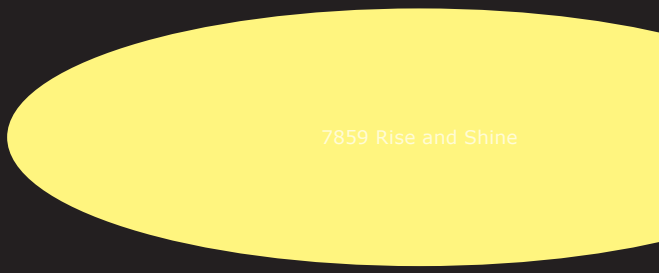
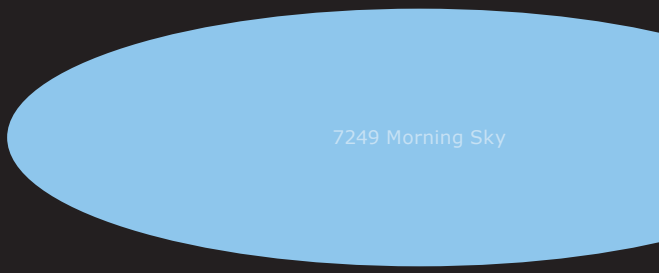
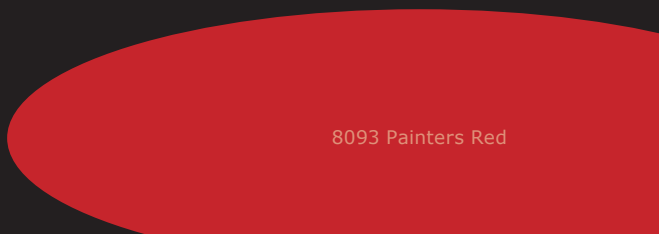


PART ONE

Laying the Foundation

1933–1958





From Farm to Factory

Today Cloverdale manufactures paint in strictly regulated factory conditions. Our plants are ISO certified. We use sophisticated equipment and standardized methods, and we can access a wide range of specialized raw materials. But back in 1933 when Rudy Henke founded Cloverdale Paint, Rudy cooked up his own raw materials in open-fired steel kettles in a shed on his farm in a process that was both hazardous and toxic. Rudy sold linseed oil house paint and oxide shingle stains in red, brown and green. The house paints were made with boiled linseed oil, white lead, zinc, calcium carbonate and turpentine. The coatings he produced were the standards of the era.

Born in Germany in 1899, Rudy studied chemistry at Heidelberg University. He apprenticed as a painter and learned the art of paint making as a tradesman. Rudy was a gentle man, a pacifist, living in a country where political extremism and paramilitary organizations were on the rise. The economic climate in 1920s Germany was chaotic, with periods of gross hyperinflation. Rudy and his brother, Ule, decided to emigrate.

In 1927 the two bachelors left Germany and came to Canada, heading first for Edmonton. In 1931 they moved further west, to British Columbia, where they settled on an eight-acre farm two miles east of Cloverdale on Old McLellan Road, one of Surrey's first roads, built in 1875. On their property, between Cloverdale and Langley, the brothers raised chickens, grew apples and operated a self-sufficient farm. Rudy sold chickens, eggs, apples, apple cider and garden produce at the New Westminster public market.

Soon enough, Rudy began painting again. In 1933 he started making his own paint and stain. By the mid-'30s he was manufacturing and selling in the local communities of Cloverdale and Langley under the name "Cloverdale Paint." In those early days, Rudy sold to friends and neighbours. In 1943, he purchased four acres of land one mile west of Langley. He sold off a parcel and kept an acre and a half on the Trans-Canada Highway (Fraser Highway) close to Cloverdale's present Langley branch. It was here that Rudy and Elmo Hicks set about building the first paint factory. They used a cement mixer, made forms for concrete blocks and constructed a 3,000-square-foot building with a tower at the west end. This factory store opened in 1944.

Rudy had the European habit of opening early and closing shop from noon to 2:30 p.m. In the winter months, Rudy would close shop and he and Ule would head south to the US to visit with their sister, who lived in the state of Georgia.

Cloverdale Paint Founder, Rudy Henke, 1975.

Circa 1935 brochure.

Market Branding 1930s-Style

We're lucky to have one of Rudy's brochures from the early years of Cloverdale Paint. Clearly, Rudy had excellent marketing and promotional skills, as the brochure is all about paint and painting — with a good sales pitch thrown in. The original double-sided six-page folder, two sides, is from the mid-'30s. A "new" price list was glued on around 1940, when Rudy was forced to raise his prices due to wartime shortages. He explains his bring-your-own-container policy, including the need for a deposit on his containers to ensure returns. Rudy's paint brochure offers advice on painting and extols the virtue of Cloverdale Paint's "high quality" and low prices.

In those years, Rudy was also making apple cider on his farm and selling it. Can you imagine buying a gallon of apple cider, including a jar, cork and delivery to Vancouver, all for $1.25? This was a sample of the Depression-era pricing of the 1930s. Inside his apple cider brochure were complete instructions on how to ferment the cider to a high-test "Kick-a-Poo Joy Juice" or "Mountain Dew." By adding sugar and using the fermentation tube, customers would have "30% proof" alcohol or hard apple cider. Wink recalls that his mother and father served Rudy's fermented apple cider at a family party at their Langley home in 1953. Until then, he hadn't realized how noisy his normally stoic aunts and uncles could be!

Rudy also printed a price list for Cloverdale Paint products that showed a list price close to national brands. He promoted a factory-to-you 20% cash discount. When the original Cloverdale Paint factory opened on the Trans-Canada Highway in 1944, Rudy advertised on CKNW and drew "cash-and-carry" customers from Richmond to Chilliwack. The new radio station was beamed from New Westminster to the then-rural markets of Richmond, Ladner, Surrey, Langley, Coquitlam and Haney. It featured local focus, bus station interviews and country and western music including the Rhythm Pals, New Westminster's own country group with Mike, Mark and Jack, plus Arny Nelson on slide guitar.

Rudy produced a high-solids paint in white that required the purchaser to add one quart of boiled linseed oil and one quart of turpentine or paint thinner. This blend produced one and a half gallons of paint but required mixing and blending. The value of this product was popular amongst farmers and those men who were comfortable with the mixing. It did not, however, appeal to those men who didn't relish the mixing, nor did most women like using it. Rudy's

Since this folder has been issued a number of changes have been necessary due to wartime conditions. Our prices are still CASH & CARRY, but where customers are deprived of transportation we will try and arrange delivery if orders are given early. A charge of about 35c will be made for deliveries. If you want information on this plan or on your paint problem, please phone Cloverdale 88-X any evening between 6 and 8 o'clock.

OFFICIAL HOURS OF SALE

Mondays	8 a.m. to 8 p.m.
Tuesdays, Wednesdays, Thursdays, Fridays	2 hours only, from 6 p.m. to 8 p.m.
Saturdays	8 a.m. to 8 p.m.

PRICE LIST

Product	per Gal.	Cash and Carry	Saving	Net
PAINT				
Quality House	$4.50	20%	$ .90	$3.60
Inside Flat	5.20	20%	1.04	4.16
Inside Gloss	5.20	20%	1.04	4.16
VARNISH				
Floor-Spar	5.60	20%	1.12	4.48
Utility	3.50	20%	.70	2.80

Also available in smaller or larger quantities
10% EXTRA DISCOUNT in 5 gallon containers, plus deposit for container

SHINGLE STAINS
LINSEED OIL BASE !

