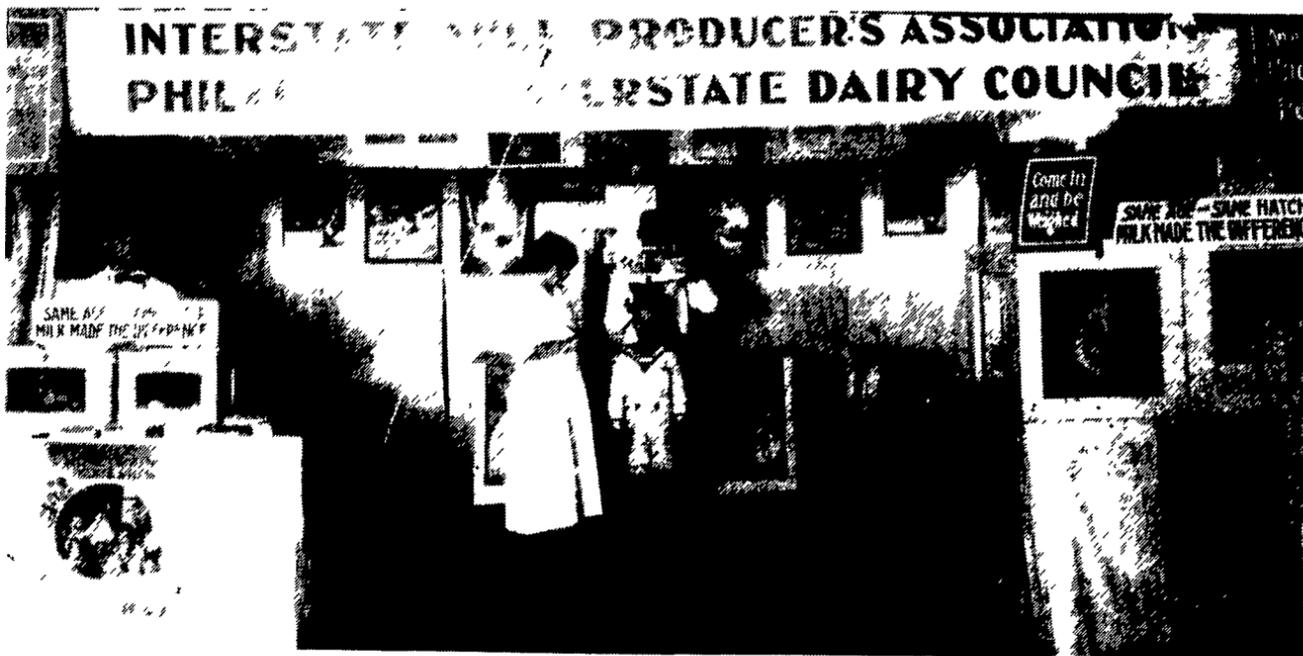


Dairy Council In The 1930s The Depression Years



Underweight children were a major problem in the 20s when Dairy Council was founded and became more acute during the Depression years. The staff worked closely with the Philadelphia Public Schools to provide free milk to undernourished children. Records from those early years documented the success of this work, and tracked the weight gain of the children.

At the beginning of this decade, Dairy Council combined its nutrition and dramatic staff into one department of health education. The staff responded to the needs brought by the Depression by continuing to provide free milk to school students. In the 1933-1934 school year, 87% of the school population in the Philadelphia area was reached by Dairy Council through plays, stories, lectures, etc.

The Dairy Council "ladies" developed literature teaching how to feed a family

on a very low budget. Nutrition posters were developed by Dairy Council for the major department stores in the Philadelphia area—Bonwit Teller, Gimbel's, Lit Brothers, John Wanamaker, and Strawbridge & Clothier. Free milk was provided to their undernourished employees.

In 1935, DCI placed an exhibit at the Franklin Institute in Philadelphia which had both motion and sound. This exhibit traced the steps in the modern transportation of the city's milk supply.

In 1936 alone, 327 school teachers came to the Dairy Council office to ask for assistance with their school health programs.

In 1933, the first Dairy Council puppet shows were developed. The first show was presented in Trenton, NJ.

The puppets became more popular as the decade progressed and flourished in the 40s and 50s.

The ingenuity and creativity shown by the staff continued in the form of literature, plays, and music.

In 1936, Dairy Council established a "Dairy Dell" at Philadelphia's Franklin Institute. The first year, over 500,000 people bought health sandwiches, gingerbread, milk, and ice cream at this model lunchroom.

This same year a dairy barn with live cows was opened at the Philadelphia Zoo. More than 100,000 visitors flocked in a single day to view the bovine residents. This began a working relationship with the Philadelphia Zoo which has continued into the 90s.

Staff members were on top of the new technology, and in 1932 did their first radio broadcasts. In 1933, posters were distributed to point of purchase sites — such as drug store fountains for mirror posting. By 1936, 600 drug stores displayed Dairy Council posters advocating the use of milk shakes and milk drinks.

Throughout this decade, consumption of milk was higher in Philadelphia than in the remainder of the state, and 50% higher than the average in the United States.



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