

Doing Business with a Business Concern

The business man is an important factor in your daily life and happiness.

He may raise wheat or cattle; he may manufacture flour or shoes; he may run a grocery or a drygoods store; he may operate a copper mine or a telephone company. He creates or distributes some commodity to be used by other people.

He is always hard at work to supply the needs of others, and in return he has his own needs supplied.

All of us are doing business with business men so constantly that we accept the benefits of this intercourse without question, as we accept the air we breathe. Most of us have little to do with government, yet we recognize the difference between business methods and government methods.

We know that it is to the interest of the business man to do something for us, while the function of the government man is to see that we do something for ourselves—that is, to control and regulate.

We pay them both, but of the two we naturally find the business man more get-at-able, more human, more democratic.

Because the telephone business has become large and extensive, it requires a high type of organization and must employ the best business methods.

The Bell System is in the business of selling its commodity telephone service. It must meet the needs of many millions of customers, and teach them to use and appreciate the service which it has provided.

The democratic relation between the customer and the business concern has been indispensable, providing for the United States the best and most universal telephone service of any country in the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

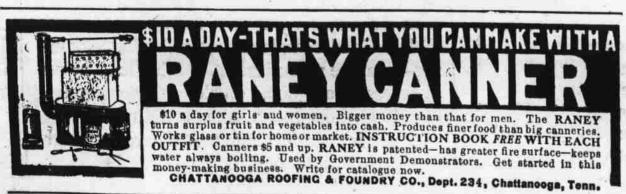
One System

Universal Service



THE COCA-COLA CO.

ATLANTA, GA.



When writing to advertisers say: "I am writing you as an advertiser in The Progressive Farmer, which guarantees the reliability of all advertising it carries."

Make Your Neighborhood a Progressive Farmer Neighborhood

Our 25-Cent Offer Will Do It for You!

From every section of the South subscriptions are rolling in under this great offer—The Progressive Farmer sent to any new subscriber every week from now until December 1, 1915, for only 25 cents—and liberal premiums to every worker.

Look over the following list of premiums we offer for clubs of two or more new 25-cent subscribers, see your neighbors, send on your list and select one of these splendid premiums.

FOR A CLUB OF TWO-

Hawkeye Combination Fence Pliers.
Three Sheet Map, Livestock Chart and Veterinary Guide.
Crocodile Wrench.
Never-Rip Stitcher or Sewing Awl.
Dandy Needle Book.
Scholar's Companion.

FOR A CLUB OF THREE-

The "Worcester" Razor.
Progressive Farmer Binder.
Mr. Poe's Book—"A Southerner in Europe."
Mr. Moss' Book—"The Boll Weevil Problem."

FOR A CLUB OF FOUR-

The Rollman Meat and Food Chopper (or for a club of Two with 25 cents extra).

"No Key" Padlock (or for a club of Two with 30 cents extra.

FOR A CLUB OF FIVE-

Open-face Watch, nickle case (or for a club of Two with 40 cents extra).

Eight Piece Kitchen Set (or for a club of Two with 40 cents extra).

FOR A CLUB OF SIX-

"Ever Ready" Safety Razor (or for a club of Three with 35 cents extra).

Mr. Poe's Book—"Where Half the World is Waking Up" (or for a club of Three with 40 cents extra).

FOR A CLUB OF SEVEN-

Mr. Poe's New Book—"How Farmers Cooperate and Double Profits (or for club of Three with 50 cents extra).

FOR A CLUB OF EIGHT-

Teachers' Bible (or for a club of Three with 65 cents extra).

FOR A CLUB OF NINE-

Delta Electric Hand Lamp (or for a club of Three with 80 cents extra).

Three Piece Aluminum Set (or for a club of Three with 70 cents extra).

FOR A CLUB OF TEN-

Premo Jr. Camera, Model B (or for a club of Three with 90 cents extra).

FOR A CLUB OF FIFTEEN-

Stevens "Little Scout" Rifle (or for a club of Eight with 85 cents extra, or for Four with \$1.35 extra).

FOR A CLUB OF SIXTEEN-

"Old Mill" Dinner Set (or for a club of Ten with 75 cents extra, or for Six with \$1.25 extra, or for Three with \$1.65 extra).

FOR A CLUB OF EIGHTEEN-

The "Royal" Self-heating Sad Iron (or for a club of Twelve with 80 cents extra, or for Six with \$1.60 extra, or for Three with \$2 extra).

FOR A CLUB OF TWENTY-FIVE-

Single Barrel Shotgun (or for a club of Twelve with \$1.65 extra, or for Six with \$2.40 extra, or for Three with \$2.80 extra).

FOR A CLUB OF ONE HUNDRED-

A Good Sewing Machine—with all modern improvements and attachments (or for a club of Fifty with \$7 extra, or for Twenty-five with \$10.25 extra, or for Ten with \$12 extra).

These Splendid Premiums are Described and Illustrated on pages 22 and 23 of our issue of May 22. You can easily get one or several of them with but little effort.

Write and we will send you Sample Copies and tell you how to

The Progressive Farmer.