Grade A

Black, gallon	$1.25
Red, Brown, gallon	1.75
Green, gallon	1.50

NET PRICE, without container, in 5 gallon lots. Single gallons 10c extra.

NOTE: The Grade A Shingle Stains have proved excellent, through evidence of roofs done with them years ago. Many of these jobs are near our factory and we can proudly point them out to you. We have all the raw material to manufacture these stains, but to cut overhead cost, have only small quantities ready. To avoid disappointment it is advisable to order stains a few days before you need them. Why not phone us up about this any evening between 6 and 8 o'clock?

LINSEED OIL

Guaranteed pure Canadian!

Per Gal., Raw	$1.35
" " Boiled	1.55

NOTE: Since linseed oil is rationed we can sell it only in limited amounts. At present we have an ample supply and hope to be able to satisfy our customers needs. However, a serious shortage may develop any time.

TURPENTINE: This is pure gum spirits. A Synthetic Paint Reducer, which through many years of practical experience has proved to be the best medium for thinning Paints, Varnishes, Enamels . . . Per Gal. ..... $ .60

CREOPINE: Made with Creosote and Pine oil, to be mixed with boiled linseed oil gallon for gallon when making your own shingle stains . . . Per Gal. ..... $ .60

CONTAINERS

Containers are very hard to get these days. Our prices for Stains, Oils and Turpentine do not include containers. At first we loaned these without a deposit on the understanding that they would be returned. One in fifty came back. Then we had to make a small charge. —less than the container cost us. Ten in fifty came back; some of them battered, rusted or unusable. Still we refunded the money.

You will agree that this is unfair to us and to those who bring their own containers. We are at the end of the proverbial rope, and because we cannot expect you to carry your oil home in your pocket we must make the following provisions:

If you do NOT bring your own container we loan you one against a deposit.

Either a Number 1 container: in excellent shape painted orange. Deposit, per Gallon 35c; 4 Gallon 60c; 5 Gallon 75c. The full amount will be refunded if the container is returned in really good shape. If not in good shape a small amount will be deducted.

Or a No. 2 container: in not so good shape but well usable, painted red. Deposit, 20c; 35c; and 50c, respectively. Refund subject to condition on return.

Or a No. 3 Container: in poor shape, marked with a black X. No deposit but a straight charge of 5c to 15c.

The next picture shows the new "DANCE & DINE" Block in White Rock where one can have a good meal, can dance or have a quick snack after the "show."

Mr. F. Kally, the owner also preferred QUALITY HOUSE PAINT to coat the entire structure. Mr. Kally, who is also an architect says: **"I have always bought my paint wholesale. But I have never bought as reasonably as from the CLOVERDALE PAINT FACTORY. I am thoroughly satisfied."**

6

Note the sticker on the left with revised prices due to wartime shortages. Circa 1940–1941. High-tech phone number is Cloverdale 88-X.

Quality House Paint

RETAIL PRICE

Gallon	$4.50
Quarts	$1.20

Color: .....

GUARANTEE: If you are not entirely satisfied with this product, kindly return unused portion against cash refund.

PAINTS should always be thinned according to the dryness of the surface. First coat add about 1/4 to 1/2 gallon of Boiled Linseed Oil per gallon of paint. Intermediate coat add 1/8 of Turpentine. Last coat add 1/4 of Boiled Linseed Oil.

NOTE: These instructions are approximate and not right for every surface. If in doubt please ask us for information. Whether you buy from us or not, you are always welcome to ask us for advice.

CLOVERDALE PAINT FACTORY

2362 Trans-Canada Highway (Yale Road) Phone: Langley 41-R- 4

Cloverdale label, circa 1945.

Cider press helps start paint Co.

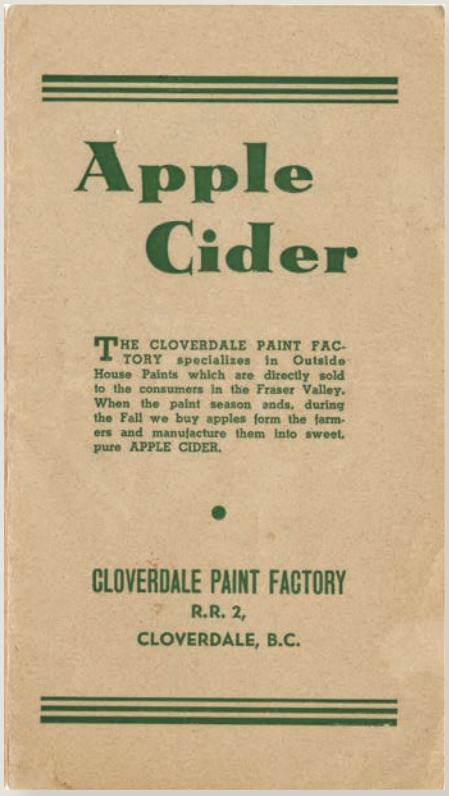
Mr. Henke, the founder of Cloverdale Paint and Chemicals Ltd., made cider for a hobby four years before he started his paint business. Pressing cider was an annual event on the Henke farm just east of Cloverdale. When the paint business was founded in 1939, it was natural for the enterprising chemist to offer a glass of fresh cider to paint customers.

This quaint custom was carried on even after the factory was moved to the location, 19696 Trans-Canada Highway, one mile west of Langley in 1946. There were times when the sale of sweet cider almost convinced Mr. Henke to expand the cider business rather than the paint. In the mid-1940's, after the war, many people in the Fraser Valley and Vancouver were ordering cider, and a regular sort of delivery was established.

This was a precarious sideline, however, as one anecdote indicated. "One day," recalls the founder, "I was delivering my apple juice to a restaurant in Vancouver. It was very hot and while waiting for the proprietor to come out of the kitchen I placed the two gallons on the counter. Suddenly there was an explosion and a cork blew out of the bottle and hit the ceiling. A silence came over the eager eaters at the counter and all faces looked over at the jars on the counter, then large smiles grew on every face."

As everyone knows, with a little heat and age apple juice starts to work and pressure builds up. This had not become alcoholic but it produced some red faces.

As the demand for paint grew, this interesting hobby and sideline was discontinued. This permitted full concentration on the chemistry and development of Cloverdale Paint.



Rudy's apple cider brochure.

"W. M. Wink Vogel, managing director of Cloverdale Paint, shows the cider press that produced 'a free glass of cider with your paint order'."

Wink and the cider press. From the *Surrey Leader*, circa 1960.

interior products were linseed-oil–based flats. Offered in 10 factory pre-mixed colours, these products were slow to dry, smelly and soft.

To eliminate the need for primers and undercoats, Rudy gave very detailed mixing instructions of different ratios of oil and thinner for undercoats, seal coats and top coats. It was good advice, but too technical for some customers.

Rudy's marketing appeal was based on quality exterior paint and stain, low price and cash-and-carry business from a high-profile highway drive-in location. "Factory to you" was his marketing slogan and it was nothing short of the truth, with the manufacturing, mixing and filling right there in the store. By 1948, Rudy's annual sales were $28,000. Elmo Hicks was still his only employee and the company was called "Cloverdale Paint Factory."

Wanted: Business Partner

In 1948, Rudy placed an advertisement for a business partner. It caught the eye of Victoria businessman Hunter Vogel. Hunter was born just three years after Rudy, in 1902. At that time, Hunter's parents were prosperous, and his family of nine lived on a five-acre estate at Marine Drive and Main Street in Vancouver. Sadly, their financial base was wiped out by the economic recession that began in 1913. Following the recession and a change of circumstance, Hunter, then 18, got work first in the Kelloge Idaho and Britannia Mines and the wheat fields of Alberta, supplementing his income by being a "prize fight" boxer in mining camps.

