

For your window

Paul Whiteman on the Air

TUESDAYS, 8 P. M.
Eastern Standard Time

N. B. C. Network
Starting Jan. 27th



*With Best Regards to the
Allied Quality Paint Group
Paul Whiteman*



0007-SWP-039080

Hang these up around the store
as soon as you receive them . . .



LISTEN IN!

Every Tuesday Night
Eight o'Clock Eastern Standard Time

PAUL WHITEMAN

... his orchestra and staff of entertainers.
Don't miss hearing the "King of Jazz" in
this weekly broadcast of the outstanding
radio hour of the year.

Coast to Coast Broadcast
N. B. C. Blue Network and additional stations



0007-SWP-039082

0007-SWP-00012246

Suggestions
For
Your Own
Newspaper
Advertising



Paul
WHITEMAN
Station **XYZ**
Tuesday 0.00P.M.



DEALER'S NAME

$\frac{1}{2}$ Hour with the
"KING OF JAZZ"
Paul Whiteman
and his Point Men
0.00 P.M.





The biggest and best program on the air.
DEALER'S NAME



Tonight
at 0.00P.M.

Paul
WHITEMAN
and his
Point Men



MUSIC
of the kind
that made
him America's
best loved
orchestra leader



DEALER'S NAME

Your local news-
paper can repro-
duce these ads for
you.

0007-SWP-039083

0007-SWP-00012246



You're sure to find the color you want in

Super Kem-Tone

the washable LATEX wall paint



\$1.73 **\$5.45**
QUART GALLON
(12-oz. sizes \$5.00 a gallon)
No thinning
Just Stir and Apply

Looking for the perfect wall color to give your rooms new beauty and go with your furnishing? You'll find it in *Super Kem-Tone*... more than a hundred lovely new colors, in a wide range with plenty of subtle shades to provide exactly what you want. And, *Super Kem-Tone* is so easy to apply. Goes on smoothly with Roller-Koater® or brush over wallpaper, plaster, wallboard or painted walls. It covers most surfaces in one coat, dries in an hour, and it's guaranteed washable. A gallon does the walls of an average room!

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

For Kitchens, Bathrooms and Woodwork Throughout Your Home!

KEM-GLO

Looks and washes like baked enamel. Resists steam, cooking splatters, grease and alcohol. The best for kitchen cabinets and trim.

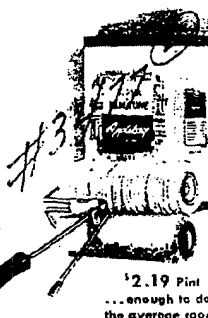


You'll find a new decorating thrill in

Applikay

lovely designs you ROLL ON your walls!

Now you can have exquisite designs on your walls... distinctive patterns and effects in wonderful variety. Beautiful decorative possibilities are unlimited with *Applikay* designs and colors over *Super Kem-Tone* colors. And you can do it so easily... the special *Applikay* twin roller does the work... rolls on the *Applikay* design right over your *Super Kem-Tone* walls. *Applikay* bonds itself to *Super Kem-Tone*, smooth as silk; and, when dry, both are completely washable. See *Applikay* wherever *Super Kem-Tone* is sold.



\$2.19 Pint
... enough to do the average room



FREE!

"The Home Decorator"

... 44 colorful pages full of wonderful decorating ideas. Write Sherwin-Williams, 1110 Midland Bldg., Cleveland, O.

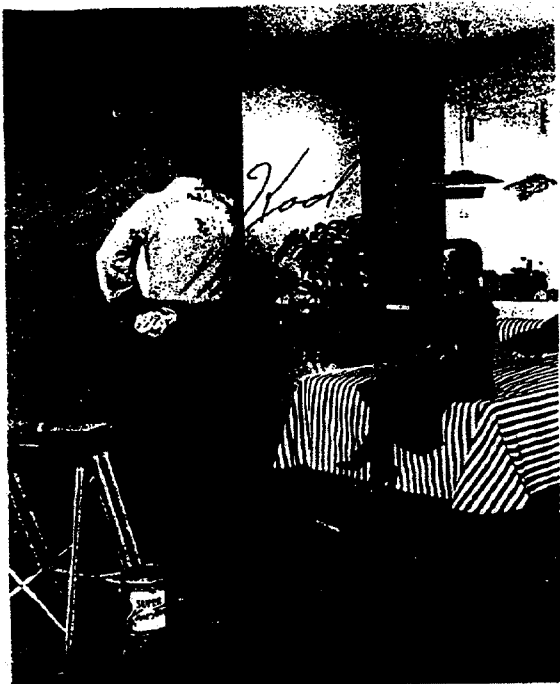
THE SHERWIN WILLIAMS CO.

In Principal Cities from Coast to Coast
Super Kem-Tone and Applikay 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

0007-SWP-039085

#154

0007-SWP-00012246



You'll find this year's newest colors in

#362
Super-Kem-Tone
#6419

the washable LATEX wall paint



\$1.73 \$5.45
QUART GALLON
(Deep tones \$5.67 a gallon)
No Thinning
Just Stir and Apply

You can get wall colors beautiful beyond your dreams — more than a hundred lovely, velvety-rich Super-Kem-Tone colors that will thrill you. You're sure to find the perfect color to go with your furnishings. Redecorate in less than a day! ... Super-Kem-Tone goes on so easily over wallpaper, plaster, wallboard or painted walls and it dries in an hour. One coat covers most surfaces. You can be sure of lasting loveliness because Super-Kem-Tone is guaranteed washable. And it's so inexpensive ... a gallon does the walls of the average room.

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.

For Kitchens, Bathrooms, and Woodwork Throughout Your Home!

KEM-GLO

Looks and tastes like baked enamel. Needs no priming, coating spatters, or sand, and attracts no dirt. Same color as Super-Kem-Tone.



GLAMOR FINISH FOR ALUMINUM TILE

Lustrous HASTINGS aluminum wall tile is prefinished, in strip form of 12 feet a minute, with Sherwin-Williams baked enamel, then stamped and formed.

Serving industry everywhere

Pre-finishing aluminum to be formed and bent *after* finishing, or meeting exacting specifications for protecting aluminum aircraft parts — both are part of the day's work for Sherwin-Williams finishes in industry.

Whether your products involve finishing of wood, metal or other materials ... whether your maintenance

finishing involves a thousand ... or one — Sherwin-Williams offer complete help as to your needs. Investigate, test it can save you in loss of duplication of effort. Call Classified Telephone Directory write The Sherwin-Williams, Cleveland, Ohio, or Montreal.



Finished Let's
#362
SHERWIN-WILLIAMS
Paints for every industrial need

0007-SWP-039086

0007-SWP-000122464



You'll say it, too...

Guile & Leth #3690 (S)

WHENEVER KNEW DECORATING COULD BE SO FAST AND EASY!"



Fast... easy... economical... and fun! That's what folks tell us about decorating with America's most widely used wall paint. Famous Super[®] Kem-Tone is the latex paint that's *guaranteed* washable.

In millions of homes across the country families are discovering that without any training or experience, they get truly marvelous results with easy-to-use Super Kem-Tone. It's almost impossible to make a mistake... even on the first try. And it can be applied over plaster, painted walls, wallpaper or wallboard.

A gallon of Super Kem-Tone is enough to do the average room... and a gallon costs only \$5.59! That's top-quality decorating in the most beautiful colors imaginable at unbelievably low cost.

The same beautiful colors are also available in Kem-Glo, America's favorite alkyl enamel. See them all... select your favorite... at your nearby Super Kem-Tone dealer's... today!

← **A CASCADE OF GLORIOUS COLORS.** This display at your dealer's shows you more than 100 glorious Super Kem-Tone and Kem-Glo colors at a glance. Big, take-home color samples make selection and comparison easy.

0007-SWP-039087

0007-SWP-000122465



EASY TO APPLY. Super Kem-Tone goes on amazingly fast with Roller-Koaters® or brush. One quick coat covers most surfaces. No special "primer" is needed.



EASY TOUCH-UP. Spots you may have missed or accidentally marred can be touched up with brush or Roller-Koater. When dry, no one will be the wiser.



PROFESSIONAL-LOOKING FINISH. You'll be delighted with the beauty of your work. No lap marks, no brush marks... a smooth, rubber-tough finish.



EASY CLEANUP. Paint spots on woodwork, before dry, wipe off easily with a damp cloth. Wash Roller-Koater or brush in running water. It's that easy!



DRIES IN 30 MINUTES. Super Kem-Tone dries in 30 minutes... you can use your "new" room right away. And there's no "painty" odor!



GUARANTEED WASHABLE. When thoroughly dry, Super Kem-Tone is guaranteed washable. It is a latex paint... repeated washings can't mar its beauty!



\$5.59
Gallon

Deep Tones
\$5.85
Gallon

RUGGED AND DURABLE. You can use Super Kem-Tone with confidence wherever abuse-proof durability is required. It is ideal for offices, schools, hotels, hospitals, stores, as well as homes. Its amazing latex film is rubber-tough... actually resists dirt, looks fresh and new for years.



