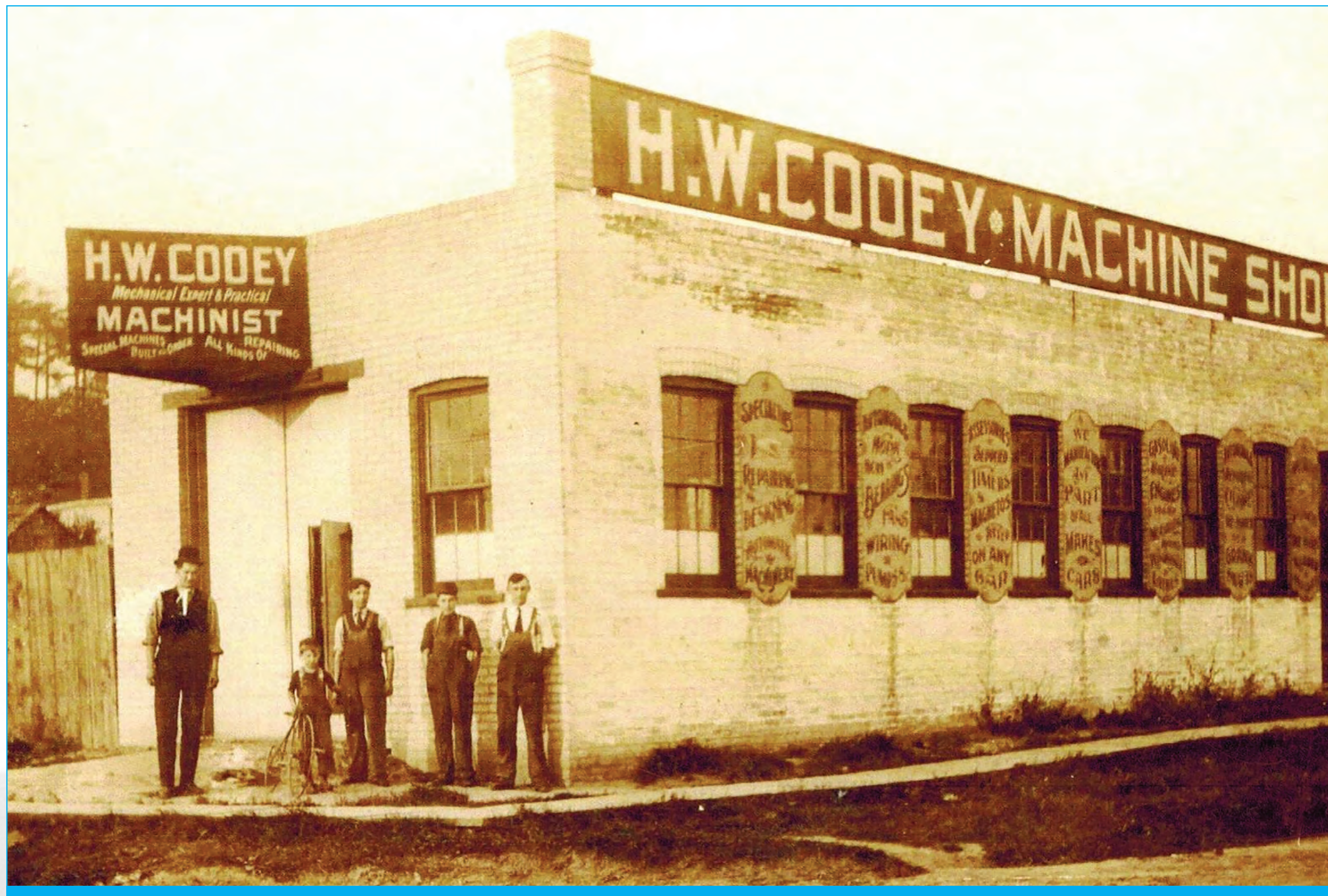


# THE COOEY COMPANY



A new story in the saga of the Tremaine Street factories began with arrival of the famous **H.W. Cooley Machine and Arms Co.** in 1929. That story lasted until 1970 when the whole operation, by then known as Winchester-Western (Canada) Ltd., moved to new premises on Brook Road North.

Gee! Won't the other fellows be jealous when they see what I'm getting for Christmas—a

## Cooley Canuck

The ideal Christmas present for the red-blooded boy, whether he lives in the city, the town or the country. You can start your boy following in dad's footsteps by getting him a Cooley Canuck rifle. It is made in Canada by Canadians and is the ideal rifle for Canadian conditions.

Made in both .22 and .25 calibres. You will be pleased with the genuine black walnut oiled stock.

.22 calibre shoots—  
 .22 Long Rifle  
 .22 Long .22 B. B.  
 .22 Short .22 C. B.

.25 calibre shoots—  
 .25 Short and Long  
 Rim Fire Shells

The Cooley Canuck is a bolt action take down rifle with the wonderful 8 grooved, accurate barrel. It is the ideal rifle for the hunter, the settler, rancher and for every boy. The take down feature makes it convenient to carry. The easily removable bolt allows cleaning from the breach.

**Don't Take a Substitute Get a Cooley Canuck**

Red guarantee tag, instructions and cleaning rod with every rifle.

The price of this splendid rifle, in either calibre, in any part of the Dominion is

# \$8.75

At all good sporting goods, hardware and general merchants all over Canada. Your merchant can easily procure if he hasn't one in stock or we will send direct to you on receipt of the above amount, or if you prefer we will ship C.O.D. parcel post. You pay your postmaster on receipt of rifle. We pay all parcel post and C.O.D. charges.

