

It pays you to HANDLE THE PAINTS your customers KNOW BEST!

These three KEM paints are the outstanding leaders of all interior paints today. That is due to:

1. Dominant, consistent advertising.
2. High quality of the products.
3. More people know about these paints and ask for them, than any others.

That means easier sales, bigger sales, faster turnover, more profits for the dealer who handles *Kem-Tone*, *Kem-Glo* and *Super Kem-Tone*.

Huge Advertising Campaign Continues this Fall

Full-color pages will run this fall in:

Life	Parade
Saturday Evening Post	Sunset
Better Homes & Gardens	Living for Young Homemakers
American Home	Country Gentleman
Good Housekeeping	Progressive Farmer
Metropolitan Sunday Newspapers	Successful Farming

GET COMPLETE FACTS from these 7 leading Paint Companies:

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
The Sherwin-Williams Co., Cleveland	

SUPER KEM-TONE • KEM-GLO

KEM-TONE

The Perfect Combination
for GOOD Home Decoration



This advertisement No. SKT-5110 appearing in Hardware Age, September 6; American Lumberman & Building Products Merchandiser, September 9; Retailing Daily, September 12; American Paint & Oil Dealer, Building Supply News, Hardware Retailer and Paint Logic, September, 1951
Am. Paint & Oil Dealer - Oct. 1951
Hardware Retailer - Oct. 1951
Paint Logic - Oct.-Nov. 1951
Hardware Age - Oct. 4, 1951, Nov. 15, 1951

0007-SWP-039634

N29142



Rose and blue One of the many glamorous color harmonies so easy to create with SUPER KEM-TONE colors.



ROSE and BLUE ... COLORS YOU LOVE TO LIVE WITH!

Super Kem-Tone

\$1.59 QUART \$4.98 GALLON

DEEP COLORS SLIGHTLY HIGHER
NO THINKING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed* Washable so your money
back by seven leading paint companies . . .

Acme Quality Paint, Inc., Detroit John Lewis & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh The Martin-Spencer Co., Chicago
The Lane Brothers Co., Dayton Rogers Paint Products, Inc., Newark
The Sherwin-Williams Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER
AND DEPARTMENT STORES EVERYWHERE

SUPER KEM-TONE is the new discovery in decorating, a truly exquisite finish that has all the qualities you want in a wall paint for living rooms, dining rooms, bedrooms. It looks rich as velvet but is tight and tough like rubber. You can wash it again and again without marring its matchless beauty. Easy to apply, too. Comes ready to use, glides on like magic with brush or Roller-Koater. Lovely pastel tints, high-fashion deep tones, gorgeous intermediate shades . . . all SUPER KEM-TONE colors go on easily, smoothly over previously painted walls, over wallpaper, plaster and wood. You'll experience a real thrill when you use this marvelous new paint.



SO EASY TO APPLY . . .
Ready to use, no thinking,
just stir and apply. SUPER
KEM-TONE goes on "like
a breeze" with brush or
Roller-Koater, dries quickly
... evenly ... beautifully.
A new room in a day!



IT'S GUARANTEED
WASHABLE . . . After it is
thoroughly dried, tests
prove SUPER KEM-TONE
will withstand repeated
washings with most house-
hold paint cleaners with-
out losing its beauty.



Kem-Tone TOP VALUE IN THRIFTY
HOME BEAUTY

The all paint that mixes with water.
Your outstanding value to home decor-
ation where a lovely flat matte finish is
desired. Amazingly economical, a gallon
of KEM-TONE, mixed with water, makes
a gallon and a half of paint, ready to
apply, at only 12.66 a gallon.

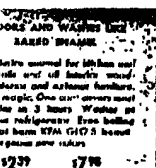
\$1.55 QUART \$3.98 GALLON (in unopened
gallons)



KEM-GLO LOOKS AND WAIVES LIKE
RAISED SILK

The secret to better colored for 15 hours and
brighter walls and all beautiful wood-
work, fine colors and softest finishes.
Dries on the walls. One coat covers most
surfaces. Dries in 3 hours. Washes go
easily in your refrigerator. Even boiling
water will not harm KEM-GLO's beauty
for fresh (irresistible new colors)

