## Lifetime Story of Prominent Business Man in Claremont

ness when they are only 16 were still far in the future. So and a parts department can't years of age and still going to were cars and trucks as we make money if they are prop-

Charlie Cooper of Claremont, have been many improvements mounting needs for more and me of the best-known imple- and also many new machines more food production as the nent dealers in the entire dis- have been introduced. In those years rolled on, Many dealers, rict as well as country-wide days, for instance, you would of course, became discouraged hrough his wholesale busi-scarcely have dreamed of the or lost money and quit the less, has been honoured with modern tractor with its live business. Those who hung on, fully illustrated story of his power take-off, adjustable however, were to experience ousiness life as it centred in wheel treads, precision-built the lushest years the trade had high compression engines, hy- even seen as farmers bought The story was published in draulic system and the like, heavily to renew their equiphe "Farm Implement Dealer." Our customers would have ment and to more extensively Canada-wide trade magazine, thought we were crazy if we mechanize their operations. and we publish the story for had talked about the possibil- "We found out in those years our reader interest as there ities of machines such as to- of depression and war that serare few of our more than three day's hay balers, forage har- vice was not a necessary evil, thousand subscribers who has vesters and tractor mounted but could and did keep a man's not heard of Charlie Cooper. equipment of many kinds, business running, he said. It is unlikely that very many Such things as automatic barn "There is no reason why both people start running a busi-cleaners and milking parlors a farm equipment service shop



and made money ever since, bad. He says, in fact, that he events as the annual or even managed to make money during the depression of the 30's, when a great many dealters were forced out of business.

Charlie had his start in 1920 hardware store with living quarters on the second storey -"just to have a place to live," as Charlie puts it. His father, Frank Cooper, was not too Interested in business, being a successful farmer, so Charlie took over while his dad bought more land close by to Claremont and continued farming.

In addition to the hardware lines, the business also reprefarm implements for Interin the area. In 1926 Charlie bought the business from his father and took on the agency for Durant cars, continuing as

expert.

Change in Machines

changed since I started. There more demanding because of

Claremont, Ontario, did just would be to their interest to petition has become tough and that. And he's been in business organize their own trade assoc-sales harder to come by." coming through good times and lation and hold such impor-

Expands Car Business

A few years after he had taken on the Durant agency, when his father purchased a Charlie Cooper started selling International trucks. When, around 1933, Durant Motors passed out of the car business, he took on Chrysler, Dodge and Plymouth, along with Fargo trucks. Within the next two months he was appointed General Motors dealer and today still handles the entire General Motors line. As have many with Walter Atkinson, who unother dealers. Charlie has til recently was International sented the McCormick line of to be a valuable adjunct to his dealer at Stouffville, Ontario, to be a valuable adjunct to his as chairman. farm equipment line, although national Harvester Company by no means the most important part of his overall oper-

Charlie well remembers the International Harvester dealer, war-time shortages of farm "Things were different in equipment which resulted from the farm equipment business the necessity of diverting raw than they are today," he re- materials and plant facilities to calls, "As a matter of fact we the production of war goods. were more like spotters than Following on the heels of the dealers. We'd find the prospects depression it created further and the company blockman difficulties for the trade and would come along and close the also, of course, for farmers deals in most cases. We had no themselves. The poor sales of money invested in repair parts the depression years had reand almost all service problems sulted in much of the machinwere taken care of by a com- ery on farms deteriorating to pany man referred to as an very poor condition so that, throughout most of the war years dealers had to roll up their sleeves and do a real ser-"Ways of doing business are vice job to keep these machines not the only things that have rolling. This job was that much

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Y. H. ATKINSON — MANAGER STOUFFVILLE BRANCH

know them today. Dealers erly managed. And good manbutor and retail dealer of themselves never dreamed that the business will be required Claremont, Ontario, did just the day would come when it more than ever, now that com-

#### Association Leader .

Charlie Cooper's name has long been closely identified with dealers' association activities. He recalls that, in the Fall of 1944, the late Cec. Wilkinson who was then blockman for International Harvester for the area in which the Claremont dealership is located, got a goodly number of Interna-tional dealers together to discuss their mutual problems and other matters pertaining to the trade. Out of this meeting came the formation of the group's own local company association,

