

The Curve of the Stave

HOW IT IS ACCOMPLISHED

light—the ideal food receptacle. Compare it with sacks and other frail containers, exposing the contents to disease germs, fetid air and the most loathsome damage by dogs, rats, mice, vermin and insect pests. Food products taken from barrels are just as pure as the day they were sealed. It may be said that the barrel has contributed much to the health of the world.

A Hard-Times Asset.

The barrel is easily handled. It always has a cash value, whether new or old. It is used in hard times as well as in times of greatest prosperity, because its principal uses are the containing and preservation of staple products.

Grew From Its Profits.

Peculiar to the Pacific Coast is the complete manufacture of staves, headings and barrels by one company. This company—a superb, successful organization of specialists, with every officer a cooper and every employee trained to special duty—has grown in less than 14 years from a small beginning in Los Angeles to its present proportions. Its growth has been entirely from the profits earned by the company. No outside capital has ever been taken in from the sale of stock or bonds.

Splendid Record for Fair Dealing.

During its growth the company has established a splendid record for fair dealing. While sometimes referred to as a trust, no one has ever accused it of growing at the expense of competition. In fact, it has little or no competition, the principal end of its business being the manufacturing of staves and headings. Barrels are made by different cooperage houses, its principal customers, all up and down the Coast, the bulk of the staves and headings being ob-

tain from the Western Cooperage Company.

age men to Pacific Coast cooperage products, that they excel anything produced anywhere else in the world. There are no old or overpaid officials employed by the Western Cooperage Company. The definite policy of the company encourages the teaching and advancement of young and progressive men.

Best Machinery the Watchword.

Highest efficiency is attained by labor-saving equipment at

every step. Some of the machinery which helped to revolutionize the cooperage industry was invented and first used in some one of the plants of the Western Cooperage Company. "Best Machinery" has been the watchword and consistent policy of the company since established. From forest to vineyard every aid is called into use to help encourage craftsmen to execute their work speedily, smoothly, cheerfully, under favor-

able surroundings. It is the aim and practice to supply every practical encouragement and incentive for enthusiasm and loyal efficiency.

branch has been well systematized for years. No red tape—everything simple, smooth and quick, with a minimum of clerk hire and a maximum of convenience. Every detail of expense or effort is recorded and audited in a simple way; the system automatically sifting out the essential facts and keeping them before the executive heads, so that error or inefficiency in any branch or department is detected quickly. Many a business owes its success to the sensitiveness of a well-ordered audit system, and to this the Western Cooperage Company is indebted in no small measure.

Rivalry Beats Competition.

Rivalry between plants, both in manufacturing and marketing, has been fostered by the management. This spirited emulation—the opposite of destructive competition—has helped keep the different branches keen and alert—quick to take advantage of every opportunity to reduce cost or extend trade. By prompt service and top-notch quality, customers are made to feel that their patronage is valued. The company has endeavored to make friends of its customers, as it counts on them to help extend its trade.

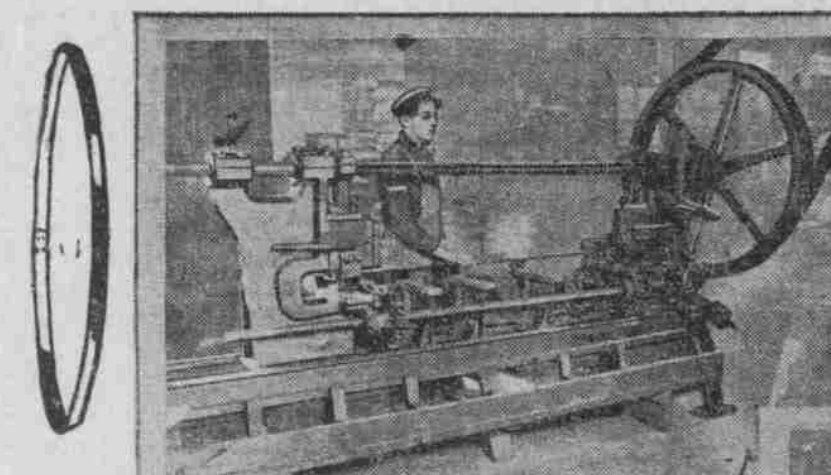
Trade Over Big Territory.

