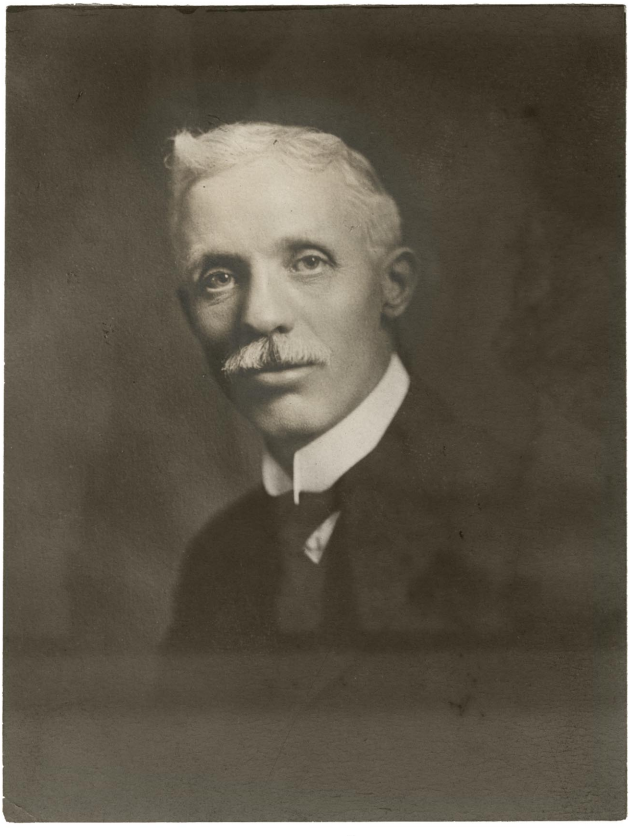
Containers

A. R. Whittall Can Co., Limited
MONTREAL, Canada

Containers

The A. R. Whittall Can Co. Limited
MONTREAL

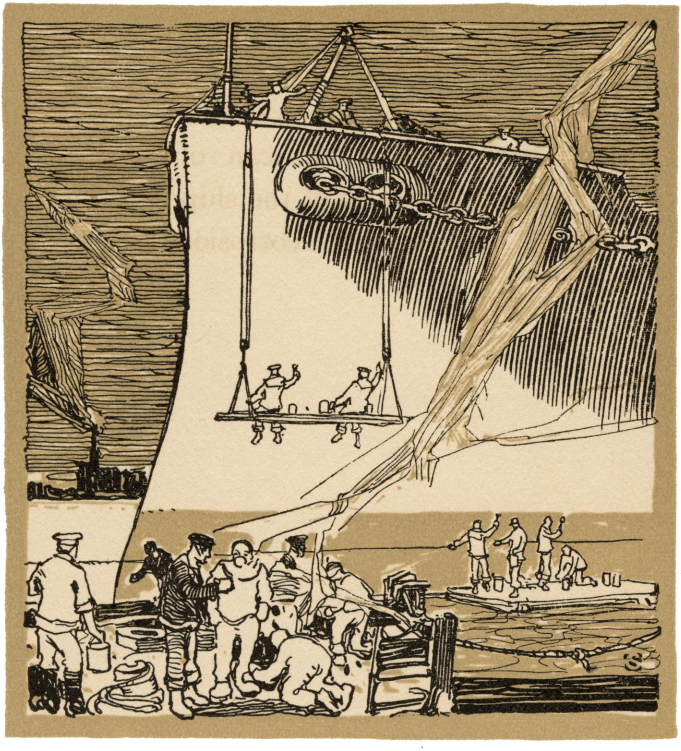
Sales Offices - - TORONTO AND WINNIPEG



A. R. Whittall
the founder of
The A. R. Whittall Can Co. Limited

"—Up with Steeple-Jack"

UP with "Steeple Jack," clinging by his teeth at a dizzy height, goes the humble tin can with its load of paint to protect some high-flung surface against the corroding hand of the weather.



"—a war-ship's bows"

SWINGING alongside the gallant ram of a war-ship's bows, the painting gang each with a tin can of paint—leaves the steel sides of the ship with her defence against the corrosion of sea water.

"—White lead for the Palace of a Mandarin"

CHURNING across the desert of King-se-chow the motor caravan for Thibet carries its burden of tin cans—lead irons as they are called—with white lead to be made into paint for the palace of a mandarin!

"— Fine Varnishes for the temple"

AND on top of the lead irons, clinking and gurgling over their long lone journey—rest other tin containers of paint, of fine varnishes and lacquers for the temple of the great mandarin.

"—on which his bride
shall tread"

OR on the floor of the new house beside the industrious husband waxing the boards on which his bride shall tread—or painting the kitchen! Or veranda—there also the plain tin can!

" To a 'crashed' aviator "

TO a "crashed" aviator alone, injured, and far from human aid in the midst of a Mesopotamian desert, six humble tin containers of condensed milk, and a dozen of beef, made all the difference between a lonely death amid the vultures of the desert—the strength to repair his machine—to carry out his mission!—and life!

