

Ice Cream Bash Planned for Harrisburg

HARRISBURG — Pennsylvania dairy farmers will put on the biggest bash in town Tuesday, June 24, with a noon hour ice cream party on the steps of the Main Capitol Building.

"We're kicking off our 'Summer Love' ice cream campaign and everybody's invited to join in the free fun," according to Don Duncan, Chairman of the sponsoring Pennsylvania Dairy Promotion Program.

Local dairy princesses, wearing 'Summer Love' aprons will serve up the first scoop of ice cream at 11 a.m. to the accompaniment of a Dixieland band. Festivities continue until 2 p.m.

"Summer Love Sundae Tuesday" features make-your-own sundaes made from ice cream and toppings donated by Pennsylvania ice cream manufacturers, Duncan added.

Goat Association to Meet

HONESDALE — The Pennsylvania Mountains Dairy Goat Association will meet Saturday, June 28, 1:00 p.m. at the Grace Episcopal Church, Honesdale.

The speaker will be Dr. Richard Dubensky, veterinarian from Milford, Pa. He will discuss various aspects of dairy goat

State representatives have joined in the occasion by drafting a special proclamation, while Governor Dick Thornburgh has proclaimed July Ice Cream Month in Pennsylvania.

"This is the biggest ice cream promotion ever launched in Pennsylvania," the board chairman explained. "Billboards and media ads across the state are already featuring giant ice cream cones with the 'Summer Love' logos. Local dairy princesses also are selling 'Summer Love' hats, T-shirts, aprons and glass milk pitchers.

"During July Ice Cream Month, we will be giving away free ice cream parties each week to listeners of selected radio stations in the Philadelphia, Harrisburg-York, Pittsburgh, Wilkes Barre-Scranton, Reading, Lancaster,

health.

All members of the association as well as other interested persons are encouraged to attend.

Additional information about the association can be secured by contacting Anita Stiles, secretary, R.D. #5, Box 5814, Lake Ariel, PA 18436 (717-698-9229).

Williamsport, Altoona, Johnstown, and Erie areas," he noted.

Dairying is the largest agricultural enterprise in Pennsylvania with 14,000 dairymen and 565 milk dealers, distributors, and processors contributing to the \$3 billion industry. The Keystone state ranks second among states in ice cream manufacturing and fifth in milk production.

"No taxpayers' money will be used to pay for the June 24 event or other ice cream promotions,"

Duncan emphasized. The Pennsylvania Dairy Promotion Program is financed by contributions from 4,000 participating state dairymen.

How To Win An Ice Cream Party

Disc jockeys on 10 Pennsylvania radio stations will ask listeners during July to tell why they are ice cream lovers in 25 words or less. Postcards will be mailed to local stations.

Each week winners will be given free ice cream parties for up to 12

guests, compliments of Pennsylvania Dairy Promotion Program and ice cream manufacturers. Local dairy princesses will serve as hostesses.

For all the details, tune in one of these stations: KDKA-AM, Pittsburgh; WMGK-FM, Philadelphia; WCCK-FM, Erie; WFBG-FM, Altoona; WKYE-Johnstown; WFRY-FM, Reading; WNNK-FM, Harrisburg/York; WRKZ-FM, Lancaster; WILQ-FM, Williamsport; and WARM-AM, Wilkes-Barre/Scranton.

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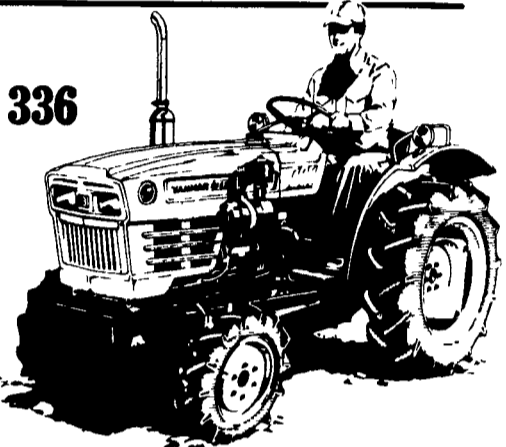
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