

1940s

Continuing A Tradition As Nutrition Education Leaders

Because gas was rationed, the staff took to the street cars. They managed, somehow, to get from a nine o'clock puppet show in one section of the city to a rehearsal on the other side of town by eleven. Despite the transportation prob-

lems, over 1,700 personal visits were made to the schools in 1943.

In 1944, the first June Dairy Month luncheon was held for the press. By 1945, there were four nutritionists on the staff with degrees in home economics.

The eight staff members in the dramatic department gave over 2,000 puppet shows in the 1944-45 school year.

In 1946, Philadelphia Inter-State Dairy Council officially changed its name to Dairy Council, Inc.

By 1947, the Quality Control Department had dwindled, as the need for it had greatly diminished. The exhibit at the Philadelphia Zoo had been closed during the war, but it reopened in this same year.



These flyers were provided to milk men in order to help them understand and market their product. *Notes To A Milk Man* is humorously dedicated--"To the fellow who told his customer that his company's milk had more bacteria than any milk in town."

Building Your Dairy/Dairy Council Trivia Knowledge

Did you know that...

- Children need three cups of milk daily to reach their RDA for calcium.
- It takes eleven pounds of fluid skim milk to make one pound of nonfat milk.
- Protein is the healthy muscle nutrient in milk.
- Delaware is the smallest state in which DCI works.



In 1940, farmers were receiving \$1.82 per hundred pounds for all milk sold. And at the corner grocery, the consumer was paying 23 cents per half gallon.

The 1950s Prove To Be A Decade of Change And Creativity For Dairy Council



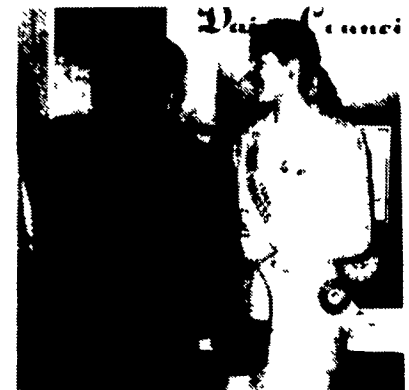
Yesterday...Wearing her crown and sash, a Dairy Princess from the 1950s pours a glass of milk for Mr. C. I. Cohee, Dairy Council's board president from 1937 to 1978.

The Pennsylvania Dairy Princess Program

Dairy Council has been involved with the Dairy Princess Program since the early 1950s. In fact, DCI helped initiate the popular program in Pennsylvania, which later was emulated by other states. Since that time, the annual dairy princess winners, both on a state and county level, have represented the dairy industry at various social and business occasions. In addition, the dairy princesses currently work with schools helping to spread the word of dairy farming and also getting

children interested in the importance of milk to their health.

Today, Dairy Council continues to work with the program by providing nutrition workshops and materials each year to the new princesses. One of the popular nutrition resources the current dairy princesses from Pennsylvania, New Jersey, and Delaware now use is Dairy Council's Book Loan Library. Through this resource they are able to borrow books on agriculture, milk, and food to read during their presentations at schools and other programs.



Today...Jennifer Grimes, 1993-1994 Pennsylvania Dairy Princess, visits with guests at Dairy Council's Annual Meeting.



Today...Dairy Council's Book Loan Library is an important resource for the dairy princesses.