"—the lives of eighteen men—"

TO the frost-bitten crew of a staunch schooner lying waterlogged on her beam ends, but still afloat, off Cape Horn in a January gale, ten cans of prepared food warmed over a make-shift fire made in the galley by the heroic cook, enabled them to hold out till the seas abated and the schooner could be righted!

Ten "cans" against the lives of 18 men, a ship worth $500,000 and a cargo worth $290,000!

"—in lonely Ungava"

TO explorers in lonely Ungava! To imprisoned miners in coal mines! Or in so seemingly slight an emergency as the arrival of an unexpected guest in the house of an unprepared house-wife—in countless instances of every kind the tin container is playing the part of the miraculous deliverer every day in the week.

"—the world's food supply"

IF the surplus of oils or paints or perishable food from the harvest could not be preserved and carried over for use in later months and in far-off markets, or nearer home when the supply is short—the world would fare very badly. People living at a distance from the source of supply would never know the use of certain articles.

THANKS to the humble "tin can" the lonely Chinese laundryman in a Cape Breton town is able to have his favorite Chinese dishes fried on the laundry stove. Before the invention of the tin can it would have been impossible for a Yukon hostess to serve lobster salad at an evening supper party or for a Toronto house-wife to offer her guest caviar, or—to take a different sort of instance—for an Alberta farmer to sell his beef, through the agency of the packers, in the British Isles!

Fred. R. Whittall
Managing Director

THUS the tin container has become the means by which large industries serve large and scattered markets with important necessities of life, and the means of conserving the world's food supply!

THE A. R. Whittall Can Company Limited as a manufacturer of tin containers recognizes the importance of good service to Canadian manufacturers and the prime necessity of giving speedy and reliable delivery. This Company was the first to commence on a war contract in Canada, starting on a large order on August 4th, 1914.

D. S. Whittall
V.-Pres. and Plant Manager

PRICES have always been a feature with the company. Not the cutting of a fraction of a cent from the cost of a can but in the giving of a certain standard of excellence that can bear the closest scrutiny and can by comparison with competing articles establish its own position.

THE A. R. Whittall Can Company Limited was founded in 1888 by Mr. A. R. Whittall, the President of the Company to-day. Mr. Whittall was the son of a manufacturing jeweller of Birmingham, England. He had come to Canada in 1882 as a lad of 18 and had found employment in the manufacturing department of the Canada Paint Company, now the Sherwin-Williams Paint Company.

In 1888

AT that time white lead was packed in a certain form of "lead iron." The "iron" consisted of a sort of pail on the edges of which a number of lugs were rivetted and these lugs secured the cover. Mr. Whittall devised and patented a means of making the lugs and the side of the iron all in one piece, thus saving time and expense and making a neater looking package. Leaving the employ of the Canada Paint Company he commenced the manufacture of the improved "lead iron" in a small shop in Montreal. He had with him one tinsmith helper. In a year he was employing two helpers. In five years he had ten. In 1892 he removed to the site of the present factory, which has extended steadily until it now occupies 27,264 feet of ground fronting on Mullins and Charlevoix Streets, with a total floor space 96,000 feet.

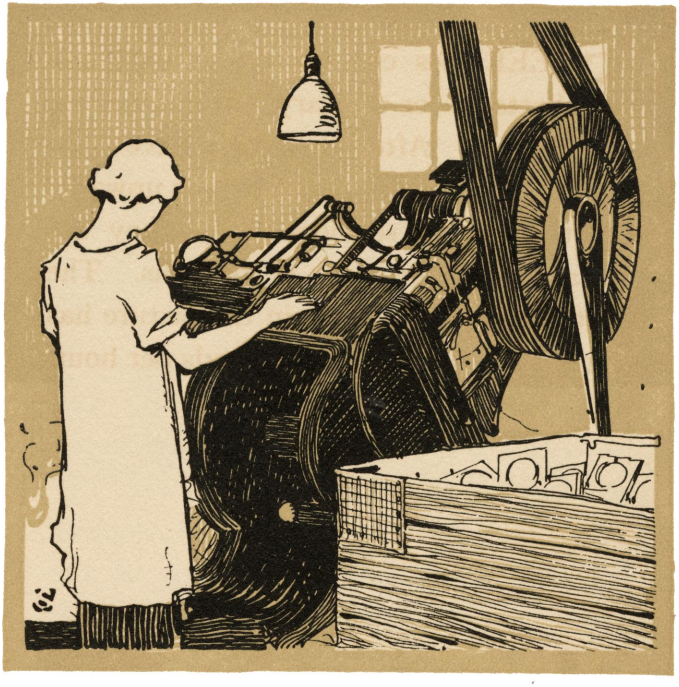
THE mechanical equipment of the A. R. Whittall Can Company Limited alone is worth many times the value of the first five years' output of the modest plant in which the Company had its origin. The number of employees has risen by several hundred per cent.


