

Marketing chief calls for more unified action

According to provincial marketing director Reid Sangster "marketing is only one stage in the process of production and any study of marketing will involve many phases of the handling of goods.

"It is interesting to note at this time that a great deal of interest is being taken in marketing in so far as organizations in this province are concerned. I am hopeful that all these larger meetings, and smaller groups also, will contribute worthwhile material for study to the agencies involved in the program of marketing. If we are to take an economic analysis of the sound production we would find that in no case can products be considered entirely produced until they get into the hands of the consumer. Therefore, marketing becomes one stage in the production process. From any study of marketing we will have to involve ourselves in considering some of the following which would naturally come under the marketing function: assembling, storage, standardization and packaging, selling, financing, assumption of risks, transportation and it's relation to the whole problem.

"We would have to clarify in our minds also in this study our relationship as dealers of pro-



READ SANGSTER

ducts to wholesalers or jobbers, commission merchants, manufacturer's agents and brokers to get an understanding where we fit. Whether it be single store set-up, department store, general store, or some other type of business selling goods and services. We should all be interested in the significance of competition, or the lack of it; of government controls, or the lack of these

controls. "The part that monopolies might be playing in our marketing program, Market maladjustments (such as failure to anticipate changes in supply and demand, and also to recognize the effect that manipulating on the part of certain people, such as buying too long or too short, can have on our whole program.

"This is not said so that we might be afraid to tackle these problems, but rather that we might recognize what must be involved in such a study if it is to be helpful. As director of marketing I will be anxious to work with any and all groups who are interested in the future economy of this province and will be anxious to learn of the findings of any or all these groups.

"Generally speaking, I believe, that if the people of the province involved in the various phases of industry will recognize that they definitely have a responsibility, not only in the production, but in the selling of these farm products we can go a long way in the months and years that lie ahead as we become better acquainted with our problems and finding some real answers to things that to day seem to be giving us the most trouble."



'DOLLING UP' DAISY BEFORE THE CLASS JUDGING GETS STARTED

Right fertilizer means quality at lowest cost

Fertilize grasslands for maximum production, urges D.W. Rogers, provincial agronomist.

Forages said cheapest feed

Figures released by the Ontario Department of Agriculture indicate forages are by far the cheapest livestock feed to be produced on farms of that province. The figures give the cost of producing 100 pounds of feed nutrients.

Pasture	.53
Hay	.57
Grass Silage	.57
Corn Silage	\$1.17
Oats	\$2.50
Barley	\$2.00

While these figures may not be exactly the same for Prince Edward Island notes D. W. Rogers, provincial agronomist, the comparison will be the same. "Oats and Barley are over three times as costly to produce as pasture and hay. Keeping this in mind it would seem advisable for farmers in this area to concentrate on the cheaper feeds (pasture and hay) which are ideally suited to this region."

As long as legumes make up 50 per cent or more of the pasture stand use a high phosphate and high potash ratio fertilizer such as 300 to 500 pounds 0-20-20 per acre to keep legume production high.

As legumes thin out (25 per cent - 50 per cent of forage) use high nitrogen rates with high phosphate and high potash to maintain production without driving out legumes, for example 400-500 pounds 6-12-12 per acre. When legumes have thinned to 25 per cent or less of the stand use even higher rates of nitrogen plus phosphate and potash to maintain production. For example 300-400 pounds 10-10-10 per acre. If a field is to be plowed in the fall applications of high nitrogen may be made as 65 pounds ammonium nitrate per acre, or ammonium sulphate at 100-125 pounds per acre or Urea at 45-55 pounds per acre. General recommendations are 6-12-12 at 400-600 pounds per acre. Apply as early as possible in the spring. If the sward is mainly grass, use a straight nitro-

gen fertilizer, for example Ammonium Nitrate at 60-65 pounds per acre, Ammonium Sulphate at 100-125 pounds per acre or Urea at 45 - 55 pounds per acre. Fertilizer used on pastures and hay returns the cheapest feed of the highest quality.

Spraying care is urged again

Dairy farmers across Canada have been warned again of the need for careful handling of antibiotics and chemical sprays. Agriculture Minister Alvin Hamilton, authorizing a departmental contribution to the campaign of the National Dairy Council of Canada and the Dairy Farmers of Canada, said antibiotics and chemical sprays were a great boon in almost every field of agriculture but they could be a hazard if not properly used. While his department had some control over the products permitted on the market it could carry through to the ultimate use the kind of educational campaign the industry was undertaking.

