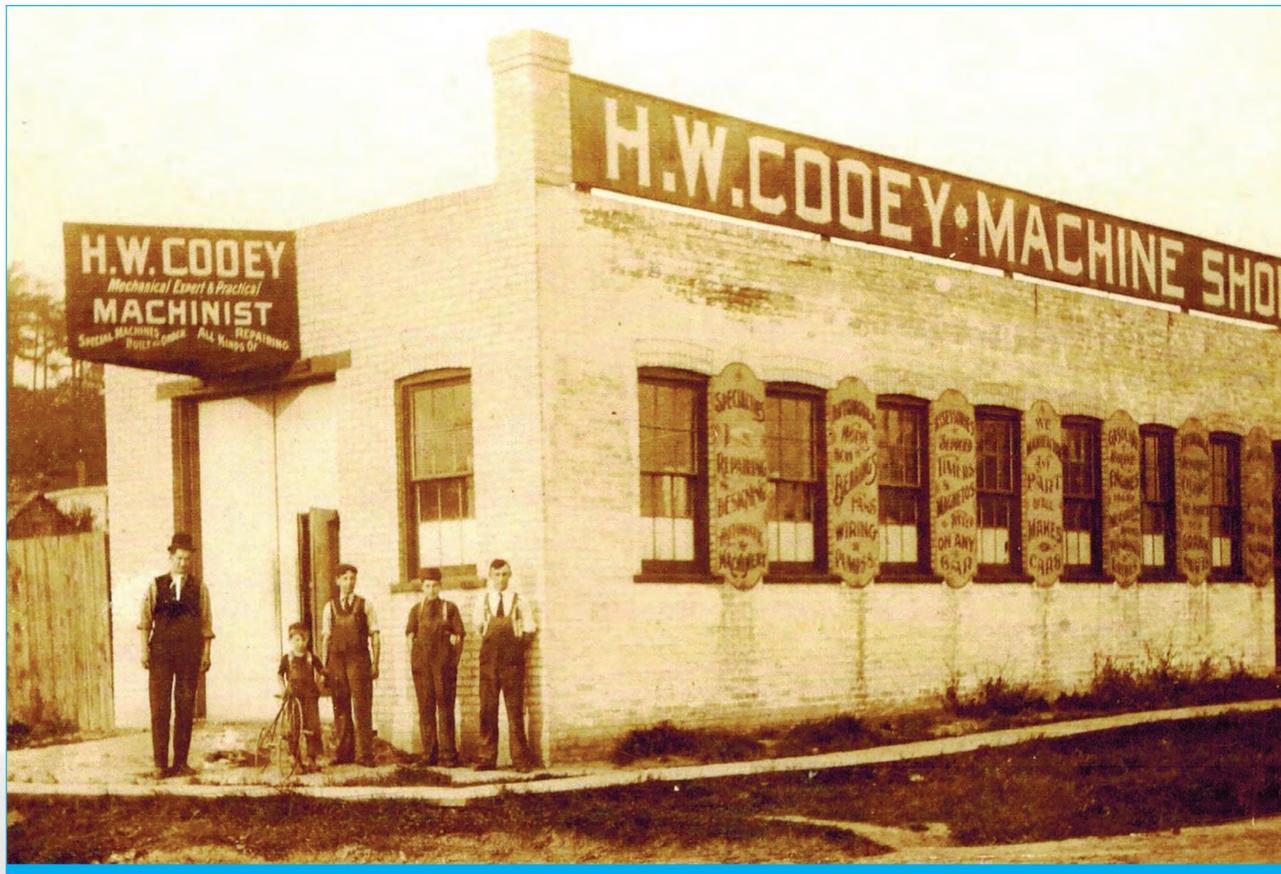


THE COOEY COMPANY



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 rifle has had a phenomenal year. Over 6,000 Canadians have purchased Canucks during the past twelve months. It is a safe rifle. It is the only rifle in the world with an automatic safety half-cock on the bolt. It will not go off after loading until the rear end of the bolt is pulled back into full cock and the trigger pulled.

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.

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

Don't Take a Substitute Get a Cooley Canuck

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

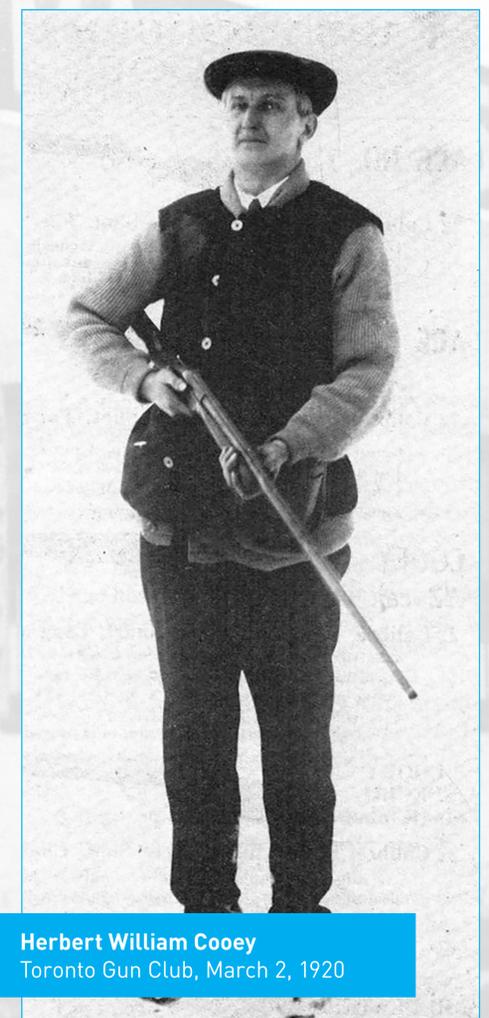
H. W. (Herbert William) Cooley was born in Toronto in 1881 and at 15 began a three year apprenticeship with the Grand Trunk Railroad. However, before completing it he left to join his brother in Cleveland. There he got a job on an assembly line, a job he found so dehumanizing that it **influenced the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

