



Symbols of Protection

Ancient Egyptians carved over their doorways and upon their temple walls the symbol of supernatural protection; a winged disk. It typified the light and power of the sun, brought down from on high by the wings of a bird.

Mediæval Europe, in a more practical manner, sought protection behind the solid masonry of castle walls

In America we have approached the ideal of the Egyptians. Franklin drew electricity from the clouds and Bell harnessed it to the telephone.

Today the telephone is a means of protection more potent than the sun disk fetish and more practical than castle walls



The Bell System has carried the telephone wires everywhere throughout the land, so that all the people are bound together for the safety and freedom of each.

This telephone protection, with electric speed, reaches the most isolated homes. Such ease of communication makes us a homogeneous people and thus fosters and protects our national ideals and political rights.

THE PROGRESSIVE FARMER

OFFICES:
Birmingham, Ala., Raleigh, N. C., and Memphis, Tenn.

COMMUNICATIONS REGARDING ADVERTISING OR SUBSCRIPTIONS MAY BE ADDRESSED TO EITHER OFFICE. ENTERED AS SECOND-CLASS MATTER AT THE POSTOFFICE AT BIRMINGHAM, ALA., UNDER THE ACT OF CONGRESS OF MARCH 3, 1879.

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10 Weeks Trial, 10 Cents.
To new subscribers only, The Progressive Farmer will be sent ten weeks on trial for ten cents. Sample copy free. Tell your friends who need it but do not read it.

Average Weekly Circulation, Combined Editions, 1912, 150,804

ADVERTISING RULES:
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We will positively make good the loss sustained by any subscriber as a result of fraudulent misrepresentations made in The Progressive Farmer on the part of any advertiser who proves to be a deliberate swindler. This does not mean that we will try to adjust trifling disputes between reliable business houses and their patrons, but in any case of actually fraudulent dealings, we will make good to the subscriber as we have just indicated. The conditions of this guarantee are, that the claim for loss shall be reported to us within one month after the advertisement appears in our paper and after the transaction complained of, that our liability shall cover only the purchase price of the article in question, nor aggregate over \$1,000 on any one advertiser, and that the subscriber must say when writing each advertiser: "I am writing you as an advertiser in The Progressive Farmer which guarantees the reliability of all advertising it carries."

Don't forget our great trial subscription offer. At 25 cents for the rest of the year The Progressive Farmer is the biggest bargain going and all your neighbors ought to know about it. Are you doing your duty and telling them?

Do You Always Give Your Post-Office Address?

Here is a postal-card we have just received:

"Dear Sirs: Did you send me The Progressive Farmer last week? Have not received it yet. If you did send it, please let me know by return mail if you did send it last week. I would like to have it so I can read it on Sunday. I know some around here who said they got their paper last week. Please answer by return mail."

Now we should like very much to help this friend and we could send him an extra copy of last week's paper right away and also look up his name on our list and see where the trouble is—but he didn't give us the postoffice address and we couldn't make it out from the post-mark. Every boy ought to be taught never to start a letter without writing his postoffice and the date the first thing.

We have no doubt but that we are blamed thousands of times by subscribers and our advertisers are also blamed thousands of times, when the trouble is that Mr. Farmer has neglected to write his postoffice address or to write his own name plainly. It is a singular fact that many a man who writes a very plain hand throughout the letter will then sign his name in a way and with such twirls and flourishes as to make it undecipherable.

Make your neighborhood a reading neighborhood. Then your neighbors will be ready to co-operate with you in all progressive movements.



The L. C. SMITH & BROS. Typewriter

Is especially adapted to the use of the progressive business farmer—

BECAUSE

it does all kinds of work, including general correspondence, billing, tabulating, etc., without extra attachments.

It is ball-bearing, long wearing and easy of operation.

It enables the operator to do the maximum of work with the minimum of effort.

Send in the attached coupon to the L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y.