But Hunter wanted more for himself. He studied management by correspondence and in the mid-1920s he got a job with Buckerfield's Feed and Farm Supply. He became manager of the Buckerfield's Duncan branch on Vancouver Island, where he and his wife, Isobel, had their three boys, Dick (1930), Bill (1932) and Wink (1934). In 1945 Hunter was promoted to island supervisor and manager of the Victoria branch of Buckerfield's, but he was still searching for a business opportunity. After 20 years in the feed business he left and worked a short time with G.H. Woods, where he learned about the commercial floor wax business. And then Hunter spotted Rudy's advertisement.

Hunter liked what he saw of Cloverdale Paint and in 1948 he purchased a 50% interest, becoming the president, with Rudy the production manager. Hunter's first goal for Cloverdale was to add more paint sales. He quickly opened dealers from Richmond to Chilliwack. In 1950 Hunter moved his family from Victoria to Langley. In 1950 and '51 Hunter's sons, Dick, Bill and Wink, worked weekends making paint while they attended university and Langley High School. Wink worked part time during summer holidays through to 1954 making paint, selling in the store and making deliveries in a 1950 GMC one-ton truck. He also staffed sales booths at fall fairs

The Langley location was a factory and store 1944 to 1955. It continued as the Langley branch until the late '60s. Photo taken in the mid-'60s when it was the Langley paint store only.

Hunter Vogel, 1965.

throughout the Fraser Valley to promote the company and its 50-colour tube system. Gordy MacDonald also worked with the family at the Langley branch for a few years, before moving to Walker Brothers.

Hunter was strategic with his distribution. He recognized that Cloverdale's appeal and strength in the late 1940s and early '50s was in the Fraser Valley, with its mix of family farms and single-family residences. Below is a list of Cloverdale's early dealers.

Ladner Co-Op — *A feed and farm supply store in "Old Ladner."*

Richmond Hardware — *On Number 3 Road near the south end, close to the present-day shopping centre.*

White Rock Lumber Yard — *Up on the top of the hill.*

United Milling And Grain — *In Abbotsford. In 2005 Noelle and Wink met a lady in San Diego who had worked as a teenager at this shop and remembered receiving paint training from Hunter.*

Unger's Grocery Store — *This Chilliwack store was our strongest dealer, with consistent larger orders. Mr. Unger was a quiet, confident man who ordered products effectively and paid his bills. Wink met his son shortly before this book went to print.*

Rosedale Hardware — *A small dealer just east of Chilliwack.*

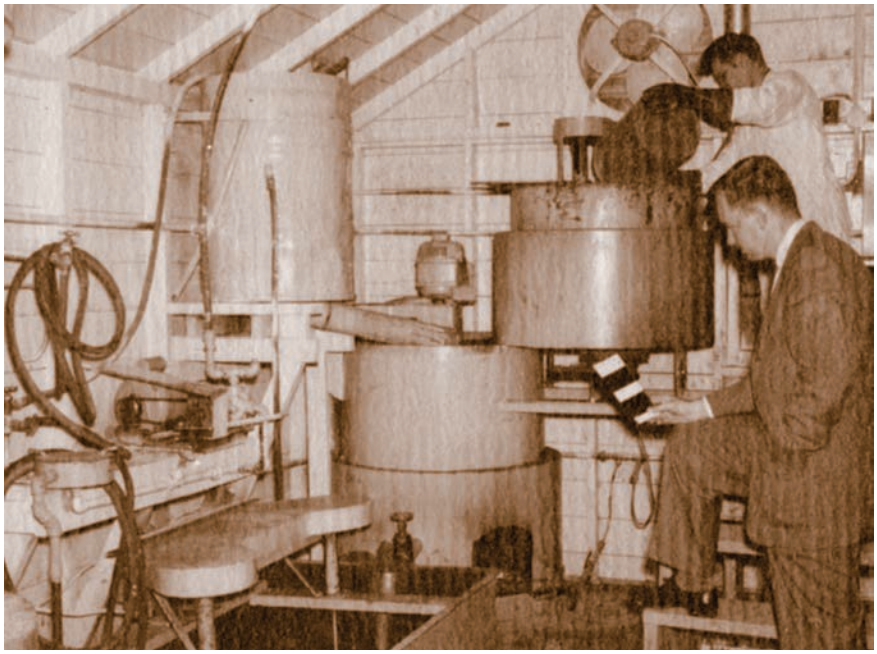
Abbotsford Paint Store — *A multi-brand dealer, selling Pittsburgh, Sherwin-Williams, etc., in addition to Cloverdale Paint.*

We sold through two or three more dealers over time in New Westminster, Surrey and Mission.

In these early years of Hunter's partnership with Rudy, Wink played trumpet in a dance band called the Melody Monarchs. Wayne Wilson played accordion and the star musician was Rufus Abraham on saxophone. Rufus was a Haida Native from the Prince Rupert area and was very musical. The band practiced on Sundays at the paint factory and Rudy used to laugh and tell customers they would curdle the paint. Wink picked up a set of drums and brother Bill played them. Wayne and Rufus carried the band musically and Wink's 1927 Chevrolet and the Cloverdale Paint company truck organized transport to gigs at community halls and the high school.

Rudy Henke and Hunter Vogel with a lid closer. Note the new Cloverdale Paint and Chemicals Ltd. logo in a circle. Photo circa 1949 from the B.C. Electric Co. Ltd.'s *Farm Service News*.

Sid Kingham and Wink Vogel with the company truck in the background, 1952.



The wax plant at 64th Avenue and King George Highway, circa 1958.

The Boys in the Back

Paint-Making in 1951

The Cloverdale factory had a tower on the west end with three storage tanks that stocked raw linseed oil, solvent (mineral spirits) and bodied linseed oil. The three storage tanks were 45-gallon drums with the tops cut out, welded together and stacked four high. The platform had storage for bags of pigment and raw material. At the edge of the platform was a mixer and a 10-gallon pre-mix bucket. Oil, solvent, white lead pigment, zinc and other additives would be pre-mixed until uniform. Rudy had three small grinding mills and the pre-mix would be poured into a hopper. The product would come out right into a labeled gallon tin. This filling was on the floor of the retail store behind a sales counter.

We would make paint on weekends and sell it at the same time. Sid Kingham, Wink and Wink's brother Bill had a record day when they made 110 gallons of paint. Rudy had two 200-gallon vats that were "open fired" to body, or thicken, linseed oil in the back of the factory. There were other duties as well, such as filling old whiskey bottle containers with paint thinner and linseed oil.

To clean the equipment, we used stove oil or solvent in a half 45-gallon drum. A fire occurred in this factory due to spontaneous combustion of oily rags that were not spread out to dry. The fire department put out the fire quickly but the insurance company deemed that all stock had smoke damage and needed to be replaced. Sam Leshgold of Army and Navy purchased all the stock and we cleaned up and produced new inventory. A year later Sam returned and said, "Hunter, you need to have another fire. Your paint is so good, I want to buy some more." We were reluctant to supply the Cloverdale label, as Army and Navy would undercut the pricing and upset our dealers. We designed an Army and Navy label and produced a product that we sold to them for years — our first "private label" customer.

Putting a Shine On

Starting the Floor Wax Division

Hunter had been introduced to the industrial floor wax business when he worked with G.H. Woods. At Cloverdale, he and Rudy put that knowledge to work and began developing wax formulas on the kitchen stove. They set up a shed at the back of the paint factory for manufacturing wax. Eventually, Sam, a retired church custodian, joined the company and became the wax maker.