The company early pursued the policy of interesting the most prominent cooperage men on the



FIG. 5—MAKING THE BARREL

- (1) Setting up barrel in temporary rings.
- (2) Steaming barrels, inside of drums, over jets of steam, to heat and soften staves.
- (3) Drawing softened staves into barrel shape by power windlass.
- (4) Barrels over oil heaters to remove moisture. Dried staves retain bent shape even if barrels are knocked down.
- (5) Evening up barrel, by knocking out staves even all around after drying.



able surroundings. It is the aim and practice to supply every practical encouragement and incentive for enthusiasm and loyal efficiency.

System Beats Red Tape.

To keep in touch with the vast amount of detail involved in this complicated process simultaneously in these localities, system is imperative. The business in every

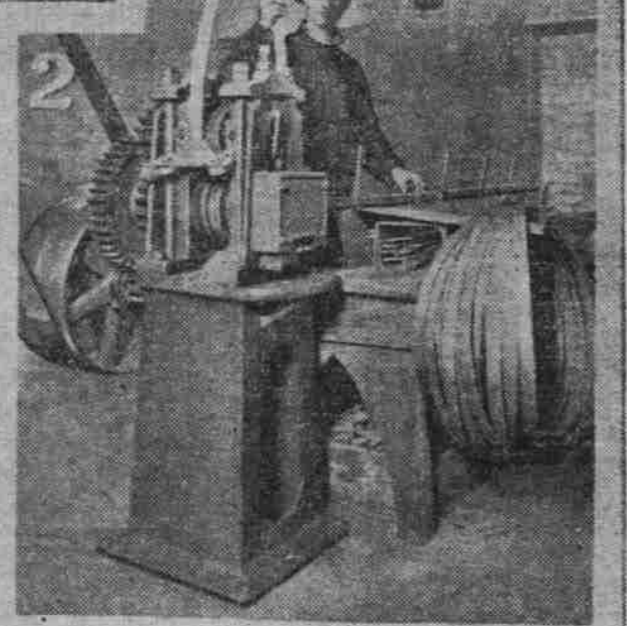


FIG. 6—MANUFACTURING METAL HOOPS

- (1) Hoop-punching machine.
- (2) Flaring and rounding hoops, to fit barrel shape.
- (3) Riveting machine, double. Boys work on two sides.
- (4) Expanding riveted hoops to uniform size.

tained from the Western Cooperage Company.

Its Corps of Craftsmen.

Barrel-makers, like poets, are born, not made. Growth of the Western Cooperage Company has drawn together a superb organization, a corps of enthusiastic, progressive, efficient barrel-makers—live craftsmen, each a specialist in his department, and each contributing toward a product that in quality and finish ranks second to none produced anywhere. In fact, the compliment has been paid by Eastern cooper-

