PRESIDENT'S ANNUAL ADDRESS
F. E. Bell, Columbus

To-day conditions are far different than one year or even six months ago, when the very air was charged with uncertainty and the last hour was no guide to what the next would be.

Peace with its multitude of problems is here, and while the world faces a shortage of protein foods and fats, we are almost certain to face an era of lower prices. However, there is no need of our worrying or feeling discouraged. Years of successful work that have placed Wisconsin first in acre yield of corn, barley, and oats and almost at the top with wheat has placed us in such a strongly intrenched position that nothing I can now imagine can or will affect us severely. A few short weeks ago every College, Normal School and University was a transplanted West Point and echoed to the tread of marching feet, while thousands of young men were fitting themselves to take the places as leaders of those who fell on the Field of Honor. However, that need is happily past and the S. A. T. C. are turning to things constructive instead of things destructive.

Our army of production must go steadily forward. Our Agricultural College is that army's West Point. Its students and our Experiment Association members must be its officers, ever striving for greater things if we are to live up to our past. There is reported to be a great interest in things agricultural among our soldiers over seas—that among them the Reports of our Agricultural College and Experiment Association furnish ninety per cent of the subject matter. Do these facts mean anything to our members? Decidedly,—an ever widening field, an ever widening interest and surely an ever widening market with resultant profits, which, after all, is what most of us are after, as very few pose as philanthropists and fewer of us are.

These things loom big in bringing that profit:
Good stationery with name of farm at the head.
A neatly gotten up price leaflet.
Prompt and truthful answers to inquiries,
"Typewritten preferably, but not necessarily."
Quality always! Quality,
and a price that pays you for your extra care and trouble, because it is an absolute fact that what the average buyer pays well for he will do well by and with.