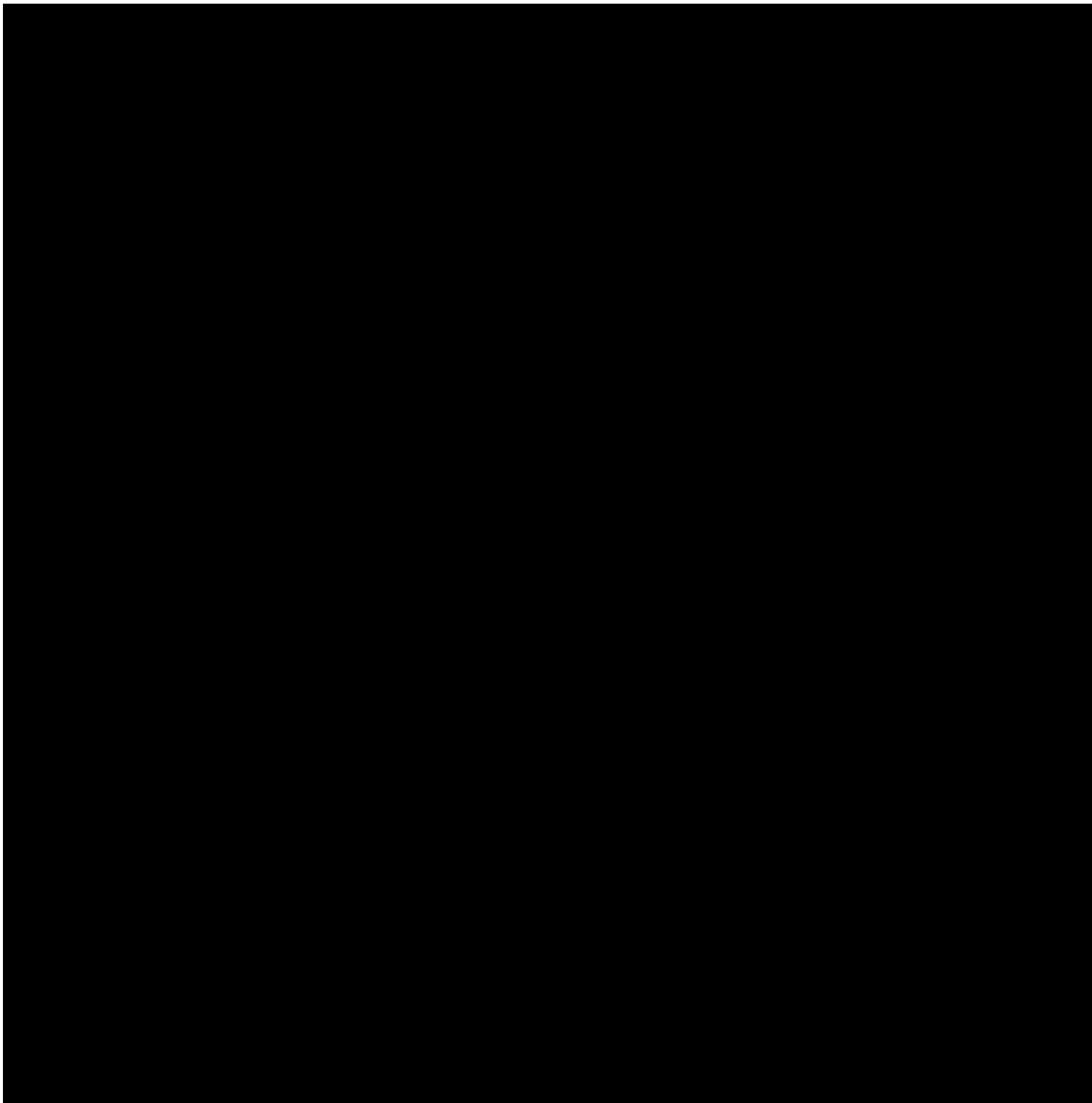


Paint today... dream room tonight!

with fast and easy SUPER KEM-TONE



"I'd been waking up to the same four walls for years . . . it had me down. I craved a color that would perk me up . . . a look of luxury, too. So I decided to paint with Super Kem-Tone. It's so economical, and it's guaranteed washable."



