

The Old Farmer's Almanac Publishes New Issue

There is something refreshing, and even downright delightful, about getting more than you expected out of anything, especially *The Old Farmer's Almanac*. Where else can you find a 203-year-old publication loaded with new, fascinating things to read every year?

While you probably know *The Old Farmer's Almanac* is filled with wit and wisdom, it contains the 1995 weather forecasts, and has plenty of interesting articles and advertisements ... who would have thought that the 1995 edition could also help you find the perfect mate? Or clue you in to the healthiest vegetable of all? (No, it's not Brussels sprouts.)

The 1995 Old Farmer's Almanac—still with its recognizable yellow cover and nail hole in the corner—can be found at newsstands, supermarkets, and book-

stores all across America. Plus, with a price tag under four dollars, it's probably cheaper than you ever thought, considering it has hundreds of pages packed with entertaining, informative articles guaranteed to spice up your life—or at least your bedtime reading!

Even though it's the nation's oldest continuously published periodical, the Almanac prides itself on remaining up-to-date. In the opening pages of this year's edition, readers will find a section entitled "Consumer Tastes and Trends for 1995." Do you have any chain-saw or hobo art, old computers, or hammered aluminum handbags or jewelry? These are some of the "hot" collectible for the coming year. Also listed are food, fashion, and home trends, plus new answers to old questions, including "Where does lost airline luggage end up?" and

"Is it safe to go swimming after eating?"

While always looking to the future, *The Old Farmer's Almanac* remembers the past as well. Can you name "The Most Prayed-For Man in World War II"? Or the key player in "The Revolution That Began on Tuesday, October 23, 1945"? The answers are war correspondent Ernie Pyle (who was killed by a sniper 50 years ago while reporting on location on Okinawa) and Jackie Robinson (the first black to play baseball in the Major Leagues). The Jackie Robinson story is excerpted from the script of Ken Burns's nine-part film on baseball, which aired nationwide on PBS September 18.

"Our goal is to pack the pages of the Almanac with useful wit, wisdom, and entertaining, insightful articles," explains Judson

Hale, the publication's 12th editor since it was founded in 1792. "We also throw in some uncommon information. Where else would you find a Gestation and Mating Table that includes rams and boars right next to list of plants that attract butterflies?"

The 80-percent-accurate weather predictions in *The Old Farmer's Almanac* always seem to get a lot of attention. The general November through March forecast for the country calls for near record amounts of snow for the upper Great Plains, Great Lakes, New York, New England, and much of the Appalachians, as well as the higher elevations of the western part of the country, including southern California. Overall, precipitation totals for the winter will be well above normal for much of the country, but well below normal from the central Great Plains to the Gulf of Mexico, in portions of Florida, and in the extreme Northwest.

The popular "Anecdotes and Pleasantries" section offers insight into the bathing habits of today's college students; how to get rid of cockroaches, itchy-bitsy spiders, fleas, and ants in your house; and even something to think about while listening to a boring speech. (I.e., try creating the shortest sentence that includes all the letters of the alphabet, such as *Quick frowzy lambs vex the pen judge.*)

Lately, the historic *Old Farmer's Almanac* no longer stands alone on the newsstand. The Almanac editors now produce three other annual periodicals: the *Hearth &*

Home Companion in July; the *Gardener's Companion* in January; and a brand-new *HomeOwner's Companion* in March. These offer even more down-to-earth, sensible information and advice for readers particularly interested in traditional Almanac subject categories covering the home, food, and garden. (Customized versions of these three publications, as well as *The Old Farmer's Almanac* itself, are made available as promotional tools for groups and companies.)

The Old Farmer's Almanac licensing program is growing by leaps and bounds, with a complete line of licensed food and lawn and garden products appearing in stores all across the country. Other licensed products include vitamins, wallpaper, decorative tins, and clothing—all utilizing the Almanac's good name that signifies reliability, quality, and traditional down-home values.

With predictably more within its pages than you ever imagined, *The Old Farmer's Almanac* guarantees that you will find something to tickle your fancy. And, if you're still puzzling over the healthiest vegetable...try sweet potatoes. They're loaded with beta-carotene, vitamins A, C, B₆, potassium and even dietary fiber. Who would have thought it?

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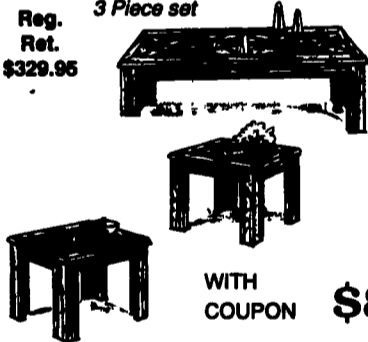
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