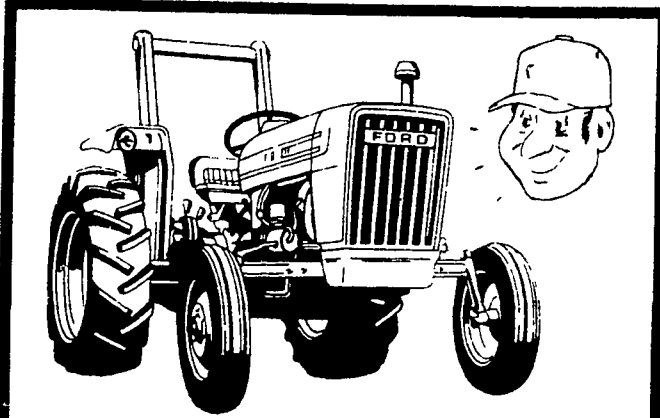


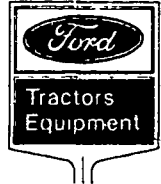
Handkerchief was christening bonnet

EDITOR'S NOTE: This poem begins a series of articles to which readers of Lancaster Farming are invited to contribute. Items of possible interest may be sent to us, or a staff member may, on invitation, visit your farm to write a story about the subject in question. In presenting this series, Lancaster Farming would like to offer a record of what farming was like a generation or more ago.

The first contributor to this venture is Anne C. Holst of East Greenwich, Conn. The bride's handkerchief, she explains, is a tradition which her father's mother brought to Rhode Island from Philadelphia when she married the New Englander.



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THE BRIDE'S HANDKERCHIEF

Making a handkerchief for the bride,
Deep crocheted lace along each side;
Loving stitches by an old friend
(The only present she could send).
"American Lace", crochet has been called;
Fine handwork, worthy of all
High-born or low-born great or small.
Feminine pride for such things call.
The bride is a vision of loveliness.
Tucked in the wrist of her wedding dress
The Bridal Handkerchief all snowy white,
Goes up the aisle in the candle light.
White satin ribbons champagne and flowers-
Enchanted, radiant, glowing hours;
Memories to treasure and last through the years,
Undimmed by the mists of future-day tears.
Careful hands pack the kerchief away
in blue tissue-paper against the day,
When the bride's clever hands will fold
A bonnet, for a baby just a few weeks old.
The Christening Bonnet for her first-born
Snowy white and with deep lace adorned.
White satin ribbons tied under wee chin,
The Bridal Handkerchief serves again.

"Magic Cow" successful

ROSEMONT, Ill. — Results of a recent United Dairy Industry Association marketing and economic research survey indicate American Dairy Association's June 1977 promotion, "Shake Up A Magic Cow," which encouraged the use of milk instead of water with powdered soft drink mix, met its primary objective of increasing milk consumption among children.

The survey consisted of telephone interviews conducted by Market Facts, Inc. for UDIA, with two groups of people in 10 cities: 250 mothers with children between 6 and 14 who did not order the "Magic Cow" shaker set offered in the promotion (six shakers for \$1), and 217 mothers with children six to 14 who had received the sets (a portion of the interviews in this group were also held with the children)

Survey findings showed

Magic Cow is liked in approximately 80 per cent of the households where the shaker set was purchased and the drink tried. Children who liked the drink indicated they prefer Magic Cow over powdered soft drink mix with water. The interviews also revealed they might prefer it over carbonated soft drinks (most of the mothers in these households saw Magic Cow as a substitute for carbonated soft drinks).

Additionally 80 per cent of the children who said they liked Magic Cow reported drinking more milk after trying it.

The greatest consumption of Magic Cow, according to the survey, occurs during snacking occasions, particularly in the afternoon. This is when milk consumption has traditionally been low. A large percentage of children and mothers also said the drink is consumed without any snack, which indicates it is acceptable as a snack in itself.

Agri-King salutes area sales personnel

FULTON, Ill. — The George DeLong Region of Agri-King was named Region Of The Year with one member, Bill Windle of Atglen named Area Manager of the Year and another member Roger Heller of Robesonia Runerup Area Manager.

All the men and wives of the DeLong Region were

present and received outstanding service awards. Agri-King president Del Curley said that this was truly an outstanding achievement since it is seldom that members of any one region receive this award. He stated further that all members of the DeLong group are dedicated to their profession and to the welfare of their customers.

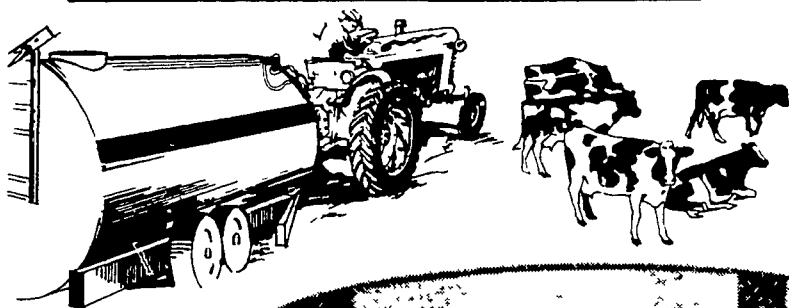
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bright with the hope
and joys of the season!

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