

Cows And Dinosaurs Meet In Academy Museum

BY
EVERETT NEWSWANGER
Managing Editor

PHILADELPHIA—What do cows and dinosaurs have in common?

Right now, both share the spotlight at The Academy of Natural Sciences Museum located in the City Hall district of the city.

In an exhibit sponsored by the academy and underwritten by milk promotion groups and private companies, the whole story of the dairy cow is told in photographs, displays and videos. Insert your finger in a teat cup, push a button and a milking machine will demonstrate how it feels to the cow.

Or, take a walk through a cow's stomach. A maze of passageways in a large padded sphere starts at the make-believe cow's tongue and ends, you-know-where. In the middle, signs along the way describe what happens to the grain and grass that passes through the various stomachs on the way out to the large intestine. At the exit, you need to step around the large brown bean bags that, without much imagination, remind you of a Sunday walk through a freshly grazed cow pasture.

Outside in a courtyard, two Holstein heifers are on display with no evidence of bean bags anywhere. The heifers are on loan to



the museum from Saul High School, a vocational school in the Philadelphia school system with the largest FFA chapter in the nation and the only dairy herd in the city of Philadelphia. The Saul students come daily from across town to take care of barnkeeping chores.

The students and the heifers are quite comfortable in the city because that's where they all grew up. And the live exhibit of dairy animals adds the final touch of reality so characteristic of all exhibits at the Academy.

The dairy cow exhibit titled "Cows, Fact and Fancy," has been a great attraction for the Academy. "We are using the cow exhibit as our feature attraction," said Rus-

sell Daws, director of education. "We had over 3,000 visitors last week. Everybody seems to be attracted to cows."

Raylene Decatur, director of exhibits agrees. "All the city TV crews fought for the job to cover the opening of this exhibit," said Decatur. "The local media always has an interest in exhibits we create in-house, and this one seemed to draw even more attention."

The publicity efforts have been quite substantial. 100,00 brochures were printed for the Philadelphia Tourist Bureau. City schools were notified of the educational exhibit. A tag line was added to Mid-Atlantic Milk Marketing Association ads; WAWA Foods used a milk carton panel to advertise the event; and a letter was sent to the 15,000 Academy members.

The Dairy Council Inc., held a reception and private preview last Friday evening, and the PA Dairy Promotion Program was involved with opening previews and dairy princess appearances.

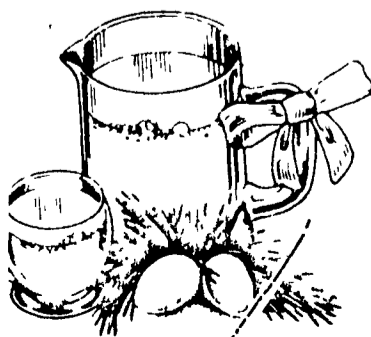
The exhibit features four focal areas and each area addresses a different aspect of cows. "Evolution and Domestication" highlights specimens from the Academy's vertebrate paleontology collection to help visitors learn about cattle domestication. "Cows as Symbol" is a traveling photography exhibit curated by the International Museum of Photography at George Eastman House. Consisting of photographs, illustrations, text and an animated video, this section deals with the association of human and cow and the resulting role the cow has played in literature, religion and art.

"Cow Biology" shows milk production and "Cow Facts" combines fun and information on cows' daily habits, needs and behavior.

The Academy is located at 19th and Parkway in Philadelphia. The "Cows" exhibit opened October 15, and will continue through January 15, 1990. An admission charge is required to visit the Academy's cows exhibit and exhibits on three floors of prehistoric to present day mounted animals in their natural settings. For more information call: (215) 299-1020.



These heifers in the city setting are part of the "Cows, Fact and Fancy" at the Academy of Natural Sciences Museum.



See your nearest
NEW HOLLAND
Dealer for Dependable
Equipment and
Dependable Service:

PENNSYLVANIA

- | | |
|---|---|
| Annville, PA
BHM Farm
Equipment, Inc.
RD1, Rte. 934
717-867-2211 | Loysville, PA
Paul Shovers, Inc.
Loysville, PA
717-789-3117 |
| Beavertown, PA
B&R Farm
Equipment, Inc.
RD 1, Box 217A
717-658-7024 | New Holland, PA
A.B.C. Groff, Inc.
110 South Railroad
717-354-4191 |
| Belleville, PA
Ivan J. Zook
Farm Equipment
Belleville, Pa
717-935-2948 | Oley, PA
C.J. Wonsidler Bros.
R.D. 2
215-987-6257 |
| Canton, PA
Hess Farm Equipment
717-673-5143 | Pitman, PA
Schreffler Equipment
Pitman, PA
717-648-1120 |
| Carlisle, PA
R&W Equipment Co.
35 East Willow Street
717-243-2686 | Quakertown, PA
C.J. Wonsidler Bros.
R.D. 1
215-536-1935 |
| Chambersburg, PA
Clugston
Implement, Inc.
R.D. 1
717-263-4103 | Quarryville, PA
C.E. Wiley & Son, Inc.
101 South Lime Street
717-786-2895 |
| Davidsburg, PA
George N. Gross, Inc.
R.D. 2, Dover, PA
717-292-1673 | Ringtown, PA
Ringtown Farm
Equipment
Ringtown, PA
717-889-3184 |
| Elizabethtown, PA
Messick Farm
Equipment, Inc.
Rt. 283 - Rheem's Exit
717-367-1319 | Tamaqua, PA
Charles S. Snyder, Inc.
R.D. 3
717-386-5945 |
| Gettysburg, PA
Yingling Implements,
Inc.
3291 Taneytown Rd.
717-359-4848 | West Grove, PA
S.G. Lewis & Son, Inc.
R.D. 2, Box 66
215-869-2214 |
- MARYLAND**
- | | |
|--|--|
| Greencastle, PA
Meyers
Implement's Inc.
400 N. Antrim Way
P.O. Box 97
717-597-2176 | Churchville, MD
Walter G. Coale, Inc.
2849-53
Churchville Rd.
301-838-6470 |
| Hallfax, PA
Sweigard Bros.
R.D. 3, Box 13
717-896-3414 | Frederick, MD
Ceresville
Ford New Holland, Inc.
Rt. 26 East
301-662-4197
Outside MD,
800-331-9122 |
| Hamburg, PA
Shartlesville
Farm Service
RD 1, Box 1392
215-488-1025 | Hagerstown, MD
Antietam Ford Tractor
301-791-1200 |
- NEW JERSEY**
- | | |
|--|--|
| Honey Brook, PA
Dependable Motor Co.
East Main Street
215-273-3131
215-273-3737 | Bridgeton, N.J.
Leslie G. Fogg, Inc.
Canton & Stow Creek
Landing Rd.
609-451-2727
609-935-5145 |
| Honey Grove, PA
Norman D. Clark
& Son, Inc.
Honey Grove, PA
717-734-3682 | Washington, NJ
Frank Rymon & Sons
201-689-1464 |
| Hughesville, PA
Farnsworth Farm
Supplies, Inc.
103 Cemetery Street
717-584-2106 | Woodstown, NJ
Owen Supply Co.
Broad Street &
East Avenue
609-769-0308 |