

Cotton's Future is Growers' Choice!

COTTON is the primary concern of this issue.

But . . . the articles and basic message applies to almost all agricultural products . . . as well as their producers.

Agricultural producers know that some imitation food products (synthetic foods) are available, NOW!

The developers of these synthetics (as in the case of cotton) are finding ways to improve their products . . . and, they are fully prepared to SELL those substitutes by whatever means possible.

That does not mean that you . . . in agriculture . . . are beaten. It does mean . . . that you

. . . all of you in agriculture will have to exercise the determination and fortitude to compete with all of the vigor, stubbornness, know-how and resources of a winning team.

And, if your resources and determination are great enough you may realize a high degree of success.

Everyone of you . . . cattlemen, cattle feeders, dairymen, poultrymen, swine growers and sheep men; as well as producers of grain, fruit, vegetables and lumber *can afford only to win* the struggle. None of you can afford to lose!

As we have seen, consumers can be persuaded to change their tastes and preferences . . . to use either your competitor's substitute products . . . or, to use your naturally produced agricultural products.

You need to get into the battle to determine future market demand . . . to insure that the future market demand will actually be for agricultural products.

An attitude of being defeated . . . of giving in . . . can lead to grave consequences for you, and for agriculture.

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