\$2.59
Quart

MATCHING COLORS FOR WOODWORK. Color-match your woodwork and your Super Kem-Tone walls with identical colors in Kem-Glo, America's favorite alkyl enamel. Flows on easily. Dries in 3 to 4 hours. Its smooth hard film looks and washes like baked enamel. No undercoater needed.

THERE'S A DEALER NEAR YOU.
loading paint, hardware, lumber
department stores everywhere sell
America's two most popular paints.

Super Kem-Tone and Kem-Glo
are made and distributed by the
Allied Paint Leaders of the World

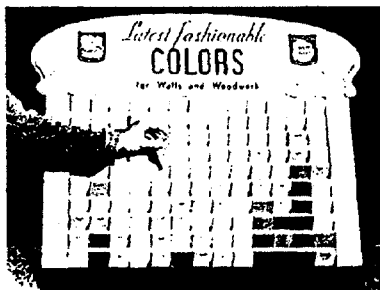
The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., Detroit
W. W. Lawrence & Co., Pittsburgh
The Lane Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit

0007-SWP-039088

0007-SWP-000122466

After you see... You'll say it, too...

**"WE NEVER KNEW
DECORATING COULD BE
SO FAST AND EASY!"**



CHOOSING OUR COLORS WAS FUN with the cascade of colors at the Super Kem-Tone Dealer's. We could see over 100 at a glance and pick out big samples to take home.



"EASIEST PAINTING I EVER DID!" Super Kem-Tone's a breeze to apply. One quick coat covers, and I didn't have to bother with an undercoat. Goes so fast, too.



"CLEANING UP'S EASY, TOO. I simply wipe wet paint spots off woodwork with a damp cloth, and wash the tools in running water at the kitchen sink. It's that easy."



"AND WE COULD USE THE ROOM RIGHT AWAY. Super Kem-Tone dries in 30 minutes... we could even hang the pictures up. And there's no 'painty' color."



"WE'RE SO PROUD OF THE RESULTS. Our painting really looks professional. No lap marks, no brush marks... it's a beautiful, smooth, rubber-tough finish."



"AND IT'S SO EASY TO WASH. When they oughta dry, Super Kem-Tone is guaranteed washable. It's a 100% latex paint... it's a washable paint."



RUGGED AND DURABLE You can use Super Kem-Tone on the walls, baseboards, and other places. It's what for offices, schools, hospitals, stores, as well as homes. It's a lasting latex film to rubber-tough... it's a lasting latex film to rubber-tough... it's a lasting latex film to rubber-tough.



MATCHING COLORS FOR WOODWORK Kem-Glo matches your woodwork and your Super Kem-Tone walls with identical colors in Kem-Glo. America's favorite alkyl-enamel... it's a lasting latex film to rubber-tough... it's a lasting latex film to rubber-tough... it's a lasting latex film to rubber-tough.

ACME QUALITY
PAINTS
Detroit

Super Kem-Tone and Kem-Glo are also made and distributed by:

The Sherwin-Williams Co., The
Lambert Co., W. B. Lawrence & Co.,
Pittsburgh... The Lane Brothers
Co., Dayton... John Lucas & Co.,
Inc., Philadelphia... The Martin
Singer Co., Chicago... Kings
Paint Products, Inc., Detroit.

0007-SWP-039089

0007-SWP-000122467



"I was party, I wanted a new look for 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."

Paint today... guests tonight!

with fast and easy SUPER KEM-TONE

Quickly & Easily #3762-0



"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."



"Cleanup was the easiest ever. My walls were dry in 30 minutes, with no painty odor... and the new color scheme put our guests and us in a gay mood."

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



"So I went to a store nearby that sells Super Kem-Tone. I was thrilled at the big choice of colors shown on their Cascade of Color... found just what I wanted."



"Our painting went like magic... Super Kem-Tone is so easy to apply! It's perfect for 'do-it-yourselfers' because lap marks, even touched-up spots don't show."



"Cleaning up was a cinch and in 30 minutes our new Super Kem-Tone walls were dry, with no painty odor. And tonight our 'new' room amazed our guests!"

Furniture by Cloche of High Point, N. C.



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-Senior Co., Chicago... Rogers Paint Products, Inc., Detroit
See leading paint, hardware, lumber and home/furniture stores everywhere!



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-Senior Co., Chicago... Rogers Paint Products, Inc., Detroit
See leading paint, hardware, lumber and home/furniture stores everywhere!



← \$5.59 GALLON
Deep Tones \$5.45 Gallon
Mixing colors for nearly
any color in Kem-Tone line
guaranteed that looks and
lasts like brand name!
\$2.59 QUART →



0007-SWP-039090

0007-SWP-000122468

Paint today... dinner at eight!

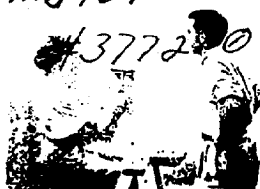
with fast and easy SUPER KEM-TONE



"For my 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 at once on their Cascade of Color."



"Super Kem-Tone was a dream to apply. It doesn't show brush marks or lap marks... or even touch-up spots. I'm really proud of that lovely Super Kem-Tone finish."



"Cleanup was the easiest ever. My walls were dry in 30 minutes, with no party odor... and the new color scheme put our guests and us in a gay mood."

Furniture by Calkins Furniture Co., Grand Rapids, Mich.

Paint today... guests' toni

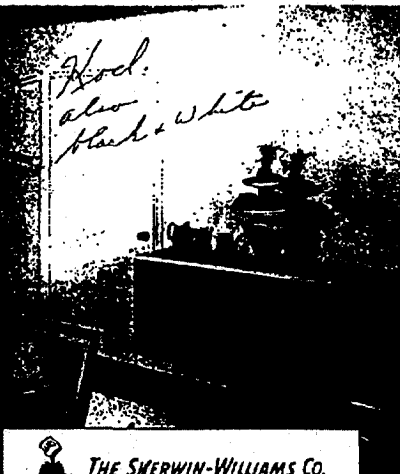
with fast and easy SUPER KEM-TONE



"So I went to a store nearby that sells Super Kem-Tone. I was thrilled at the big choice of colors shown on their Cascade of Color... found just what I wanted."



"Out of the Super Kem-Tone... but I'm even better off."



4 \$5.59 GALLON
Deep Tones 15 1/2 oz. can
Mixing color for a wide
range of colors. Super
Kem-Tone is the only
paint that dries so fast.
\$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.,
Pittsburgh... The Matheson Co.,
Chicago... Rogers Paint Products, Inc., Detroit.
Call for 1939-40 Price Schedule, Color and Branding. Store everywhere!



4 \$5.59 GALLON
Deep Tones 15 1/2 oz. can
Mixing color for a wide
range of colors. Super
Kem-Tone is the only
paint that dries so fast.
\$2.59 QUART ->



0007-SWP-039091

0007-SWP-000122469

Paint today... #3761-0 guests tonight!

with fast and easy SUPER KEM-TONE

Shush & Ltt. #3762-2



"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 nearby that sells Super Kem-Tone. I was thrilled at the big choice of colors shown all at once on their Castle of Color... found just what I wanted. And I needed to 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' because it never shows lap marks... even touched-up spots don't show."



"Cleaning up was a cinch and in 30 minutes our new Super Kem-Tone walls were dry, with no odor. And tonight our 'new' room amazed our guests!"

Furniture by Glabe of High Point, N.C.



← \$5.59 GALLON

There's no 25¢ a gallon. Mixing colors of any kind in Kem-Tone is easy. Just stir in the color you want. (See how easy it is!)

\$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 Co., St. Paul, Minn.; Detroit, W. W. Lawrence & Co., Detroit, Mich.; The Green Brothers Co., Jackson, Miss.; John Jones & Co., Inc., Philadelphia, Pa.; The Macdonald Co., Chicago, Ill.; Paint Products, Inc., Detroit.

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

0007-SWP-039092

0007-SWP-000122470

Paint today ...guests tonight!

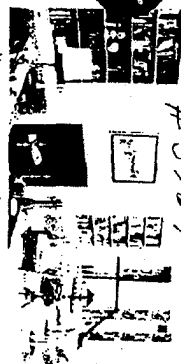
SUPER KEN-TONE

0007-SWP-039093



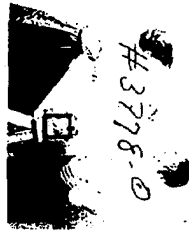
#3777-0

Look how easily
we got a new room
in less than a day...



#3764-0

There are nothing better than the new Super Ken-Tone paint. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.



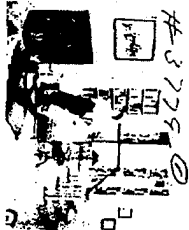
#3778-0

The new Super Ken-Tone paint was a real find. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.



#3767-0

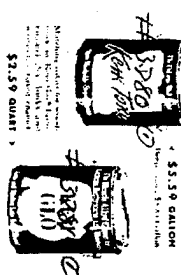
It's nothing up with a paint. We made very good use of the Super Ken-Tone paint. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.



