

766
The Detroit White Lead Works was organized under the laws of the State of Michigan, December 22, 1880, as manufacturers of White Lead, Zinc, Putty, Colors in Oil and Liquid Paints ready for the brush.

Col. Ford H. Rogers was the leading figure in the organization first as Treasurer and General Manager and later as President and General Manager, under whose direction the company gained an enviable reputation as one of the prominent paint manufacturers of the country.

In March, 1910, the Sherwin-Williams Company purchased the Detroit White Lead Works, at which time Col. Rogers retired from the paint business.

Mr. R. W. Levenhagen, Manager of Central District of Sherwin-Williams Company was transferred to the Detroit White Lead Works as General Manager, where he remained for seven years.

In honor to Col. Rogers, the name of Detroit White Lead Works' first quality line of paints and varnishes was changed to Rogers, which has become a well-known brand.

In 1917 Mr. Levenhagen was transferred to Cleveland as Assistant to the President, still retaining his position as General Manager of Detroit White Lead Works.

In August, 1921, Mr. Earl L. Hess was transferred from Central District Sales Manager of Sherwin-Williams Company to General Manager of Detroit White Lead Works, in which capacity he has served for the past 16 years.

Under the management of Mr. Hess, the company has grown consistently and today ROGERS PRODUCTS take their stand on an equality basis with all high quality Paint, Varnish and Lacquer products on the market.

N11843

0007-SWP-000004934