

Milk Moustache Collector Establishes Related Website

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Lancaster Farming Staff

LEBANON (Lebanon Co.) — Not only do those catchy milk moustache ads get Lori Sheetz drinking more milk but also precipitated her unusual hobby.

The 14-year-old collects the celebrity-moustached ads found in magazines and newspapers. She has accumulated at least 700 ads with 110-115 different variations — and is still counting. A self-described “computer junkie,” Lori also created a website about the ads.

“I’m really proud that 13,000 people have visited my site since it was posted on Yahoo,” Lori said.

Her site includes 30 pages of information and fun activities connected to the milk moustache ads. Lori’s website is www.geocities.com/thatlorigirl/milk.html

Lori said that her unusual hobby began two years ago when she was staying at her grandmother’s house during the summer months. While flipping through magazines, she came across the milk ads.

“I thought they were interesting, so I tore them out,” Lori said. She remembers the first one she collected was of singer Amy Grant.

When Lori returned to her parents’ (Gary’s and Ruth’s) home, she perused their magazines and was delighted to find more milk moustache ads.

“Some ads use the same picture but have different slogans with it,” Lori said. She’s sort of a history buff on the evolution of the ads, which she said, started out with the slogan, “Milk — What a Surprise” then “Milk - Where’s Your Mustache” to “got milk?”

She started ripping out the ads and saving them. Soon she discovered variations of the ad in baseball caps, milk cartons, brochures, bumper stickers, book covers, mugs, t-shirts, and other



Lori entered this picture of her mom and her sporting milk moustaches in a recent contest. It’s Lori’s dream to appear in a milk moustache ad.

novelty items. She added these to her collection. Knowing of her affinity for the “milk moustache,” friends and family members gave her items they discovered along the way.

It seemed only natural to re-

lar pastime for the high school freshman.

“I don’t really have a favorite. I think they’re all pretty cool,” Lori said of her collection.

She’s delighted to have attained several glossy manufactured

the ad. The ads also have helped her recognize famous people and movie stars by sight. The most ads featuring one person is Mark McGuire. “He’s everywhere. I have 20-30 of his ads,” Lori said. Lori knows of at least 20-30

“They got me drinking more milk. People always want to do what celebrities are doing. The ads are a cute way to get a message across.”

Lori Sheetz
14-year-old collector

sort to the internet to find more ads. To her delight, she found many other soulmates who shared her passion for the catchy ads. Swapping ads — known as on-line trading — is now a regu-

ads from milk promotions. Recently Lori placed most of her ads in several different protective binders and arranged the ads alphabetically by the first name of the person appearing on

ads that she does not have but would like. “Some of those early ads sell for \$6-\$7 on E-bay,” Lori said. She likes to haunt places with old magazines to search for

ads that she’s missing. “Certain ads appeared only one time. And, some of the ads appear in magazines that few people have ever heard about. Some of these include magazines such as American Cheerleader and Progressive Grocer. Lori has made calls to supermarkets, doctors, and dentists to request issues of trade magazines. She also has a few Spanish versions.

The purpose of the ads, of course, isn’t to promote collecting the ads but to encourage people to drink more milk.

According to Lori, the ads do exactly that. She said, “They got me drinking more milk. And, people always want to do what celebrities are doing. The ads are a cute way to get a message across. The promoters always use well respected celebrities in their ads.”

Not all ads feature celebrities. Some use ordinary people. Lori’s dream come true would be to appear in an ad. She has found a few contests where non-celebrities are selected for the ads, and she faithfully enters the contests.

“I don’t understand why people collect rocks and stamps, but collecting these (milk ads) is a constant challenge,” Lori said of finding them in unexpected places.

Her latest birthday cake featured the “got milk” logo. And, friends and family often give her milk-related gifts.

Despite a hobby that Lori said grew “sort of out-of-hand,” she doesn’t focus on only one thing but has lots of other interests. Some of her career possibilities include acting, accounting, archeology, and teaching.

But right now, what she would really like is to appear in a milk moustache ad.

“Someone bid \$1,500 just to go to see a milk moustache photo shoot,” Lori said of a benefit fundraiser for the Big Brother and Big Sister program.

It’s an opportunity Lori would love to have.



Lori has accumulated more than 700 ads and an assortment of milk cartons, book covers, and novelties with the “got milk” message.

Bone Up On Osteoporosis

LEBANON (Lebanon Co.) — Bone Up On Osteoporosis, part of a series of women’s workshops sponsored by Lebanon Family Health Services, is scheduled for Tues., Oct. 24, from 7 p.m. to 8 p.m.

A \$5 donation is requested for the session taught by Dr. David Trostle. He will address risks, detection, protection, and treatment of osteoporosis.

Make check payable to LFHS, 1 Cumberland St., Lebanon, PA 17042. Call (717) 273-6741.

Make It With Wool Registration Deadline Oct. 2

JOHNSTOWN (Cambria Co.) — Registrants for The Make It Yourself With Wool Pennsylvania Contest Saturday, Oct. 14, here at the Galleria Mall should meet the registration deadline by Oct. 2. Forms may be obtained from state directors Jodell Antram or Peggy Black.

Antram’s telephone number is (814) 443-3189 or e-mail daveandjodell@cs.com or reach Black at (814) 629-6865.

Judging of garments both on and off contestants in five categories will be followed by a fashion show on the Boscov’s stage. The categories this year are more open than ever with a Made for Others division, according to Antram.

Made for Others means both the maker and person the garment was made for must attend

Make It Yourself With Wool Pennsylvania Competition.

“We are doing it to get more people interested,” Antram said of the annual affair that promotes the versatility of wool and adaptability as an all season fiber. “A grandmother may not like to model, but she enjoys making clothes for her grandchildren. We would like to tap into that group.”

Winners in the senior and junior divisions of the state Make It Yourself With Wool will be eligible to enter the National Make It With Wool Competition Jan. 25-27, in Sparks, Nev.

Otherwise, preteen is 12 years of age and under, junior is 13-16, senior is 17-24, and adult is 25 and older. Age guidelines are as of Dec. 31, 2000.