L. C. SMITH & BROS. TYPEWRITER CO.
Please send me information about the use of a typewriter in the business of farming.

Name _____
Address _____

Birmingham Office: 404 N. 20th Street.
Atlanta Office: 121 N. Pryor St.
Memphis Office: 148 Madison Avenue.
J. E. CRAYTON & CO., Dealers,
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Branches in All Principal Cities.

We Give You a Suit and Put Money in Your Pockets

Be the best-dressed man in your town at our expense. We do everything for you except spend your money. If you want your own business and a home on "Easy Street," this is your greatest opportunity. We are looking for a man who will take orders. We don't need salesmen. Regal Union Label Garments sell themselves. If you will wear a suit made to YOUR measure—

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You can choose any suit we make and have it lined with silk and finished any way you want. Wear it in your spare time, and all of your friends will want to look as stylish and well dressed as you look. Then all you have to do is to take the orders. Every order means a big CASH profit to you, and it all comes to you without cost. We prepay all express charges. We back you with our enormous union tailoring shops, our advertising and our money.

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The return mail will bring you the chance of your life. We will send you our handsomely colored, beautifully illustrated book of made-to-measure, union made garments with our complete outfit, tape measure, wonderfully colored fashion plates, confidential and retail price lists, and full information how to get your own suit without cost and how we put money in your pockets. Write at once. (15)

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Make big money—quick—easy. Wear the swellest suit in your town. Made to your exact measure. Any cloth and style. Needn't cost you a cent. Be our agent and make \$10 a day showing your suit, taking orders for elegant made-to-measure suits... **\$750** and up

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Your time is your own—plenty of money—stylish clothes. Your profits are so big—confidential terms so liberal we can explain them only in a letter.

Big Pay for Easy Work
No money or experience required. We want your spare time—not your money. We back you with our capital—teach you everything—start you on the road to wealth.

Big Outfit Free—get the agency in your town. Write quick. Got the whole proposition, fine outfit—everything FREE. Write today—now. (15)

Chicago Woolen Mills Co., CHICAGO, ILL.

AGENTS \$3 a Day

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Remember that if what you wish to buy is not advertised in the Progressive Farmer, you can often get it by putting a little notice in our Farmers' Exchange.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy One System Universal Service



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Fire, Water and Lightning Resistant. Practically Indestructible. **Special Summer Offer**

\$1.25 Per 100 Sq. Ft. Buys Best STEEL ROOFING
Never before in the history of the roofing business has such a wonderful offer been made. It is good only for 90 days, and we advise that you take immediate advantage of this offer. Our stock consists of only about 10,000 squares of this corrugated iron roofing and siding, which will be sold at this wonderfully low price. This roofing which we are offering at \$1.25 per square is brand new and first class in every particular. It is light weight, comes in sheets 22 x 24 ins. x 1 1/4 in. corrugation. This price of \$1.25 per square is for our grade FA-700, black corrugated roofing, and this price is f. o. b. cars Chicago, not freight prepaid. This is not galvanized, but black steel roofing and siding.

Write us for **Freight Prepaid Prices** on Galvanized Roofing and Siding. This is your opportunity to supply your roofing needs at a tremendous saving. Don't fail to take advantage of it. We can furnish you any kind of metal roofing you want. **New, Heavy Galvanized Roofing 2 3/4 Square Foot** We are quoting the lowest prices in the history of the roofing business. We can furnish you new heavy galvanized roofing and siding, at 2 3/4 per square ft. Never before and probably never again will you be able to buy it at such a price. A fortunate purchase enabled us to secure a limited amount, which we will dispose of at this price during this 90 day sale only.

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Tell us kind of building, length of rafters, and your ideas as to style of roofing, siding or ceiling you prefer. We will give you the benefit of our 20 years experience. The unequalled buying power, made possible by our perfect organization and our \$10,000,000 capital stock, make it possible for us to pick up these snaps and pass them along to you. Be sure to ask for our special low freight prepaid prices. Your money back if any goods fail to meet our representation. Our binding guarantee is your protection.

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