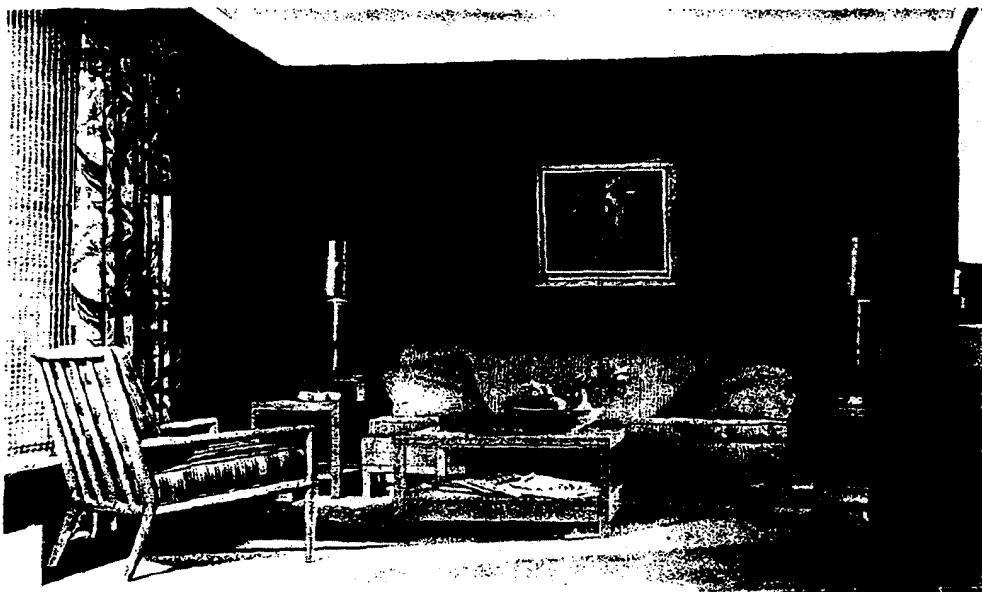
\$1.39 QUART \$2.79 GALLON



This advertisement No. SKT-5103 appears in Life, May 7; The Saturday Evening Post, May 12; Country Gentleman, May; American Home, Better Homes & Gardens, Good Housekeeping, Living and Sunset, June; and 57 Sunday Newspaper Magazine, May 13; (May 10 in the following: Parade Sunday Color Supplement, Columbus Dispatch, Louisville Courier Journal, Nashville Tennessean, San Antonio Express; May 6 in the Baltimore Sun).

0007-SWP-039635

0007-SWP-000123021



BEAUTY in BROWN

Another New Color Fashion in

Super Kem-Tone



\$159 qt. **\$498** gal.

DEEP COLORS SLIGHTLY HIGHER
NO THINNING
JUST STIR AND APPLY

High-fashion deep tones, gorgeous intermediate shades and luscious pastels... they're all easy with SUPER KEM-TONE. It glides on your walls smooth as velvet. Quick, too. This new deluxe wall paint comes ready to use, needs no undercoat, flows freely over previously painted walls, over wallpaper or plaster. And *durable* ... countless washings won't spoil its beauty... dirt just whisks off its tough, tight surface. You'll experience a real thrill when you use this marvelous new paint.

So beautiful...so washable...so easy to apply

Spanish Brown, just one of the exciting new SUPER KEM-TONE colors, brings rich warmth to walls, contrasts smartly with Shale White or Princess Ivory ceiling.



SO EASY TO APPLY...
Ready to use, no thinning, just stir and apply. SUPER KEM-TONE goes on "like a breeze" with brush or Roller-Easter, dries quickly... evenly... beautifully.

"GUARANTEED WASHABLE"
After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.

SUPER KEM-TONE is Guaranteed Washable on your money back by every leading paint company...
Arco Quality Paints, Inc., Detroit John Ivers & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh The Martin-Senou Co., Chicago
The Love Brothers Co., Denver Rogers Paint Products, Inc., Boston
The Sherwin-Williams Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

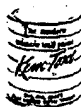


Kem-Tone

TOP VALUE IN
THRIFTY HOME BEAUTY

The all paint that mixes with water. Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$2.66 a gallon.

\$1.33 quart \$3.98 gallon
(at unretailed trade level)



KEM-GLO LOOKS AND WASHES
LIKE BAKED ENAMEL

The miracle lustre enamel for kitchen and bathroom walls and all interior woodwork—for interior and exterior furniture. Goes on like magic. One coat covers most surfaces. Dries in 2 hours. Washes as easily as your refrigerator. Even boiling water will not harm KEM-GLO's beautiful finish. Or your new colors.



\$1.19 quart \$2.39 gallon
(at unretailed trade level)



This advertisement No. SKT-5104 appears in American Home, Country Gentleman, Sunset, March; Better Homes & Gardens, Good Housekeeping, Living, April; Life, May 28; The Saturday Evening Post, June 2; and 57 Sunday Newspaper Rotogravure Magazines, including Parade Sunday Color Supplement, April 1; (April 8 in the following: Baltimore Sun, St. Paul Pioneer Press, Columbus Dispatch, Louisville Courier Journal, Nashville Tennessean, San Antonio Express).