Hunter's development of industrial floor wax quickly gained momentum. Cloverdale purchased carnauba wax from Brazil — sacks of hard, light brown wax in rock form harvested from palm leaves. The wax had a 212°F melting point and was emulsified into products with 12% and 14% solids. This finish was hard when dry on tile and linoleum but could be buffed to a high shine with large electric floor polishers. The

Surrey factory, circa 1958, the roller rink with the store on the front and factory and warehouse in the back. The house on the right was the lab and wax plant. Note the fence for south-facing exposure panels. The sign was Barn Paint, a big seller in Surrey.

largest-selling brand names were Super XHD and Supreme, both carnauba waxes, with most sales in 45-gallon drums or 5-gallon pails. Later, Cloverdale also produced an acrylic clear finish. Later still, we added liquid soap, floor sealer and wax stripper to our line.

Hunter developed a brilliant sales technique to break into school boards. He would befriend the purchasing manager and selected school janitors and ask for a test patch. They would apply our wax next to SC Johnson's and watch the results. We outperformed the competition and got the business. Eventually, we were supplying the school boards of Vancouver, Surrey, Burnaby, Langley, Nanaimo, Trail, Kamloops and many others throughout BC. Some major hospitals and Safeway stores also became customers.

As the business expanded, Charlie Prime was hired as the "bookkeeper." The wax business peaked at 40% of the company's total sales in the 1960s.

Rudy Takes His Leave

Hunter Charts a New Course

By 1954, the business had come a long way from cooking up paint on Rudy's farm. But Cloverdale's success did not suit everyone. Early that year, Rudy said, "Hunter, we have a $10,000 bank loan and I can't sleep at night. It is time for me to retire." And that's exactly what he did, while still living on his Cloverdale farm. Hunter purchased Rudy's shares in what was now called Cloverdale Paint & Chemicals Ltd. Following his purchase of Rudy's shares, Hunter developed a brilliant business plan:

- Recruit Frank Giltrow, a qualified English paint chemist from General Paint, to become a partner. Frank brought modern paint chemistry formulations, including latex paint and alkyd products, to replace the linseed oil coatings. A temporary plant was set up in Murrayville and production was moved from the Langley store/plant. A 25 hp Cowles paint machine, a Morehouse stone grinding mill and a roller mill were installed using 100-gallon portable tanks. Reg Giltrow, Frank's brother, became a paint maker, with Frank as the technical director and production manager.
- Recruit Wally Pidgeon as a partner and sales manager. Wally developed wholesale paint sales. He had worked for Glidden in California and Vancouver and immediately sold significant volume to contractors and developers. Barton Paint, on West Broadway close to McDonald in Vancouver, added dealer stock for contractors.
- Purchase a five-acre site at 64th Avenue and King George Highway in Surrey, BC, in 1955. The property had a 6,000-square-foot Quonset-hut roller rink that would eventually serve as Cloverdale's plant and head office.
- Renovate the front of the newly purchased roller rink to house a 2,000-square-foot paint store (undertaken by Wink in the spring of 1955). As soon as this Newton branch opened, it was a success. That first year, it generated sales equal to the Langley factory store. The Newton sales also exceeded the total dealer sales. Cloverdale Paint was now a two-branch paint company. Presto! Corporate branches became the new business plan!

The Latex Revolution

In its early days, latex had lots of problems, but clearly it was here to stay. Synthetic latex was developed in the early twentieth century. During World War I, when the Germans had no access to natural rubber, they built on earlier discoveries and made synthetic rubber from dimethyl butadiene. During World War II, when Japan controlled the main sources of natural latex, the US synthetic latex industry took off. Percy Lavon Julian, a trailblazing African-American chemist at Glidden, used synthetic rubber to make an emulsified resin and produced the first water-based latex paint. Glidden used the trade name "Spred Satin" to promote this revolutionary new coating.

The first raw material Cloverdale Paint used for latex was styrene butadiene resin. It was very watery, and it bubbled and produced fish eyes on the finish. We dared not shake it to disperse colours if customers were going to use it that day (we used stir sticks a lot). Wink serviced a customer complaint of "bad odour" and Frank, our chemist, admitted that a thickening agent we used was from animal matter and could go putrid. Frank changed the formula to a different viscosity builder.

We progressed from styrene butadiene to vinyl, to polyvinyl acetate and eventually to vinyl acrylic. In later years, pure acrylic resin was introduced and became the quality resin of choice for the industry. Originally, we formulated these vinyl resins into Clovatex, an outstanding exterior latex for stucco, masonry and blocks (see sidebar for a particularly creative use of this product). The interior products improved quickly to excellent flat, satin and semi-gloss finishes.

In the mid-'50s Wink continued to staff a booth at fall fairs. He felt a bit like a carny at these fairs but the new latex paints and colours were certainly worth promoting. Wink staged two demonstrations of latex that would catch the crowd's attention. In the weeks before the fair, he would paint latex onto newspaper sheets. Once the paint had cured, Wink could perform a washability demonstration that would amaze fairgoers. He would apply lipstick and pencil marks on the painted paper and scrub it off with soap, water and a tough brush.

Wink's second demo was to apply latex to newspaper, or let the customer apply it. By lifting the just-painted newspaper, onlookers would see water on the back but no paint penetration. The adhesion of latex to the painted paper impressed many a fairgoer.

These demos and our "one customer at a time" philosophy increased public awareness. Cloverdale Paint was gradually becoming accepted as a serious Fraser Valley paint supplier.

There were times over the years when our

THE ART OF THE UPSELL

American-born salesman Wally Pidgeon came to Cloverdale Paint in 1955. Soft-spoken and experienced at his job, Wally gave the impression that he would do "whatever it takes" to get an order. He opened many building and painting contractor accounts. Some were initially serviced from Langley, then from Barton's in Kitsilano and eventually from Cloverdale's first Vancouver branch, at 16th Avenue and Main Street.

One customer was a residential developer who constructed Sherwood Park in East Edmonton. We produced a private label for this account and the volume was excellent.

Around 1957 Wally had another customer, Spike, who headed up a team of salesmen who were engaging in a bit of creative salesmanship. They sold to homes that featured exterior stucco or asbestos siding, touting their product as a new-age "miracle product" that would last a lifetime. Spike and his salesmen would make sure the customer paid a premium for this special product. If a paint job was worth $500, they would sell it for $1,500. The men would then subcontract the painting.

This miracle product Spike's salesmen were promoting was Clovatex, Cloverdale's high-quality vinyl masonry paint, carefully repackaged. Spike and Wally put together sales kits in small suitcases that included glass tubes with white powder labeled Titanium, Calcium Carbonate, Zinc and so on. They produced a pure vinyl resin film that was about a quarter inch thick dry, which they cut into strips. These clear elastic strips were effective sales props, used to convince customers that this coating was worth the extra money.

Hunter recognized that this setup was unethical and issued the following strict terms of sale to Wally: You must identify the product with a private label bearing no indication that Cloverdale made it. Cash purchase only! Spike's company purchased truckloads of paint.

Wally left the company in 1958.

Wink Vogel and Murray Jackson at the new Abbotsford branch opening, circa 1958.

The Newton branch at 2,000 square feet was opened by Wink Vogel in 1955.

Abbotsford branch, between Clearbrook and Abbotsford, circa 1958.

Chilliwack, circa 1958.

competitors gave us an unintentional boost. An example was in the 1950s, when the number one local company, Bapco, was slow to embrace latex and stuck with their oil-based Baptone. The Sherwin-Williams Company was not quite as helpful. They were the dominant national paint company at the time, with excellent distribution through corporate paint stores and the best of dealers across BC. Unlike Bapco, they were actively promoting their latex product called Super Kemtone, which had wonderful brand awareness, as did their alkyd Kemglo enamel.

