

SEVEN • **WALTER COTTINGHAM, THE BUILDER**
 BORN: ONEMEE, ONTARIO, CANADA, JANUARY 8, 1866 DIED: ENGLAND, MARCH 12, 1930

The Story of SHERWIN-WILLIAMS

BY W. R. SIEPLEIN

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.

1881-2—WALTER STARTED IN HARDWARE AND PAINT BUSINESS IN PETERBORO AND MONTREAL.



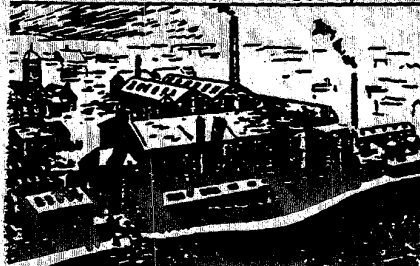
At the age of fifteen he started as a clerk in McKee & Davidson Retail Hardware Store in Peterboro. Ambitious, the next year he went to Montreal and was employed by James H. Douglas, Hardware and Paint Dealer.

1885—FACTORY STARTED AS WALTER H. COTTINGHAM CO., LTD. IN MONTREAL. NAME CHANGED TO SHERWIN-WILLIAMS CO. IN 1886.



E. M. Williams, Superintendent, W. R. Sieplein, Factory Accountant, Bert S. Lutes, W. Farmer, L. Belmont, Foreman, were sent from Cleveland to start the factory with three 30-inch and six 21-inch stone mills.

1905—ESTABLISHED BUSINESS IN LONDON, ENG. BY PURCHASE OF LEWIS BERGER & SONS, LTD.



To provide for world-wide export business, and re-acquiring the fine Berger Colors he sold in Canada, Mr. Cottingham arranged the purchase of this fine old Company which was started in 1766.

NEAR CHAPTER George A. Martin, the Leader.

WALTER COTTINGHAM WAS LEFT AN ORPHAN WHEN ONLY 8 YEARS OLD.



Cottingham's English mother died when he was only six years old. Two years later his Irish father, a mill owner, passed away. His older sister took him into her family. He attended district school in nearby Peterboro.

1887—STARTED HIS OWN BUSINESS AT 56 ST. PETER STREET, MONTREAL.



Deciding to go into business for himself he began to manufacture Gold Point. He bought the formula for \$25.00. He jobbed the best quality of varnishes, enamels, dry colors, lead, etc., imported from England.

1888—ACQUIRED CANADIAN AGENCY FOR SHERWIN-WILLIAMS PRODUCTS.



Mr. Cottingham says, "Mr. Sherwin, SW7 is very much better than Canadian Paint but the duty makes prices too high, let's erect a factory here. I am sure I can make it pay. Pratt & Lambert have agreed to let me manufacture their varnish."

1896—MR. COTTINGHAM APPOINTED GENERAL MANAGER OF ENTIRE S-W CO. BY MR. SHERWIN



"Walter, you've done so well with the Canadian business we'd like you to join us at Cleveland as general manager of the entire business." Immediately he began to build upon the solid foundations laid down by the founders. The Cover-the-Earth design was adopted as the trade mark.

1903—MR. COTTINGHAM BECAME VICE PRESIDENT FOLLOWING DEATH OF MR. WILLIAMS.



Expansion was the motto. During these years a paint plant was erected at Newark; Dry Color, Insecticide, and White Lead Plants at Chicago; Linseed Oil Mill, Cleveland; Lead Zinc at Coffeyville. Common and Preferred capital stock increased to \$3,500,000.

1909-11—ELECTED PRESIDENT IN 1909, MR. SHERWIN ELECTED CHAIRMAN OF THE BOARD OF DIRECTORS.



During the 25 years of Mr. Cottingham's active management, the business expanded to twenty-five times its former volume. This was accomplished through the fine organization he built up. Many of the present top executives were employed during this period.

1922—MR. COTTINGHAM BECAME CHAIRMAN OF THE BOARD. RETIRED TO ENGLAND.



Not being in the best of health he retired from the presidency, was succeeded by Mr. Martin, and moved to his estate in England to devote his time to international interests. He died March 12, 1930.

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