

Where dairy advertising dollars go

BY JOYCE BUPP
Staff Correspondent

YORK — The "Miss Milkmaid" contest it was labeled back in 1956, when the Pennsylvania Association of Milk Dealers first picked up on the idea of a dairy farm daughter as the figure head for the promotion of dairy products.

Today, we know those lovely young ladies as "dairy princesses." Based on the firm foundation of local volunteer organizations, the princess program has become a key part of one-to-one promotion for the milk industry.

In 1979, Atlantic Dairy Association assumed the prime sponsorship of the milk promotion programs in Pennsylvania and takes a leading advisory and assistance role in the dairy princess-promotion activities of Maryland, Delaware and New Jersey.

Joyce Graybill, dairy promotion director for the Atlantic promotion agency, has primary charge of the "nuts and bolts" operations of running the PA dairy princess programs. While the agency's office headquarters are in Towson, Maryland, much of Joyce's work is done from the office of her home in

Mt. Joy.

"The purpose of the dairy princess program is to make people more aware of the goodness of milk and dairy products," says Joyce. "Dairy princesses are usually in front of people, encouraging them to drink milk. We're using our dairy princesses more and more in non-farm contacts, like service clubs, senior citizens centers, even Bible School programs. Where there are people, there's likely to be a dairy princess."

Dairy princess programs operate at a local level in Penn-

sylvania, with counties establishing their own pageant and promotion schedule and events.

"If we had to pay everyone who helps with the dairy princess programs, we could never do it," Joyce points out in praise of the grass roots volunteer structure. "And I depend on our six district coordinators, who do a great deal in the Pennsylvania pageant and training seminars. In their districts, they serve as resource people for the counties, help clarify rules, and answer questions."

Those six coordinators are Barbara Gross, Northwest district; Rita Kennedy, Southwest-Western; Pat Miller, Central; Mim Kauffman, Southeast; Judy Diebold, South Central; and Joanne Pifer, Northeast.

Training seminars are rotated throughout the state, with district coordinators taking charge. They've set this year's seminar at Juniata College in Huntingdon County, July 13-15, with coordinator Judy Diebold handling the arrangements.

Seminar attendance is mandatory for participation in the state pageant in September, and adult representatives from each local structure are also invited to attend. Workshops include such diverse topics as dress and makeup, promotional materials, the structure of the program, and tips on public speaking.

Counties are offered an incentive

of \$100 for completing a schedule of varied promotional appearances using their princess and alternates. To earn that bonus in Pennsylvania, each local must complete 15 school programs, 12 newspaper articles, 12 radio and/or television programs, 10 supermarket and/or shopping center promotions, 6 promotional presentations or speeches before non-farm groups, 3 farm meetings, and 3 special events, which can include parades, or farm-city programs and the training seminar and the pageant.

Local committees are also eligible for \$125 credit in promotional materials, such as recipe booklets, T-shirts, caps, erasers and bumper stickers, for use in fund raising and promotional appearances. Materials used in the Atlantic promotional program are basically those prepared by the American Dairy Association, adapted as needed for local usage.

About 40 local committees select dairy princesses in Pennsylvania, mostly from within a single county, but there are a few programs of multiple-county structure. Several local Holstein clubs have been instrumental in establishing the princess and promotional committees, some retaining leadership for running the programs.

(Turn to Page C28)

HOG PRODUCERS!

Get Top Price
for Your Hogs at
New Holland



Sold in sorted lots the auction way. See them weighed and sold and pick up your check.

SALE EVERY MONDAY - 8:00 A.M.

NEW HOLLAND SALES STABLES, INC.

Phone 717-354-4341
Daily market Report - Phone 717-354-7288
Abe Diefenbach, Manager

SENSENIQ'S SPOUTING

Rd 3, New Holland, PA 17557

- ★ Seamless Spouting in a variety of colors.
 - ★ Made on the job.
 - ★ New or repaired.
 - ★ Old style half round spouting
- Quality Workmanship
at Low Rates