The latex revolution for the paint industry began in 1950 and was complete by 1960. We learned the strengths and weaknesses of latex on various surfaces and substrates. In spite of customer mistakes, such as applying latex on chalky stucco, glossy tile and enamel, in bathrooms and on greasy kitchen walls, latex sales grew. The buzzwords were "no paint odour" and "easy soap-and-water cleanup." This line of water-borne products sold well and our technology continually improved over the years.

New Products, New Logo

In spite of the excitement about latex, in the first 25 years of Cloverdale's history this new product represented only a small share of total paint sales. In the mid-1950s, prior to the reorganization with Frank Giltrow and Wally Pidgeon, the company's sales were all architectural paints and 80% retail.

In addition to latex, we introduced alkyd ready-to-use products to replace Rudy's linseed oil paint. This was quite revolutionary for Cloverdale. The new products were alkyd flat, an alkyd semi-gloss called Clovasatin and a very high-quality gloss marine enamel fortified with polyurethane that produced a high-gloss, hard, durable finish. A long-oil alkyd gloss house paint called Mount Baker House Paint was also added.

A new company logo was developed with the help of Bill Kelsey, a sign painter from Langley. This paint pallet logo was used for store signage and modern wraparound labels. Frank developed a broadened product line with up-to-date industry-quality formulations. These products were sold with the new pallet label. Frank's paint chemistry was combining beautifully with Hunter's vision to create a growing paint company.

Rolling Out the Paint in Newton

In 1956, Hunter and Frank moved the factory from the temporary Murrayville location into the back portion of the roller rink on the King George Highway in Newton. They built a warehouse between the store and the factory, with an office on the side where the skate room had been. There was also an old house on the property, and that was converted into our wax factory and lab.

The Newton branch store was situated where the entrance had been, on the front of the 6,000-square-foot roller rink. In the store's early days, Wink worked there alone. On quiet days, he would lace up his roller skates and cruise around on the beautiful maple floors backing the store. Customers got a chuckle out of this service on wheels.

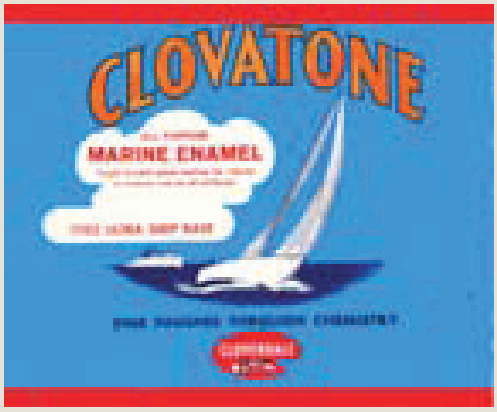
One Saturday Wink was alone, skate-free and busy, with customers backed up. He was chatting and waiting on customers, trying to serve two at a time. With cans on the shaker, more cans lined up to tint and still more cans on the counter for invoicing, Wink grabbed a tinted can to put it in the shaker. He inverted it towards himself and quickly learned that the lid had not been hammered back on after tinting. Paint went everywhere — shirt, pants, underwear and socks, not excluding the floor. Wink tried calling for help, but to no avail. So he did his best to clean up and get the customers served and out the door. Eventually — and none too soon — his efforts were rewarded with a shower and clean clothes.

Cloverdale Goes Corporate

In 1956 Hunter and Wink recognized that the company's future lay in opening corporate stores. Working capital was scarce and earnings were not sufficient to adequately finance growth. It was agreed that some branches could be rented but some should be owned by a sister company that would design and build drive-in paint stores and provide long-term occupancy security. Because paint was heavy, we believed car parking was more important than downtown walking traffic.

Cloverdale Investments Ltd. was created in 1957 with 10 partners. The company's purpose was to raise capital to purchase sites for Cloverdale Paint stores. Cloverdale Investment investors were the three Vogel sons, Wink, Dick and Bill, and seven of their friends, who were pilots, doctors and lawyers: Fred Kennedy, Norm Armstrong, Mac McAskill, Dennis Baxendale, Ron Eckland, Jim Mitchell and Bill Dougans.

Chilliwack was the first branch to be built by Cloverdale Investments, on a one-acre site just west of the city on the main road. A modern 3,500-square-foot showroom was built, with a 1,000-square-foot warehouse added for floor coverings and a large, paved parking lot out front. A local manager, an English interior decorator, was hired along with a contract carpet layer. This was our first paint and decorator store, and the experiment met with considerable sales success.



Label circa 1958.

Label circa 1961.

The Abbotsford area was our next target. Cloverdale Investments purchased a 3.5-acre site between Clearbrook and Abbotsford. This paint store was a more modest size and opened shortly after Chilliwack. Subsequently, property was purchased in central Burnaby, on Kingsway at Barker. This was intended to be a flagship store, but it was never built.

Our brand identification was "Clovatone," with the specific product generically described. The blue label pictured left shows the product-specific Clovatone concept, in this case Marine Enamel. This product went on to be a major volume core product for consumer use and industrial maintenance. The new pallet corporate logo is on the bottom of the label. This logo was also used as the store sign identification.

We had a label that showed three stores and the label on the right shows six locations. After the six-store label, our label company, Bulman Bros in Vancouver, advised us that "when you get bigger you do not list your locations." Following this advice in the early 1960s, we stopped putting branches on the printed matter.

The Bapco Effect

Bapco was started by the Pendray family in Victoria in 1908 as a private family business. Before going into the paint business, Bapco was known for making Swan soap. By 1958, Bapco was the largest paint company in BC and the dominant regional private paint business in western Canada. For many years it was the largest paint factory west of Toronto and north of San Francisco. Bapco operated corporate stores and had the best dealers. The company also commanded government, institutional and commercial maintenance and contractor business, particularly in BC. Wink has a vivid memory of trying to sell painters and school boards from Ladner, Surrey, Langley, Mission, Abbotsford and Chilliwack, but at this time everyone was married to Bapco. Customers liked their products, staff and service. Wink repeatedly heard stories from dealers and painters about being entertained on the Pendray's family yacht in Victoria, where they were served drinks and barbecued steak. Bapco customers never forgot this personal hospitality.

Hunter talked about the good products made by Angus MacIntyre, Bapco's technical director and chief chemist. The formulas were carefully guarded secrets. Baptone, the company's high-hide oil-based interior flat spread like butter and covered like a blanket. Wink believes it was a high-PVC bodied oil that was heavily pigmented and reacted with lye and water to make it thicker and cheaper — a cost-effective contractor product from the early 1940s into the '50s.

Angus MacIntyre showed Hunter through Bapco's Victoria factory, a five-acre plant hanging on the city's waterfront. Hunter described it as a rabbit warren of sheds, buildings, machines and workers, with everything humming and working. The factory made marine coatings, maintenance industrial coatings and lacquers, but the dominant products were architectural coatings. Bapco was vertically integrated in that it had resin kettles to cook alkyds, PVA and acrylics. It employed 18 chemists at its peak.

Bapco staff were loyal and dedicated. The profit sharing established by the company was clearly effective. The company made a lasting impression on Wink and Cloverdale has taken heed of its lessons in the good treatment of employees and customers as well as in offering employees profit sharing.

