

The Miracle of Milk exhibit was fueled up and ready to go during this era. This mobile exhibit visited schools telling the story of milk from farm to a family's table. This 30-foot long trailer caught the attention of children everywhere.

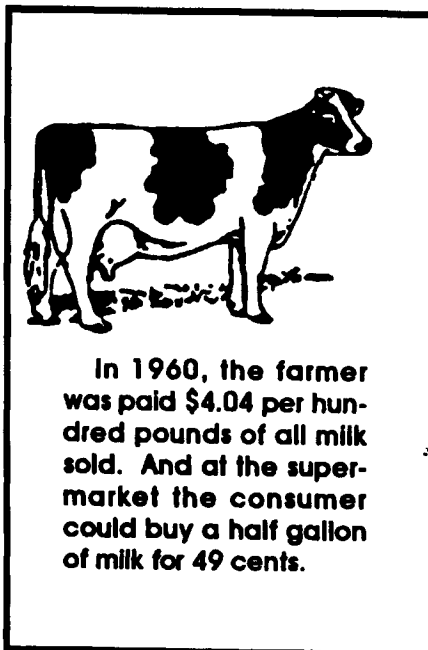
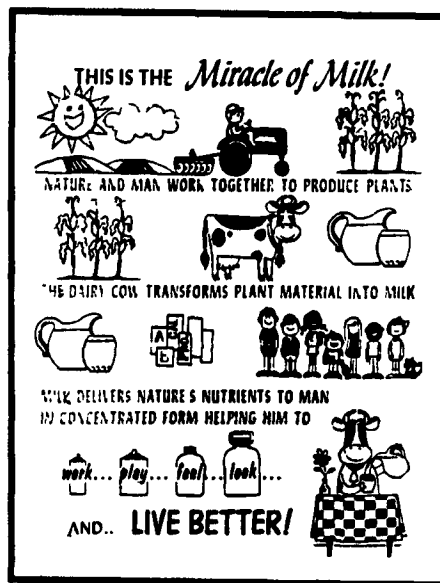
The trailer would arrive about one hour before viewing was to begin, to allow time for positioning and making power connections.

Although it was designed for 4th, 5th, and 6th graders, it often found audiences in the summer months at fairs and shopping malls throughout the area.

Geraldine often made mall appearances with the Miracle of Milk, especially during June Dairy Month.



Millions of children and adults learned about milk and how it makes its way to the kitchen table by visiting the 30-foot mobile Miracle of Milk exhibit--taken throughout the area by Dairy Council's Donald Freeman.



## Dairy Council During The 1970s



Lester C. Jones, Sr., served as president of Dairy Council's Board of Directors through the 70s.

### Services And Programs Continue To Change And Adapt To Current Needs

The 70s witnessed the Dairy Council office move from downtown Philadelphia to its present location in Southampton, PA. In 1972, the Middle Atlantic Milk Marketing Association became the major funding source for Dairy Council's nutrition education activities. Robert McKinley continued to direct the Dairy Council staff throughout most of the 70s. In 1977, Raymond Weber became executive director and Lester Jones was named

president of Dairy Council's Board of Directors.

Through Ray Weber's leadership, media was given a strong emphasis. Staff members became familiar faces on many of the major Philadelphia TV stations. Regular appearances were made on *Captain Noah and his Magical Ark*; *Farm, Home and Garden* with Gary Geers; and Jim O'Brien's *Dialing for Dollars*. In Lancaster County, programming was done with host Bob Malick on WGAL-TV, and in York County with WSBA-TV's Lew Doolittle.



Nutrition educator Marian Pulaski weighed out the nutrition facts for *Farm Home and Garden's* Gary Geers.