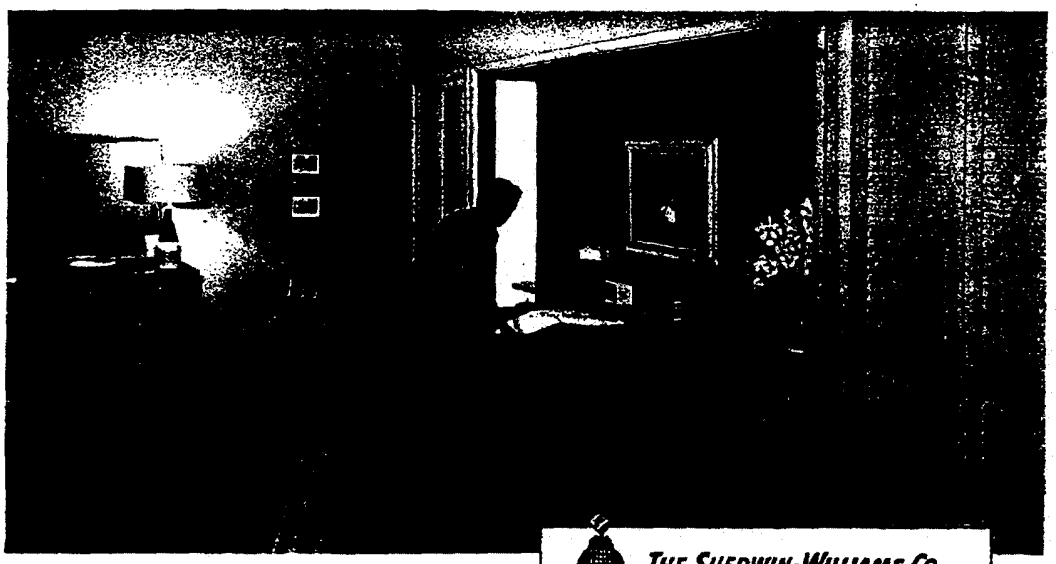
"A Super Kem-Tone dealer nearby showed me his new Cascade of Colors. It was easy to select just what I wanted from this wonderful display of beautiful shades and tints. And I needed less paint than I thought."



"Applying Super Kem-Tone was simple. And the walls were dry in no time at all . . . without a brush mark or lap mark. Even touched-up spots didn't show. All because Super Kem-Tone is the 100% latex paint."



"Cleanup was only a matter of rinsing out the Roller-Koater® under running water at the kitchen sink. In 30 minutes my new Super Kem-Tone walls had dried with *no painty odor*. And tonight it's really a dream room."





←$5.59 GALLON
Deep Tones $5.95 Gallon
Matching colors for woodwork in Kem-Glo® luxury enamel that looks and washes like baked enamel.
$2.59 QUART →



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!

This advertisement appears in Woman's Day, October, Ladies' Home Journal, Successful Farming and True Story, November, 1955

0007-SWP-039473

#1412

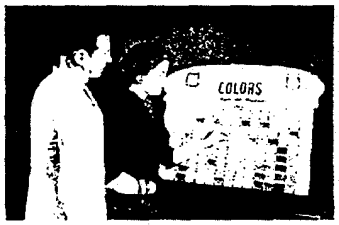
0007-SWP-000122859

Paint today... guests tonight!

with fast and easy SUPER KEM-TONE



"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."



"So I went to a store near by 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."



"Our painting went like magic . . . Super Kem-Tone is so easy to apply! It's the 100% latex paint . . . perfect for 'do-it-yourselfers' for it never shows lap marks . . . even touched-up spots don't show."



"Cleaning up was a cinch. We washed our Roller-Koater® under running water at the kitchen sink. In 30 minutes our new Super Kem-Tone walls were dry, with *no painty odor*. I think it gave our guests *ideas*."

Furniture by Globe of High Point, N. C.





←$5.59 GALLON

Deep Tones $5.95 Gallon

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

$2.59 QUART →



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!

