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FORESIGHT

If you have vision now, in a few seasons you will have fruit. Wishing, next summer, for apples, peaches, and grapes like these won't bring them. Set your trees and vines this winter. Then cultivate and spray as The Progressive Farmer tells you.

OF COURSE IT'S GOING TO BE A HARD JOB

OF COURSE, it's going to be a hard job—this task of working out a system of scientific, coöperative marketing to insure better prices for farm producers.

If it were not a hard job, it would not be worth doing. Only a coward wants an easy job. An easy job is soon undone. It takes longer to do a hard job, but once done, it is done.

Of course, too, we are going to make some mistakes. There is no doubt about that. But, anyhow, we can't make any bigger mistake than the mistake we are already making—the mistake of sitting still like a lot of weaklings and cowards while middlemen and speculators take our crops for less than the cost of production.

Of course, too, it is going to take some money to get coöperative marketing. We have got to spend something to get experts to develop the organization, and study market conditions, and handle our products, and sell to the best advantage. But it is not going to cost half as much to support a strong and efficient organization for selling crops coöperatively as it costs already to support the army of middlemen who fatten on the existing system.

Of course, it will be expensive to employ the best business talent as cotton sellers for farmers. But it will not cost any more than we are now paying to support cotton buyers from farmers. We are already supporting a lot of middlemen. Let us quit supporting men to work against us and support some to work for us. Let us quit supporting an army of buyers whose aim is to make money out of the farmer and hire some sellers to make money for the farmer.

Yes, it's going to be a hard job. It is not a task for cowards and weaklings. But if we understand the temper of Southern farmers, they have at last been driven to the point where they are absolutely ready for a hard job. They are ready to quit talking and resoluting and petitioning—ready to undertake real business. Relying only on themselves and the help of the Almighty, they are ready to undertake the big business task of making themselves masters of the fruits of their own toil. They have stood so much already that they are not going to hesitate just because the job is hard.

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