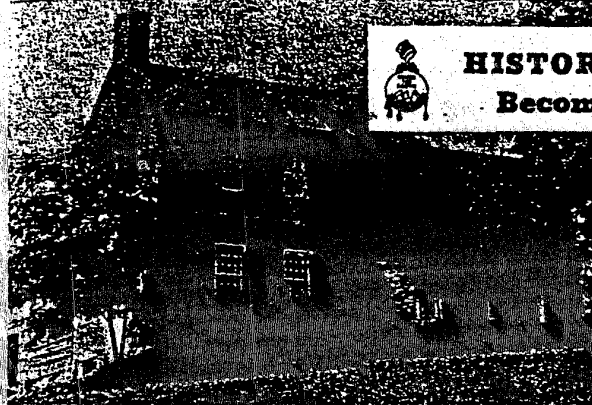


HISTORY OF SHERWIN-WILLIAMS Becomes New "WORLD" Feature



The birthplace of Henry Alden Sherwin, Brook Farm near Baltimore, Vermont. Here it was that he caught 65 trout on "the dark day."



Nipigon River, Canada was a favorite haunt with Henry Sherwin for years, because the speckled trout caught there were largest known to fishermen. This splendid string of speckled beauties was taken with a fly rod, summer of 1900.

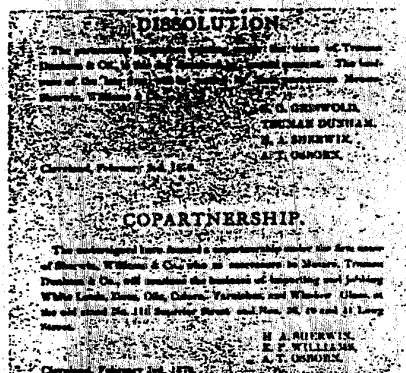
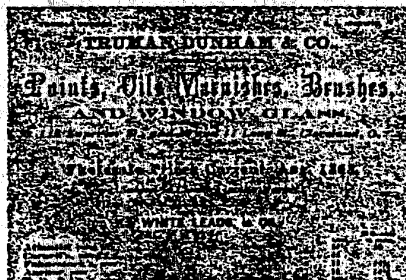


H. A. Sherwin, 1866



H. A. Sherwin, 1916

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.



Upper: The original of this Truman Dunham Co., price list is in the Historical Collection. Note Sherwin's and Dunham's names.

Lower: Notice the dissolution of the partnership with Truman Dunham and the new partnership with E. P. Williams.

IN writing about the achievements of the men and women of Sherwin-Williams, we are fortunate indeed to have in Will R. Sieplein a man who knew Mr. Sherwin and Mr. Williams personally and worked with them and with the three presidents, Mr. Cottingham, Mr. Martin and Mr. Steudel who followed.

Mr. Sherwin, himself, appointed Mr. Sieplein as Company Historian, in addition to his regular duties, which function he cherishes today. His first assignment was to gather the first historical exhibit for the great Jubilee Convention of 1916. This he has continued to build up until today we have a complete historical collection in a special room at Cleveland Headquarters.

During the past 50 years, Mr. Sieplein has held positions of importance and trust which have given him unusual opportunity to know Sherwin-Williams people all over the world and the parts they have performed. He has devoted much of his own time and effort to the study of those discoveries and activities which led up to the great mo-

ments in Sherwin-Williams History. The collection of original documents and Company records assembled in 1916 for the Historical Room has proved most valuable in making this picture history thoroughly accurate.

It is because new developments in carrying the business forward to great things that our Chairman of the Board, Mr. George A. Martin and our President, Mr. Arthur W. Steudel are confident of S-W employees will welcome the opportunity of learning more about the early history of Sherwin-Williams.

Norman Colliart has been writing the Sherwin-Williams story, too, for over 25 years. His intimate knowledge of the research, quality and the people who make Sherwin-Williams Products, make his contribution to this history particularly welcome. The collaboration of these two men in giving us an authentic history of the people of Sherwin-Williams, is a feature which the Editors of The World announce will remain a permanent series until the story is completely told.



W. R. Sieplein

