

**New Products**

Almost 80 per cent of the 9-450 supermarket lines introduced into the market in 1968 failed to meet projected sales goals, says Harold Neigh, Penn State extension consumer economics specialist. A study of 75 major new products showed the main reason for failure was a lack of a real consumer point of difference. A single product failure can cost from \$75,000 in test market to \$20 million for a product that has been introduced nationally.

**Power Mower Blade Turns Rapidly**

The blade on a modern power mower may turn at 200 miles an hour — although this seems hard to believe. The blade can pick up an object and hurl it at more than 200 miles per hour, says the Cooperative Extension Service Farm and Home Safety Committee of The Pennsylvania State University. Your lawn mower was made to trim lawns but will also trim fingers and toes, cautions the committee.

**Fortified Foods**

Any food that has a nutrient or group of vitamins and minerals added so that it contains more of the nutrient than in its natural state is referred to as a "fortified" food, explains Mrs. Ruth J. Buck, Penn State extension foods and nutrition specialist.

**Farm Calendar**

(Continued from Page 1)

10 a.m. — 4 H Dairy Judging and Fitting Inservice Training, Kimberton Community Fair, Chester Co.

Thursday, July 24

6:30 a.m. — Pennsylvania Livestock Field Day, bus leaves Lancaster Shopping Center  
10 a.m. — Pennsylvania Farmers' Association Ladies Day Out, Farm and Home Center.

Saturday, July 26

9 a.m. — 4 H Horse and Pony Round-up, Lanc. Riding Club 2615 Columbia Ave  
11 a.m. — Pennsylvania Master Farmers Annual Picnic, Farm and Home Center

**NEW VARIETY**

(Continued from Page 1)

nurse crop for grasses, he said. Straw yield was thought to be about the same in both varieties. Heishey thought the Blue Boy should be planted earlier than the October 10 planting date he gave it. A few weeks longer growing season in the fall would help the stools to get a better start, he said.

Hershey planted two bushels of seed per acre. Yield was 80 bushels.

Examples of such foods include milk fortified with vitamin D and margarine fortified with vitamin A.



SOIL FERTILITY SPECIALISTS from seven states visit with Raymond N. Bucher, (left), Lititz R1, Tuesday morning on a local stop of the American Potash Institute Top Farmer Tour. Local men on the

tour were: (left to right) Bucher, William L. Brubaker, Organic Plant Food, Lancaster; and Arnold Lueck, Associate Lancaster County Agent. L. F. Photo

**AGRONOMISTS**

(Continued from Page 1)

soil elements more—such as zinc and magnesium and (6) it is important to keep soil nutrients in balance.

Bucher feeds 125 steers and 860 hogs each year and has a 2,400 poultry breeder flock. He takes his soil samples in the fall and wants a 20,000 to 21,000 corn plant population in 36 inch rows. He plows all fertilizer down in his corn ground except for a 10 lb ban of 10-45-15 starter fertilizer.

Those visiting the local farms were William Griffith and Conrad Kresge, Agronomists, American Potash Institute, Carl Engle West Virginia, Extension Agronomist, Robert Lucey, New York Extension Agronomist Roy Flannery and James Patterson, New Jersey Extension Agronomists, William Mitchell, Delaware, Extension Agronomist, Harold Shoemaker, Ohio, Extension Agronomist, Allan Bandel, Maryland, Extension Agronomist, James Eakin, Pennsylvania, Extension Agronomist Fred Hugh-

Pennsylvania, Farm Market Specialist, William McClellan, US Steel, Agronomist, William L. Brubaker, Organic Plant Food, Lancaster; Arnold Lueck, Associate Lancaster County Agent.

**Everest's Height**

The new figure established for the height of Mt. Everest is 29,028 feet. The National Geographic Society has accepted the new figure, but many mountaineering groups still hold to the traditional 29,002 feet.

**Loaded with IDEAS!**

**NEW!**

**ALLIS-CHALMERS ONE-SEVENTY**  
(53\* HORSEPOWER)

- Best performance and comfort features of the hot One Ninety XT, in the low profile, high clearance One Seventy!
- Automatic TRACTION BOOSTER!
- Hydrostatic power steering!
- Triple hydraulics, optional!

See it now at . . .

**N. G. Myers & Son** Rheems, Pa.      **L. H. Brubaker** Lititz, Pa.

**Grumelli Farm Service** Quarryville, Pa.      **Roy H. Buch, Inc.** Ephrata, R. D. 2

**Nissley Farm Service** Washington Boro, Pa.      **L. H. Brubaker** Lancaster, Pa.

**Allen H. Matz Farm Equipment** New Holland

**AGWAY**

**THIS IS A TRUCKLOAD OF EXTRA PROFITS**

**Lime Requirements At A Reduction of 20c/Ton**

Call Your Agway Store Today

All Deliveries on this special price basis must be completed by August 30.

**Now Is The Time To Apply Your Lime Requirements.**

Your Agway Cooperative has modern equipment and trained personnel to apply your lime needs now.

For prompt, courteous service . . . Call the Lancaster Agway Store today.  
**Phone 394-0541**  
Dillerville Road & Manheim Pike  
Lancaster, Penna.