0007-SWP-039636

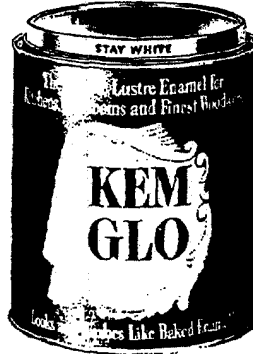
0007-SWP-000123022

For Quicker Sales, Faster Turnover, Bigger Profits.. SELL THE LEADERS!



SUPER Kem-Tone

Millions of gallons sold... exceptional profit to dealers on every gallon. The completely different wall paint... color-rich, rubber-tough, guaranteed washable. A sensational success—growing every month.



KEM-GLO The miracle lustre enamel that looks and washes like baked enamel. The yardstick for measuring enamel quality. Ideal for kitchen and bathroom walls and for woodwork everywhere. An outstanding repeat seller.

Kem-Tone
Kem-Tone changed the painting habits of America—created a gigantic new market—a market that is still yours if you tie in your store with this powerful advertising campaign that is producing three fast selling products for you.

Huge Advertising Campaign Pre-sells Your Customers, Plus Finest Merchandising Helps for Your Store

Advertising and merchandising support that blankets the country and blankets the best paint prospects in your community. Reaching millions... with full-color advertisements in home, farm and women's monthlies, in popular weeklies. Reaching your local customers in hundreds of daily and Sunday newspapers. Powerful selling helps for your store.

Over 40,000,000 Homemakers See These Products Advertised in:

Life	Better Homes & Gardens
Saturday Evening Post	Sunset
Good Housekeeping	Country Gentleman
American Home	Metropolitan Sunday
Living for Young Homemakers	Newspapers
	Parade

What a Combination for Building Sales and Profits

These 3 products have given Paint Dealers 97 million dollars in *retail profit*. Properly merchandised, they are the most spectacular profit-making combination in any dealer's paint department.

GET COMPLETE FACTS from These 7 Leading Paint Companies:

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

SUPER Kem-Tone
Kem-Tone • KEM-GLO

*The Perfect Combination
for Good Home Decoration*

This advertisement SKT-5106 appears in Hardware Age, March 8; American Lumberman, March 10; Retailing Daily, March 14; American Paint & Oil Dealer, Building Supply News, Hardware Retailer, Housewares Review and Paint Logic, March, 1951.
Building Supply News - May 1951
American Paint & Oil Dealer - May 1951
Hardware Age - May 17, 1951
American Lumberman - May 5, 1951
Hardware Retailer - May 1951
Paint Logic - May 1951

*Housewares Review - July 1951
Retailing Daily - May 9, 1951*

0007-SWP-039638

0007-SWP-000123024



Hundreds of Color Schemes in the
SUPER KEM-TONE COLOR ALBUM

Turquoise with accents of Sunset Rose, and call-
ing of Shell Pink. That's just one of hundreds of
distinctive, decorator-approved color schemes
shown in this album. At a glance you can select
colors for walls, floor and furnishings, sure of color
harmony. See it at your dealer's.

***GUARANTEED WASHABLE**

After it is thoroughly dried, tests prove SUPER
KEM-TONE will withstand repeated washings with
usual household cleansers without losing its beauty.
Dirt, grease, even crayon marks wash right off its
tight, rubber-tough surface.



\$1.59 QUART \$4.98 GALLON DEEP COLORS SLIGHTLY HIGHER

NO THINNING... JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed Washable at your
money back by seven leading paint companies...

Home Quality Paints, Inc., Detroit John Lane & Co., Inc., Philadelphia
W. M. Lawrence & Co., Pittsburgh The Maytag Paint Co., Chicago
The Lane Brothers Co., Dayton Rogers Paint Products, Inc., Dallas
The Sherwin-Williams Co., Cleveland

Bermuda Turquoise

Tops with teens (and every age)... in

Super Kem-Tone

Bermuda Turquoise... a flattering, light-hearted new color with
a smart future! Of course it's SUPER KEM-TONE, the deluxe wall
paint that goes on smooth as velvet, dries in an hour, color-
styles a room in less than a day. It's so durable, too... count-
less washings won't spoil its rich finish. Your dealer will show
you high-fashion deep tones, wonderful pastels and unusual in-
between shades to assure success for all your decorating plans.
Also, matching colors for woodwork in KEM-GLO Lustre Enamel.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



Kem-Tone
Top Value in Thrifty Home Beauty
The oil paint that mixes with water, is
easy to apply over any wall surface,
dries in an hour to a lovely flat matte
finish. Amazingly economical, one gallon
mixed with two quarts of water makes
a gallon and a half of paint, ready to
apply, at only \$2.66 a gallon.