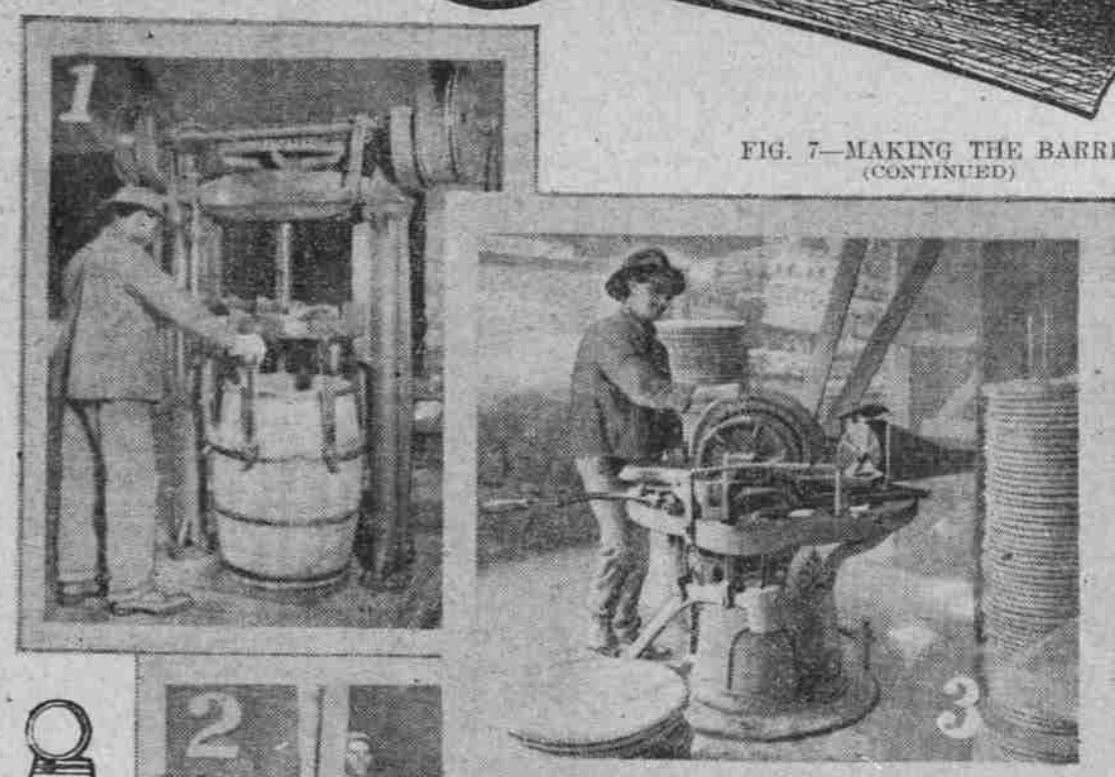
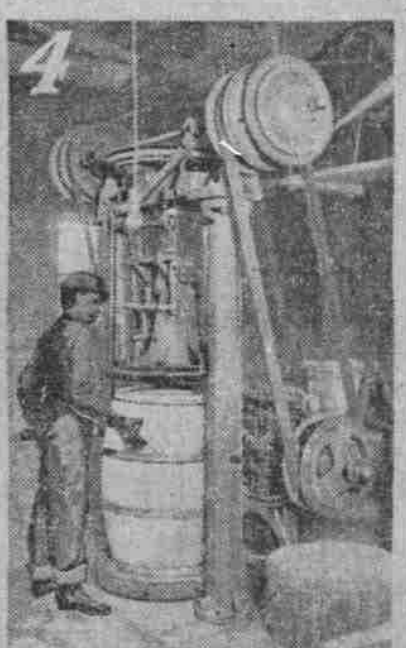
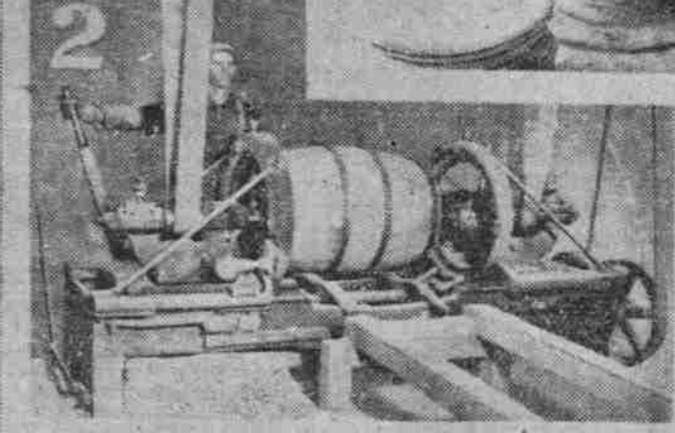


FIG. 7—MAKING THE BARREL (CONTINUED)



- (1) Trussing machine where temporary rings are pressed down good and hard, making barrel tight and strong, and equalizing strain (on truss principle).



- (2) Crozing machine, shaping rim of barrel, and grooving to hold finished barrel head. (3) Re-circling heads, when warped or swollen by climate or weather. (4) Heading-up machine. Draws staves up to tight fit around barrel head, then presses head hoop on end of barrel. (5) Smoothing outside of barrel, removing last unevenness. Best barrels sandpapered.