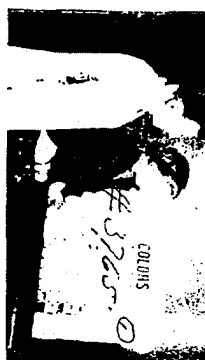
#3779-0

It's nothing up with a paint. We made very good use of the Super Ken-Tone paint. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.

Super Ken-Tone and Knowledge in Shopping Colors
are made and distributed by the
UNITED PAINT LEADERS OF THE WORLD
The Sherwin-Williams Co., Cleveland
New Britain Paint Co., Detroit • John Lane & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh • The Massachusetts Co., Chicago
The Lane Brothers Co., Dallas • Rogers Paint Products, Inc., Boston
Sells in leading paint, hardware, lumber and department stores everywhere.

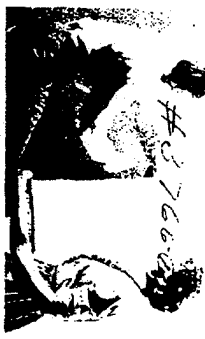


#3780-0 \$3.59 GALLON
#3787-0 \$3.59 QUART



#3765-0

There are nothing better than the new Super Ken-Tone paint. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.



#3766-0

There are nothing better than the new Super Ken-Tone paint. It's the only paint that's so easy to use and so fast to apply. It's the only paint that's so good looking and so long lasting. It's the only paint that's so economical and so easy to get.



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 tired of a color that would perk me up... A look of luxury, too... I decided to paint with Super Kem-Tone. It's so economical, and guaranteed washable."

Quicker & Easier #3776



"A Super Kem-Tone dealer now shows 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 touch-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 puffy odor. And tonight it's really a dream room."



• \$5.59 GALLON
• \$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:
A. C. McCarty Paints, Inc., Denver; W. W. Lawrence & Co.,
Pittsburgh; The Home Decorators Co., Dayton; John Lucas
& Co., Inc., Philadelphia; The Matthews Co., Chicago;
Kaiser Paint Products, Inc., Detroit.
Sold by leading Paint, Hardware, Lumber and Department Stores everywhere!

0007-SWP-039094

0007-SWP-000122472

Paint today...

party tonight!

Julius & Ethel #3788
with fast and easy SUPER KEM-TONE

#3788



#3789

"So I stopped at a store that sells Super Kem-Tone. Their Cascade of Colors showed more than a hundred beauties at a glance. It was easy to choose the right combination."

"Super Kem-Tone was so easy and fast to apply. We finished the room in no time. And there were no lap marks... even touched-up spots didn't show."



#3791



"Our living room was fine except... we were tired of the wall color! The fastest and easiest way to have rich new colors was to paint it with Super Kem-Tone. The latex paint that goes on every type of wall surface and is known for its durability."

"Cleanup was a matter of minutes. In half an hour the Super Kem-Tone walls were dry, with no painty odor... and we were all settled and ready for guests at eight."

Paint today...
party tonight!

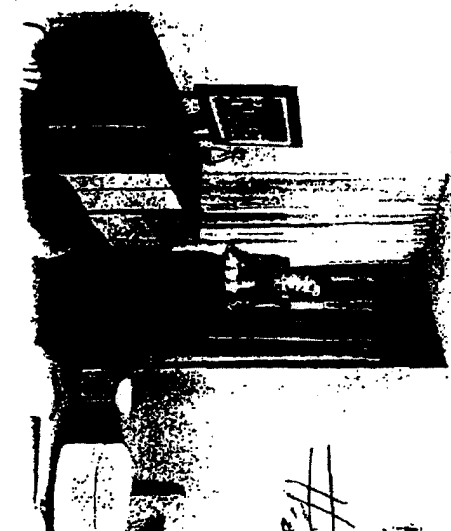
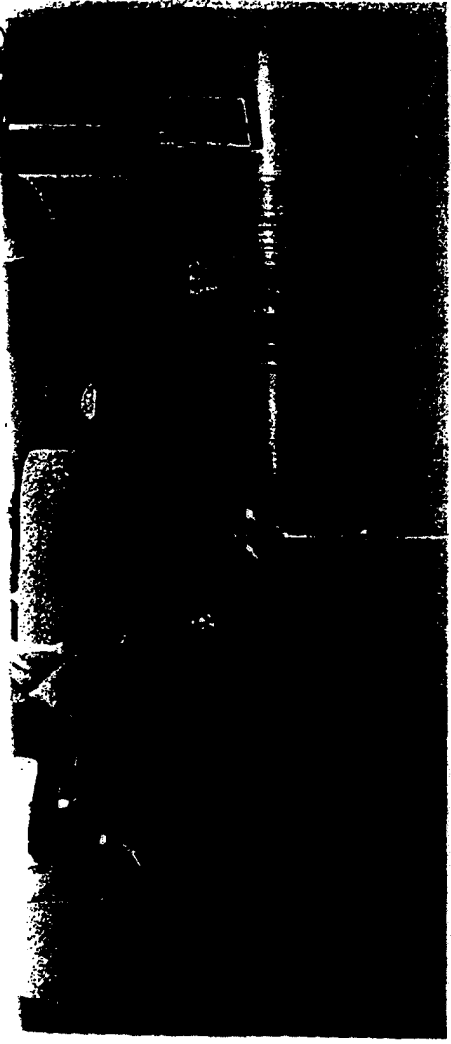
(and go hunting tomorrow!)

Thanks to SUPER KEM-TONE
#3785



"So I stopped at a store that sells Super Kem-Tone. Their Cascade of Colors showed more than a hundred beauties at a glance. It was easy to choose the right combination."

"Super Kem-Tone was so easy and fast to apply. We finished the room in no time. And there were no lap marks... even touched-up spots didn't show."



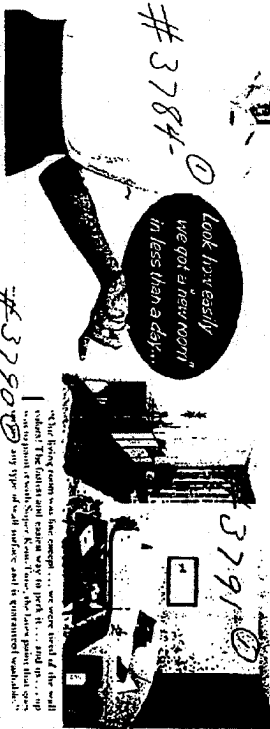
Paint today ..party tonight! SUPER KEM-TONE

0007-SWP-039097



#3784-①

Look how easily
we got a new room
in less than a day...



"The living room was the except... we were tired of the wall... subject! The color and texture was just what we needed... and in... up... any type of wall surface and it guaranteed washable."



"I'm painting your dirty area, for... these old paint jobs... but we didn't... each area as we finished it and washed... up right away. You can't see a sign of... the old paint... Super-Kem-Tone... doesn't let the paint job 'bleed'."



"I'm painting a room of children. The... fine quality we make we kept off with... washable... that's what we want. The... was as easy as that."



"In 20 minutes we were Super-Kem-Tone... wall were dry. And there was no peeling... all we put the paint in order and were... all set for our party. What a difference... live here and guests complain with..."

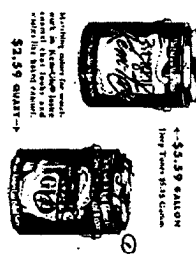


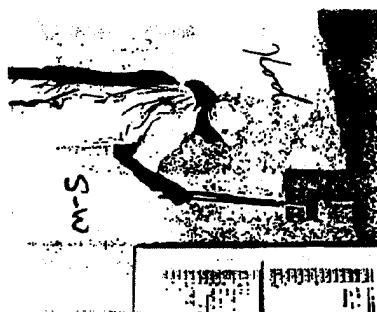
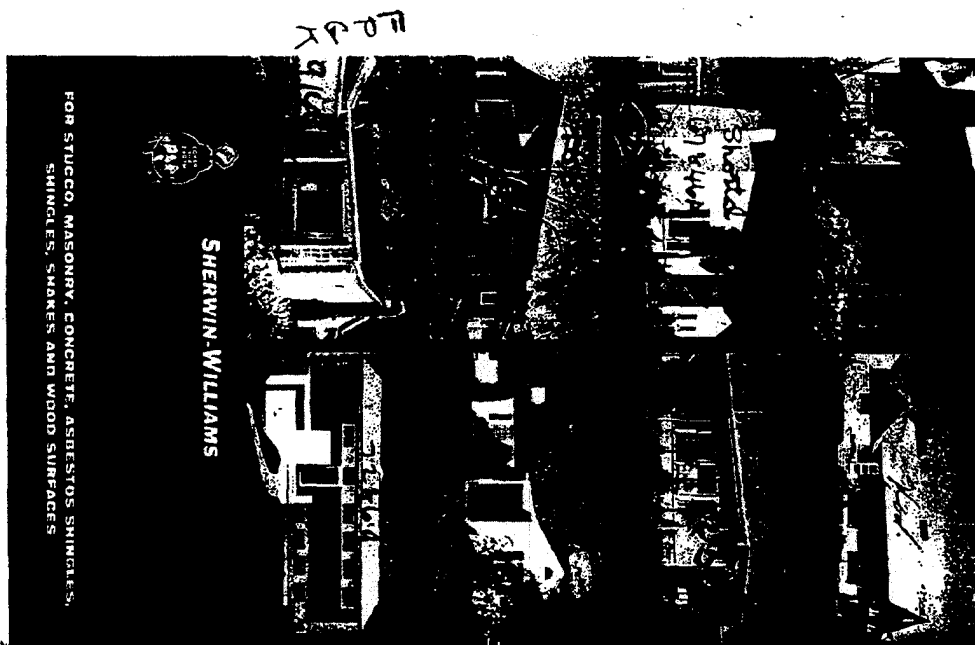
"We I stopped at a store that sells Super-Kem-Tone and saw... Super-Kem-Tone in color. It does all the wonderful things and... make combination few. And I'm surprised how easy it is to paint."



