

Samples-4

Felden 6

N24238

Hallards - March
Household - March

Sample - Box 4

No muss!
No fuss!
No bother!



One Gallon \$2.98*

(Does average room!)

*Slightly higher in
Rocky Mt. Area

Trust Kem-Tone Miracle Wall Finish to keep giving you the biggest bargain in beauty for your home. This finer scientific blend of pigments, resins and oils is easy to use, dries in one hour and covers most any surface—even wallpaper—with one coat!

THERE'S A KEM TONE DEALER NEAR YOU!

83034

N24238.01

0007-SWP-000109862

Holland - size - Mar.

20 MILLION ROOMS
have been painted with

Kem-Tone
MIRACLE WALL FINISH

**Now KEM-TONE will paint
MILLIONS MORE THIS FALL!**

...with **MORE**
**National Sunday
Supplement Advertising!**



Big, full-color Kem-Tone Miracle Wall Finish ads in **AMERICAN WEEKLY** and **THIS WEEK**. More than 70,000,000 Kem-Tone messages in over 5000 cities and towns!

...with **MORE**
National Magazine Advertising!



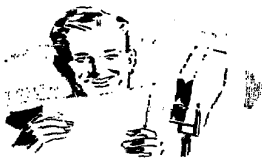
Both full-color and black and white Kem-Tone Miracle Wall Finish ads in ten of the country's foremost National Magazines. More than 75,000,000 Kem-Tone sales messages!

...with **MORE**
Major Market Advertising!



Both full-color and black and white Kem-Tone ads in 286 Major City Newspapers all over the country. More than 136,000,000 Kem-Tone Miracle Wall Finish sales messages!

...with **MORE**
Radio Advertising!



Big, coast-to-coast Kem-Tone radio show—"Nick Carter," 110 stations, Mutual Network, every Sunday night, 5:30 to 6:00 E.W.T. More untold millions of Kem-Tone messages!

...with **MORE**
Store and Window Advertising!



More of the colorful, hard-hitting, sales-magnetic displays that make customers stop, look and buy Kem-Tone—America's largest-selling wall finish!



Feature Kem-Tone for More Sales, More Profits!

This advertisement appears in the September 1945 issues of Southern Hardware; Building Supply News; Hardware World; Hardware Retailer; Chain Store Age; Syndicate Store Merchandiser; and the September 13, 1945 issue of Hardware Age.

N24238.02

0007-SWP-000109864

MIRACLE MAINTENANCE FINISH

USED IN
LEADING
SCHOOLS



KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan
Detroit White Lead Works
Detroit, Michigan
W. W. Lawrence & Co.
Pittsburgh, Pa.
The Lowe Brothers Co.
Dayton, Ohio
John Lucas & Co., Inc.
Philadelphia, Pa.
The Martin-Senour Co.
Chicago, Illinois
The Sherwin-Williams Co.
Cleveland, Ohio

...it's

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.

FOR EXTRA SPEED PLUS QUALITY!

- 1 **DRIES IN ONE HOUR OR LESS** — Rooms back in order immediately!
- 2 **ECONOMY** — A concentrated paste. 1 gallon mixed with water makes 1½ gallons paint.
- 3 **COVERS MOST SURFACES WITH ONE COAT** — Painted walls — plywood walls — wallboard — brick interiors — concrete block — building tile — wallpaper, etc.
- 4 **NO ODOR** of paint thinners, solvents. Rooms may be used same day painted.
- 5 **NO SIZING, NO PRIMING** — Eliminates priming coat on practically every surface. Cuts time and labor!
- 6 **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough, uneven wall surfaces. (b) Light diffusion without glare.
- 7 **JOBS FINISHED QUICKLY** — Goes on quick, easy. Covers more square yards surface.
- 8 **QUICK, CONVENIENT CLEAN-UP** (a) Splatters removed with damp cloth. (b) Brushes cleaned with soap, water.
- 9 **LASTING FINISH** — This scientifically-blended, synthetic resin and oil paint gives adequate bond and adhesion on all types of wall surfaces. Won't rub or wash off.
- 10 **EASY CLEANING** — with wallpaper cleaners or washed with ordinary wall cleaners.
- 11 **COLORS WITH EYE APPEAL** — Kem-Tone colors make any room more inviting, attractive!



This advertisement appears in the September 1945 issue of School Management.

Sample Box 4

N24238.03

0007-SWP-000109865

DOUBLE CHECK WHY *Kem-Tone* MIRACLE WALL FINISH

... is your best bet for a
better, more economical,
faster wall
and ceiling
finish!



