



# *this is a Farmer*

Farmers are found in fields plowing up, seeding down, returning from, planting to, fertilizing with, spraying for and harvesting it. Wives help them, little boys follow them, the Agriculture Department confuses them, salesmen detain them, meals wait for them, weather can delay them, but it takes Heaven to stop them.

When it's time to buy a new truck he can quote from memory every expense involved in operating the farm last year, plus the added expenses he is certain will crop up this year. He instinctively converts the price to the pounds of pork he must produce in order to pay for it at today's prices.

A farmer is a shirt-sleeved executive with his home his office; a scientist using fertilizer attachments, a purchasing agent wearing a cap; a personnel director with grease on his hands, a nutritionist with a concern for energy values, animals and antibiotics. As a production expert he's faced with a surplus; while as a manager he's always battling a price cost squeeze handling more capital than most of the businessmen on Main Street.

He's not much for droughts, ditches, disease, weeds, experts, the four-day week, helping with housework or bugs.

Nobody else is so far from the telephone or so close to God. His greatest fringe benefit is that his family shares his business life. He's himself; you'll never find him trying to appear as something he's not.

Who else can remove all those things from his pockets and on washday still have overlooked five washers, a rusty bolt, three feed pellets, the stub of a lead pencil, and an old receipt.

A farmer is both faith and fatalist—he must have faith to continually meet the challenges of his capacities amid ever present possibilities that an act of God (a late spring, an early frost, blight, tornado, hail, flood, or drought) can bring his business to a standstill.

He is privileged to see the sun rise through smog-free air and to walk under open sky. His closeness to nature strengthens his faith. By his hand alone he produces enough to feed so many it makes his production capacity the envy of the rest of the world.

You can reduce his acreage, but you can't restrain his ambition. Even when his spirit is low and things seem bleak, he can be recharged anew when he hears "The market is up."

Courtesy of your Purina Hog Chow Dealer