"Super-Kem-Tone was so simple to apply. We finished the... much in no time. And there were no bubbles or cracks... paint... it's misapplied even for amateurs."

Super-Kem-Tone and Kem-Tone in Matching Colors
are made and distributed by the
ALLIED PAINT BLENDERS OF THE WORLD
The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., Detroit • John Lewis & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh • The Martin-Kemper Co., Chicago
The Tamer Brothers Co., Dayton • Rogers Paint Products, Inc., Dayton
Ad by leading Paint, Hardware, Paints, and Department Stores everywhere





0007-SWP-039098

0007-SWP-000122476

HOW AT

STORE NAME

660630-3MS-7000

Exciting News

for
homeowners
planning
to paint



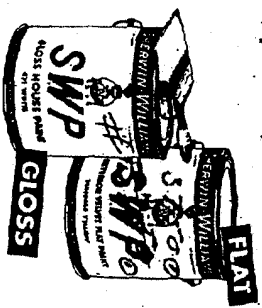
SHERWIN-WILLIAMS

offers a vastly improved house paint

Never before has so much long
lasting beauty and protection
been built into any house paint

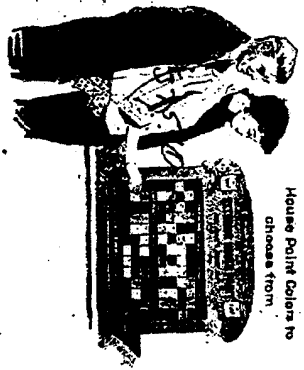
lasting beauty and protection
 been built into any house paint

the right SWP house paint for:



\$0.00

91 Exclusive New
 House Paint Colors to
 choose from



Here's expert help

You'll find
 everything you need

STORE NAME

0007-SWP-039100

0007-SWP-000122478

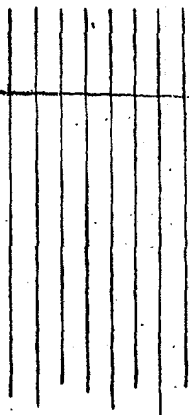


STORIE NOME

SHERWIN-WILLIAMS offers a vastly improved house paint

.....

You'll find everything you need

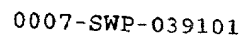


the right SWP house paint for:

000

PAINT DEPARTMENT

STORFEL N.S.

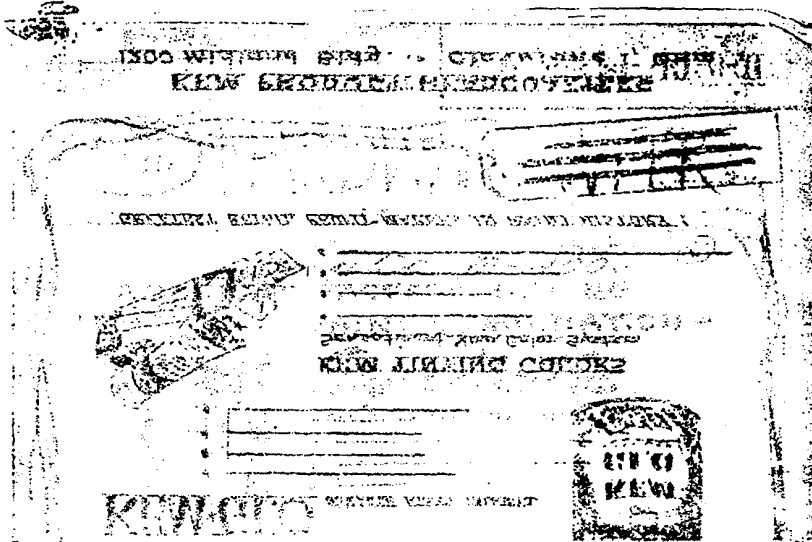




#3752^①



#3752^①
Exciting News



0007-SWP-039102

0007-SWP-000122480



Pint Enameloid and 2" brush,

regular \$2.19

Buy now at **\$1.59**

FREE with this special trial package of Kem Brush Cleaner

KEM PAINT BRUSH AND ROLLER CLEANER

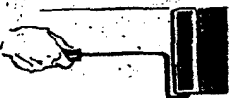


BRAND NEW!
NOTHING LIKE IT!
WORKS LIKE MAGIC!

The easiest and fastest way to clean brushes and rollers.
\$1.35 each **\$1.75** each

KEM CHIEFTAIN ROLLER AND TRAY

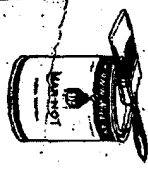
Paint twice as easy... twice as fast with the Kem Roller-Keeper and this handy, big tray.



\$1.69

BRIGHTEN-UP SPECIAL!

Top-quality glossycure for floors, woodwork, trim and



MAR-NOT VARNISH

Quart Mar-not and 2 1/2" brush, regular \$3.03

Buy now at **\$2.29**

FREE with this special trial package of Kem Brush Cleaner

FAMOUS SWP HOUSE PAINT

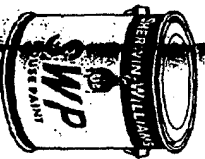
Longer-Life Beauty for the Outside of Your Home!



Never before has so much long-lasting beauty and protection been built into any house paint. You can stretch the years between house painting.

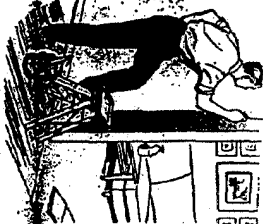
- White that stays white! Wide range of fade-resistant colors.
- SWP cleans for used siding.
- SWP Water Flop for roofs, brick, wood and exterior trim.

\$0.00 gallon in 3's



ALL THE NEW ROOM COLORS FOR 1936/1937 RELEASE

Choose from the new colors of the year! The new colors are now available in the new color literature.



"New Room" in a Day With SUPER KEM-TONE

the deluxe latex wall paint

For beautiful walls there is no paint like Super Kem-Tone. It's the new latex wall paint. Do the walls in an average room with a gallon. One coat. No more fussing with one coat. Guaranteed washable or



\$5.89

The Miracle Lustre Finish That Looks and Washes Like Baked Enamel

KEM-GLO

The super-durable enamel for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No undercoats needed. Try it and discover why Kem-Glo is America's favorite enamel. In the same wide variety of colors as Super Kem-Tone.



\$2.69

BRIGHTEN-UP SPECIAL!

Toughest enamel for porches, canvas decks, exterior and interior floors and steps



PORCH and FLOOR ENAMEL

Quart Porch & Floor Enamel and 2 1/2" brush, reg. \$3.00

Buy now at **\$2.29**

FREE with this special trial package of Kem Brush Cleaner



See your nearest Williams Brothers list of Release

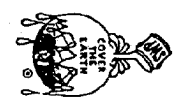
0007-SWP-039103

0007-SWP-000122481



USE DESIGN... DON'T MISS

Big Ben-Ur Mobile!



0007-SWP-039104

BRIGHTEN-UP SPECIAL!

Sparkling High-Gloss Enamel in Beautiful Colors



SHERWIN-WILLIAMS ENAMELOID

for woodwork and furniture

Pint Enameloid and 2" brush, regular \$2.19

Buy now at **\$1.59**

FREE with this special...
1 pint package of Kem Brush Cleaner



GIVE YOUR HOME A SPRING BEAUTY TREATMENT!

ALL THE NEW ROOM COLORS FOR 1950 ARE HERE!

Choose from a new line of Color...
the newest, the best, the most gorgeous color combinations for your home!



You Can Have a "New Room" in a Day With **SUPER KEM-TONE**

the deluxe latex wall finish...
For beautiful walls, there's no...
Took. Choose from...
...
...
...

**KEM PAINT-BRUSH
NO-DOLER CLEANER**



BRAND NEW!



regular \$3.03



KEM-GLO

The super-durable enamel for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No undercoater needed. Try it and discover why Kem-Glo is America's...

It's SPRING... It's PAINT-UP time... don't m

Paint it to \$400 80
SHERWIN-WILLIAMS



0007-SWP-039105



Brighten-Up Jubilee!

GIVE YOUR HOME A SPRING BEAUTY TREATMENT!

BRIGHTEN-UP SPECIAL!