This advertisement appears in Farm Journal, Ladies' Home Journal and Successful Farming, October and American Home, November, 1955

0007-SWP-039474

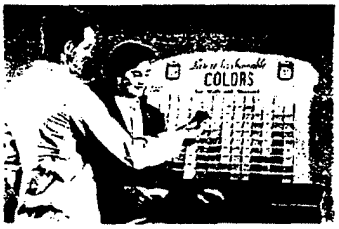
0007-SWP-000122860

Paint today... dinner at eight!

with fast and easy SUPER KEM-TONE



"For my dinner party, I wanted a lovely new color on my dining room walls. So I decided to paint it with Super Kem-Tone, the latex paint that's so easy to use and dries so fast. It's guaranteed washable, too."



"It was easy to find wonderful new colors at a store nearby that sells Super Kem-Tone. They had so many . . . and I could see them all on their Cascade of Color. I didn't need much paint either . . . less than I expected."

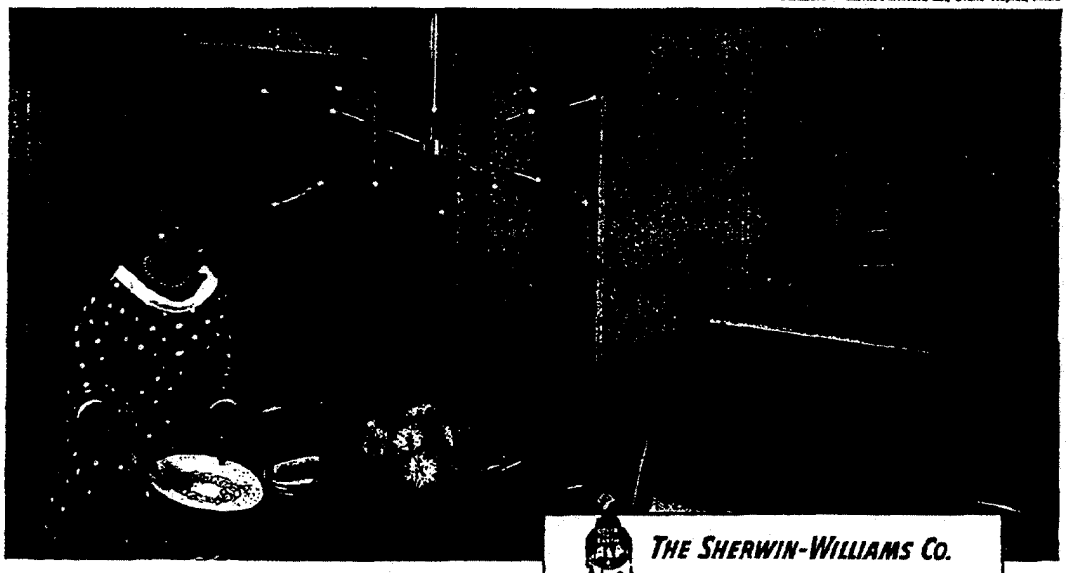


"Super Kem-Tone was a dream to apply. That's because it's the 100% latex paint. It doesn't show brush marks or lap marks . . . or even touched-up spots. I'm really proud of that lovely washable Super Kem-Tone finish."



"Cleanup was the easiest ever . . . I just washed the Roller-Koater® under running water at the kitchen sink. My walls were dry in 30 minutes, with *no paint odor* . . . and the new color scheme put everyone in a gay mood."

Furniture: Calvin Furniture Co., Grand Rapids, Mich.





←$5.59 GALLON
Deep Tones $5.85 Gallon

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

$2.59 QUART →



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!

This advertisement appears in Better Homes & Gardens, October; Farm Journal, Living, Parents and Sunset, November, 1955

0007-SWP-039475

#1412

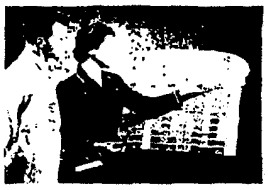
0007-SWP-000122861

Paint today... sleep tight tonight!

with fast and easy SUPER KEM-TONE



"The walls in the boys' room were a sight! A new paint job was a *must*. And it had to be washable. Fast and easy, too, for we had to keep the room in use. The answer was Super Kem-Tone, the latex paint that goes on over any type of surface and is guaranteed washable."



"The Cascade of Color at the store that sells Super Kem-Tone was a big help. I could see all the wonderful new colors at a glance . . . it gave me lots of ideas."

