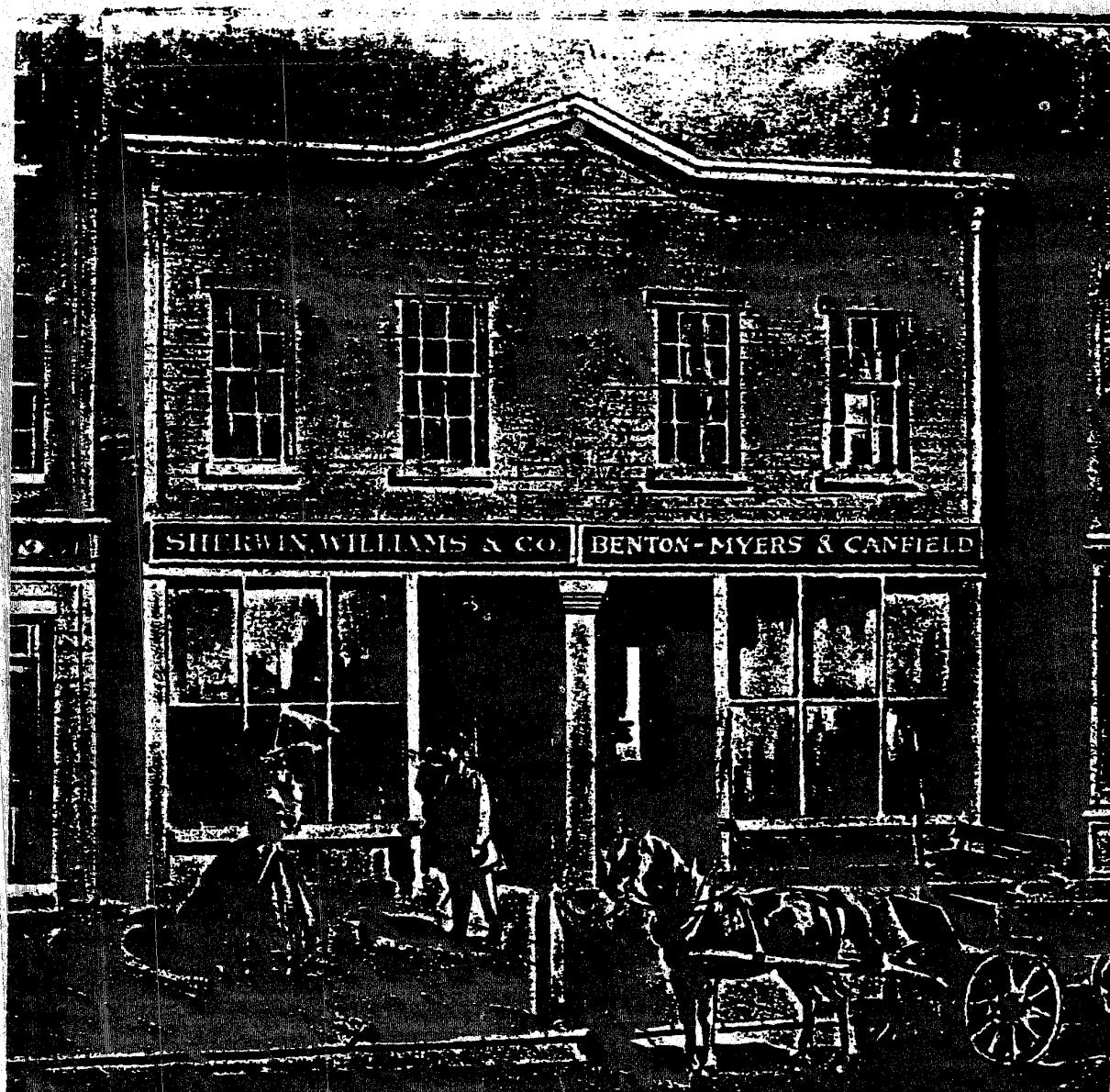




STARTING WITH THIS SMALL STORE, HENRY SHERWIN, EDWARD WILLIAMS AND ASSOCIATES HAVE COVERED THE EARTH WITH PAINT.

SHERWIN-WILLIAMS PASSES 80TH ANNIVERSARY

COMPILED FROM FILES OF W. R. SIEPLEIN, S-W HISTORIAN

Today, 80 years after Henry A. Sherwin entered the paint business, The Sherwin-Williams Company is the largest manufacturer of paint in the world. In this period a modest partnership with \$2,000 in capital and one small factory building in Cleveland has become a world-wide institution with an annual business of over 175 million dollars.

Their first paint-making machinery consisted of one roller mill and a putty "chaser". Today S-W occupies 25 plants and over 600 buildings. The tiny store shown above has been replaced with about 350 retail branches and over 10,000 agents and dealers.