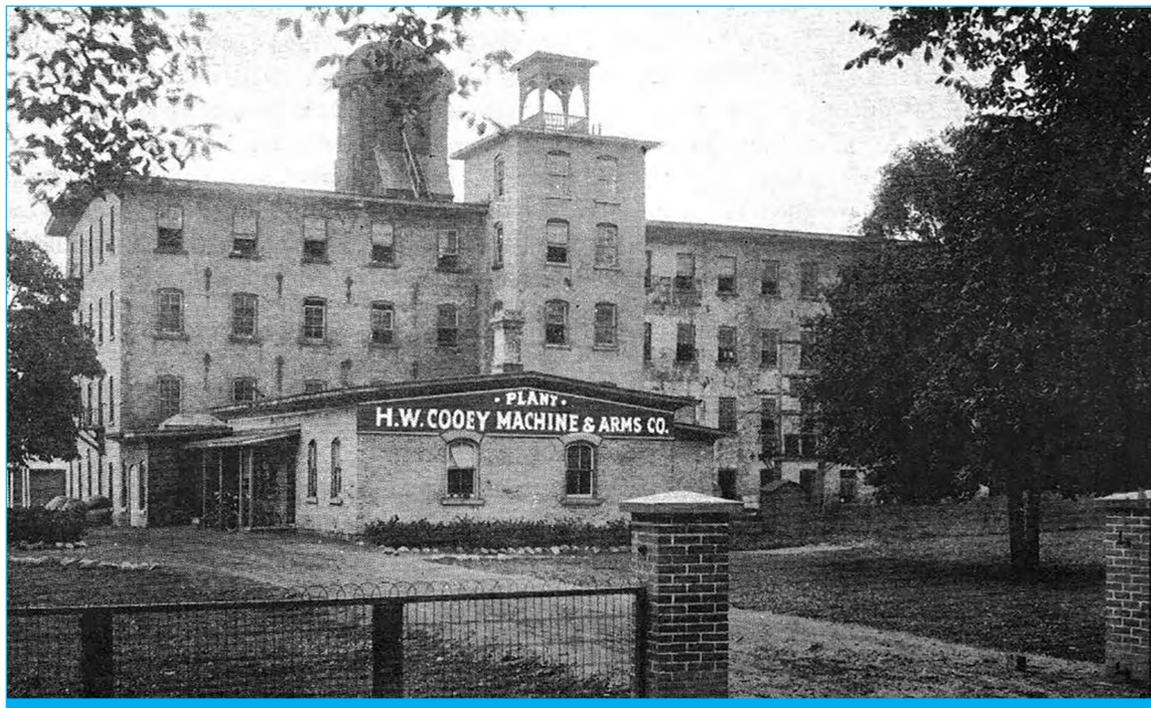
This move to weapons design fitted well with Herbert's personal interests as he was a skilled shooter. Following the war the company produced his design of the Canadian Canuck, the first of a long line of rifles and shotguns.

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



The move in 1929 brought H.W. Cooley Machine and Arms Co. to **Cobourg's Tremaine Street factory complex** where it took over facilities previously used by the Cobourg Matting & Carpet Co. Limited.



The Company survived here during the depression and even prospered. The market for Cooley rifles was expanded reaching **as far as Australia**, and new models were regularly introduced. The arrival again of war in 1945 required a concentration on military hardware and growth to the point where **employment exceeded 300**.

In 1937 one of Herbert's sons, Hubert, was made president of the Company and assumed responsibility for its day to day operations. Following the war he took on the design and development of completely new lines. By 1950 the factory included nine departments: barrel, buffing, bluing, small parts, pressed parts, rifling, wood shop, automatic screw, automatic assembly.

One of Hubert's last projects was a semi-automatic rifle. However, in 1958, before being able to complete it, **he died very unexpectedly**, triggering the eventual sale of the Company. In 1961 it was sold to Olin-Mathieson Ltd. of St. Laurent, Quebec and became a division of Winchester-Western (Canada) Ltd. **The Winchester name was now added to the Cooley line of rifles.**

With new ownership, additions were made to the Tremaine Street facility, including an **underground firing range**. But in 1970 Winchester moved, and production of the *Cobourg Star* took over the site. Winchester's new facilities were on Brook Road North where the most up-to-date German equipment allowed for the production of up to **2,000 guns per day**.

However, higher than anticipated costs combined with lower than anticipated sales, labour strife and a touch of politics led to the plant's closure in 1979. But **the Cooley name remains an interesting and important part of Cobourg's industrial history.**

