

Dairy Council Founded In 1920 In Response To The Needs Of The Times

"In World War I, poor nutrition was found through a physical examination system to be principally responsible for American soldiers' defects. People had to be educated in proper nutrition principles. Vitamin importance was just then being recognized by research workers. Some food carriers were believed to be high in nutritive value.

Philadelphia Dairy Council started out to promote an increase in the consumption of not only milk, but also very definitely of other nutritional foods (both of which are necessary for a sound nutritional program). Milk was not to be over-emphasized.

Your nutrition girls are free to conduct their own sound program without feeling that their initiative is stifled, so long as what they teach is sound and in tacit accordance with Dairy Council Criterion." Mr. C. I. Cohee, Dairy Council's board president, in a talk to the staff September 8, 1945

The founding of Dairy Council (originally called the Philadelphia Inter-State Dairy Council) was due in large part to the efforts of F. P. Willits, president of Inter-State Milk Producers' Association and later Pennsylvania's Secretary of Agriculture.

In 1915, National Dairy Council had been founded in Chicago to nationally promote knowledge about the food value of dairy throughout the land. It was soon discovered, however, that working only nationally was not the best way of reaching this objective. A plan was developed that local Dairy Council units should be formed across the country to help in this

mission. In some instances these units would be formed within state lines; in others it was seen as more appropriate to build them around milk markets.

Within these guidelines, in 1920 Mr. Willits worked to establish a Pennsylvania-based Dairy Council, funded through dairy farmers and distributors each paying one cent per hundred pounds of milk produced or purchased. Following "the milk to market," this new organization would work throughout the tri-state area of southeastern and south central Pennsylvania, southern New Jersey, and the state of Delaware.

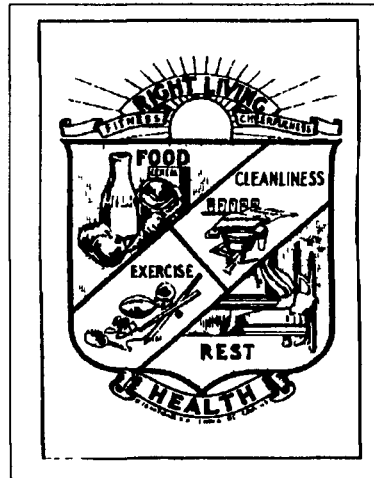
Sound health practices, revolutionary concepts in the 1920s, have always been a part of Dairy Council's message.

Dairy Council's 1920 Educational Platform Based On Eight Health Rules

- Brush teeth every day
- Eat fruit every day
- Drink at least four glasses of water every day
- Eat some vegetable besides potato every day
- Use four glasses of milk every day
- Play part of every day out-of-doors
- Take a bath oftener than once a week
- Sleep many hours with the windows open



Dairy Council's first board meeting was held on December 13, 1920. Clyde King was Dairy Council's first President of the Board and Robert Harbison, Jr., was the first Treasurer.



1920s

Building A Strong Relationship With The Public Schools



As the first step in fulfilling their nutrition education mandate, Dairy Council staff met with the superintendent of Philadelphia Schools and offered to provide a pint of free milk to undernourished children in the schools. A nutritional survey of children in the Philadelphia Public Schools showed that there were about

20,000 children who were 13% or more underweight. During the first year of this work, Dairy Council contributed over \$13,000 worth of free milk and conducted nutrition classes. This was a forerunner to Pennsylvania's School Lunch Program. Their first year in operation, Dairy Council reached over 280,000 school stu-

A BURGLAR IN THE HOUSE

CHARACTERS

- BILL DIRK A Farmer
- MARTHA DIRK His Wife
- SALLY DIRK Their Daughter
- SAMUEL BECK The Hired Man
- JAMES K. HOLMES, M.D. The Village Doctor

SCENE—Living room in the Dirk homestead, a cozy room filled with the every day comforts of rural life, typical American farm house style. Doors left and right, and a curtained window back centre, if possible. To the right of window is a home-made box couch covered with crotonne—to the left is a desk piled high with books, papers, letters, old bills, and new foolscap, obviously the office-corner of the farm manager. Down stage right is a circular table covered with a bright cloth, an old-fashioned rocker and a straight-backed chair are grouped around it. This is evidently Mother Dirk's corner because on the table we see a sewing basket heaped full of socks to be darned. There is also a family bible, opened to a favorite spot and book-marked with Mother Dirk's Sunday spectacles—also a vase of flowers. This is the sort of room that boasts of a "what-not cabinet" and a cross-stitch motto—"GOD BLESS OUR HOME."

Producing original plays and giving out nutrition materials were two of the activities Dairy Council did in the schools.

In 1920 Dairy Council Establishes Seven Basic Audiences

- Public schools
- Women's organizations
- Men's organizations
- Agricultural departments
- Agricultural colleges and experiment stations
- County agricultural extension associations
- Local units of the Milk Producers' Association



Activities Outlined In 1920 Through Which Original Goals Would Be Accomplished

- Development of sound nutritional practice
- Health and food demonstrations
- Dramatic presentations carrying a health message
- Motion pictures
- Newspaper and trade press
- Suitable literature, posters, etc.

dents through nutrition classes, plays, brochures, and posters. Dairy Council established its Dramatic Department, writing and producing its own health plays and original songs. One popular play, *The Milk Fairies* was staged in nearly every school in Philadelphia.