

Manager's ties link 150 years of Island history

Donald Wood, general manager of Prima Fertilizers Limited, is well qualified by education and family background—the roots of his family tree take in some 150 years of farming on the Island—to pioneer the new advance represented in the fertilizer industry by bulk blending.

A graduate of Macdonald College, Mr. Wood has been closely associated with agriculture and farmers from the time he was born on the family farm at Mansfield 31 years ago.

Mr. Wood has contributed articles to the Family Herald, Farmer's Advocate and Country Guide and other farm publications, and still does when the occasion permits.

Mr. Wood's youthful appearance, accentuated by wavy blonde hair, belies his wealth of practical, academic and business experience. He has usually been a leader in whatever full time endeavor he has been involved in.



DON WOOD

man and member of the advisory board of Kensington Central Committee.

Other past accomplishments include being a member of the Prince Edward Island Dairy Team to National Club Week in 1931; representing Prince Edward Island on the T. Eaton Agricultural Scholarship at Toronto in 1932; secretary of Prince Edward Island Agribusiness Breeders Club, 1934-35.

ATTENDED FAIRS

Between his third and fourth year at Macdonald College, in the summer of 1916, he was with the information service of the Canadian department of agriculture and in this capacity attended all the class "A" fairs in Canada from Calgary to Quebec City.

Sid Cousins plant super

Best of Luck to Mr. Don Wood on the opening of PRIMA Fertilizer Ltd.

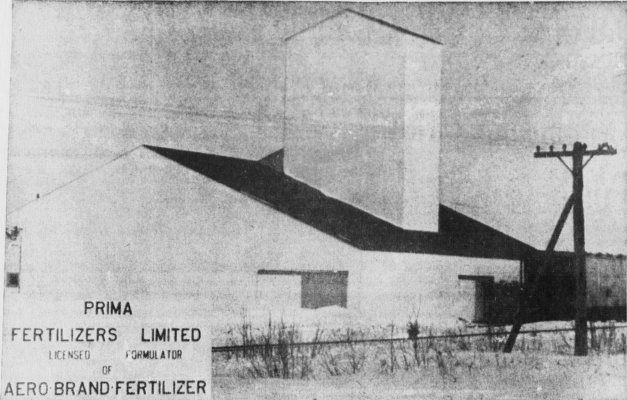
We were pleased to have painted the interior and exterior of this fine building.

Leo Condon and Sons Kensington P.E.I.

CONGRATULATIONS To The Management and Staff of PRIMA FERTILIZER PLANT

We were pleased to be the suppliers of office machines and furniture for this new plant.

H. M. SIMPSON LIMITED Charlottetown P. E. I.



PRIMA FERTILIZERS LIMITED LICENSED BY REGULATOR OF AERO BRAND FERTILIZER

CYANAMID TIES WILL PROVIDE KENSINGTON PLANT WITH EXPERT SERVICES 'MAGIC FORMULA' FOR HIGHER DOLLAR RETURN

Soil test key to greater yield

The findings of a soil test analysis is that the farmer's "magic formula" for extracting the highest possible dollar return on his fertilizer investment.

It is now generally recognized that a soil test is the first step to high crop yields because:

- 1.— It indicates the fertilizer grades to use in optimum quantities to give the most economical returns;
- 2.— Its recommendations are tailored made for a particular crop on a particular field and
- 3.— It precludes the uneconomical expense of more frequent use of fertilizers in higher amounts to ensure a good yield.

Although Prima Fertilizer experts will be taking the actual soil samples it is worthwhile examining the proper methods to be followed in securing them and knowing what kind of information is sought from them in order to gain an understanding of the role they can play in profitable farm management.

PROGRAM ESSENTIAL

"A sound soil management program is essential these days if we are to expect in the maximum crop returns that are needed to meet market demands," says Don Wood, general manager of Prima Fertilizers Limited.

"We intend to set up such a program for our customers." The care taken in gathering samples is indicative of the importance of observing correct procedure every step of the way. Soil samples can be taken any time except when

Prima firm stresses new trends, services

Fertilizer tonnages will maintain a steady rate of increase in the immediate future and several American agriculturists predict an increase of from three to seven per cent a year, with an overall estimate of 30 per cent ensuring prompt attention.