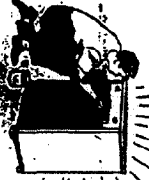
Sparkling High-Gloss Enamel
In Beautiful Colors

**SHERWIN-WILLIAMS
ENAMELOID®**
for woodwork and furniture

Flat Enameloid and 2" brush,
regular \$2.19

Buy now at **\$1.59**

FREE with this special...
full package of Kem Brush Cleaner



You Can Have a "New Room"

in a Day With
SUPER KEM-TONE

The old luster loses wall paint!

For beautiful walls, there is no paint like Super Kem-Tone. Choose from warm, cool colors. Do the walls in an average room with a gallon. Covers spot surfaces with one coat. Guaranteed washable or your money back.



Buy now at **\$5.89**

BRIGHTEN-UP SPECIAL!

Top-quality gloss varnish for
doors, woodwork, furniture

**SHERWIN-WILLIAMS
MAR-NOT VARNISH**
Covers Mar-not and 2 1/2" brush,
regular \$3.03

Buy now at **\$2.29**

FREE with this special...
full package of Kem Brush Cleaner



KEM-GLO®

The Miracle Luster Finish That
Looks and Washes like Baked Enamel

The super-durable enamel for kitchen and bathroom walls for all woodwork, for indoor and outdoor furniture. No undercoater needed. Try it and discover why Kem-Glo is America's favorite finish for the home with millions of colors at Super Kem-Tone.



Buy now at **\$2.69**



KEM-PAINT BRUSH AND ROLLER CLEANER



BRIGHTEN-UP SPECIAL!



BRIGHTEN-UP SPECIAL!

Sparkling High-Gloss Enamel
in Beautiful Colors

SHERWIN-WILLIAMS

ENAMELOID®

for woodwork and furniture

Pint Enameloid and 2" brush,

regular \$2.19

Buy now at **\$1.59**

FREE with this special...
trial package of Kem Brush Cleaner



You Can Have a "New Room"

in a Day With

SUPER® KEM-TONE

The fastest latest wall paint!

For beautiful walls, there is no paint like Super Kem-Tone. Choose from warm colors. Do the walls in an average room with a gallon. Covers stock surface with one coat. Guaranteed washable or your money back.



\$5.89

trial package of Kem Brush Cleaner



LONGER-LIFE BEAUTY FOR THE OUTSIDE OF YOUR HOME!

Famous SWP® HOUSE PAINT

Never before has so much long-lasting beauty and protection been built into any house paint. You can stretch the years between house painting.



\$10.00 gallon in 5's

- White that stays white! Wide range of fade-resistant colors.
- SWP Glass for wood siding.
- SWP Values Flat for stucco, brick, wood and asbestos shingles.



Jubilee!

GIVE YOUR HOME A SPRING BEAUTY TREATMENT!

BRIGHTEN-UP SPECIAL!

Top-quality gloss varnish for floors, woodwork, furniture

SHERWIN-WILLIAMS

MAR-NOT VARNISH

Quart Mar-not and 2 1/2" brush,

regular \$3.03

Buy now at **\$2.29**

FREE with this special...
trial package of Kem Brush Cleaner



KEM-GLO®

The Miracle Lustre Finish That
Looks and Weathers like Slick Enamel

The super-durable, semi-gloss finish for kitchen and bathroom walls, for all woodwork, for indoor and outdoor furniture. No undercoats needed. Try it and discover why Kem-Glo is America's favorite enamel. In the same wide variety of colors as Super Kem-Tone.



\$2.69



BRIGHTEN-UP SPECIAL!

Toughest enamel for porches, terraces, decks, exterior and interior floors and steps

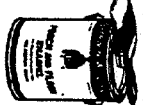
SHERWIN-WILLIAMS

PORCH AND FLOOR ENAMEL

Quart Porch & Floor Enamel and 2 1/2" brush, reg. \$3.00

Buy now at **\$2.29**

FREE with this special...
trial package of Kem Brush Cleaner



KEM-PAINT BRUSH AND ROLLER CLEANER

BRAND NEW!

NOTHING LIKE IT!

WORKS LIKE MAGIC!

The easiest and fastest way to clean brushes and rollers.



\$1.35 **\$1.75**

KEM CHIEFTAIN ROLLER AND TRAY

Paints faster and easier... brush as flat with the Kem Roller-Koaler and this handy tray.



\$1.69



From the Sherwin-Williams Paint Store Listed Below:

0007-SWP-039106

0007-SWP-000122484

SHERWIN-WILLIAMS

Brighten Up Jubilee!

BRIGHTEN-UP SPECIAL!

ENAMELOID®
 Top-quality gloss enamel
 for kitchen and bathroom
 cabinets and furniture
 Enameloid and 2" brush,
 regular \$2.19

Buy now at **\$1.59**

FREE with this special...trial pack-
 age of Kem Brush Cleaner

GIVE YOUR HOME A SPRING BEAUTY TREATMENT!

You Can Have a "New Room" in a Day With

SUPER® KEM-TONE

the do itize latex wall paint



\$5.89

galon
 (does not
 dry
 slightly
 higher)

For beautiful walls, there is
 no paint like Super Kem-Tone.
 Choose from newest colors. Do
 the walls in an average room
 with a gallon. Covers most sur-
 faces with one coat. Guar-
 anteed washable.

**KEM-FART BRUSH
 AND POWER CRANER**

Brush
 and
 power
 crane
 for
 painting
 high
 places
 and
 hard
 to
 reach
 areas
 Buy
 now
 at
 \$1.59

Buy now at **\$1.59**

KEM ROLLER-KOATER®

TRAY. Paint twice as
 fast as
 brush
 with
 this
 handy
 roller
 and
 tray.
 Buy
 now
 at
 \$1.59

Buy now at **\$1.59**

SWP HOUSE PAINT

Longer-life beauty for the
 outside of your home!

SWP HOUSE PAINT

Never before has so much long-lasting
 beauty and protection been built into
 any house paint. You can stretch the
 years between house painting.

• White flat stays white! Wide range of
 light-fast colors.

• SWP Gloss for wood siding.

• SWP Value Flat for
 porches, brick, wood and
 masonry chinking.

Buy now at **\$0.00**

galon in 5's

BRIGHTEN-UP SPECIAL!

Top-quality gloss varnish for
 seats, woodwork, furniture

SHERWIN-WILLIAMS

MAR-NOT VARNISH

Quart Mar-not and 2 1/2" brush,
 regular \$3.03

Buy now at **\$2.29**

FREE with this special...trial pack-
 age of Kem Brush Cleaner



The Miracle Malt Enamel That Looks
 and Washes Like Solid Enamel

KEM-GLO®

The super-durable enamel
 for kitchen and bathroom
 walls, for all woodwork, for
 indoor and outdoor furni-
 ture. No number with name
 needed. Try Kem-Glo,
 America's favorite enamel.



\$2.69

BRIGHTEN-UP SPECIAL!

Extra-tough enamel for porches,
 decks, exterior and interior floors
 and steps

SHERWIN-WILLIAMS

PORCH and FLOOR ENAMEL

Quart Porch & Floor Enamel and
 2 1/2" brush, reg. \$3.00

Buy now at **\$2.29**

FREE with this special...trial pack-
 age of Kem Brush Cleaner



SHERWIN-WILLIAMS PAINTS GIVE NEW BEAUTY TO YOUR HOME

DEALER'S NAME

STREET ADDRESS

PHONE NUMBER

0007-SWP-039107

0007-SWP-000122485

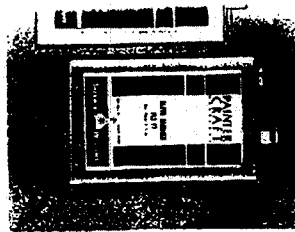
NEW Sherwin-Williams House Paints!



IMPROVED GLOSS for clapboard siding and other wood surfaces.

NEW FLAT for wood siding, shingles, shakes, stucco, concrete block, brick and cement walls, and asbestos siding.

I products



DOOR FINISHING SYSTEM

Door finishing in one day - a new finishing system. Fast-Dry in hot 1/2 to 2 hours. Finish in dry in 6 to 8 hours. In rain. No second day call back! ... outstanding beauty ... on every job ... and get it better than finishing in next year. This One-Day system was acclaimed by contractors. Why not try it?

... finish

GLOSS WHITE
Finish
INTERIOR SEMI-GLOSS
Finish

d!

MS

AND 1, OHIO



in NEW COLORS for 1956!



Most wanted custom colors
New COLOR SELECTION shows 91 house paint colors with correct accent and trim colors to show contractors ... color to match every last and local color trend

Coverage for every purpose
New SWP quality for every exterior surface ... for every home in your market for plus or the best color, excellent finish and protection for which SWP House Paint is famous!

Faster, easier application
Regardless of surface to be painted, both SWP Gloss and Flat are so easy to apply that you'll save time and money on every job. The new SWP House Paint is the perfect for the job. You'll be satisfied for the job. You'll be satisfied for the job. You'll be satisfied for the job.