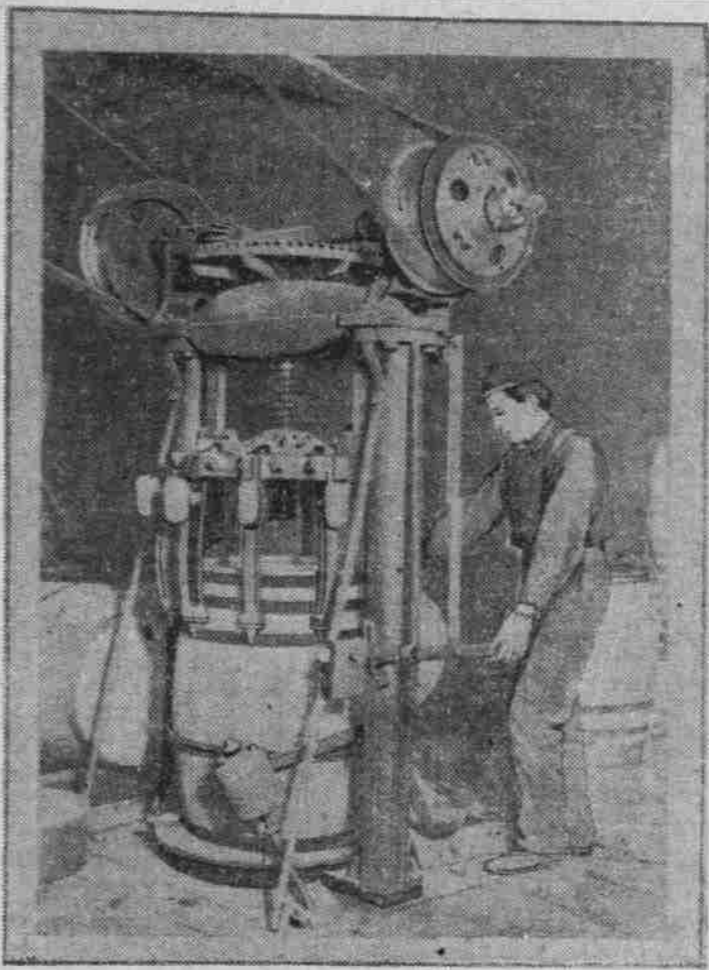


FIG. 8—FINISHING THE BARREL

This machine, the thin-hoop driver, presses all other hoops onto barrel. Boring bugholes and testing, two minor operations, all done by machines made for these purposes.

Pacific Coast in the manufacture of cooperage stock. These men have been and are its largest customers. Gradually the company's territory has been extended, until now the Middle and Eastern States are consuming its staves and headings in large lots.

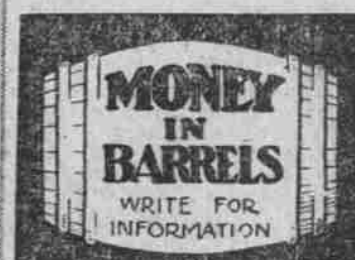
Friends On This Coast.

Firmly rooted in Pacific Coast soil, this institution has grown from the smallest beginning, is owned on the Coast, and aims to preserve the confidence and loyalty of the Coast. It is by the development and growth of industries in its midst that the Pacific Coast will achieve the complete financial and commercial independence which is its destiny. As an institution which is manufacturing on this Coast a staple product used the world over, the Western Cooperage Company invites every resident of this part of the world to notice its products, to become acquainted with its methods, and to take an interest in its growth. Friendship of the people of the Pacific Coast can be one of the strongest factors in extending the trade of this company. To deserve this interest and friendship, is the aim of the company, and to turn the channel of your thought in our direction. Reader, is the purpose of this announcement.

FIG. 9 IN THE LOS ANGELES WAREHOUSE



- (1) Glimpse of stock warehouse. (2) Corner of barrel warehouse.



ANNOUNCEMENT

For any desired information regarding staves, headings, barrels, half-barrels, tanks, kegs, etc., apply to any of the offices of the company.

For announcement of stock issue, and further descriptive matter, write direct to executive offices of the company at Portland, Oregon, addressing

Watson Eastman, President, Western Cooperage Company, Portland, Or.

Factories at Seattle, Aberdeen, Houlton, Los Angeles.