Chapter VIII - GEORGE A. MARTIN, THE LEADER (Revised)
Born Montello, Wisconsin, November 7, 1865
Died Cleveland, Ohio, November. 1, 1944

The story of Sherwin-Williams is the story of the founders of the business and of the men and women who continue to build and carry on the business through the changing years — through Prosperity and Depression — growing ever greater.

1. GEORGE A. MARTIN'S FAMILY MOVED TO CHICAGO WHEN HE WAS A BABY. HE ATTENDED SCHOOL UNTIL THE AGE OF 12.

Scene: Boy 12 years old leaving school whistling, tosses his books over the fence and walks gayly down the street.

Cut Lines: Like our founder, Henry Sherwin, who began his business career at the age of 13, George A. Martin, future president of the Company, took his first job when only 12 years old.

2. 1877 - MR. MARTIN BEGAN HIS CAREER AS A MESSENGER AT CHICAGO STOCK YARDS.

Scene: Lanky boy about 15 hustling with a handful of papers being fired by B. P. Hutchinson, owner. Stock yards full of cattle as a background.

Cut Lines: His first job, with the Chicago Packing Provision Co., was distinguished by the numer of time he was fired by the owner, Mr. B. P. Hutchinson, and promoted to a better position. He finally left and started with the plant superintendent continuing for 3 years in a small business selling meat specialties.

3. 1883-87 - MR. MARTIN BEGAN HIS SELLING CAREER WITH THE UNION BRASS MANUFACTURING COMPANY MAKING RAILWAY CAR TRIMMINGS.

Scene: George spreading a large catalogue on a railroad purchasing agent's desk.

Cut Lines: Finding he did not like the meat business, Mr. Martin turned his attention to railway supplies. From this experience he concluded that paint was the best single item need continously for the maintenance of equipment.

4. 1887-91 - OPERATES A SMALL PLANT MAKING RAILWAY AND INDUSTRIAL PAINTS.

Scene: Interior of small paint plant, George Martin talking with the workmen.

Cut Lines: Mr. Martin's specialties were railway locomotive front-end finishes, instrument and picture frame blacks. He was superintendent, salesman, manager, and the whole organization. Chicago and Alton Railroad, Western Electric Co., were among his many customers.

5. 1891 - MR. MARTIN MEETS MR. SHERWIN. SHERWIN-WILLIAMS COMPANY BEGINS MANUFACTURE IN CHICAGO BY PURCHASE OF CALUMET PAINT PLANT FROM THE PULLMAN COMPANY.

Scene: Calumet Paint Plant, Chicago.

Cut Lines: Mr. Sherwin, after several attempts, persuaded Mr. Martin to give up his own business and join S-W as manager of Calumet Paint Co. Mr. Martin sold his own business to a Mr. Elting, who organized the present Adams & Elting Co. of Chicago.

6. 1898-1905 - MR. MARTIN BECOMES MANAGER OF WESTERN DISTRICT. H. J. HAIN SUCCEEDING HIM AS SUPERINTENDENT OF CALUMET PAINT FACTORY.

Scene: Western District Office (see History book)

Cut Lines: In managing sales of the great Western, Mr. Martin realized the need for a good paint for barns, he introduced and featured Commonwealth Barn Red.

7. 1905-21 - MR. MARTIN BECOMES MANAGER OF AUXILIARIES, LINSEED OIL, LEAD, Leaded ZINC, SMELTER AND MINES, TIN CANS, ETC. IN 1916 TOOK ON MANAGEMENT OF ALL MANUFACTURING INCLUDING CHEMICAL PRODUCTS, SYNTHETIC RESINS, ETC.

Scene: Mr. Sherwin and Cottingham talking with Mr. Martin in Mr. Sherwin's Office.

Cut Lines: Mr. Sherwin speaking, "George, we want you to come to Cleveland to manage and develop all of these auxiliary plants. Mr. Cottingham is so occ uplied handling the sales and general organization, he needs your help".

8. 1921-40 - MR. MARTIN BECOMES VICE PRESIDENT AND GENERAL MANAGER IN 1921. PRESIDENT IN 1922. DURING THE TWENTY YEARS OF ACTIVE MANAGEMENT THIS GREAT BUSINESS WAS TREBLED.

Scene: Martin taking a plane for South America.

Cut Lines: Many new additions to all plants. Factories established in South America. Mr. Martin traveled over 400,000 miles by plane. Brought affiliated companies into the Institution. He was a good judge of men, a great leader, many of the company's present officials appointed by him. His policies were progressive, his accomplishments tremendouse. He expected a great deal from his men, was very just, had many friends, and was very loyal to them, very much interested in long-service employees. He was considered the dean of the Paint Industry.

9. 1940-44 MR. MARTIN BECOMES CHAIRMAN OF THE BOARD OF DIRECTORS SUCCEEDED BY MR. A. W. STEUDEL AS PRESIDENT.

Scene: Mr. Martin and group of S-W Juniors in his box at the ball field.

Cut Lines: Though continuing active interest in the business, Mr. Martin had more time to enjoy his hobbies. He was a loyal supporter and director of the Cleveland Baseball Club. Every Fall spent a month at a ranch he owned jointly with Mr. Thomas Wilson, a Chicago meat packer. Never lost the thrill of making a hole in one on a Bermuda golf course.

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10. SPONSORS METROPOLITAN AUDITIONS OF THE AIR. IS AWARD/CLEVELAND CHAMBER OF COMMERCE SITATION AS MOST DISTINGUISHED CITIZEN IN 1941.

Scene: N. B. C. Studio

Cut Lines: Mr. Martin, love of music and interest in young people, brought about the Metropolitan Auditions of the Air. 40 young singers awarded Metropolitan contracts. Becomes a director of the Metropolitan Opera Company.