Special 6-gallon offer
Buy 6 gallons of SWP. Try our gallon. See if SWP House Paint isn't better in every respect. You'll be satisfied for the job. You'll be satisfied for the job. You'll be satisfied for the job.

Get all the facts about these two new outstanding house paints now! Call your nearest Sherwin-Williams Representative for YOUR 6-GALLON TRIAL.

SHERWIN-WILLIAMS

PAINTING CONTRACTOR DIVISION
CLEVELAND 1, OHIO



0007-SWP-039108

0007-SWP-000122486

Sherwin-Williams House Paint... NOW BETTER THAN EVER!

stretches the years between painting



right paint for every type of surface



endorsed by leading painters



Circle & Lett. # 4085
Famous for its high quality for over 88 years...
Sherwin-Williams House Paint is now better than ever.
New discoveries by our research chemists and laboratory technicians have improved this wonderful paint to bring you the greatest value yet for your painting dollar.

Your enthusiasm over the years for the world's most popular house paint will be redoubled when you experience the lasting beauty and protection of this vastly improved SWP¹. Choose from 52 brilliant Gloss Colors, or 39 in rich Velvet-Flag!

FREE! The beautiful 44-page "Home Decorator" book filled with facts about painting. At your dealer, or write The Sherwin-Williams Co., 1282 Midland Bldg., Cleveland 1, Ohio.

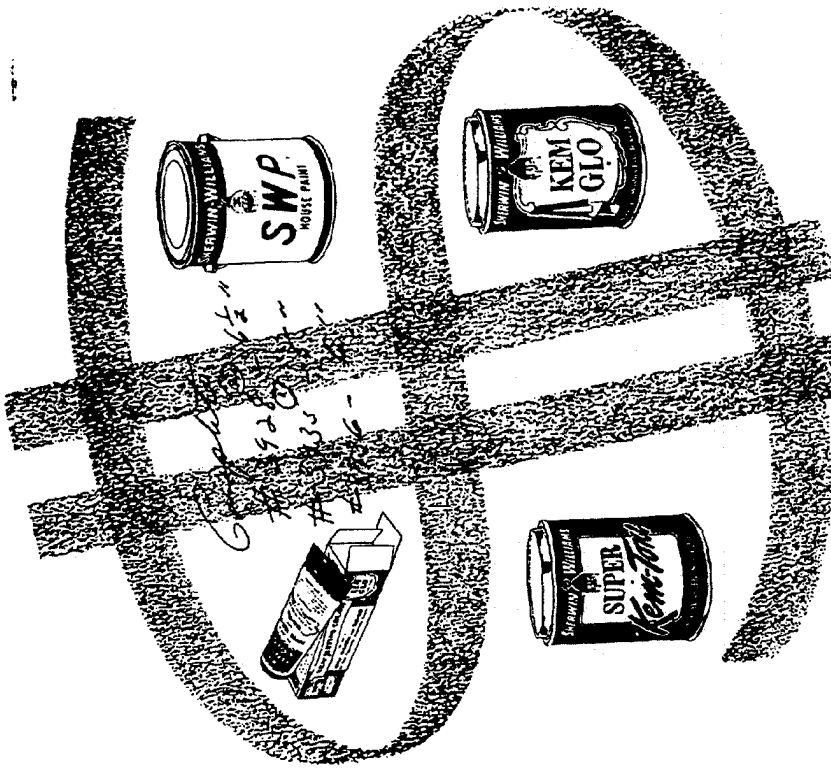


SHERWIN-WILLIAMS
HOUSE PAINT



0007-SWP-039109

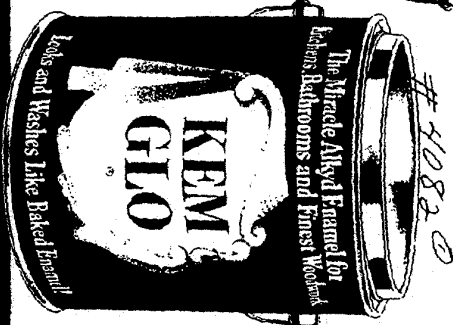
0007-SWP-000122487



111630-DMS-4000

FEATURED PRODUCTS
HARDWARE WEEK
APRIL 12 thru 21

More people buy *Complete Super-Lap. can* **Super Kem-Tone** *#4084 ②* and **Kem-Glo** than any other paints



1 They're always out front with the newest most-wanted colors!

2 They're praised by more consumer advertising than any other paint... 1956 bigger than ever!

3 Popular KEM TINTING COLORS... so simple and easy to use... Work with both Alkyd and Latex paints!

4 No wonder Dealers made \$35,000,000 in profits from these 2 leaders selling paints in 1955!

... no wonder Super Kem-Tone and

Kem-Glo make more money for dealers!

Made and Distributed by the Allied Paint leaders of the World
The Sherwin-Williams Co., Cleveland
Acme Quality Paint, Inc., Detroit • John Lyons & Co., Philadelphia
W. W. Lawrence & Co., Pittsburgh • The Mowbray-Kennedy Co., Chicago
The Trowbridge Co., Dayton • Rogers Paint Products, Detroit

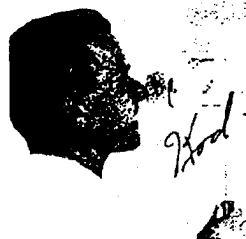


YESTERDAY a dream...**TODAY** a dream

Quick & Complete in black & white #4126
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!

0007-SWP-039112



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® alkyl enamel matches Super Kem-Tone color for color. It's the favorite enamel for kitchen cabinets and all woodwork in the home. Kem-Glo flows on smoothly . . . no rubbing needed . . . looks and washes like baked enamel.



SUPER KEM-TONE \$5.89 a gallon (Deep tones \$6.19 a gallon) KEM-GLO \$3.69 a quart

and distributed by the ALLIED PAINT LEADERS OF THE WORLD
The Sherwin-Williams Co., Cleveland
John Lucas & Co., Inc., Philadelphia • W. W. Lawrence & Co., Pitts-
burgh • The Lowe Brothers Co., Dallas • Rogers Paint Products, Detroit
Hardware, Lumber and Department Stores everywhere

0007-SWP-039113

0007-SWP-000122491



YESTERDAY a bright idea...**TODAY** a bright

Finish # 4122² (also Complete in Hand)

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!

0007-SWP-039114

0007-SWP-000122492



ht new room!

Black & white # 4122²

Super Kem-Tone

THE DELUXE LATEX
WALL PAINT

It's a wonderful feeling! Your bright idea 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 bright idea a try with Super Kem-Tone . . . then you'll know why it's the world's most widely used wall paint.

Kem-Glo® alkylid 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.

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.



SUPER KEM-TONE \$5.89 a gallon (Deep tints \$6.19 a gallon). KEM-GLO \$2.62 a quart.

0007-SWP-039115

NEW Sherwin-Williams House Paint STRETCHES the years between painting

KEM-KRETE*

Exterior Latex Paint for STUCCO, CONCRETE and MASONRY

Specially formulated for CALIFORNIA

IT'S RUBBER-TOUGH... COLOR LASTS!... MILDEW-RESISTANT!

KEM-KRETE has been developed and improved by the

best of the paint industry to give you the greatest

value in long-lasting beauty and protection for exterior masonry surfaces.

RECALLS: It's the paint that's been used for years

on the most famous buildings in the world.

It's the paint that's been used for years

on the most famous buildings in the world.

It's the paint that's been used for years

on the most famous buildings in the world.

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on the most famous buildings in the world.

It's the paint that's been used for years

on the most famous buildings in the world.

It's the paint that's been used for years

on the most famous buildings in the world.



6-70 GALLON

SPECIAL!

PORCH and FLOOR ENAMEL

Color of Porch & Floor

Enamel with a 2 1/2-inch

brush, covers 150 sq. ft.

Special Price \$2.29

per gallon

FREE with this special... and

package of Kem Paint Brush Cleaner



0007-SWP-039116

Exterior Latex Paint for STUCCO, CONCRETE and MASONRY

California
Specially formulated for
T'S RUBBER-TOUGH COLORFAST
MILDEW-RESISTANT

[illegible]

\$6.70
GALLON

For Weed and Mistletoe called Famous SWP House Paint

COLOR STYLE THE INTERIOR OF YOUR HOUSE

Super-Ken-Tone

For beautiful walls, there is no paint like Super Klean-Tone... I give you such a luxurious finish! Choose Super Klean-Tone colors... the newest colors... and do the walls in the average room with a gallon. Covers most surfaces with one coat. Guaranteed washable or your money back.

589
GALY
(deep colors \$6.12 gallon)

三



\$269
QUART

BUY NOW AT ONE OF OUR NEARBY SHEPHERD WILLIAMS DEALERS

SPECIAL

PORCH and FLOOR ENAMEL

Quart of Porch & Floor Enamel with a 2½-inch brush... regular \$3.00 value...

SPECIAL PRICE \$2.29 or.

**FREE with this special . . . trial
package of Kern Perini Brush Cleaners**



KEM·GLO.

the miracle lustre finish that looks and washes like baked enamel!

SHERWIN-WILLIAMS ONE-COAT^(WHITE) HOUSE PAINT!