HALL OF FAME

(CONTINUED FROM PAGE 1)

Tottown firms offered special prizes and the Boswells have numerous silver trophies on their shelves. Some of the donors are unidentified but several of them carry the name of Carvell Brothers.

BISHOP HAD FLOCK

Mr. Boswell recalls that Bishop O'Leary, who was Bishop of Charlottetown at the time, had some of the best show Rocks (Barred Rocks) in Canada when the shows were being held.

Many breeds of sheep have been bred on the farm since he brought the first animals from his Mt. Mellick home in 1911. Mr. Boswell recalls that he bought "the cropped out farm at a mortgage sale for \$2200" which was a big price for the land considering its condition, but he has since earned an unusual reputation as a farmer which culminated in his election to Canada's farm hall of fame late last year.

There were Shropshires, Lecesters, Southdowns, Hampshires, Cotswolds, Suffolks and more recently North Country Cheviots. The Lecesters were good milkers and the Suffolks were crossed to produce good market lambs.

Welfare Minister Henry Wedge who has built up a fine flock of Cheviot sheep on his farm at Mont Carmel - several Wedge sheep went to the Champion's circle at the Royal Winter Fair in recent years - bought his foundation stock from the Boswells.

Now semi-retired, he still maintains an interest in the farm which is operated by his son Lincoln. He also owns some of the animals which he has bred and developed.

Last fall, for example, he bought a young bear at the Royal from K. Bekeusis, Chocicland, Saskatchewan. "He's the best looking young sire I've seen for a long time," said Mr. Boswell who finds that he has Boswall breeding in him, as the granddam was bred on his Woodstock Farm.

Quality was stressed rather than quantity in the hog barn and six or seven sows were normally used to farrow the young pigs which made the Woodstock name known across the country.

Woodstock Duke 14A perhaps earned the most fame as a sire. He sired eight litters with slaughter test scores in advanced registry of 90 or better before he had sold to Prince Albert, Saskatchewan. He had 21 test litters scoring 85, or higher, out of 38 litters on test here. The Duke animal was born in 1948 and was sold to Prince Albert, Saskatchewan.

Boswall was the first P.E.I. hog man to breed a sow that scored 90 or better in the Slaughter Test. He bred two that scored 94, another 93 and a couple scored 91.

ENGLISH HOGS

Looking back he recalls the Berkshire and Poland Chins hogs that were large, fat animals. Later there were the short nosed English Yorkshires and the long nosed English Yorkshires.

J. W. Callbeck, father of George A. Callbeck, Summerside was one of the first P.E.I. men to bring in the bacon type Yorkshires and that was probably 40 years ago, Mr. Boswall estimates. He recalls that they brought some of the English Yorkshires to the government Stock Farm - it's called Falconwood Farm now.

Ayrshire and Shorthorn cattle were also brought to the Stock Farm but an attack of tuberculosis broke out and they cleaned the stock out.

The attempt to introduce good sheep to the province also failed, when dogs from Charlottetown came out in packs and destroyed many of them, it was recalled.

FIRST EXHIBITION

He went to the first exhibition in Charlottetown with his father, Albert Boswall, in 1897 showed at the second Maritime Winter Stock in Amherst and never miss-

Ex farm Ayrshires have top records

Several cows in the Ayrshire herd at the Experimental Farm last year achieved outstanding merit during the past year, it is reported by A. D. L. Gorrill who is research officer in charge of animal husbandry.

Charlottetown Sir Roderick Dorothy produced 100,605 pounds of milk in nine lactations on R.O.P. This cow was also leader of the mature class (10 years and over) of Ayrshires in P.E.I., with BCA's for milk and fat of 139 and 161 respectively. Charlottetown Fair Fanny led the mature class (5 to 9 years) of P.E.I. Ayrshires, with a BCA for milk of 150 and fat of 184. Charlottetown Royalty Jo, with a BCA for milk of 148

and 163 for fat, topped the senior four year old class.

Four of the five heifers which were purchased from Newfoundland and sired by the outstanding bull, Hammond's Perfect Blend, have freshened to date. The fifth heifer will freshen in the latter part of January, 1962. These heifers appear to be producing very well and are of good dairy type. One heifer was officially classified "Very Good" at the beginning of her first lactation.