A soil sample for a 10-acre field will consist of 15 different earth cores wrested at various sites at plow level with a sampling tube. The ratio of cores taken increases proportionately with the size of the area being sampled. It is interesting to note that such a sample from a 10-acre field represents about 20 million pounds of soil in a 10-inch plow layer.

Once taken the cores are thoroughly mixed in a pail or basket and then enough with drawn to fill a soil box. This box is then clearly marked as to what section of the farm it refers. In the event a farm's topography includes rolling land then the cores have to be taken at both the high and low levels.

Accompanying the soil box is a questionnaire form which cleans all the necessary information to pinpoint the analysis report to the particular field of the farmer.

Questions on it include field size, topography, drainage, texture (sandy, sandy loam, sandy clay, clay, much soil and whether top soil or subsoil); number of places sampled; crop to be grown; the last crop and the crop before last.

In the next five years, it is suggested in CropLife, a farm chemical trade magazine.

Don Wood is trying to bring the most modern concept of fertilizer trades and services to Island farmers with the Prima Fertilizer Ltd plant he has set up at Kensington. In this way Mr. Wood expects to attract a large share of the Island fertilizer business.

CropLife observes that the trend toward increasingly heavy use of fertilizer is helped considerably "by new, higher grades of the product tailored to fit specific crops where farmers can expect even better than usual returns on their investments."

TESTING STRESSED

The matter of additional services by the fertilizer industry was featured in a survey and "all seen to expect more services of every type to be offered to customers—the need for more soil testing was stressed." One observer saw the service angle greatly expanded on the side of agronomic help to the grower.

"Service has become a key factor in the manufacturer's continued growth due to the highly competitive business picture in the country. It is a try leaders have spotted this trend by providing more service with sales of fertilizer materials, as well as the finished product."

Industry observers "see the blending plant as a significant merchandizing influence on future direction of the trade. Services offered by the blender, including soil testing, custom mixing, farm mapping and application of mixed goods, all work together to set new patterns for the industry."

Mr. Wood suggests that by emphasizing the newest trends and services in his operation at Kensington:

"Our free soil sampling service will add a great deal to our basic service. It is the best guide available to a farmer to know what his field and crop need."

"It's a relative type of thing but if one man does all of the sampling, fine results can be obtained. Soil sampling is accepted as a necessary farm practice for good soil management in Europe, and the United States. Most important of all, it makes a farmer interested in his soil conditions and in the importance of good fertility."

UTMOST IMPORTANCE

Dr. H.L. Patterson told a farmers' meeting in Summerside last month "everything else on the farm is secondary to good crops, and the human race depend on crops first, so good soil conditions are of the utmost importance."

"With the help of Dr. George Cooper we will have the best consultation service available to farmers anywhere in Canada, and possibly in the United States," Mr. Wood enthuses.

The fertilizer spreading service "consists of a new tandem wheel spreader and this service will be available to all farmers."

"We will be offering very worthwhile service for all farmers buying in bulk," Mr. Wood concludes.

WE ARE PLEASED TO HAVE BEEN

GENERAL CONTRACTOR

FOR

PRIMA FERTILIZER PLANT, KENSINGTON, P.E.I.

M. F. SCHURMAN CO., LIMITED

SUMMERSIDE CHARLOTTETOWN

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Prima Fertilizers Limited

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McEwen Road Summerside

Marked Gas Diesel Fuel Oil and Grease, etc.

BEST OF LUCK to Mr. Don Wood on the opening of PRIMA Fertilizers Limited

We were pleased to have supplied the fill for this new building, and also completed the grading.

Toombs Construction Kensington P. E. I.

May Your Progress Be Unlimited

KENSINGTON Board of Trade

WELCOME

Prima Fertilizers Limited

May Your Progress Be Unlimited

The Town of KENSINGTON

Cyanamid of Canada Limited is pleased to be associated with this new Aero Fertilizer service—a service that will lead to better and more prosperous farming in this community.

AERO® FERTILIZERS

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CONGRATULATIONS to the Management and Staff of Prima Fertilizers Ltd. On the opening of their FINE NEW BUILDING

We were pleased to have installed the plumbing and heating and electrical work in this new building.

INMAN PLUMBING and HEATING LTD.

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