- This ONE-COAT HOUSE PAINT is an easy-to-apply, heavy-duty paint specially formulated for one-coat painting.
- Restores sparkling beauty to smooth repaintable surfaces.
- Gives your home durable protection in just one coat.
- Dries to a brilliant, long-wearing gloss.
- White that stays white!

Come in now for complete information before you paint.



DEALER NAME

0007-SWP-039118

0007-SWP-000122496

SHERWIN-WILLIAMS HOUSE PAINT

THE NEW, LONGER-LIFE HOUSE PAINT

IT'S THE GREATEST
PAINTING VALUE YET!



\$0.00

GALLON IN 5's

Complete #4088
#40.93

- For all types of exterior surfaces
- Extra years of beauty and protection for your home
- Easier than ever to apply
- Wide range of fade-resistant colors
- Endorsed by leading painters

SHERWIN-WILLIAMS PORCH AND FLOOR ENAMEL

High enamel for indoor and outdoor wood
and cement floors, steps and decks. It withstands
sun, rain and weather.

\$0.00 QUART



DEALER NAME

SHERWIN-WILLIAMS DEALER!

0007-SWP-039119

0007-SWP-000122497

Never was a color system

CIRCLE SEAL CANS HAVE
EXTRA SPACE TO ADD COLOR

The Deluxe Wall Paint
SUPER
Kem-Tone
Super Washable-Super Durable

The Miracle Lustre Foamer for
Kitchens, Bathrooms and Finest Woods
KEM-GLO
Looks new! Washes Like Baked Enamel

SIMPLEST, EASIEST CANS
TO OPEN AND CLOSE...
NO FUSS OR MUSS!

Good-bye to messy measuring and complicated tinting! The Kern Tinting Color system has the answer—gives you tube tinting that's simple, easy to sell and profitable!

The Circle Seal caps of Super-Kem-Tone and Kem-Gin® already have room for adding the colorant! You simply add one tube and mix. Your customer gets a full quart or gallon *plus*! And never was a can so easy to open or seal tight! Your customers will appreciate it as much as you will!

This color system is simplicity itself and loaded with sales appeal! To make any one of 130 customer-tested shades, you simply add one tube of Kem Tinting Color to a quart or gallon of Super Kem.

'Tne or Kem-Glo and mix. That's it!

You get all the selling advantages associated with the two fastest selling points on the market, too. The Kem Tinting Color system mixes with any one of the 24 standard colors of Super Kem-Tone or Kem-Glo! This gives you a complete range of selection, at a minimum investment. All you add to your inventory are tubes, 8 colors in 3 sizes!

Order your initial stock now! And if you don't bundle Super Kem-Tone Kem-Glo, what's holding you back? Here's your chance to take the big step that has made more money for more dealers than any other line! Call your Kem Products Jobber, or contact one of the companies listed below. Do it now!

* The Sherman-Williams Co.
101 Fremont Ave. N. W. (Leland 1, Okla.)

- Atomic Quality Polints, Inc.
8150 St. Aubin Street, Omaha 31, Nebraska
- W. M. Lemmings & Co.
1124 W. Cornish Street, Fortburgh 19, Pa.
- The Lewis Brothers Co.
414 S. Third Street, Dayton, Ohio

- John Lucas & Co., Inc.
1417 Pennsylvania Ave., Philadelphia 3, Pa.
- The Martin-Bender Co.
7170 Quarry Street, Chicago 8, Illinois
- Rogers Paint Products, Inc.
9130 St. Aubin Street, Detroit 31, Michigan

INTRODUCTORY OFFER

This complete stock of merchandise and sales aids comes with initial order:

- 144-Ram Letter Color Tubes
- 1-Calendar at Color Display Rack
- 1200-Color Chips in the Canvases of Color
- Replacement chips free of charge!
- 1-Dinner-Size Color Memory Book
- 75-Decor-Size Color Chip Labels
- 7-Replacement Order Cards for incoming stock!

Suggested Introductory Price **\$63.50 net**

**130 COLORS FROM
THIS OR THIS**



Simple "one-step" system with color base. You use standard Super or Kem-Glo colors and go from tube only. No messy mixing. A short, filled white or gray base.

Self-service Colorama makes color selection from beautiful Cascade of Color. And they can see what colors go together with the help of Illust-Aid-Book and Color Chip folders.

Accurate color matching every time—this is needed to make any of 100 shades. Right colors in 3 sizes are all that is necessary. The Kem-Tinting system is both accurate and simple!

Comp. # 2210 shell box. No large shelf space is required. Entire stock of 144 tubes includes 6 tubes in each of various sizes (4 in., 3 in., 2 in., 1 in.) in convenient and practical for installation.

#4219 (1)

MAY 17 195

50TH
YEAR

WEARS AND WEARS!

Most No. 7040
1 col. x 6"

DEALER NAME

ALLOY ENAMEL

SEMI-LUSTRE

SHERWIN-WILLIAMS

• Tops in beauty, durability, washability and economy.
• For walls and woodwork.
• Permanent finish.

Complete 4999

BEAUTY!

My Beauty

Most No. 7046
1 col. x 6"

DEALER NAME

HOME DECORATOR

1966-1967-1968

Standard, thousands of new ideas, the use of color for interior and exterior of home. Good with woodwork, tile, wall, ceiling, floor and bed.

Most No. 7028
1 col. x 6"

DEALER NAME

\$0.00

SWP

SWP

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Most No. 7028
1 col. x 6"

DEALER NAME

• Give your home a new look.
• Decorate in just minutes.
• Wash that away.
• Come to new life.
• Makes your home look like new.

0007-SWP-039121

0007-SWP-000122499

the RIGHT PAINT
for **YOUR HOUSE!**

WOOD SIDING - SHINGLES - SHAKES - ALL TYPES
SHERWIN-WILLIAMS
SHERWIN-WILLIAMS
\$4.00 - 0

HOUSE PAINT

\$0.00
Gallon in 9's

No matter what the outside of your house may be, give it the long-life protection of Sherwin-Williams House Paint! This new paint covers houses with a tough long-lasting film that will stretch the years between paint jobs. In Olive or Yellow! Put with a wide selection of colors! See us for complete information.

DEALER NAME

Mar No. 7035—2 col. x 6"

NEW GOLD
SHERWIN-WILLIAMS HOUSE PAINT

\$4.99 - 0 \$0.00

Color-rite the outside of your home just as you would the inside! Famous Sherwin-Williams SWP House Paint now comes in 81 gorgeous colors. Choose in and just one that will make your home distinctively beautiful. You'll see the colors on display and ask us for more information about Sherwin-Williams House Paint every type of exterior surface.

DEALER NAME

Mar No. 7036—2 col. x 6"

0007-SWP-039122

0007-SWP-000122500

0007-SWP-000122501

0007-SWP-039124

SAVE MONEY

ON HOUSE PAINTING!

JOHN S. SILVERMAN-WILLIAMS

HOUSE PAINT

COBLEN IN 5¢

And it's so easy to apply. Comes ready-mixed in all sizes—better coverage and longer protection in now long life.

DEALER NAME

MAKIN No. 7037—2 col x 6"

NOW! WASH OFF OLD PAINT WITH WATER!

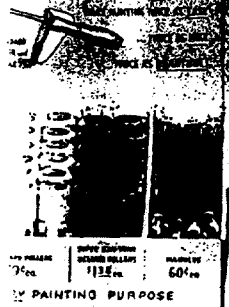
JANUARY 1966
WASH OFF OLD PAINT WITH WATER!
NIGHT REMOVER
JANUARY 1966
SILVERMAN-WILLIAMS
COLUMBIA, MISSOURI

#3844 (2)



LLERS
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EM
LLER-ROATERS



0007-SWP-039125

SHERWIN-WILLIAMS

SWP HOUSE PAINT

More homes
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Paint se
he will:

HOUSE PAINT

For the man who buys on facts...



We use the finest ingredients known to paint chemistry



Every phase of manufacture is controlled by rigid tests



Durability is proved by nationwide weather testing

Charles Lath.
#4239-938128
#4240-938128



SWP can mean extra years of beauty for stucco...



...for shakes, shingles and asbestos siding...



...for brick, concrete, all types of masonry...



...for every type and kind of exterior wood siding



SWP flows on easily... as if the brush were lubricated



FREE... 44 painting facts in the 1955 edition of The Home Decorator. Write for it: The Sherwin-Williams Co., 1286 Midland Bldg., Cleveland, Ohio

or the man with faith
in this single word...

REPUTATION

More homes are painted with SWP House Paint than with any other brand. Why? Because of our determination that SWP will always contain the finest ingredients... be the most advanced in its formulation... and give outstanding performance on homes. If your home needs painting, don't delay... remember, decay is rapid once it starts. For the best in House Paint service, see your Sherwin-Williams Dealer. If you wish, he will give you names of reliable painting contractors.

SHERWIN-WILLIAMS



SWP HOUSE PAINT

0007-SWP-039126

HOUSE PAINT

For the man who buys on facts . . .

Handwritten:
4237-7X10"
4238-7X10"



We use the finest ingredients known to paint chemistry.



