

# Lifetime Story of Prominent Business Man in Clarendon

Charlie Cooper of Clarendon, one of the best-known implement dealers in the entire district as well as country-wide through his wholesale business, has been honoured with a fully illustrated story of his business life as it centred in Clarendon.

The story was published in the "Farm Implement Dealer," Canada-wide trade magazine, and we publish the story for our reader interest as there are few of our more than three thousand subscribers who have not heard of Charlie Cooper.

It is unlikely that very many people start running a business when they are only 16 years of age and still going to



mounting needs for more and more food production as the years rolled on. Many dealers, of course, became discouraged or lost money and quit the business. Those who hung on, however, were to experience the lushest years the trade had even seen as farmers bought heavily to renew their equipment and to more extensively mechanize their operations.

"We found out in those years of depression and war that service was not a necessary evil, but could and did keep a man's business running," he said. "There is no reason why both a farm equipment service shop and a parts department can't make money if they are properly managed. And good management of the sales end of the business will be required more than ever, now that competition has become tough and sales harder to come by."

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 Clarendon dealership is located, got a goodly number of International 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, with Walter Atkinson, who until recently was International dealer at Stouffville, Ontario, as chairman.

This was actually the birth of the Ontario Retail Farm Equipment Dealers' Association because, in the Spring of

know them today. Dealers themselves never dreamed that the day would come when it would be to their interest to organize their own trade association and hold such important events as the annual ORFEDA Show."

Expands Car Business

A few years after he had taken on the Durant agency, 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 other dealers, Charlie has found the motor car business to be a valuable adjunct to his farm equipment line, although by no means the most important part of his overall operation.

Charlie well remembers the war-time shortages of farm equipment which resulted from the necessity of diverting raw materials and plant facilities to the production of war goods. Following on the heels of the depression it created further difficulties for the trade and also, of course, for farmers themselves. The poor sales of the depression years had resulted in much of the machinery on farms deteriorating to very poor condition so that, throughout most of the war years dealers had to roll up their sleeves and do a real service job to keep these machines rolling. This job was that much more demanding because of

## BETHESDA

The World Day of Prayer will be on Friday, Feb. 25, at Vivian Church at 2:30 p.m. Mrs. Whitcombe will be the speaker.

The W.M.S. will be on Wednesday March 2 at 2:15 at the

home of Mrs. Wm. Empringham. Mrs. E. Moddle will be the speaker.

The United States Air Force has 179 installations in the continental United States—located in 42 states and the District of Columbia.

By the way, what became of John L. Lewis?

There are three kinds of dikes in Holland. Big ones in the sea, called "watchers," fend off first assaults of the waves. If they crumble, the "sleepers" take them over. Finally come the "dreamers" last-resort defenders of individual farms.

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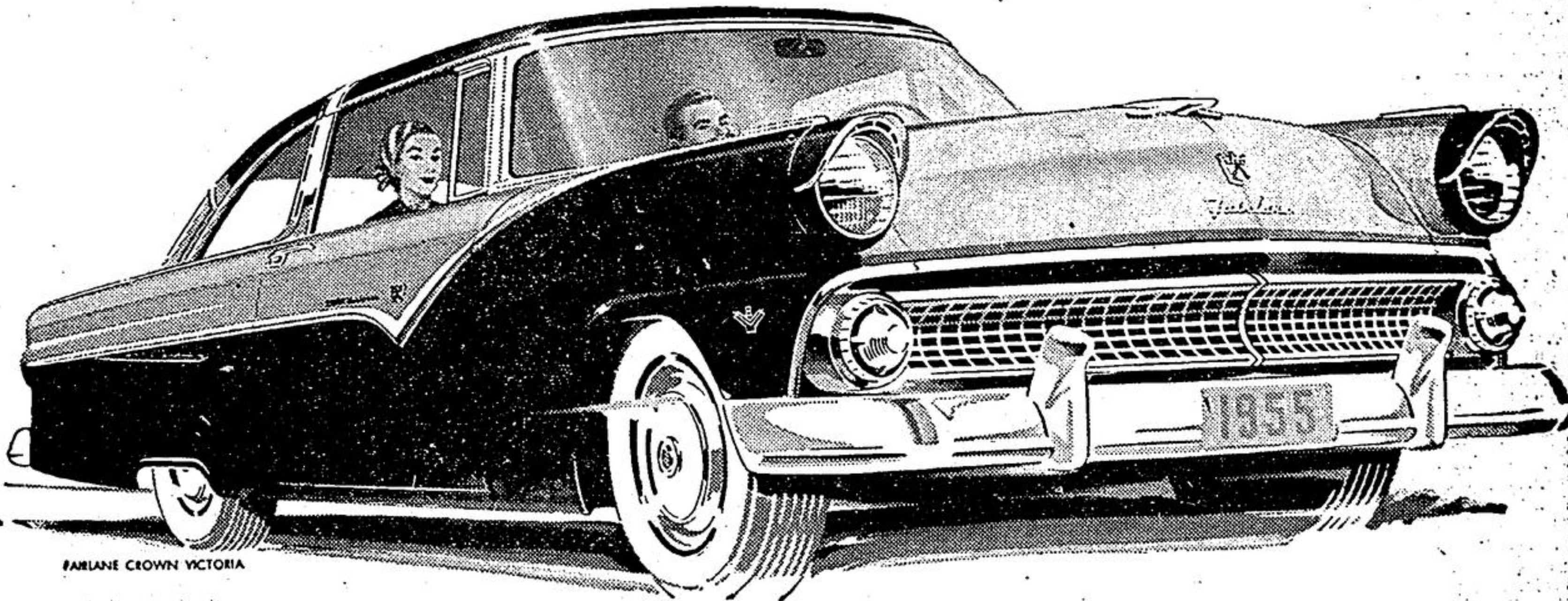
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