\$1.35 QUART \$3.98 GALLON (in 1946 tone)

KEM-GLO

Looks and Washes Like Baked Enamel

The miracle lustre enamel for kitchens,
bathrooms, oil woodwork, doors and out-
door furniture. One coat covers metal sur-
faces, dries in 3 hours to a sheared surface
that washes as easily as your refrigerator.
Even boiling water won't hurt its velvety
finish. Colors match SUPER KEM-TONE colors!

\$1.35 PINT \$2.39 QUART \$7.98 GALLON



This advertisement No. SKT-5203 appears in Living, Sunset, March; Better Homes & Gardens, Progressive Farmer, April; Life, April 21; The Saturday Evening Post,
April 26; American Home, May; Parade 131 Sunday Newspaper Magazine Sections; May 18; Good Housekeeping, Successful Farming, June;
and 28 Sunday Newspaper Retravure Magazines, April 20.

0007-SWP-039639

0007-SWP-000123025



Super Kem-Tone provides this lovely and distinctive decorative effect for only a few dollars.

Parklane Green and Chartreuse

Two of the gorgeous new colors in

Super Kem-Tone

Your walls are the background for beauty in your home. Here is one of many smart color schemes you can have so easily with SUPER KEM-TONE. This durable, velvet-rich, deluxe wall paint has a tight, tough surface that will keep its beauty after countless washings. It's easy to apply, and dries so quickly . . . you can have a "new" room in a day. Lovely pastels, high-fashion deep tones and rich "in-between" shades . . . you'll find them all in SUPER KEM-TONE.



\$1.59 QT. \$4.98 GAL.
DEEP COLORS SLIGHTLY HIGHER

NO THINNING—JUST STIR AND APPLY

Super Kem-Tone is Guaranteed Washable or your money back by seven leading paint companies:

Home Quality Paints, Inc., Detroit
W. W. Lawrence & Co., Pittsburgh
The Lone Brothers Co., Dayton
The Sherwin-Williams Co., Cleveland
John Lane & Co., Inc., Philadelphia
The Martin-Sumner Co., Chicago
Rogers Paint Products, Inc., Detroit

Hundreds of Color Schemes in the SUPER KEM-TONE COLOR ALBUM. Parklane Green used with Chartreuse is just one of the hundreds of attractive color harmonies in this new album. All created by color experts . . . all easy for you to duplicate with SUPER KEM-TONE. See this exciting new Color Album at your dealer's.

*GUARANTEED WASHABLE

After it is thoroughly dried, tests show SUPER KEM-TONE will withstand repeated washings with usual household cleansers without losing its beauty. Dust, grime, grease, even crayon marks wash right off its tight, rubber-tough surface.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



Kem-Tone

Top Value in Thrifty Home Beauty

The oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat matte finish. Amazingly economical; one gallon thinned with one quart of water makes a gallon and a half of paint, ready to apply, at only \$2.46 a gallon.

\$1.35 QUART \$3.98 GALLON (in one lot)

KEM-GLO

Looks and Washes Like Baked Enamel

The miracle latex enamel for kitchens, bathrooms, all wood-work, interior and exterior furniture. One coat covers most surfaces, dries in 3 hours to a life-hard surface that matches as easily as your refrigerator. Even boiling water won't hurt its setting. Rich Colors match SUPER KEM-TONE colors!

\$1.39 PINT \$2.39 QUART \$7.98 GALLON



This advertisement No. SKT-5201 appears in American Home, Progressive Farmer, March; Life, March 24; Parade (31 Sunday Newspaper Magazine Sections), March 30; Country Gentleman, Good Housekeeping, Living, Sunset, April; Better Homes & Gardens, Ladies' Home Journal, May; The Saturday Evening Post, May 31; and 28 Sunday Newspaper Rotogravure Magazines, May 18.

0007-SWP-039640

0007-SWP-000123026



Glorious sunshine comes indoors



Super Kem-Tone

The Completely New Washable Wall Paint!

Bring lighthearted sunshine indoors . . . with Super Kem-Tone Sunbeam Yellow on your walls. For contrast, the wood paneling above the serving table is a warm gray, mixed easily by adding a little Pinchurst Green and Spanish Brown SUPER KEM-TONE to the yellow. Shasta White with a dash of Sunbeam for the ceiling.