Hunter Vogel

Wink Vogel

Frank Giltrow

In the late 1950s, Les Lochnane, Bapco's sales manager, came to the Vogel's Langley house. He said, "Hunter, you are doing a great job of building a market share in the Fraser Valley. We would like to buy your company." After he left, Wink said, "This is unbelievable. We are not a speck on the horizon for market share. Why would they buy us unless they could foresee that we could achieve a better market share in the future?" Today, knowing the success Cloverdale has achieved, we can appreciate just how farsighted this kind offer was. Obviously, we declined.

The Management Team in 1958

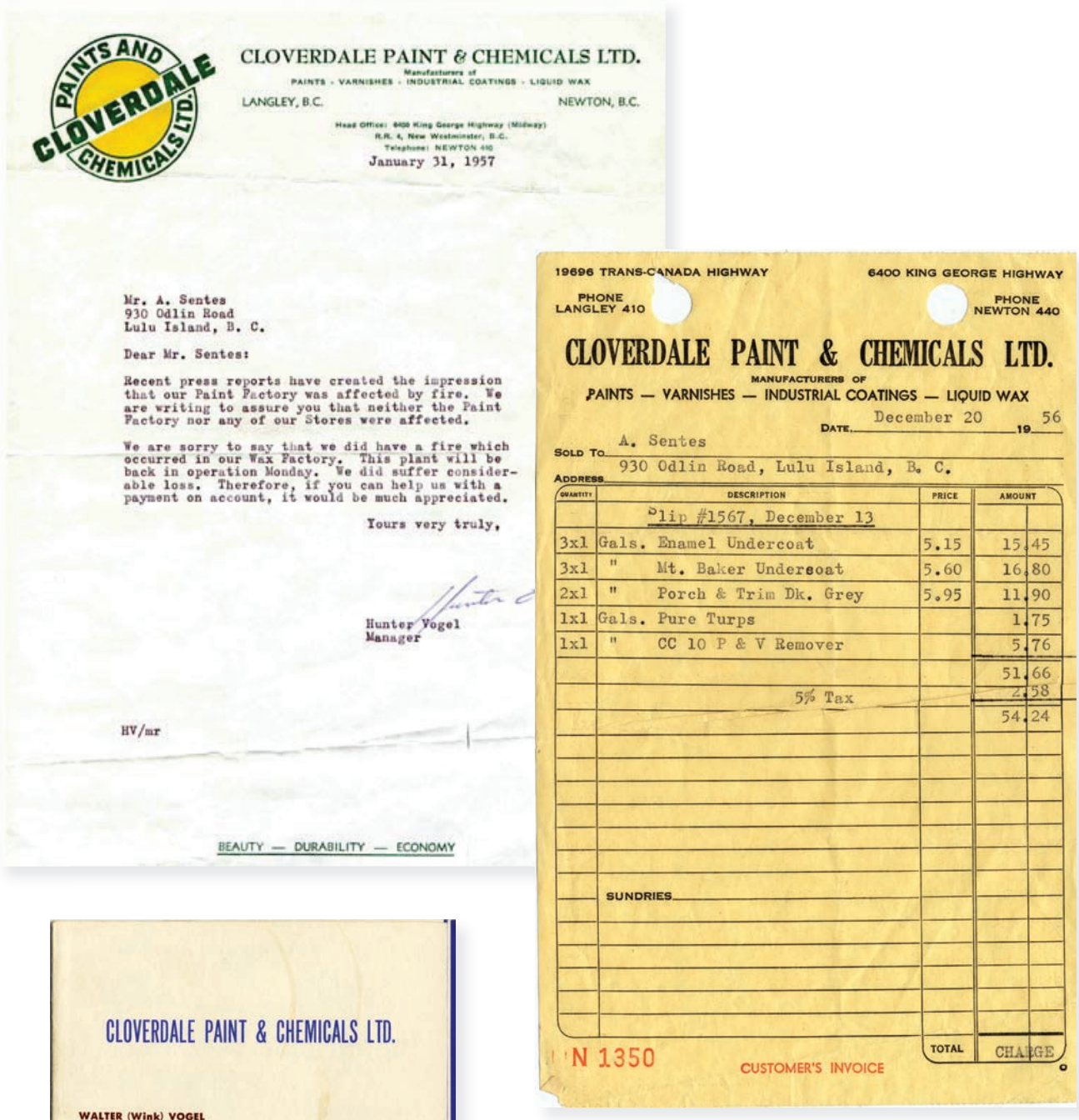
In 1954 Hunter invited Wink to join the company full time after his schooling. They agreed that Wink would work the summer after completing his first year of commerce at UBC, then travel to Europe during the winter of 1954/55 before joining the company full time. When Wally Pidgeon left in 1958, Wink purchased his block of shares from Hunter.

Hunter Vogel, president, was now the controlling shareholder and the leader in building the wax division and paint company. Wink Vogel became a partner and the sales manager. He worked full time on Fraser Valley sales from Chilliwack to Richmond. Frank Giltrow was a partner, technical director and production manager. Frank managed the paint and wax plants plus the laboratory.

The activity in the late 1950s was more revolutionary than evolutionary. Rudy had eliminated white lead pigment and replaced it with titanium in the early 1950s, the new miracle white pigment you could eat. Frank Giltrow followed and moved us into modern paint chemistry. We were the first company in Canada to purchase the Cal Ink tinting system for oil-based paint. This first-generation colour system consisted of 50 colours in one-ounce and four-ounce plastic tubes for use in quarts and gallons. It was absolutely revolutionary for oil-based paint at a time when most of the multinationals had 16 to 24 standard factory colours. The only factory colours we made were pure black, brown, red and green.

Next, we were again the first in Canada to purchase the Cal Ink universal tinting system for oil-based and latex paints. The colorant was dispensed by a 12-canister tint machine. This system was accompanied by the sales aid of a large colour album that contained many colour chips. Ernie Maguire and Ted Jeffries of Vancouver were the sales agents for California Ink.

The first 25 years were the most difficult for Cloverdale due to lack of working capital and limited technical and sales resources. But by the end of this period, we were on a roll of opening branches in the Fraser Valley and had established the five-acre factory and head office in Newton. Wally had started our contractor and private label sales. By the end of 1958 we had four stores and sales were $250,000. Our first 25 years in business were a struggle but Cloverdale Paint was well and truly born.



CLOVERDALE PAINT & CHEMICALS LTD.

Manufacturers of
PAINTS - VARNISHES - INDUSTRIAL COATINGS - LIQUID WAX

LANGLEY, B.C. NEWTON, B.C.

Head Office: 6400 King George Highway (Midway)
R.R. 4, New Westminster, B.C.
Telephone: NEWTON 440

January 31, 1957

Mr. A. Sentes
930 Odlin Road
Lulu Island, B. C.

Dear Mr. Sentes:

Recent press reports have created the impression that our Paint Factory was affected by fire. We are writing to assure you that neither the Paint Factory nor any of our Stores were affected.

We are sorry to say that we did have a fire which occurred in our Wax Factory. This plant will be back in operation Monday. We did suffer considerable loss. Therefore, if you can help us with a payment on account, it would be much appreciated.

Yours very truly,

Hunter Vogel
Manager

HV/mr

BEAUTY — DURABILITY — ECONOMY

19696 TRANS-CANADA HIGHWAY
PHONE LANGLEY 410

6400 KING GEORGE HIGHWAY
PHONE NEWTON 440

CLOVERDALE PAINT & CHEMICALS LTD.

MANUFACTURERS OF
PAINTS — VARNISHES — INDUSTRIAL COATINGS — LIQUID WAX

DATE December 20 19 56

SOLD TO A. Sentes

ADDRESS 930 Odlin Road, Lulu Island, B. C.

