

## You Can Make Money Raising Fruit

For many years progressive growers have made money producing fruit. There is every reason to expect that future generations will likewise make money from this enterprise.

The above statements are not intended as casual flights of fancy. They embody the basic philosophy of the American way of life. It is true that many fruit growers have suffered financial losses in the past. Many agricultural folks in the future, and people in other business as well, will undoubtedly fail in their endeavors.

However, the progressive operators will, over a period of years, derive profits from their work. People who apply the latest knowledge, good judgment and conscientious work to their daily tasks will in the long run derive a profit from their chosen profession. There will always be failures because of neglect in applying the above axiom, or because of catastrophic occurrences over which the individual has little or no control. But, above this group of failures will tower the masses who succeed by the application of knowledge, good judgment and hard work. If this were not true our entire democratic system would crumble.

Let us then join the progressive group who are destined to succeed. Let us be continually alert to the advances in knowledge which affect our daily tasks. It may be necessary to repeatedly plot new courses of action but in the end success is assured. We hope the material on Fruit Varieties and Horticultural Digest may continue to supply valuable guideposts for the fruit industry of America.

