

Across the Editor's Desk

The Digest Researches Eggs
 "You just never know!" exclaimed Grace Cherry, PENB secretary, after a phone call. "That was Reader's Digest ordering the merchandising slides!"

Reader's Digest Research Department read extensively and maintain background files. A reader using a popular weekly poultry journal noticed the recent PENB release on "Eggs Can Be Merchandised Better" which offered a set of slides and a commentary for \$5.50.

So Reader's Digest research files now contain a set of those slides, a commentary, and one of the five-page mimeograph summary of the work of Oesterle and Kepner at Purdue. All of this is quite properly indexed under Eggs, Merchandising and Retail Food Merchandising.

A number of industry egg merchandisers and educators have also purchased the material. Among the food retailers who have purchased are Lucky Stores, Allied Supermarkets, Supermarkets General, Red Owl, A&P, IGA, Nash Finch, and First National. Kraft Foods, sales training, has also purchased the material.

"Getting these principles of egg merchandising understood and then applied at the retail counter, will be a great aid to increasing egg consumption and retail profits," declared Neil Castner, PENB board chairman.

Sulphur Missing?

Farmers and gardeners who thought they had enough to worry about are learning of a new threat to healthy plants — soil that is insufficiently endowed with the element, sulphur.

Recent work done by The Sulphur Institute in Washington, D. C., shows that no less than 25 states, including Pennsylvania, have evidence of sulphur-deficient soil.

Sulphur ranks in importance with nitrogen, phosphorus and potassium as an essential plant nutrient. This important was masked for many years during which sulphur was applied to the soil as an often unrecognized component of fertilizer materials.

Recently, however, there has been a trend toward the use of high-analysis phosphate fertilizers which have no sulphur present in the finished product. The application of these materials without added sulphur often results in a rapid depletion of the soil's native sulphur supply, with adverse effects on the crops grown.

While symptoms of sulphur deficiency are not always readily distinguishable, here are some general tips on what to look for: (1) small, spindly plants with short, slender stalks, (2) light green to yellowish-colored young leaves, with even lighter colored veins, and (3) retarded

growth rate and a delaying of maturity.

Less severe cases of sulphur deficiency may go completely undetected unless field trails are made to check crop response to sulphur application.

The best corrective measure is to be sure that fertilizer used on crops contains enough sulphur. No additional sulphur is needed in mixed fertilizer made with normal superphosphate. Fertilizers using triple superphosphate, diammonium phosphate, phosphoric acid or other sulphur-free materials, however, require the addition of sulphur which is most readily available in a variety of sulphate forms. Research has shown that the addition of 10 to 30 pounds of sulphur per acre is enough to supply on most soils.

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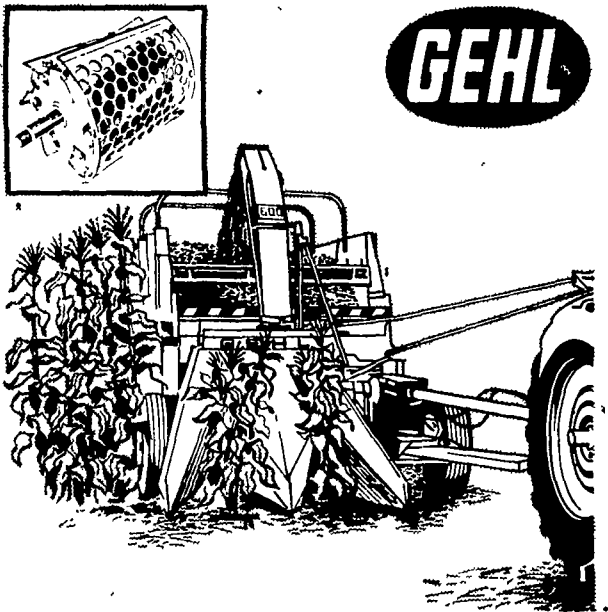
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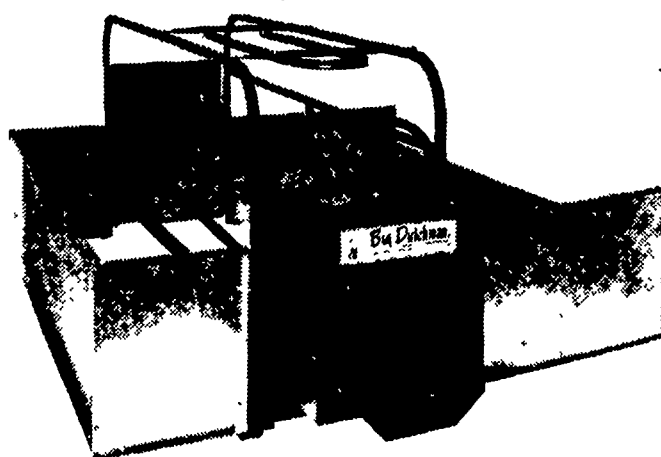
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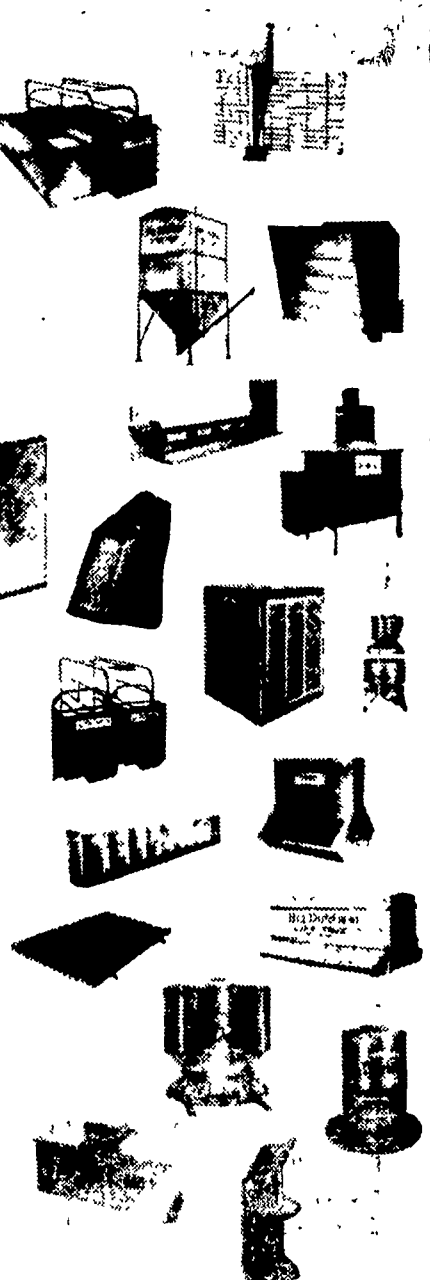
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