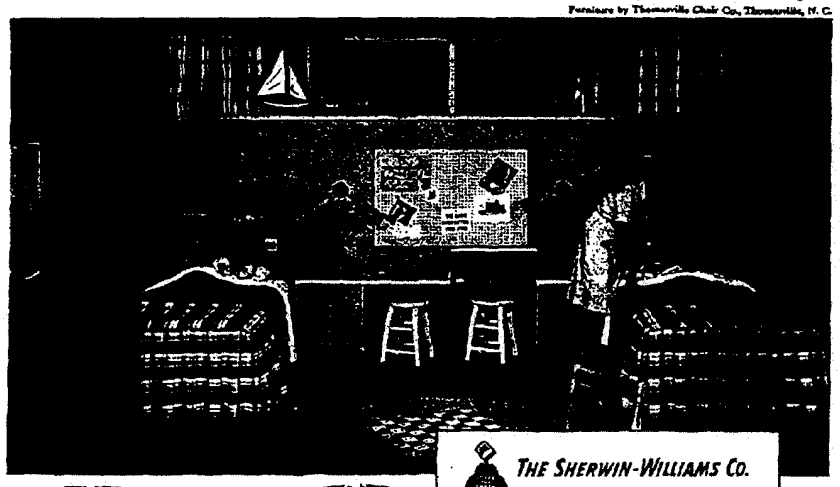


"You can trust Super Kem-Tone to give you a smooth finish. That's because it's the 100% latex paint . . . it never shows lap marks or even touched-up spots."



"Cleaning up was easy. The walls were dry in half an hour with *no painty odor*. The boys could sleep comfortably . . . and proudly . . . in their 'new' room that same night."

Furniture by Thomasville Chair Co., Thomasville, N. C.





←$5.59 GALLON

Deep Tones $5.85 Gallon

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

$2.59 QUART→



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!

This advertisement appears in Good Housekeeping, Living, Parents, True Story and Woman's Home Companion, October, 1955

0007-SWP-039476

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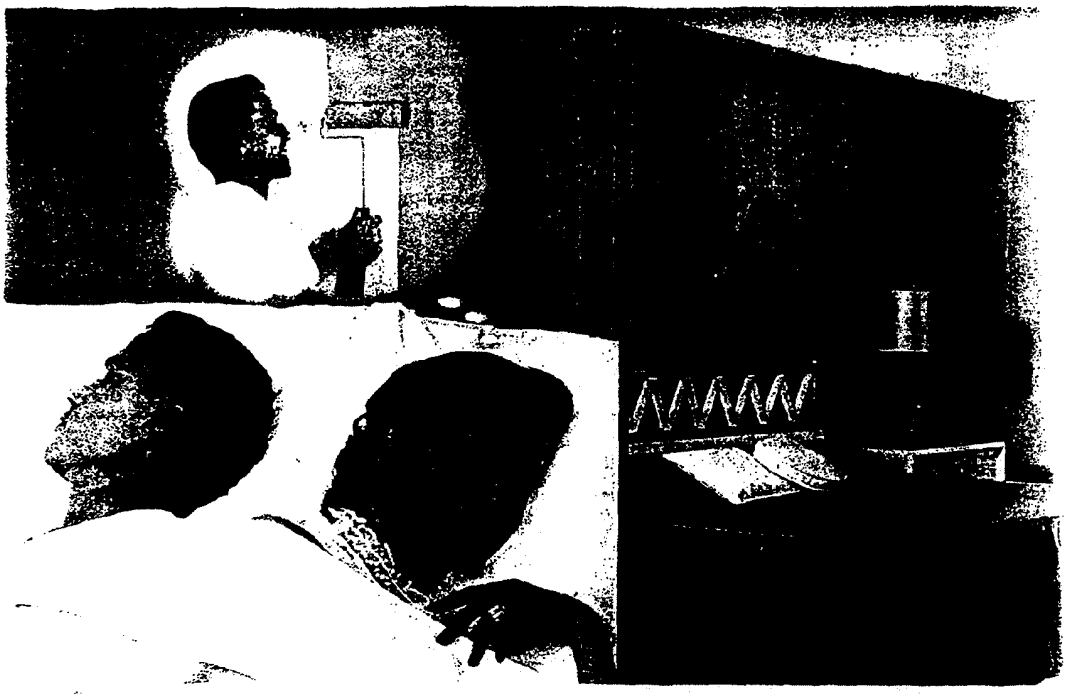
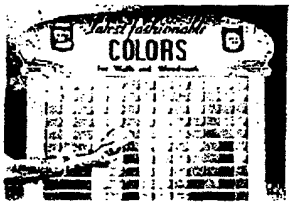


YESTERDAY a dream...TODAY a dream roc

It's this easy with speedy



Wide range of lovely new colors to choose from!

