



We Blaze Another New Trail---

With the Biggest Idea That Has Hit the Paint and Varnish Business in Fifty Years

You who have perhaps spent your vacation "hitting" some trail through the woods or over the mountain passes, know what a lure the trail has.

But the biggest lure is to the pioneer who blazes the way. He is the one who gets the thrill of the unknown, the satisfaction of doing something new, the glories of the scene at the other end.

Those who follow him can only benefit in proportion to his pioneering skill—and the trail soon gets beaten smooth.

The Sherwin-Williams Co. has always been a trail blazer. It has never been content to follow.

We have only to mention our pioneering of quality prepared paints; the marketing of household specialties in small packages; the building up of our own raw material control; the expansion of our warehousing distribution; the organization of a matchless sales force; the persistent use of advertising; the successful application of the campaign idea to our business. And we could well include such as the advent of the "Cover the Earth," the "Brighten Up," the "The Top Notcher," the "March Orders," the "Forward Again," "The Jubilee," the "Products Idea"—we have all ways stepped out and gone forward at the psychological time.

On September 15th, we step out once again with a new idea, a new plan.

It's the Household Guide.

For the first time, the public will have a handy reference guide to help them with their paint and varnish problems. For the first time, we present in a simple, helpful way, the leaders in our vast line of products, each in its right place in relation to the finishing needs of the average householder.

We conceived this plan as the outgrowth of a determination to find something that would be different from ordinary paint or varnish advertising; that would render a service to the public; that would enable the public to call for our products by their trade names; that would help our agents and dealers sell these products more easily; that would impress the public with the fact that we make the right finish for each surface; and that would give the public some-

thing to refer to when about to do a painting or varnishing job.

The Guide is their assurance of quality,

safety and satisfactory results. The authority is back of it—The Sherwin-Williams Company.

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HOUSEHOLD GUIDE				
For Painting, Varnishing, Staining and Enameling				
IMPORTANT: Each of the products specified below bears our name and trade mark				
	TO PAINT <i>Use product named below</i>	TO VARNISH <i>Use product named below</i>	TO STAIN <i>Use product named below</i>	TO ENAMEL <i>Use product named below</i>
AUTOMOBILES	S-W Auto Enamel: for the new and old paint finish	S-W Auto Enamel Clear: a colorless varnish		S-W Auto Enamel: assorted colors
AUTOMOBILE TOPS AND SEATS	S-W Auto Top and S-W Auto Seat Dressing			
BARNS, SILOS, OUT-BUILDINGS, Etc.	S-W Commercial Paint: barn red, barn gray S-W Roof and Bridge Paint: colors		S-W Preservative Shingle Stain: 30 colors	
BOATS AND CANOES	S-W Prepared Paint	Resper Varnish		S-W Auto Enamel: assorted colors
BRICK	S-W House Paint: a full oil gloss S-W Concrete Wall Finish: flat finish			Old Dutch Enamel: full gloss for outside exposure
CEILINGS, Interior	Flat-Tone: the washable, flat oil paint	Scar-Nat Varnish: for wood with oil	S-W Handicraft Stain: penetrating spirit stain for new and old wood Floorlac: a varnish and stain combined, new and old wood	Enameloid: assorted colors
Exterior	S-W House Paint	Resper Varnish: weather resisting	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
CONCRETE	S-W Concrete Wall Finish: a paint, retards weather			
DOORS, Interior	S-W House Paint	Scar-Nat Varnish: gloss Value Finish Varnish No. 1044: dries to a dull finish without rubbing	S-W Handicraft Stain: penetrating spirit stain for new wood only	Enameloid: assorted colors
Exterior	S-W House Paint	Resper Varnish: weather resisting for varnish	S-W Oil Stain: for new wood	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
FENCES	S-W House Paint: Metalumination of white only S-W Roof and Bridge Paint: for rough work		S-W Preservative Shingle Stain	
FLOORS, Interior (hard)	S-W Inside Floor Paint: washes repeated scrubbing	Mar-Nat Varnish: water resisting, heat, proof	Floorlac: a varnish and stain combined	S-W Inside Floor Paint: the enamel-like finish S-W Concrete Floor Finish: high gloss, durable
Concrete	S-W Concrete Floor Finish: a gray well, washes well			
Porch	S-W Patch and Deck Paint			
FURNITURE, Interior	Enameloid: the decorative enamel	Scar-Nat Varnish: stands hard usage	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
Porch	Enameloid: assorted colors	Resper Varnish: weather resisting	S-W Oil Stain: for new wood	Enameloid: assorted colors
HOUSE OR GARAGE Exterior (Shutters, Flower Boxes, Gutters, etc.)	S-W House Paint	Resper Varnish: weather resisting	S-W Preservative Shingle Stain	Old Dutch Enamel: enduring gloss
IMPLEMENTS, TOOLS, TRACTORS, WAGONS, TRUCKS	S-W Wagon and Implement Paint	Resper Varnish		
LINOLEUM	S-W Inside Floor Paint: washes repeated scrubbing	Mar-Nat Varnish: protects the pattern		S-W Inside Floor Paint: the enamel-like finish
RADIATORS	Flat-Tone: the washable, flat oil paint S-W Aluminum or Gold Paint			Enameloid: assorted colors
ROOFS, Shingle Metal Composition	S-W Roof and Bridge Paint: Metalumination Enamel: black coal tar paint		S-W Preservative Shingle Stain	
SCREENS	S-W Screen Enamel			S-W Screen Enamel
TOYS	S-W Family Paint: a colored color	Resper Varnish	Floorlac: a varnish and stain combined	Enameloid: assorted colors
WALLS, Interior (Plaster or Wallboard)	Flat-Tone: the washable, flat oil paint S-W House Paint: a full oil gloss			Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect Enameloid: assorted colors
WICKER Furniture, Bait Carriage, Perches, Baskets	Enameloid: full gloss assorted colors	Resper Varnish: durable, elastic	Floorlac: a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect
WOODWORK, Interior	S-W House Paint: gloss Flat-Tone: flat oil paint	Scar-Nat Varnish: high gloss but can be rubbed to a dull finish Value Finish Varnish No. 1044: dries dull without rubbing	S-W Handicraft Stain: penetrating spirit stain for new hardwood S-W Oil Stain: for new or old wood Floorlac: for new or old wood, a varnish and stain combined	Old Dutch Enamel: white, gray, ivory, gloss or rubbed effect Enameloid: assorted colors

NOTE: Best results can only be had by following the carefully prepared directions on labels.

THE SHERWIN-WILLIAMS CO.

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The Public will buy from this Guide; the Agents will Sell from it; our Representatives will but exert effort on Guide Lines.