

Lancaster County Dairy Princess Program

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through her wardrobe, something she found herself criticized for, but she said it was helpful to the girls.

Royer said she caught much of her enthusiasm from Eve Crisp, who helped with the York County pageant. Eventually, however, other counties wanted some trips on conducting the pageants and came to Lancaster which got a reputation for doing a nice job.

The service clubs provided good promotional outlets for the girls because many of the older members didn't drink milk. Eventually, from the enthusiastic dairy princesses, they learned the need for calcium. Royer said that the present emphasis on the need for calcium offers a natural boost to the promotional program.

Reflecting on her involvement, Royer says, "It was quite worthwhile, even though there were heartaches. I'd do it again.

Working with young people has a recharging effect. We had lovely girls from the nicest families." She notes that the phone calls of appreciation from parents and grandparents of contestants meant a lot to her, and helpful her in the belief that the program was beneficial to the girls as well as the dairy industry.

Robert Keene, formerly president of Queen Dairy and now doing farm inspection work with Turkey Hill Dairy, also helped with the original dairy princess selections. Keene recalls that the girls were given a crown and banner, but were not used very much. He adds, "I think it's great the way they do it now. Promotion now is necessary because the dairy picture is not very bright."

C.P. Brantley, retired supervisor for Atlantic Breeders Cooperative, served on the dairy princess committee from the early 60's until his retirement. He

comments, "I enjoyed the whole thing. The girls got a broadening of the minds and it was real good for all the contestants. They got a lot of experience they wouldn't have had otherwise." Changes made over the years were for the good, he said.

Today the dairy princess pageant has evolved into an evening of entertainment, and the promotional efforts are well planned to gain maximum benefit from the dairy princess. She attends a seminar to help her put her best foot forward, and to learn

more about the product she is promoting.

From its early days it has grown and improved, but it remains a program which offers personal growth to farm girls and promotional value to the entire dairy industry.

Rural Life Institute Set at Farm Museum

LANCASTER — The 30th annual Institute of Pennsylvania Rural Life and Culture is scheduled for June 17 through 20 at the Pennsylvania Farm Museum of Landis Valley.

Sponsored jointly by the Landis Valley Associates and the Pennsylvania Historical and Museum Commission, the Institute offers a selection of seminars and craft workshops designed to interest students, historians, laymen and collectors of Americana. Taught by a faculty recognized for its knowledge of material and social

culture, the three-day event provides a relaxed, informal setting in which to learn and appreciate varied aspects of Pennsylvania's heritage.

Full registrations for the whole Institute or partial registrations for individual seminars and craft workshops are still available. Seminars include Pennsylvania Antiques; Amish Society; Conservation, Restoration and Care of

Antique Furniture; and Traditional Uses of Wild Plants and Herbs in Indian and Colonial Culture.

Craft workshops still available for registration on a limited basis including Cabinetmaking II, paper high hat box-making, pottery, Tinsmithing II, and open hearth cooking. For more information on registration options, call the Pennsylvania Farm Museum at (717) 569-0401.

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