

## Perry cow sale

(Continued from Page B3)

enthusiastic seamstress, she's a teen leader for her local sewing club.

Production from the McMillen family's 40-head herd is shipped to Hershey Foods. Lisa's main barn chore is feeding calves, although she finds herself with less and less time to help with the farm work since her selection as princess.

"If I'm not going for dairy princess appearances, then I'm busy planning for them," she reflects.

Alternate princess is Cheryl Byers, daughter of Mr. and Mrs. Roy C. Byers, of Millerstown R1. She's 17 and a senior at Greenwood High School. The Byer's milk a herd of 36 and are

members of Eastern Milk Producers.

Lisa and Cheryl have paired up to carry out a heavy summer schedule of promotional appearances, including a few rather unique twists in spreading the word about dairy products.

"We're working as a team," emphasizes Lisa. You'll rarely find one girl making an appearance without the other, although Cheryl will be handling appearances this Winter while Lisa is away at college.

While most milk promotions are geared toward younger children, Lisa and Cheryl felt that their peer group was the age level that needed a milk-

drinking boost. So they're planning to set up school appearances in the junior and senior high schools of the county's four districts. Home economics classes will host the promotional team, with a focus on dairy nutrition as well as Lisa's appearing with her original skit.

Another unique promotional opportunity tied with the teenage group came when the McMillen farm helped host West Perry's state champion baseball team. The school held a parade through the district for the team, and one of the stops was at the home of the dairy princess, where Lisa served her favorite milk punch of half chocolate milk blended with half softened vanilla ice cream.

She was especially pleased when 17 of her dairymen neighbors eagerly contributed two gallons of milk each for the celebration.

A week-long restaurant promotion, capped by Lisa and Cheryl dipping ice cream, was another successful dairy boost. Waitresses wore buttons promoting milk and there were brochures on the tables and specials on dairy products.

During several supermarket promotions, Lisa and Cheryl talked with shoppers and passed out their milk-ice cream drink and cheese chunks.

One would-be supermarket event turned into a bad experience, though. The girls were refused admittance to the Weis store due to a communications mix-up within management, a repeat of a similar incident experienced by last year's winner.

Lisa and Cheryl have also attended Headstart programs, visited with kids at the Duncannon day camp, are taking part in parades, dairy meetings and senior citizens meetings. Lisa's taped a half-dozen radio spots and will be handing out ribbons and speaking at the upcoming Perry County fair, as well as making an appearance at Ag Progress Days at the milk promotion booth.

## Pigskin council seeks members

DES MOINES, IOWA — The formation of a Pigskin Council of America to promote the use of pigskin, pigskin leather and pigskin leather products has been announced.

The organization includes representatives of hog producers, packers, tanners and hide dealers. Its membership rolls are open to all firms or organizations in any way associated with pigskin and its products.

R.H. Beatty, Vice President, Pork Operations, Farmland Foods, Inc. of Denison, IA, was named President of the PCA. Michael Simpson, Director of Special Activities of the National Pork Producers Council, Des Moines, IA, was elected Secretary-Treasurer.

Members of the Board of

Directors of the organization, which will begin operation September 1, 1980, include Beatty and Simpson.

Other Directors are: Mrs. Judy Antone, Pork Producer Representative of the NPPC, West Branch, IA; Don Lucas, George A. Hormel Co., Austin, MN; Charles

Wolff, Vice President, A.F. Gallun & Sons, Milwaukee, WI; and Robert Burch, President, Leather Division, Wolverine World Wide.

Membership inquiries should be directed to Will Rapp, Coordinator PCA, c/o Tanners' Council of America, 411 Fifth Ave., New York, NY 10016.

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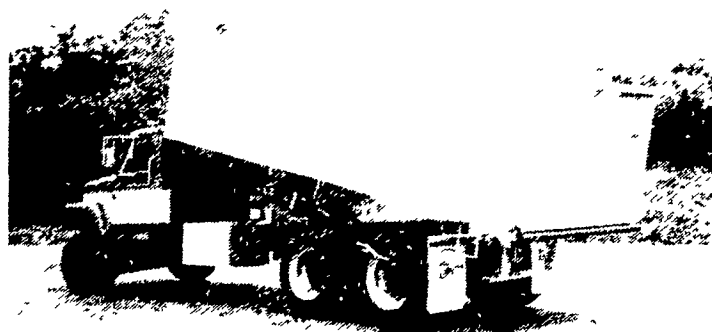
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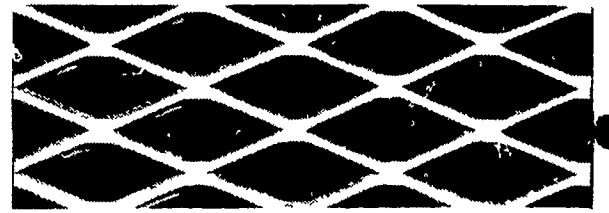
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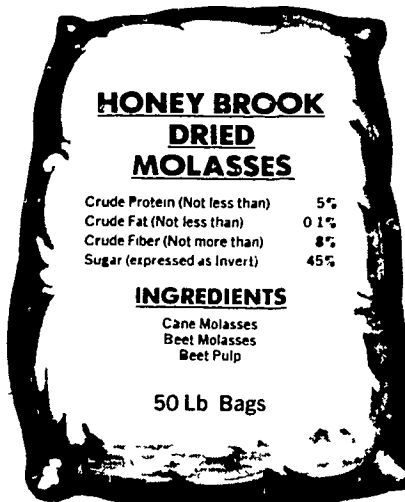
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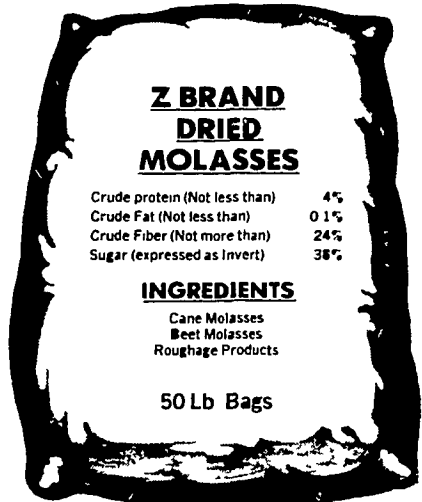
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