Every phase of manufacture is controlled by rigid tests.



Durability is proved by nationwide weather testing.



SWP can mean extra years of beauty for stucco . . .



... for shakes, shingles and all types of asbestos siding . . .



... for brick, concrete, and every type of masonry . . .

or the man
with faith in this
single word . . .



... for every type and kind of exterior wood siding . . .



SWP House Paint flows on easily . . . as if the brush were lubricated.



FREE . . . 44 pages of painting facts in the Home Decorator. Write The Sherwin-Williams Co., 1287 Midland Bldg., Cleveland 1, Ohio.

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SHERWIN-WILLIAMS



SWP HOUSE PAINT

0007-SWP-039127

0007-SWP-000122505

CLEVELAND, OHIO.

ARABIAN COFFEE.

PASHA ALI'S Arabian Coffee

is very mild and pleasant to the taste, and can be drunk any time by children or adults without injurious effects to the nervous system.

Pasha Ali's Arabian Coffee from the fine Coffee-growing district on his estate, extending from the Red Sea to the mountains of Arabia, now first introduced by the Pasha into the country by the opening of the Suez Canal.

The Great Suez Canal, saving a distance of 10,000 miles and giving a direct communication to the Red Sea, has been once fully tried in a family, none other will be used.

The Pasha has been once fully tried in a family, none other will be used. The Pasha has been once fully tried in a family, none other will be used.

Pasha Ali's Arabian Coffee is the finest of the kind in America, the Coffee House of the Pasha is the finest of the kind in America, the Coffee House of the Pasha is the finest of the kind in America.

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WM. MARRIOTT & CO.

BUCKEYE SAW & FILE WORKS

No. 51 Center Street, Cleveland, O.

SAW & FILE MANUFACTURERS

Circular Mill, Planer, Cross Cut Saws on hand, made to order. Special attention paid to making the files & saws of the best quality.

CYLINDER STAVE SAWS.

Also Manufacture STEEL CORN-PLANTER POINTS.

Files Manufactured and Re-cut.

All kinds of turning done on short notice.

EVALY'S PATENT SHINGLE MACHINE.

Shingles and Work, corner Columbia, Wm. M. Marriott & Co.

SHERWIN, WILLIAMS & CO.

Manufacturers, Importers and Jobbers in White Lead, Oils, Varnishes, Brushes and Window Glass.

AMERICAN LUBRICATING OIL COMPANY

Manufacturers of the Lubricating Oils for Railroads, Mills, and for all kinds of sea and land machinery. Circulars sent on application.

WILLIAM GIVEN Sewer Builder

Orders left at Deane's Jewelry Store, No. 28 South Side Public Square, or at 80 Huron Street, will receive prompt attention.

C. B. SMITH & Co.

Foreign and Domestic Sewing Machines, Pickles, etc., etc.

RAILROADS.

Lake Shore and Michigan Southern Railway.

Time Table taking effect MONDAY, MAY 24, 1890.

For Accommodating Traveling Between Cleveland and Detroit, and for the purpose of facilitating the movement of freight, the following schedule of trains will be run:

Under the name of the Lake Shore and Michigan Southern Railway, the following schedule of trains will be run:

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CHEMICAL WORKS.

GRASSELLI CHEMICAL WORKS

Oil, Vitrol, Nitric and Sulfuric Acids, and all other chemicals, made to order.

COAL DEALERS.

PAINE, NEWTON & CO., Coal and Fuel Dealers, 100 Water Street, New York.

LEWIS, ORA WYATT & SON, Coal and Fuel Dealers, 100 Water Street, New York.

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LEWIS, ORA WYATT & SON, Coal and Fuel Dealers, 100 Water Street, New York.

PAINE, NEWTON & CO., Coal and Fuel Dealers, 100 Water Street, New York.

7-9897



A little touch of paint here and there will make a thousand-dollar home out of an eight-hundred-dollar "tumble-down" house. Our booklet, "Paint Points," tells how to use paint and what varieties of paint to use for different surfaces. Write to-day for a free copy.

There is no reason why the little things about the house should be shabby, marred and scarred, any more than the grand piano. Sherwin-Williams' Enamel Paint is the best home paint for furniture and decorative work. It goes further, looks better and lasts longer than any other paints. Open the can and it's ready for use.

Sherwin-Williams' Paints are made by the largest and best paint and color manufactory in the world. A different paint for each surface—not one for all. That's the secret of paint-success. One paint for barns, out-buildings and fences—another for furniture and decorative work—another for painting on metal—and another for painting on floors. All the "best."

The Sherwin-Williams Co.
 Cleveland Chicago
 New York Montreal

*Address for Booklet
 33 MICHIGAN STREET, CHICAGO
 23 ST. ANTOINE STREET, MONTREAL

0007-SWP-039130

0007-SWP-000122508

Like Coffee



I DRINK
OLD GRIST MILL
WHEAT COFFEE

HECK, PUSH AND CASH.

The "push" is the great evil of the day, and to get on one must push one's nose into the "push" of the day. The "push" is the great evil of the day, and to get on one must push one's nose into the "push" of the day. The "push" is the great evil of the day, and to get on one must push one's nose into the "push" of the day.

JEER ENGLISH BELIEFS.

THESE THIRTY-SIX YEARS WITH THE COUNTRY FOLK. The "push" is the great evil of the day, and to get on one must push one's nose into the "push" of the day. The "push" is the great evil of the day, and to get on one must push one's nose into the "push" of the day.

A LAMSTER FARE.
Some Schoolish Deeds Concerning West Which is To Be Conducted On Large Scale at Madison Harbor.

Conspicuously the most picturesque of recent scientific achievements is the discovery after a great deal of experimenting of a new kind of the laborer problem. For nature is hardly to be overestimated, but such as it offers a constantly changing picture of the laborer problem. During the last half dozen years the United States has seen a new kind of laborer problem. It was thought that one out of every thousand might be a laborer problem, but now it is thought that one out of every hundred might be a laborer problem.

This was the problem that the laborer tried to solve, but he failed. He tried to solve the problem of the laborer, but he failed. He tried to solve the problem of the laborer, but he failed. He tried to solve the problem of the laborer, but he failed.

ASK YOUR DRUGGIST FOR FREE PERUNA ALMANAC FOR 1905

These are the signs of a cold, and the cold is the first step toward consumption. The cold is the first step toward consumption. The cold is the first step toward consumption. The cold is the first step toward consumption.

STOP THAT COUGH!

Colds Lead to Catarrh—Catarrh Leads to Consumption.



Miss Alma Lilla, of Illinois, started out early in this way. Fortunately, she took a course of Peruna before it was too late. She had caught several colds, but a cough developed. She took all sorts of cough medicines, until, as she puts it, "it settled at the right of them." In four weeks Peruna had cured her of her catarrh and her system was entirely rid of it.

This is what Peruna is doing all the while. Not a day, and probably not an hour, passes but some one has a similar experience with Peruna. The first step toward consumption is catching cold. The second step is a failure to cure it promptly. The third step is the development of catarrh, which gradually becomes chronic. The fourth step, the catarrh begins to spread from the head to the throat. The fifth step, the catarrh spreads to the bronchial tubes and lungs. It then becomes consumption in its first stage. At any time during the progress of the catarrh, from the first onset of the cold to the final settlement in the lungs, Peruna can be relied upon to stop the disease at once entirely. When after consumption has become thoroughly developed, many cases have been cured by Peruna's permanent cure. After they have been given up by physicians in the case of consumption Peruna has cured them. We have hundreds of testimonials that declare these facts in the most enthusiastic language. U. S. Senator John S. Thompson, from Nebraska, writes the following letter from Washington, D. C., under date of April 4, 1904: "I have had Peruna at various times during the past year or two with most satisfactory results. It is entirely reliable in its action, and the result of its use is the most reliable of any medicine I have ever used. It is a cough medicine, and I am a firm believer in its efficacy in any such trouble. I am, H. Thompson, to take quick medicine to stop a cough is almost a miracle. The only way to stop a cough permanently and without doing more injury than good is to cure the catarrh, which is exactly what Peruna does. It cures the catarrh of the bronchial tubes and the cough comes out of my system. At the slightest appearance of a cough a bottle of Peruna should be taken according to directions. One bottle in the beginning will do more than a half dozen bottles after the catarrh has fastened itself on the lungs. If you do not derive prompt and satisfactory results from the use of Peruna, write at once to Dr. Hartman, giving a full statement of your case, and he will be pleased to give you his valuable advice gratis. Address Dr. Hartman, President of The Hartman Laboratories, Columbus, O."

IT'S IN THE AIR.

Everybody knows and S.W.P. It's success is in the air. It gains fame for itself with every gallon that's spread on a house. Uniform good quality has given it a popularity greater than any other paint on the market. When you want to paint a building, inside or outside, THE GREEN-WHITE-WILLIAMS PAINT will do it better and more economically than any other. It will wear longer, look better and cover more surface. It's a paint with a reputation founded on merit. Ask us for color cards.



Simmons White & Company

You Don't Have to Pay

Your Money Down When You

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