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# THE FARMER'S ADVOCATE

AND HOME MAGAZINE

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## Rural Telephones Help to Make Co-operative Buying a Success

YEARS ago there were many farmers' co-operative societies organized at different times, but they almost always broke up after a short career. To-day there are many farmers' co-operative organizations, and they are generally successful.

Why this difference ?

Well, one reason is because the rural telephone helps to make co-operative buying a success.

Years ago there were practically no rural telephones. Farmers could not therefore get together quickly or keep in close touch with the secretaries of the co-operative organizations.

To-day, farmers who are living in districts with telephone service can get together on very short notice when there is anything of importance to be discussed. The secretary of any co-operative club can reach any farmer on the line at once and advise him of any advantageous buying opportunities that may occur. He can also telephone farmers the moment a shipment arrives, so that they can send for their portions at once.

The rural telephone is a true friend of the farmers' co-operative clubs. It is an ally that all live, progressive farmers appreciate, for it enables them to buy and sell to best advantage.

If there is a farmers' club in your district, it needs telephone service between the members to insure its best success. We would be glad to send a competent man to explain the advantages of an independent municipal or local telephone system to the members of the club. Just write us.

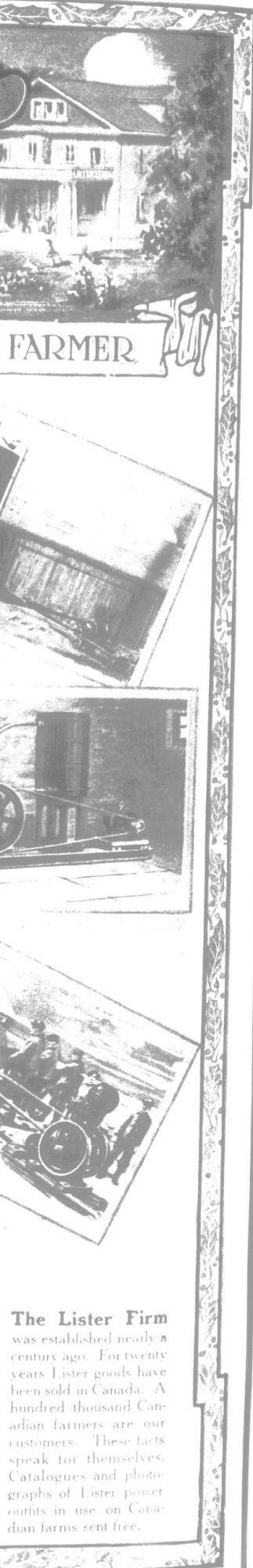


Our telephones are serving the majority of the independent municipal and local telephone systems in operation in Ontario. Their high-class features are appreciated by every user. We will be pleased to send our literature describing them to anyone who will write for it.

### Canadian Independent Telephone Co.

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261 Adelaide Street W., Toronto



**The Lister Firm**  
was established nearly a century ago. For twenty years Lister goods have been sold in Canada. A hundred thousand Canadian farmers are our customers. These facts speak for themselves. Catalogues and photographs of Lister power outfits in use on Canadian farms sent free.