SUPER KEM-TONE inspires many other color schemes just as heart-warming and beautiful . . . lovely pastels, high-fashion deep tones and gorgeous "in-between" shades to go perfectly with your furnishings. This new washable wall paint comes ready to use . . . you just stir and apply. It goes on smoothly, with brush or Roller-Knater, over previously painted walls, over wallpaper, plaster and wood.

Ask about it today. See how easily, how inexpensively, you can create new beauty in your home with Super Kem-Tone.



***GUARANTEED WASHABLE**

After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.

NO THINNING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed Washable as your money back by seven leading paint companies . . . Army Quilts Paint Co., Detroit; W. W. Lawrence & Co., Pittsburgh; The J. C. Brown Co., Dayton; John L. & Co., Inc., Philadelphia; The J. C. Brown Co., Chicago; Regent Paint Products Inc., Detroit; The Sherwin-Williams Co., Cleveland.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



Kem-Tone

Top Value in Thrifty Home Beauty
The oil paint that mixes with water. Your outstanding value in home decoration. Here where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$2.64 a gallon.

\$1.35 QUART \$3.98 GALLON (IN LONGSHORE 2016 1951)

KEM-GLO

Looks and Washes like Baked Enamel
Miracle latex enamel for kitchen and bath room walls, all interior woodwork—for interior and exterior furniture. Goes on like magic. 1 coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water won't harm KEM-GLO's finish. Gorgeous new colors.

\$1.39 PINT \$2.59 QUART \$7.98 GALLON



This advertisement No. SNT-5408 appears in The Saturday Evening Post, September 8; Life, October 29; Living, Progressive Farmer, October; American Home, Better Homes & Gardens, Country Gentleman, Good Housekeeping, Successful Farming and Sunset, November and 51 Sunday Newspaper Publications, including Parade, October 21, 1951.

0007-SWP-039641

0007-SWP-000123027



Luxury in Green...and costs so little



\$1.59 QUART \$4.98 GALLON

DEEP COLORS SLIGHTLY HIGHER

NO THINNING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed Washable or your money back by seven leading paint companies . . .
 Amer. Quaker Paint Co., Detroit; Wm. H. Lawrence & Co., Philadelphia;
 The Mason-Thomas Co., Chicago; Rogers Paint Products, Inc., Detroit;
 The Sherwin-Williams Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER
AND DEPARTMENT STORES EVERYWHERE

Super Kem-Tone

Thrilling new colors . . so beautiful . . so washable

Rich, restful walls painted quickly and so easily . . with SUPER KEM-TONE Pinchurst Green. Woodwork to match in Pampas Green KEM-GLO, the miracle lustre enamel. Fireplace and window frames done in KEM-GLO Stay-White to dramatize the deep green. And—the whole effect enhanced by an off-white ceiling containing the merest touch of Pinchurst Green . . . SUPER KEM-TONE, of course.

Your friendly paint dealer can help you create equally inviting color schemes for your home. SUPER KEM-TONE offers high-fashion deep tones, lovely pastels and gorgeous "in-between" shades to go perfectly with your furnishings. This new washable wall paint comes ready to use . . . you just stir and apply. It goes on smoothly . . . with brush or Roller-Koater . . . over previously painted walls, over wallpaper, plaster and wood.

Ask about it today. See how easily, how inexpensively, you can create new beauty in your home with SUPER KEM-TONE



*GUARANTEED
WASHABLE

After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.



Kem-Tone

Top Value in Thrifty Home Beauty
 The all paint that mixes with water.
 Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, mixed with water, makes a gallon and a half of paint, ready to apply, at only \$7.66 a gallon.

\$1.35 QUART \$7.98 GALLON (including tax)

KEM-GLO

Looks and Washes Like Baked Enamel
 Attracts lustre enamel for kitchens and bathroom walls, all interior woodwork—door casings and exterior furniture. Goes on like magic. 1 coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water won't harm KEM-GLO's finish. Gorgeous new colors.

\$1.39 PINT \$2.39 QUART \$7.98 GALLON



This advertisement No. SKT-5107 appears in Life, September 17; American Home, Country Gentleman, September; The Saturday Evening Post, October 6; Better Homes & Gardens Good Housekeeping, Successful Farming and Sunset, October; Living, Progressive Farmer, November; and 61 Sunday Newspaper Business Magazine, including Parade, September 22, 1951.

0007-SWP-039642

0007-SWP-000123028