KEM-TONE IS DISTRIBUTED BY:
 Acme White Lead and Color Works The Lowe Brothers Co.
 Detroit, Michigan Dayton, Ohio
 W. W. Lawrence & Co. Detroit White Lead Works
 Pittsburgh, Pa. Detroit, Michigan
 The Martin-Sproul Co. John Leese & Co., Inc.
 Chicago, Illinois Philadelphia, Pa.
 The Sherwin-Williams Co., Cleveland, Ohio

You can check and double check Kem-Tone Miracle Wall Finish against any paint you've ever used. The extraordinary value you get in this superior decorative flat finish adds up to better

✓	✓	1. COVERS MOST SURFACES ... painted or unpainted, papered, plastered
✓	✓	2. NO MIXING, NO PRIMING ... Kem-Tone needs no turpentine or solvents
✓	✓	3. JOBS FINISHED FASTER ... brushes on easily, quickly without lap
✓	✓	4. ECONOMICAL ... concentrated gallon of paste reduces to
✓	✓	5. DRIES IN 1 HOUR or less ... rooms needed for use or occupancy in
✓	✓	6. DRIES DEAD FLAT ... obliterates uneven surfaces giving perfect
✓	✓	7. PERFECT SURFACE ... for any type of refinishing, ideal for wall
✓	✓	8. NO DISAGREEABLE ODOR of solvents rooms can be occupied same day!
✓	✓	9. PERMANENT, DURABLE FINISH ... of synthetic resin and oil assures good bond
✓	✓	10. QUICK, EASY CLEANUP TIME ... brushes, cans, and other equipment easy water!
✓	✓	11. APPEALING COLORS ... warm pastel shades make any room more livable!
✓	✓	12. EASY CLEANING ... of Kem-Tone finished walls and ceilings or detergent cleaners!

**PROVE THESE FACTS WITH YOUR
BRUSH AND YOU'LL USE
FOR BIGGER BUSINESS, BETTER**

This advertisement appears in the May 1945 issue of American Painter & Decorator; and the June 1945 issue of National Painters Magazine.

Sample Box 4

KEM-TONE MIRACLE WALL FINISH **PAINTS OVER WALLPAPER!**

\$2⁹⁸
**FOR ONE
GALLON**

**BEAUTIFULLY
DECORATES
AVERAGE ROOM!**



N24238.05

0007-SWP-000109867

Kem-Tone gives you *Finest Decoration . . .* *Lowest Cost . . . Rooms finished same day!*

NO MUSS-NO FUSS-NO BOTHER



APPLIES LIKE MAGIC

Roll it on! Brush it on! Either way—quick, easy Kem-Tone dries to a smooth, beautiful finish!



DRIES IN ONE HOUR!

One hour after you finish painting, Kem-Tone walls are dry . . . and you can set your room to rights!



NO "PAINTY" ODOR!

Kem-Tone leaves no disagreeable paint smell—is wonderful for redecorating bedrooms, dining rooms!



EASY TO CLEAN!

Kem-Tone walls have a permanent finish—clean beautifully with ordinary wall or wallpaper cleaners!



KEM-TONE ROLLER-KOATER

Rolls Kem-Tone right over your walls quickly, easily! **89¢ EACH**



KEM-TONE TRIMS

Smart wall border trims. Gummed, ready-to-apply. **15¢ UP** Washable!

BE SURE TO GET GENUINE KEM-TONE!

★ **ASK THE KEM-TONE DEALER NEAR YOU FOR A FREE DEMONSTRATION** ★

For one-day painting magic, use quick, easy Kem-Tone. In a jiffy, this miraculous new and different wall finish covers wallpaper, painted walls and ceilings, almost any surface—gives you a finish that's *lasting, lovely*. Kem-Tone covers with one coat and—it *dries in one hour!* You put furniture in place, hang draperies and pictures *immediately*. The very same day, rooms are in order—ready for living again. Only \$2.98 buys a gallon of Kem-Tone—just one gallon paints the average room!

1. FOR FINEST DECORATION
2. GOES ON LIKE MAGIC
3. ONE COAT COVERS most wallpapers, painted walls and ceilings, wallboard!
4. INTENSE HIDING
5. DRIES IN 1 HOUR
6. NO "PAINTY" ODOR
7. LOVELY NEW COLORS!

FOR LIVING ROOM, DINING ROOM, BEDROOM WALLS AND CEILINGS!



Sample-Box 4

\$17,000,000

Sample-Box
4

Probit!

YES, \$17,000,000 in profits have already been made by *Kem-Tone* DEALERS!

And *Kem-Tone* SALES are growing every minute!*

Are YOU getting your full share of this all-time-high paint selling opportunity?

...YOU ARE-IF

- 1** ...you effectively identify your store as Kem-Tone Headquarters!
- 2** ...you tie-in with Kem-Tone advertising!
- 3** ...you display Kem-Tone prominently in your store and windows!
- 4** ...you maintain an ample stock of Kem-Tone!

Now Here! Over ONE BILLION KEM-TONE MESSAGES are reaching your customers *right now* in a tremendous, history-making advertising campaign! Be sure to make the most of it!

KEM-TONE IS DISTRIBUTED BY:
Acme White Lead & Color Works,
Detroit, Michigan • Detroit
White Lead Works, Detroit,
Michigan • W W Lawrence &
Co., Pittsburgh, Pa. • The Lowe

Bros. Company, Dayton, Ohio •
John Lucas & Co., Inc., Phila-
delphia, Pa • The Martin-
Senour Co., Chicago, Illinois •
The Sherwin-Williams Co.,
Cleveland, Ohio.