Mr. Sherwin's first policy was to offer the public the highest quality product that could

be made for each individual requirement. This policy—combined with his sound policies of management, personnel and development—was responsible for the great growth of Sherwin-Williams. With the policies and practices of the founders and builders of the company as sound today as in the past 80 years, the continued growth of Sherwin-Williams is assured.

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Henry Alden Sherwin, 1842-1918, founder of Company. Born in Baltimore, Vt., he started work at 13, went to Cleveland at 17, worked in paint store at 24, formed partnership with Edward P. Williams at 28.



Edward Porter Williams, 1843-1983, Born in Cleveland near site of present Company offices. Entered business making glass, sold out his interest in glass and joined Sherwin in 1870. Mr. Williams became Vice-President in 1884 and held this title until his death.



Scriven Park Fenn, 1844-1927, financial wizard of Sherwin-Williams. He met Sherwin at YMCA convention in 1869, became Company cashier in 1870, Partner and Treasurer in 1880 and Vice-President in 1921. Endowed YMCA, Fenn College, and other interests.

HIGHLIGHTS OF S-W HISTORY

- 1866 Sherwin enters paint business.** Henry A. Sherwin, 24, joins Truman Dunham in business selling white lead, linseed oil, etc.
- 1870 Williams joins Sherwin.** Partnership, Sherwin Williams and Company, formed with \$2,000.
- 1873 First S-W Product.** "Guaranteed Strictly Pure Colors in Oil" and "Our Own Color Paints" introduced by Sherwin-Williams & Co.
- 1878 Closable Can Introduced.** S-W obtains patent for can which can be opened and reclosed. Previous cans required can openers.
- 1878 First S-W Ready Mixed Paint.** "Osborn's Family Paint" line is brought out.
- 1900 SWP Introduced.** The first of the now famous Sherwin-Williams Paint is manufactured and placed on the market.
- 1904 Present Corporation Organized.** Sherwin-Williams and Co. partnership dissolved. Firm now organized as The Sherwin-Williams Company.

- 1898 Walter H. Cottingham**, who started S-W in Canada, becomes General Manager. Will expand the business greatly.
- 1898 Varnishes.** Full line of varnishes introduced.
- 1902 Auxiliary Field Entered.** S-W builds Linseed Oil Mill in Cleveland to control quality of important primary raw material.
- 1903 Insecticides Manufactured.** Department in Chicago established to make Paris Green, Arsenate Lead, Lime Sulfur and Arsenate of Calcium. Enameloid introduced.
- 1906 Plant in Coffeyville.** A smelter for leaded zinc is erected in Kansas town. Flat Tons added to dealer product lines.
- 1910 White Lead Made.** Manufacture of this essential product is started in Chicago.
- 1914 War Increases S-W Scope.** Large plant is built in Chicago to manufacture dyes and intermediates formerly imported from Germany.
- 1922 Cottingham Retires.** President since 1909, he now becomes Chairman of the Board. C. A. Martin, General Manager, is made President.

- 1922 Automobile Boom!** S-W manufactures Open Lacquer for fast-growing automobile industry.
- 1925 Semi-Lustre Introduced.** Washable finish for walls and woodwork made available in balanced sheen, between gloss and flat.
- 1929 Kam Enamel Introduced.** Word Kam stands for "chemically evolved materials."
- 1940 Stoudel Moves Up.** Martin made Chairman of the Board and Stoudel becomes President.
- 1941 Kam-Tone Arrives.** The wall finish is introduced to become famous overnight, and to reach \$100,000,000 sales in a five year period.
- 1942 War Production.** S-W makes, besides paint, chemicals for the production of war required smokeless powder, sulfur drugs, synthetic rubber, stearine, etc.
- 1944 Home Brighteners! Lin-x** so successfully marketed by Acme since 1933, extended to include Wax and Polish the following year and distributed institutionally after the Kam-Tone plan.
- 1946 Results of War Research.** Almost every S-W product benefits from war-time research which directly produces Pestroy and Wood-No-More.

Walter H. Cottingham, 1866-1936. Obtained S-W Montreal agency 1892. He became General Manager of S-W in 1898, President in 1909, Chairman of Board 1922. Business grew 25 times under his reign.

George A. Martin, 1885-1944. Dean of paint industry for many years. President of S-W from 1922 to 1940, he is best known for developing auxiliary departments, South American plants, and manufacturing facilities. He originated standardization of colors in industry.

Arthur W. Stoudel, today's builder. Becoming President in 1940, he saw S-W through World War II and has already increased business 50%. He is giving particular attention to serving the public through dealer outlets and branches, and to developing new products.