The registered herd consists of 44 milk cows, 30 heifers and six bulls. In addition there were 29 Ayrshire bull calves and steer calves on special feeding and management trials.

TIPS ON GROWING ANNUAL FLOWERS

Planting your annual flowers now?

It's a good practice to apply a general purpose fertilizer first, advises R.W. Oliver, who has charge of a great many flower beds at Canada's well-known Central Experimental Farm at Ottawa.

Mr. Oliver says that a 5-10-5 or 6-8-4 fertilizer at four pounds per hundred square feet is satisfactory for the average garden, but gardens vary so much in soil type and fertility that specific recommendations cannot be made to fit them all. Even in the flower gardens at the Central Experimental Farm, tests to find the best fertilizer formula and the best rate of application have not given consistent results from year to year.

THREE SUMMERS

The tests were carried on for three summers in different sites but on similar soil - a light sandy loam. Since it was very

low in potash, a 5-10-13 fertilizer was used, at 2, 4, 6 and 8 pounds per 100 square feet.

Test plants were China aster, a bi o s, snapdragon and stocks grown as cut flowers. Flowers were cut twice a week from mid-July to the first frost. Records were taken of height, number and weight of flower spikes.

The top three rates of application were equal in their effects on the flowers, perhaps because the soluble chemicals leached out quickly in the light soil. The four-pound rate was, therefore, the most economical of the top three rates. It was also more effective than the two-pound rate.

To determine the best treatment for your soil it is advisable to test it from time to time, using one of the simple "do-it-yourself" kits. Following this, follow the recommendations made by Mr. Oliver.

Small cucumbers bring top prices

To get top prices for pickling cucumbers, the growers should harvest them when they are 3/4 to 1 1/4 inches in diameter, states V.W. Nuttall of the Central Experimental Farm, Ottawa.

The Canada department of agriculture vegetable crop specialist maintains that a ton of cucumbers in this size range may be worth 10 times as much as a ton of cucumbers that are two inches in diameter.

In 1959 and 1960, small cucumbers at Ottawa averaged \$73.74 per ton and oversized ones \$7.84. Prices per pound ranged from as high as 8 cents for the smallest to only 4 cent or less for oversized ones. The variety used was SMR 12.

The smallest fruits are used for gherkins and the medium-sized ones for ring and dill pickles. Those two inches or more in diameter are often rejected by pickling companies.

ed a show until it was discontinued following a fire in June 1958.

Top P.E.I. exhibitors took their livestock to a big show circuit in former years. There were shows at Charlottetown, Summerside and Souris in this province, in Halifax, Saint John, Fredericton, Chatham, Woodstock, and St. Stephen in addition to Winter Fair.

Exhibitors would be away for a month to six weeks on the circuit and they could pay their way for the most part at that time, he observed.

The Halifax exhibition was discontinued when the Second World War broke out in 1939 and was never revived. "We were at Halifax when the war broke out in September 1939," he recalls.