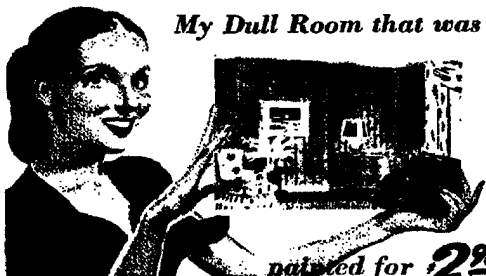


This advertisement appears in the March 1945 issues of: Building Supply News; Southern Hardware; Hardware Retailer; Hardware World; the March 15, 1945 issue of Hardware Age; and the April 1945 issue of American Paint & Oil Dealer.

N24238.06

0007-SWP-000109869

My Dull Room that was . . .



... painted for \$2.98...
now GLOWS WITH COLOR like this!



Thanks to **Kem-Tone** Miracle Wall Finish!

No longer need the finest of home decoration be expensive!
With Kem-Tone — smart, colorful, enduringly beautiful
walls and ceilings for an average room can cost but \$2.98.
Yet, you can buy no finer flat wall finish!

There's a dealer near you who sells Kem-Tone!

NO MUSS! NO FUSS! NO BOTHER!

GENUINE

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

For living room, dining room, bedroom walls and ceilings!



1. FOR FINEST DECORATION

A resin and oil finish of enduring beauty!



2. GOES ON LIKE MAGIC

with either brush or Kem-Tone Roller-Koater!



3. ONE COAT COVERS

most wallpapers, painted walls and ceilings, wallboard!



4. INTENSE HIDING

As amazing as Kem-Tone's hiding has been — it is now 20% greater!



5. DRIES IN 1 HOUR

Rooms ready for use immediately after painting!



6. NO "PAINTY" ODOR

during or after painting. No turpentine needed!



7. CLEANS EASILY

with ordinary wall or wallpaper cleaners!



8. LOVELY NEW COLORS!

Be sure you get GENUINE KEM-TONE Miracle Wall Finish!



You can **PAINT** right
over **WALLPAPER**
with GENUINE

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH



HOW TO PERFORM A MIRACLE OF BEAUTY FOR ONLY \$2.98!



Kem-Tone dries in
one short hour...



Makes your home
a beauty bower...



Kem-Tone covers
with one coat...



Paper on the wall,
please note!

Ask the dealer near you for a **FREE DEMONSTRATION!**



One Gallon (\$2.98) Paints
an Average Room
Both Walls and Ceiling!

The modern
miracle wall finish

Kem-Tone
TRADE MARK
\$2.98*
PER GAL.
Paste Form

You add 1/2 gallon water,
bringing your cost-per-
gallon down to \$1.98!
*Price slightly higher in
dryer mt. areas.

AVAIL
DRIES IN 1 HOUR
ONE COAT



Kem-Tone
Roller-Koater
Rolls Kem-Tone
over your walls
quickly,
easily! **89¢**



Kem-Tone
Trims
Smart wall border
trims. Gummed,
ready-to-apply.
Washable! **15¢**

Kem-Tone
Applix's
Beautiful floral cut-
outs to accent mir-
rors, corners, win-
dows, etc. **59¢**
Pre-pasted.

Apply Kem-Tone with Brush or Kem-Tone Roller-Koater!

This advertisement appears in the May 13, 1945 issue of American Weekly.

Sample-Box 4

N24238.07

0007-SWP-000109870

UP! UP! UP!

KEM-TONE SALES ARE BREAKING ALL RECORDS!

Over \$17,000,000 in KEM-TONE PROFITS have poured into the pockets of Kem-Tone Dealers!

And surveys prove that KEM-TONE DEALERS will CASH IN on millions of dollars in profits . . . THIS YEAR!

ON TOP OF THAT . . . Kem-Tone advertising appearing throughout the country is selling customers more and more Kem-Tone every day!



CASH IN! . . . on this *Bargain in Beauty* . . . this easy 4-step way!

1. **IDENTIFY** your store effectively as Kem-Tone headquarters!
2. **DISPLAY** Kem-Tone prominently in your store and windows!
3. **TIE-IN** with Kem-Tone advertising!
4. **KEEP** an ample stock of Kem-Tone always on hand!

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan
Detroit White Lead Works
Detroit, Michigan

W. W. Lawrence & Company
Pittsburgh, Pennsylvania
The Lowe Brothers Company
Dayton, Ohio

The Sherwin-Williams Company, Cleveland, Ohio

John Lucas & Company, Inc.
Philadelphia, Pennsylvania
The Martin-Senour Company
Chicago, Illinois

This advertisement appears in the April 1945 issues of Building Supply News; Southern Hardware; Hardware Retailer; Hardware World; the April 26, 1945 issue of Hardware Age; and the June 1945 issue of American Paint & Oil Dealer.

Sample-Box

N24238.08

0007-SWP-000109871