This was actually the birth of the Ontario Retail Farm Equipment Dealers' Association because, in the Spring of (continued on Claremont page)

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### BETHESDA

the speaker. The World Day of Prayer will be on Friday, Feb. 25, at

Mrs. Whitcombe will be the has 179 installakons in the con- off first assaults of the waves. The W.M.S. will be on Wed- in 42 states and the District of take them over. Finally come speaker. hesday March 2 at 2.15 at the Columbia.

home of Mrs. Wm. Empring-| By the way, what became of ham. Mrs. E. Moddle will be John L. Lewis?

There are three kinds of dikes in Holland. Big ones in Vivian Church at 2.30 p.m. The United States Air Force the sea, called "watchers, fend tinental United States-located If they crumble, the "sleepers"



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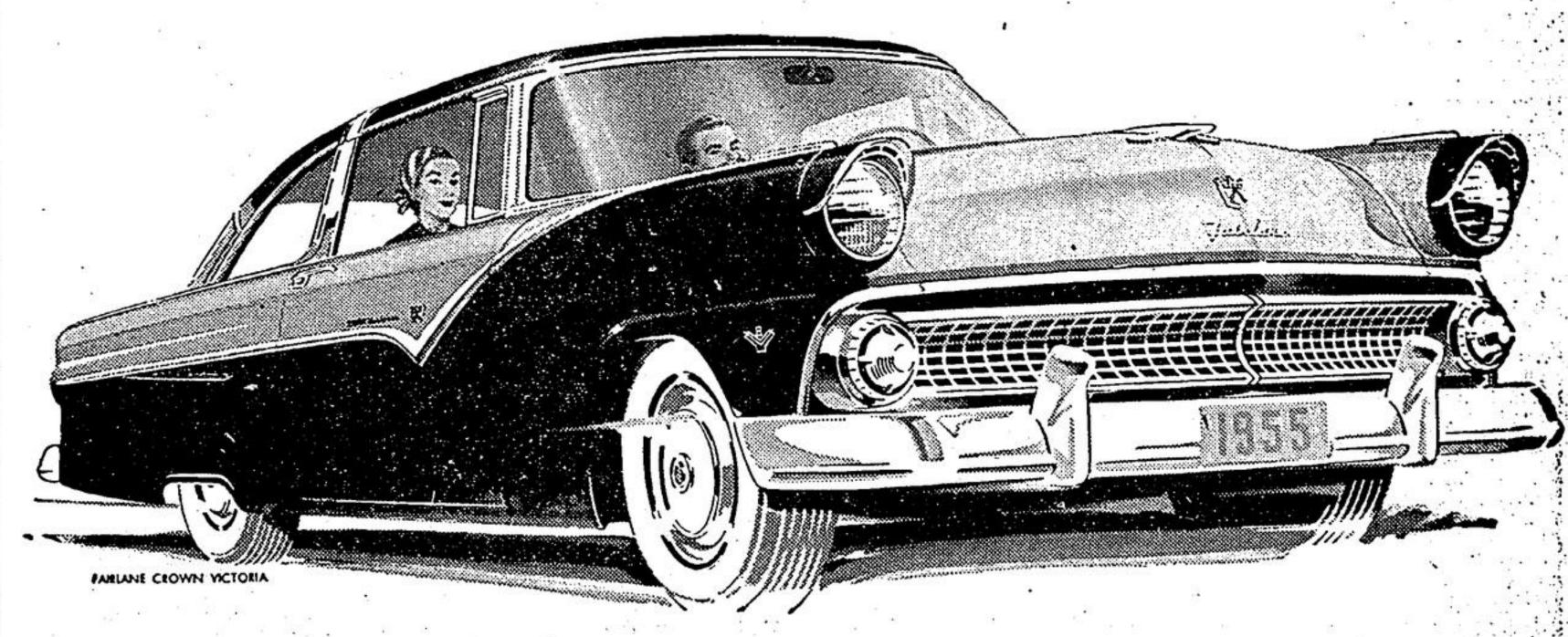
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