QUANTITY	DESCRIPTION	PRICE	AMOUNT
	Slip #1567, December 13		
3x1	Gals. Enamel Undercoat	5.15	15.45
3x1	" Mt. Baker Undercoat	5.60	16.80
2x1	" Porch & Trim Dk. Grey	5.95	11.90
1x1	Gals. Pure Turps		1.75
1x1	" CC 10 P & V Remover		5.76
			51.66
	5% Tax		2.58
			54.24
	SUNDRIES		
		TOTAL	CHARGE

N 1350 CUSTOMER'S INVOICE

CLOVERDALE PAINT & CHEMICALS LTD.

WALTER (Wink) VOGEL
Floor Products Division
Residence— Langley 884-L

TELEPHONES

Vancouver Branch - - - - - EMerald 8888

Paint Factory, Business Offices and Retail Sales -
6400 King George Highway
R.R. 4 North Surrey - - - - - Newton 550

Wax Factory and Retail Sales -
19696 Trans-Canada Highway - - Langley 410

A COMPLETE LINE OF INTERIOR and EXTERIOR FINISHES

CLOVA-MATTE - *ALKYD FLAT ENAMEL*

HARMONY TONES - *100% PURE LATEX*

CLOVATEX - *LIQUID VINYL PLASTIC*

INDUSTRIAL METAL COATINGS

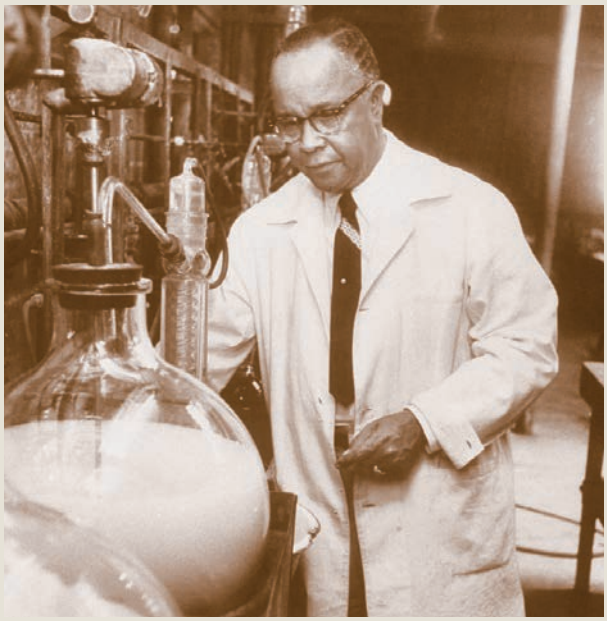
MIRA-GLO *and* ***SUPREME*** *HI-CARNAUBA LIQUID WAX*

Used with permission of Prof Saxx

A BRIEF HISTORY OF PAINT

The history of paint goes back tens of thousands of years. Amazing examples of early paint making are the prehistoric cave paintings in Lascaux, France. These colourful paintings have been carbon dated to over 17,000 years old. More than 350 caves with paintings have been discovered in Europe, some with paintings as old as 32,000 years, all made with natural oxides, such as yellow oxide, many browns, umber and black, mixed in water with no binder.

From about 1400 to 1900 AD, artists made paints by mixing linseed oil (as the binder) with white lead and zinc for whites, adding turpentine to obtain the desired consistency for pallet or brush work. They used calcium carbonate to flatten the gloss and produce an undercoat, and derived their colours from the same natural oxides used by their cave-painting ancestors.



Chemist Dr. Percy Julian (1899–1975) working in his lab in Franklin Park, Illinois, May 1958. Photo by Francis Miller, Time & Life Pictures, Getty Images.

EARLY HOUSE PAINTS

The earliest house paints were made in the US about 1870. They consisted of mostly the same ingredients as in earlier paints (such as natural oxides for colour), but in a more dilute consistency for easy application. Dryers were used to speed the cure of the oil binder. Rudy Henke's training in Germany, circa 1920, was the same as the late 1800s for paint making. He advanced from linseed oil as the binder to the open-fired kettles that cooked or bodied the oil to make it thicker and faster drying.

A major revolution for the paint industry was the formulation and production of alkyd resin, which permitted paint to dry in hours instead of weeks. Henry Ford hired Henry Reichhold from Germany to improve his paint department at Ford Motors. Reichhold developed the first industrial alkyds. Using Reichhold alkyds, Frank Giltrow introduced architectural alkyds to Cloverdale in 1955 to replace Rudy's linseed oil paint.

Percy Lavone Julian of Glidden made the first "latex" water emulsion paints during World War II. Frank Giltrow introduced latex to Cloverdale Paint in 1955 using styrene butadiene resin. This resin was quickly replaced with vinyl, polyvinyl acetate and vinyl acrylic resins. Eventually pure acrylic became the quality paint resin for latex.