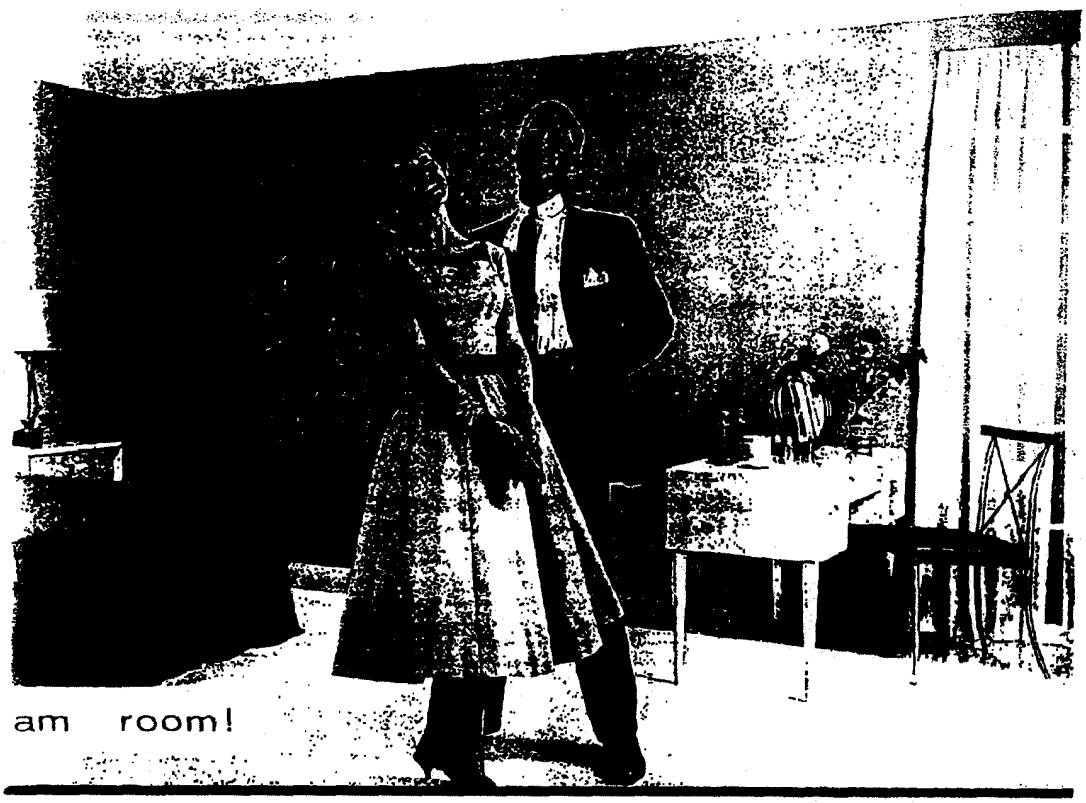


Easy to apply with Roller-Koater* or brush!



Guaranteed washable, or your money back!

This advertisement appears in The Saturday Evening



am room!

Super® Kem-Tone

THE DELUXE LATEX WALL PAINT

It's a wonderful feeling! Your dream becomes a brand-new room in just one day with quick, ready-to-use Super Kem-Tone! Velvet-rich, rubber-tough, it goes on easily over plaster, wallpaper, paint, wood, brick or wallboard without brush marks. Dries within an hour, too. Yet Super Kem-Tone costs so little to use . . . one gallon will do the walls of an average room. Give your own dream a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkyd enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchens, bathrooms and all woodwork in the home. Kem-Glo flows on smoothly . . . no undercoater needed . . . looks and washes like baked enamel.



SUPER KEM-TONE $5.89 a gallon (Deep tones $6.19 a gallon). KEM-GLO $2.69 a quart.

Made and distributed by the ALLIED PAINT LEADERS OF THE WORLD

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, Detroit

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

...ppears in The Saturday Evening Post, April 14, 1956

0007-SWP-039478

0007-SWP-000122864