A.R.WHITTALL CAN COMPANY LIMITED
A.R.WHITTALL CAN COMPANY LIMITED
A.R.WHITTALL CAN COMPANY LIMITED

To-day

NO improvement in the manufacture of tin containers has been introduced earlier in any other factory than the A. R. Whittall factory. In many time-saving and expense-saving devices the Company has been a pioneer, thus maintaining the ability to give service at the least "NET" cost to the buyer of cans. One man in the Whittall factory can produce to-day as many as ten could make, 10 years ago.

The A. R. Whittall Can Company Limited is a Canadian concern of the most up-to-date character at the service of the manufacturers of Canada.

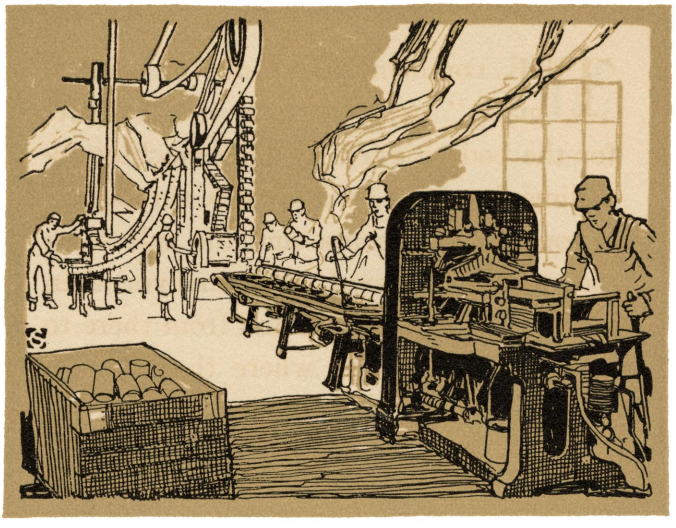


Cutting Bottoms for Sanitary Cans

STEEL dies cut the round tops and bottoms for sanitary tins from strips of tinplate. After the edges have been rolled the tops and bottoms pass upwards to the double seamers where they are attached to the sides of the tins. The automatic press shown in the picture has a capacity of about 15,000 ends per hour.

Making Lead-Irons

MAKING "White-lead Irons" is a most important part of the A. R. Whittall Can Company Limited's activities. It was the improvement in this branch that laid the foundation of the present organization. Here is shown a machine joining the sides of a heavy "lead-iron."

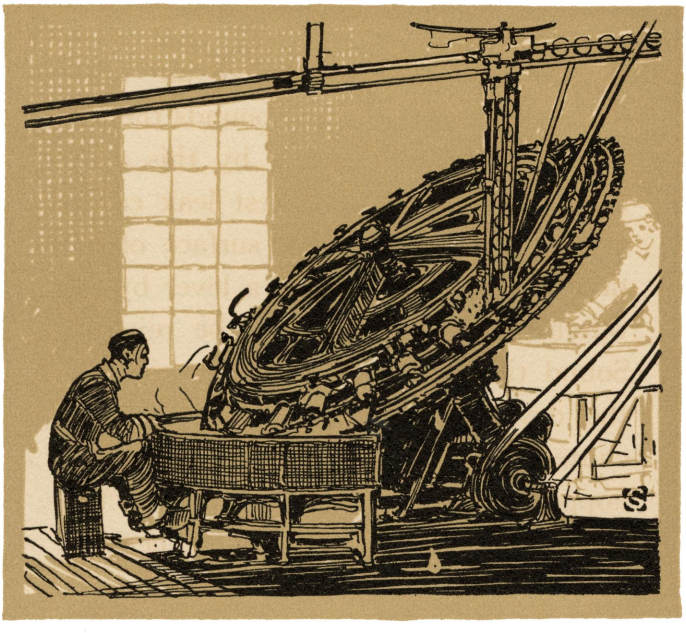


Sanitary Cans are made automatically —one train in operation—

THE commencement of the "automatic" train. Here the tinplate for the bodies is fed into the machine by sliding fingers. As it passes through it is rounded into shape and the side seam locked and soldered. A conveyor then carries it to the flanger and from there to the double seamers where the top and bottom is attached.

Feeding the
"Automatic"

ANOTHER body forming machine which makes the bodies for corned beef tins. This is one of many such machines which were in operation day and night throughout the war to insure a constant supply of "bully beef" for the soldiers in France and Belgium.



Tested by nineteen
pounds of compressed air

FILLED by compressed air at a pressure of nineteen pounds the tins are plunged under water by this automatic tester. The slightest leak causes bubbles to show on the surface of the tank and a movement of a lever by the watcher causes the tin to be rejected. Sound tins make the complete circle to the dryer and thence to the delivery chute. Leaky ones fall into a metal hopper to be examined and corrected. This machine can handle 100,000 per day.

A corner of the machine shop

ALL tools and dies as well as repairs and replacements are made in the machine shop. With its electric furnace capable of generating a temperature of two thousand degrees and its monster lathes and shapers, it is a model of efficiency.

Written and Arranged by
Dominion Advertisers
Limited, Montreal