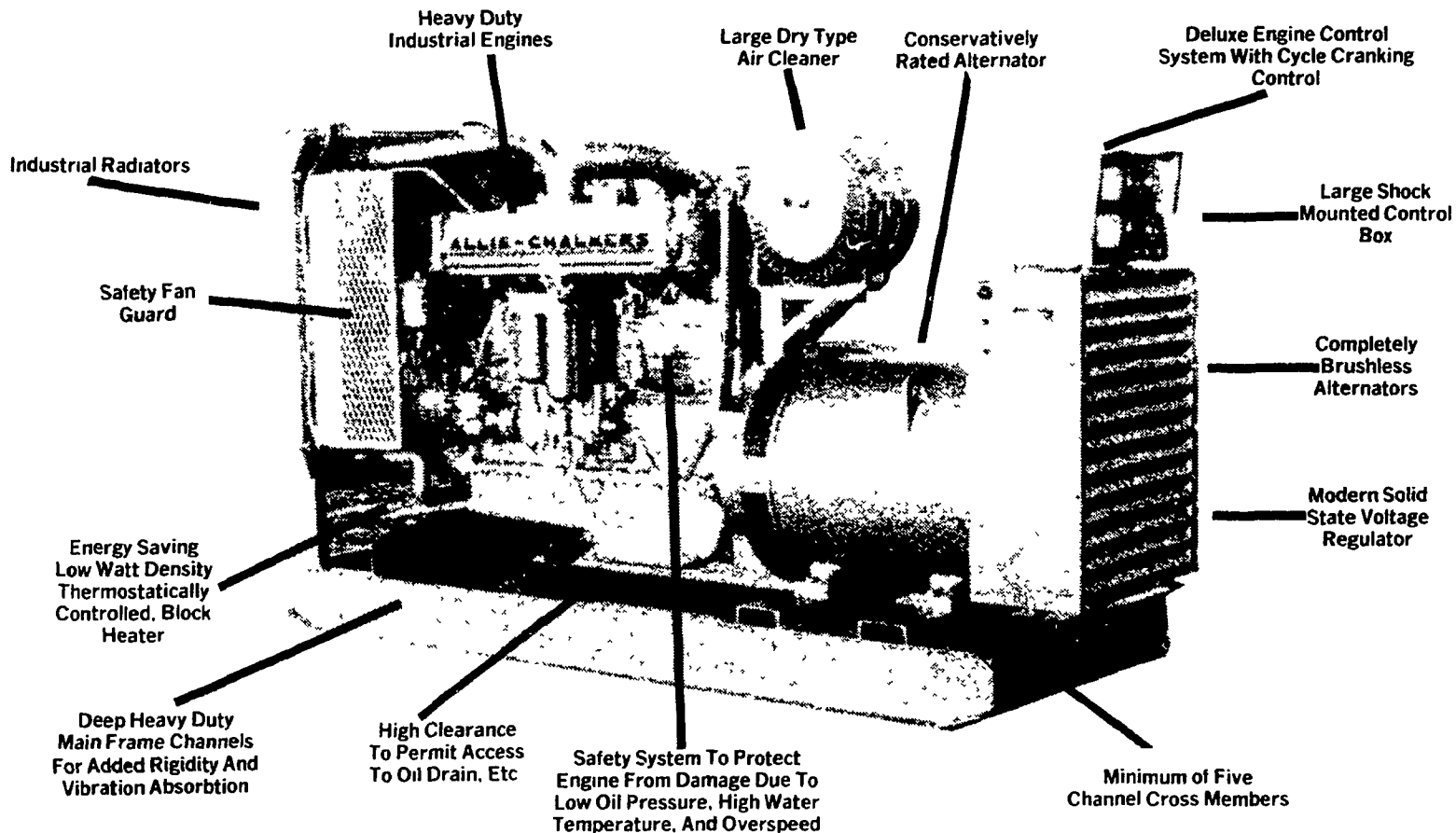
FREE
ESTIMATES

717-354-4481
Nelson S. Sensenig

MARTIN MACHINERY

Emergency or Prime Power Systems from 1 to 1000 KW Balanced
Design to Give You Peak Performance For Your Application:
Farm - Industrial - Commercial - Residential

Check These Features:



**24 Hour Emergency Service
by Radio Dispatched Service Personnel**

OPENINGS FOR DEALERS IN DELAWARE,
MARYLAND & PARTS OF PENNSYLVANIA

MARTIN MACHINERY

P.O. Box 35, Martindale, PA 17549
215-445-4800 or 267-7771

For Free Literature or Demonstration,
Send This Coupon

Name _____

Address _____

Phone _____

Martin Machinery
P.O. Box 35
Martindale, PA 17549