

75th Anniversary Marks DCI's Commitment To Nutrition Education

SOUTHAMPTON (Bucks Co.)—From the Roaring '20s to the Yet-to-be-Named '90s, Dairy Council, Inc. (DCI) has been keeping up with times while staying steadfast in its mission of providing sound nutrition education information to Americans.

Whether it was through plays and puppets or radio and TV, for 75 years Dairy Council has kept its focus on keeping Americans healthy with messages about the role dairy foods play in personal health.

After National Dairy Council was established in 1915, it was believed that grassroots efforts on a statewide basis would add to the effectiveness of spreading sound nutrition information across the nation. In some instances, these Dairy Council units were formed within state lines, and in other areas they were built around milk markets.

So in 1920, a Pennsylvania-based Dairy Council was created—funded through dairy farmers and distributors each paying one cent per hundred pounds of milk produced or purchased. Following this "milk-to-market" concept, this new organization would work throughout the tristate area of southeastern and southcentral Pennsylvania, southern New Jersey, and Delaware.

1920s—Free Milk and Quality Control

"Sleep many hours with the windows open" and "Take a bath oftener than once a week" were two of Dairy Council's Eight Health Rules in the 1920s. While these rules may sound archaic, they reflected the needs of the times.

Undernourishment, for example, was a major problem in the 1920s. In response to this problem, Dairy Council began to fulfill its health mandate by giving away milk.

DCI provided a pint of free milk daily to more than 20,000 undernourished children in the Philadelphia public schools. During the first year, Dairy Council contributed more than \$13,000 worth of free milk and conducted nutrition classes. This actually became the forerunner to Pennsylvania's School Lunch Program.

In its first year of operation alone, Dairy Council reached more than 280,000 school students through nutrition classes, plays, brochures, and posters.

In addition to building strong relationships with the public schools in the twenties, Dairy Council also worked with dairy farmers to ensure quality milk. As part of a Milk Quality Control Program, Dairy Council staff visited dairy farms, giving demonstrations on milking, straining, and cooling milk. By 1923, Dairy Council hosted the World's Dairy Congress, attended by 1,000 dairy farmers worldwide.

1930s—Drama In the Depression Years

Undernourishment continued to be a problem through the Depression years, so Dairy Council stepped up its free milk program. Free milk was even provided to employees of several major department stores in the Philadelphia area, such as Bonwit Teller, Gimbel's, and Strawbridge & Clothier. The Dairy Council "ladies"—as they were called—developed nutrition materials such as "Feeding a Family of Five for \$8 Per Week."

This decade also saw the beginning of a working relationship with the Philadelphia Zoo that continues today. In 1936, a dairy barn with live cows was opened there. More than 100,000 visitors flocked in a single day to view the bovine residents.

The ingenuity and creativity shown by the staff continued in the form of the dramatic arts—literature, plays, and music. Dairy Council established its dramatic department, writing and producing its own health plays and original songs. This unique approach to nutrition education appears to have been a wise move—milk consumption in Philadelphia was 50 percent higher than the average in the United States during this time.

1940s—Nutrition Education Marches On

In the 1940s Dairy Council became involved in the military effort by purchasing war bonds and developing materials targeted to those working on behalf of the war effort. In 1942 alone, 451 defense plants were supplied with nutritional posters, reaching more than 360,000 employees.

And despite transportation problems because of gas rationing, Dairy Council's Dramatic Department staff took to the street cars to log more than 2,000 puppet shows in the 1944-1945 school year.

In 1946, nearly 600,000 children attended the puppet shows, health plays, and talks given in schools by the nutritionists. This same year the Philadelphia Interstate Dairy Council officially changed its name to Dairy Council, Inc.

1950s—Puppets and Princesses

Suburbia, Elvis, and "I Love Lucy"—times were good after the war years. Enter the princesses.

During the 1950s, Dairy Council helped initiate the Dairy Princess Program in Pennsylvania, a program which was later emulated by other states. The annual dairy princess winners represented the dairy industry at various social and business occasions.

Today, dairy princesses work with schools to help students understand dairy farming and to interest them in the importance of milk to their health.

Dairy Council's puppeteer program, launched in the early '30s, was in full swing by the 1950s. Giving "Howdy Doody" a little competition, the puppets became TV stars during this decade in a series of short films.

One puppet, "Happy the Healthy," had such a following that he even had his own fan club.

Dairy Council's collection of several hundred hand-held puppets, worth thousands of dollars, was retired from service in the 1970s, but still can be seen on display in the DCI lobby. The puppets serve as a reminder to staff to continue to search for creative ways to communicate the message of good nutrition.

