

# Milk Promotion

(Continued from Page B28)

Maryland Ayrshire.

Perched on the traditional milk stool, Baltimore Orioles player Ken Singleton, representing WBAL-TV, pulled ahead of his two competitors, news sportscasters John

Saunders, WMAR-TV, and Ronnie Duncan, WJT-TV.

For his victory, Singleton was awarded a hand-painted, inscribed ceramic milk can, while Saunders and Duncan each received a crystal milk pitcher from the cooperative.

Judge of the fullest milk container was Dairy Princess Robin Hill, and the Magic Cow, played by

Marsha Smith, was on hand to lend moral support of the milk off. Marsha and her husband, Parker, are Dairymen's current Young Cooperator Couple.

Standing calmly and regally through all this center arena attention was a four-year-old purebred Ayrshire, "Ardrossan Kellogg Soft Eye." "Soft Eye" was handled in the contest by her



Ken Singleton, Baltimore Orioles player, was one of the contestants in the milking contest. Above, Ken milks the champion Ayrshire.



Sportscaster John Saunders, WMAR-TV also tries his hand at milking.

owner, John Patrick of Woodbine. John is the son of Mr. and Mrs. David Patrick, a division director of Dairymen, and breeders of purebred Ayrshires on their Maple Dell Farm at Woodbine.

Patrick's prize 4-H animal before his "graduation" from the youth program, "Soft Eye" was the 1981 Central National grand champion and 1982 All-American three-year-old. This year, the 13,500 pound milk, 747 fat, producer earned champion honors at the Maryland State Fair, first place at Madison's Central National and second at the Harrisburg All-American show.

Representatives of the Blast team presented Ralph Strock, manager of Dairymen's Baltimore division office, with a plaque of

appreciation for the cooperative's sponsorship of the milk promotion night.

Some 1500 Sip-Ups, the flavored Ultra-High Temperature milk packaged by Dairymen, were given away at the end of the game. Spectators also took home dairy promotion handouts, including milk fitness booklets, book covers and cents-off coupons for Sip-Ups.

During breaks in the game's arena action, milk announcements briefed the several thousand people packing the Civic Center on general dairy information and the Farm Best and Sip-Ups UHT products.

Coordinator for the first-time Blast milk promotion was Cindy Rutter of the Dairymen division field staff.

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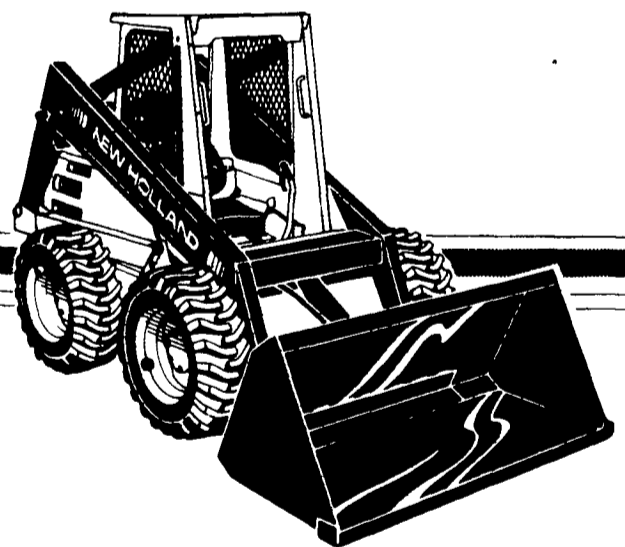
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