

1950s

Dairy Council's Puppets

Giving Howdy Doody Some Real Competition



This puppeteer shows you need both hands to put together an entertaining show. Lighting, sound, stage, and of course the puppets, were all part of the show.

DCI's puppeteer program, launched in the early 30s, became a large part of the work that the staff conducted during the 40s and 50s. Dairy Council staff had extensive training in learning how to work as puppeteers. The scripts and much of the music in these shows and plays were written by Dairy Council staff. Their collection of several hundred hand held puppets were worth thousands of dollars, and they took their show on the road to school children in the various counties in which they worked.

The popular puppet shows became larger than life in the 50s. They became television stars during that decade in a se-

ries of short films. These films were also shown in the elementary school classroom. They carried the important message of nutrition and drinking milk for strong bones and teeth.

Harry Kaufman, director of Public Relations for DCI, dressed up as one of the more popular puppets, *Happy The Healthy*. This puppet had such a following that he even had his own fan club.

The puppets were retired from service in the 1970s. Today, DCI proudly exhibits many of the puppets in its lobby. Their presence challenges the staff to search for creative ways to communicate the message of good nutrition.



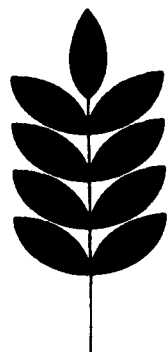
Harry Kaufman, who wrote many of Dairy Council's plays, became a life-sized *Happy the Healthy*, carrying the puppet's nutrition message to that generation's young children.

Congratulations
to the
Dairy Council
on their
75th Anniversary

Thank You for Your Continued Support



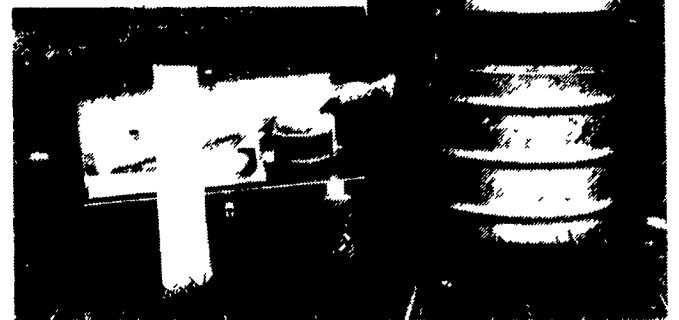
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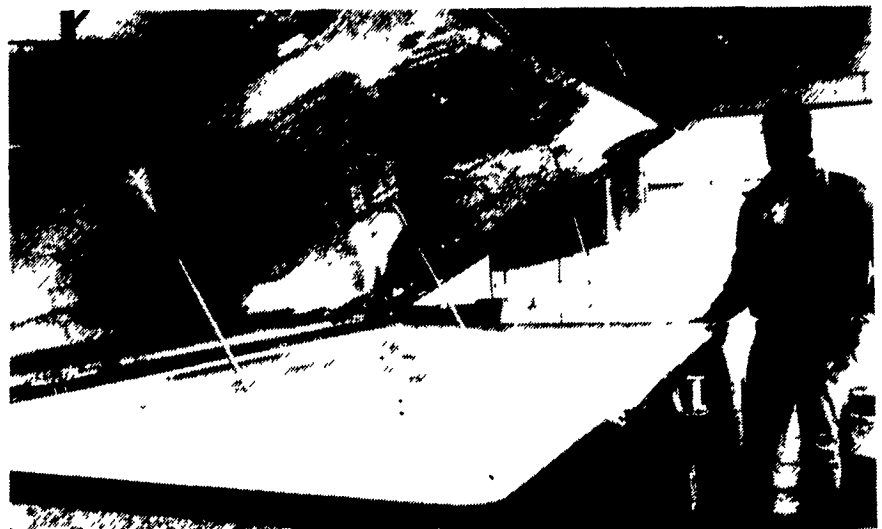
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