1960s—The Miracle of Milk

In the 1960s, "Geraldine," the now famous life-sized traveling fiberglass cow, joined the Dairy Council staff. She helped spread nutrition messages about milk throughout Dairy Council's territory by making public appearances at schools, shopping malls, fairs—anyplace she could capture the attention of the community.

Not only was Geraldine constantly on the move in the '60s, but so too was Dairy Council's newest exhibit, the "Miracle of Milk." This fueled-up 30-foot-long trailer caught the attention of children everywhere.

The mobile exhibit visited

In 1972, the Middle Atlantic Milk Marketing Association became the major funding source for DCI's nutrition education activities, providing new opportunities for Dairy Council programs.

In the early 1970s, Dairy Council introduced "Big Ideas," a curriculum for children from kindergarten through sixth grade. For the first time, the nutrition staff offered in-service programs to teachers on how to teach nutrition. Thousands of school children participated in these nutrition lessons.

(Turn to Page E23)

Lacewing Larva Beneficial

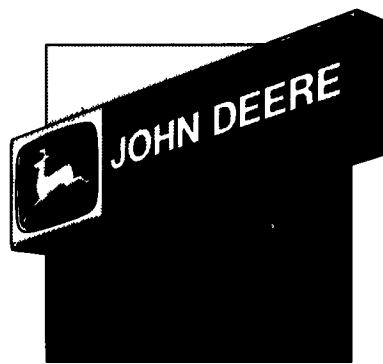
HONESDALE (Wayne Co.)—The green lacewing is an insect predator, available as a biological control of aphids and other soft-bodied pests in your garden. The voracious larvae are sometimes called aphid lions. They will eat just about anything they can subdue and suck dry with their large, piercing mandibles.

Green lacewings are sold as eggs or larvae. Larvae are costly, but may be a better value, since they may survive shipment better,

and because other predators often eat a great portion of lacewing eggs.

Sprinkle the eggs or larvae near a serious infestation of a pest. The larvae will feed in an area as long as there is plenty of prey, and then the population will disperse.

Adult lacewings are pollen feeders. Their presence can be encouraged by having a diverse planting of plants and vegetables and by keeping the use of chemical pesticides to a minimum.



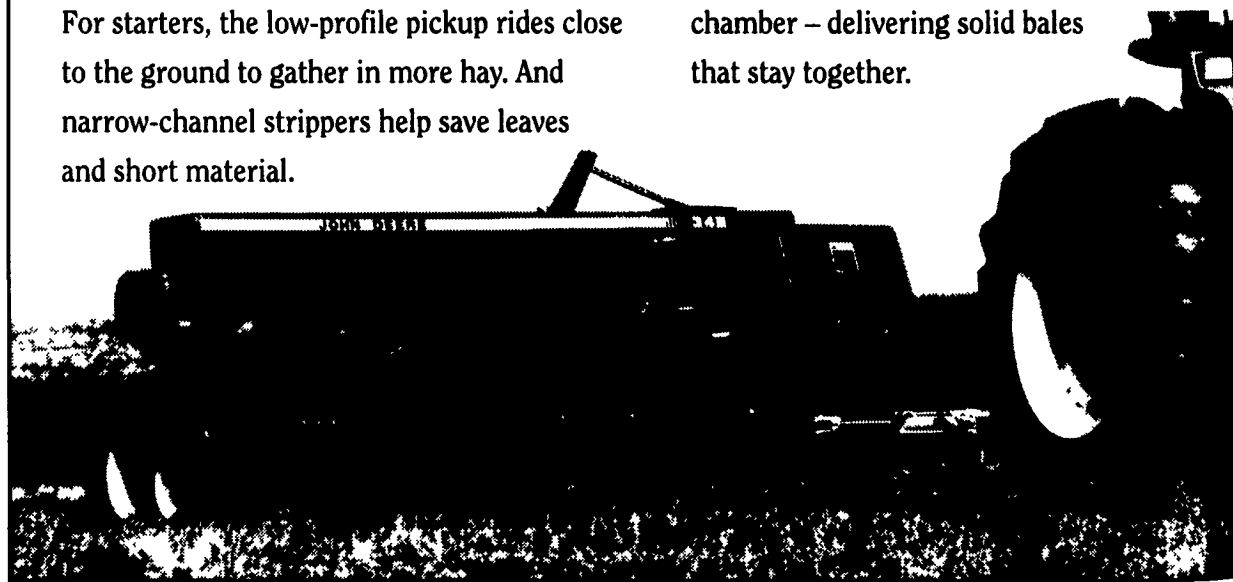
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