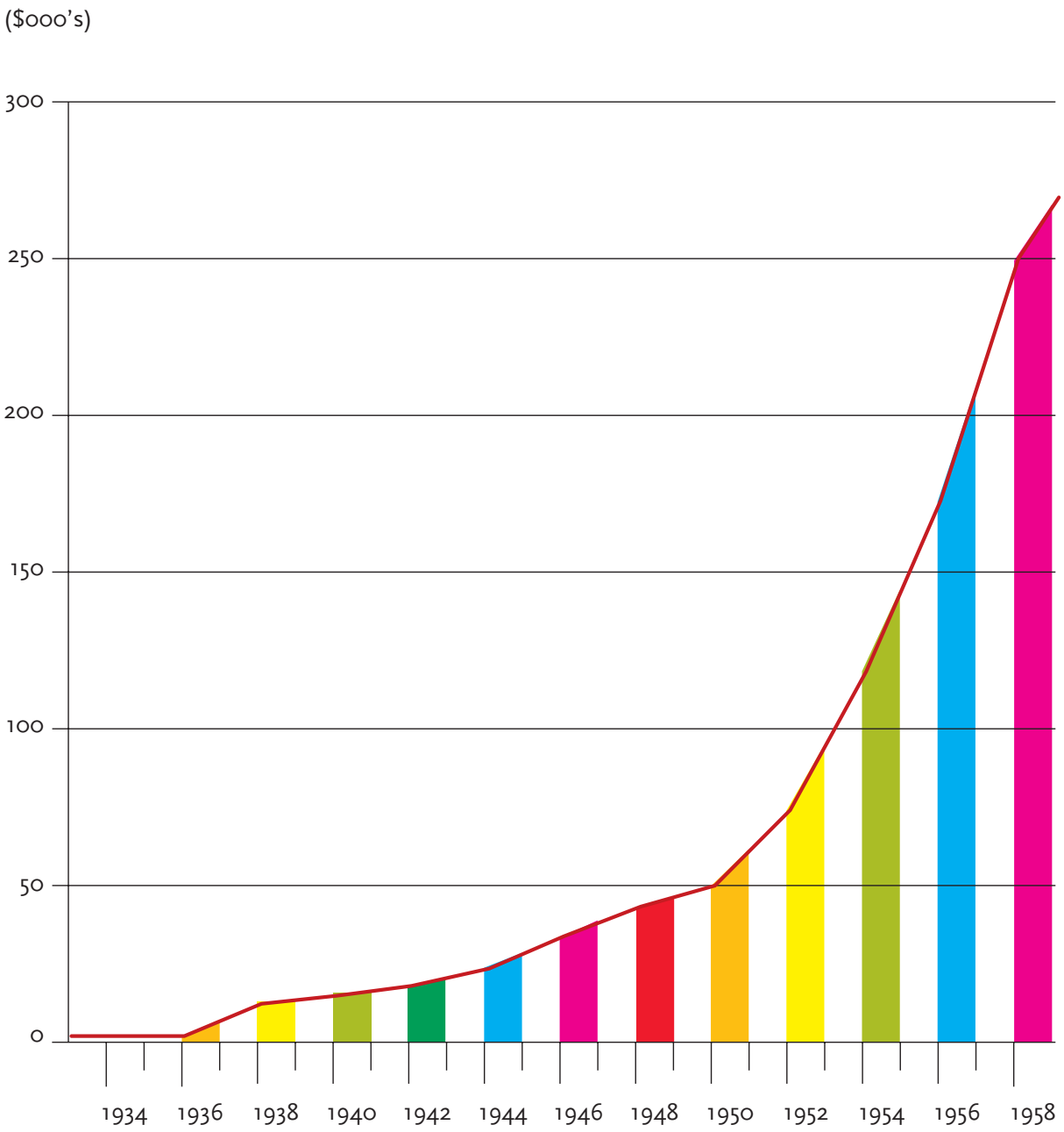
ARCHITECTURAL COATINGS

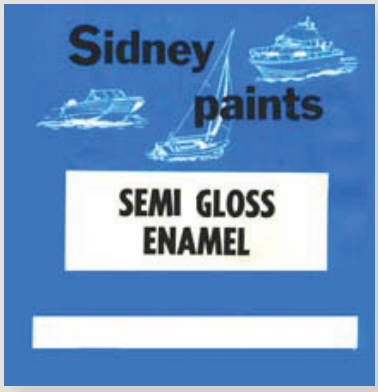
Today, most DIY architectural products are water-borne or hybrid-latex types made with four major ingredient groups:

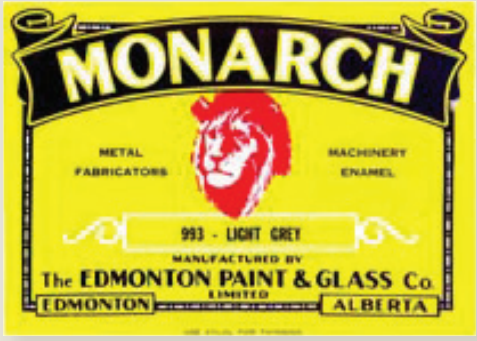
- Solvent is the diluent that evaporates (water)
- Resin is the binder (acrylic)
- Pigment provides hiding and colour
- Additives provide enhanced quality and performance

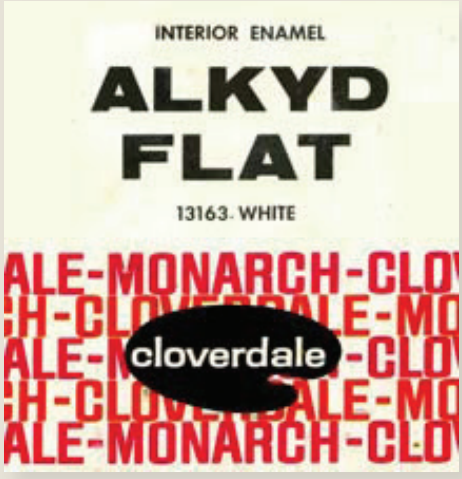
Henry Reichhold.
Used with the permission of Reichhold Inc.

Cloverdale Paint Sales 1933–1958

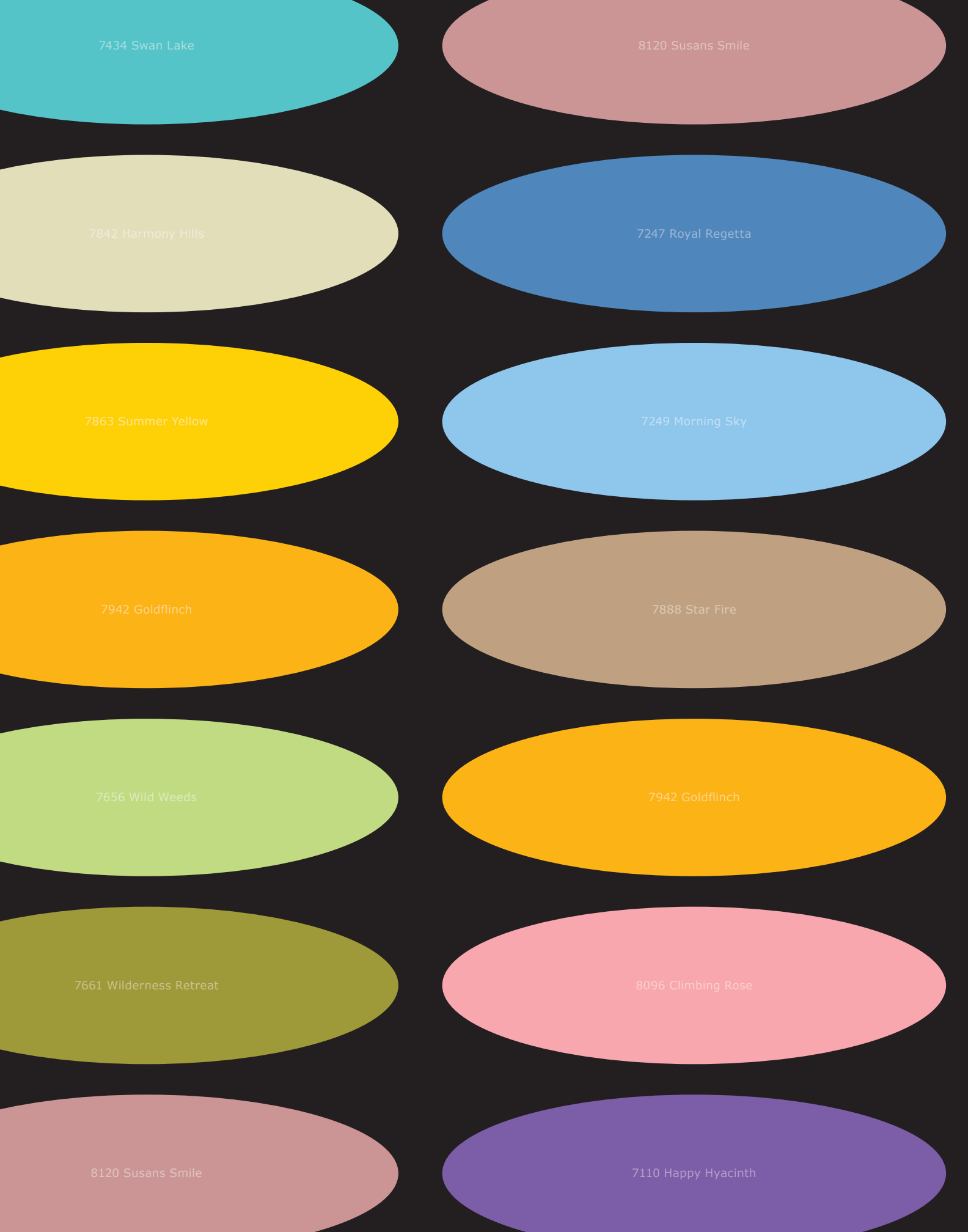








Labels used from about 1965 to 1975.


7434 Swan Lake
8120 Susans Smile
7842 Harmony Hills
7247 Royal Regetta
7863 Summer Yellow
7249 Morning Sky
7942 Goldflinch
7888 Star Fire
7656 Wild Weeds
7942 Goldflinch
7661 Wilderness Retreat
8096 Climbing Rose
8120 Susans Smile
7110 Happy Hyacinth