The H. W. Cooley Machine and Arms Co. 317-321 Howland Ave. Toronto, Canada

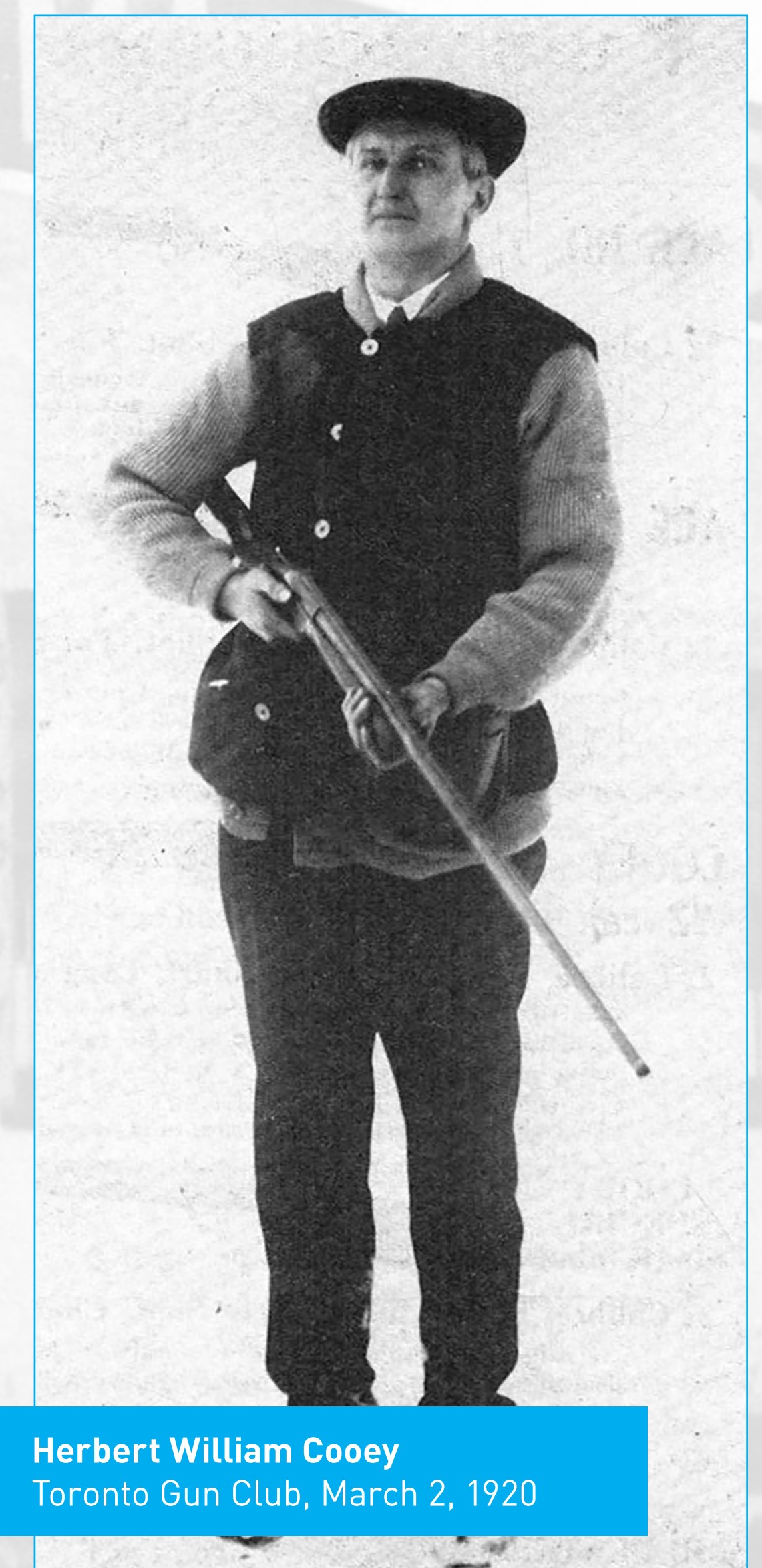
H. W. (Herbert William) Cooley was born in Toronto in 1881 and at 15 began a three year apprenticeship with the Grand Trunk Railroad. However, before completing it he left to join his brother in Cleveland. There he got a job on an assembly line, a job he found so dehumanizing that it **influenced the way he organized his own employees many years later.**

Back in Toronto in 1903, Herbert was confident enough to branch out on his own as a "Mechanical Expert and Practicing Machinist", opening a shop on the south-east corner of Queen & Spadina. His skills as a machinist and inventor brought business growth and a move to larger quarters. **WWI brought government contracts**, including one for folding peep sights for Ross rifles.

This move to weapons design fitted well with Herbert's personal interests as he was a skilled shooter. Following the war the company produced his design of the Canadian Canuck, the first of a long line of rifles and shotguns.

In 1924 the Cooley rifles exhibit was awarded a **gold medal and certificate of honour at the British Empire Exhibition in Wembley, England.** In the same year, Herbert was a member of the Canadian trapshooting team that won a silver medal at the 1924 Olympics in France.

A 1922 Cooley advertisement boasted that "**over 6,000 Canadians have purchased Canucks** during the past twelve months"; the T. Eaton Co. Ltd. had a special "Eatonia" brand made, and soon serious expansion was required.



Herbert William Cooley  
Toronto Gun Club, March 2, 1920