Aphid study undertaken

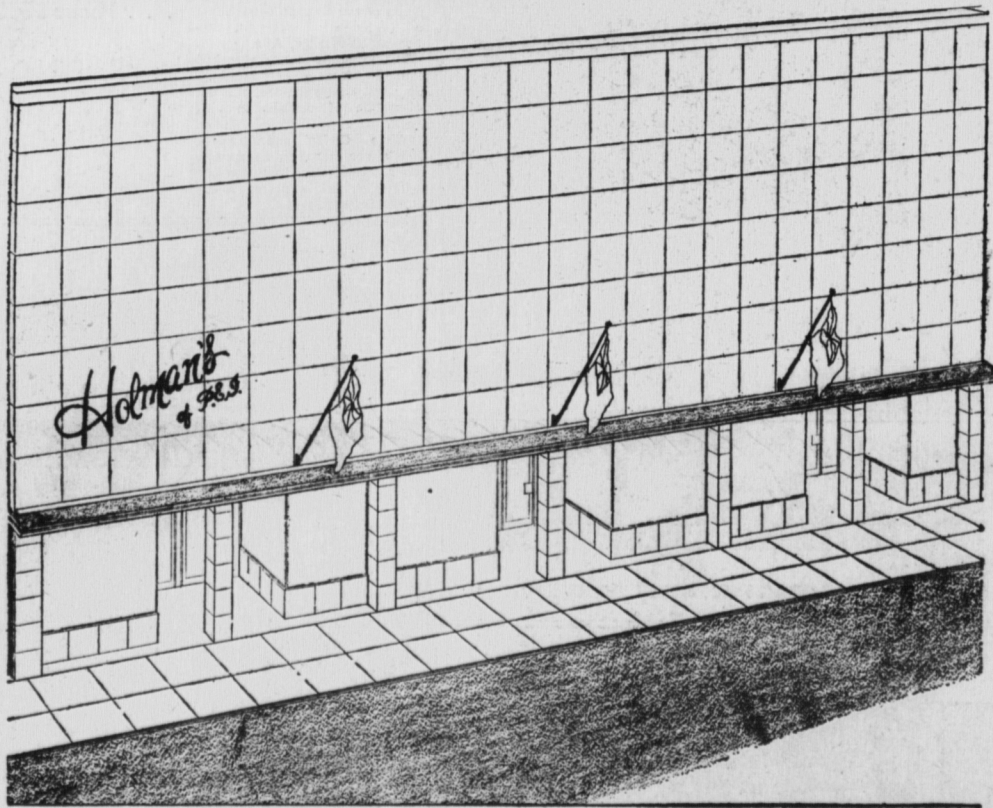
When entomologists decided to study the aphid and its host plants in the Atlantic Provinces, they chose a subject with boundless resources of material.

According to M.E. MacGillivray, of the Canada department of agriculture's research station at Fredericton, New Brunswick, aphids are literally everywhere where there is vegetable growth, and also on all parts of plants from roots to leaves.

Practically every plant from moss to the largest tree, is host to one or more species; few, if any, agricultural crops, weeds, wild or ornamental flowers, shrubs or trees are immune to their attacks, and some are destroyed by them.

HOLMAN'S—ON THE MOVE

building a store for TODAY ...
with an eye towards TOMORROW ...
in the rich tradition of YESTERDAY ...

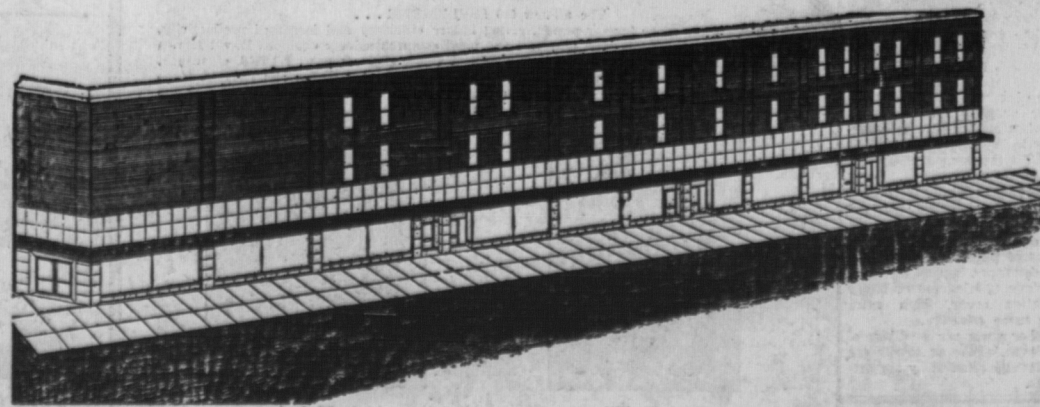


ARCHITECT'S
DRAWING
OF THE NEW
CHARLOTTETOWN
STORE FRONT

GROWING WITH P. E. I. . . .

Holman's of P.E.I. take pride in the greatest renovation program in their long history . . . a program which, when completed, will present an entirely "new look" on both stores in Charlottetown and Summerside. Tied in with this program is Holman's resolution to "continue to be the leaders in fashion and value in every phase of the department store retail operation." And, too, Holman's will continue to operate warm, friendly stores dedicated to serving customers. During these extensive renovations now underway, the staff and management of Holman's request your understanding of any inconvenience caused by their modernizing program.

ARCHITECT'S
DRAWING
OF THE NEW
SUMMERSIDE
STORE FRONT.



105 Years Of Friendly,
Satisfying Service To
Prince Edward Island

FARMERS

Holman's
of P.E.I.