

George A. Martin

(1864-1944)

*Beloved American
Industrialist*

ARTHUR W. STEUDEL



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rtin's case. He early
ed paints for home

owners; these paints to carry the name and trademark of the
maker as a guarantee of quality—rather than the lead and oil
mixed with dry colors and earth colors, that had to be mixed by
hand by an expert painter. So did Henry Sherwin and so did
others in the company, give recognition.

~ ~

Such a line of paint products could become nationally success-
ful, only if they were widely advertised. Again the advisability
of advertising was recognized. But it certainly can be said of
George Martin that he visualized advertising on a national scale
of a scope that no one else, even Mr. Sherwin or Mr. Cottingham,
ever dreamed of, up to his time. He felt that advertising should
appeal directly to the consumer, rather than attempt to interest
the dealer to put in a stock. His idea was to develop advertising,
using the dealer as a means to get the material to the ultimate
householder or consumer, and thus to create a demand which
would move the material off the dealer's shelves. As president
of The Sherwin-Williams Company, he saw that the company's
name and trademark were synonymous with good paint in every
household in the United States, and a goodly number throughout
the entire World. While in Chicago, as Manager of the Western
Division, Mr. Martin was perhaps the first to develop and em-
ploy direct mail advertising on a large scale. He conceived the
idea of a calendar with paint chips on it, and he arranged for
mailing one each Spring to property owners whose names were
furnished by S-W dealers. The plan was a great success. The
business grew by leaps and bounds.

~ ~

After seven years as Manager of the Western Division, Mr.
Martin was transferred to Cleveland to take charge of the Auxil-
iaries department, which under his direction expanded to include
lead and zinc, mines, smelters, linseed oil plants, power plants,
and tin can plants. He saw need for controlling all basic ingredi-
ents that enter a can of paint, if the quality of the product were
to be as uniform as Sherwin-Williams was beginning to tell the

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