



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 dry-goods 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

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Are!

Coca-Cola

Here's a new voice for the thirsty rooster—here's refreshment for the excited fan—here's deliciousness for all—Coca-Cola, the beverage that athletes endorse—that wise business men enjoy—that everyone welcomes for its simple, pure wholesomeness.

Carbonated in bottles—at stands and in grand stands—and at soda fountains everywhere.

Demand the genuine by full name—nicknames encourage substitution.



THE COCA-COLA CO.

ATLANTA, GA.



\$10 A DAY—THAT'S WHAT YOU CAN MAKE WITH A
RANEY CANNER

\$10 a day for girls and women. Bigger money than that for men. The RANEY turns surplus fruit and vegetables into cash. Produces finer food than big canneries. Works glass or tin for home or market. INSTRUCTION BOOK FREE WITH EACH OUTFIT. Canners \$5 and up. RANEY is patented—has greater fire surface—keeps water always boiling. Used by Government Demonstrators. Get started in this money-making business. Write for catalogue now.
CHATTANOOGA ROOFING & FOUNDRY CO., Dept. 234, Chattanooga, Tenn.

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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.

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FOR A CLUB OF THREE—

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Mr. Poe's Book—"A Southerner in Europe."
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"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).

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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).

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The Progressive Farmer.