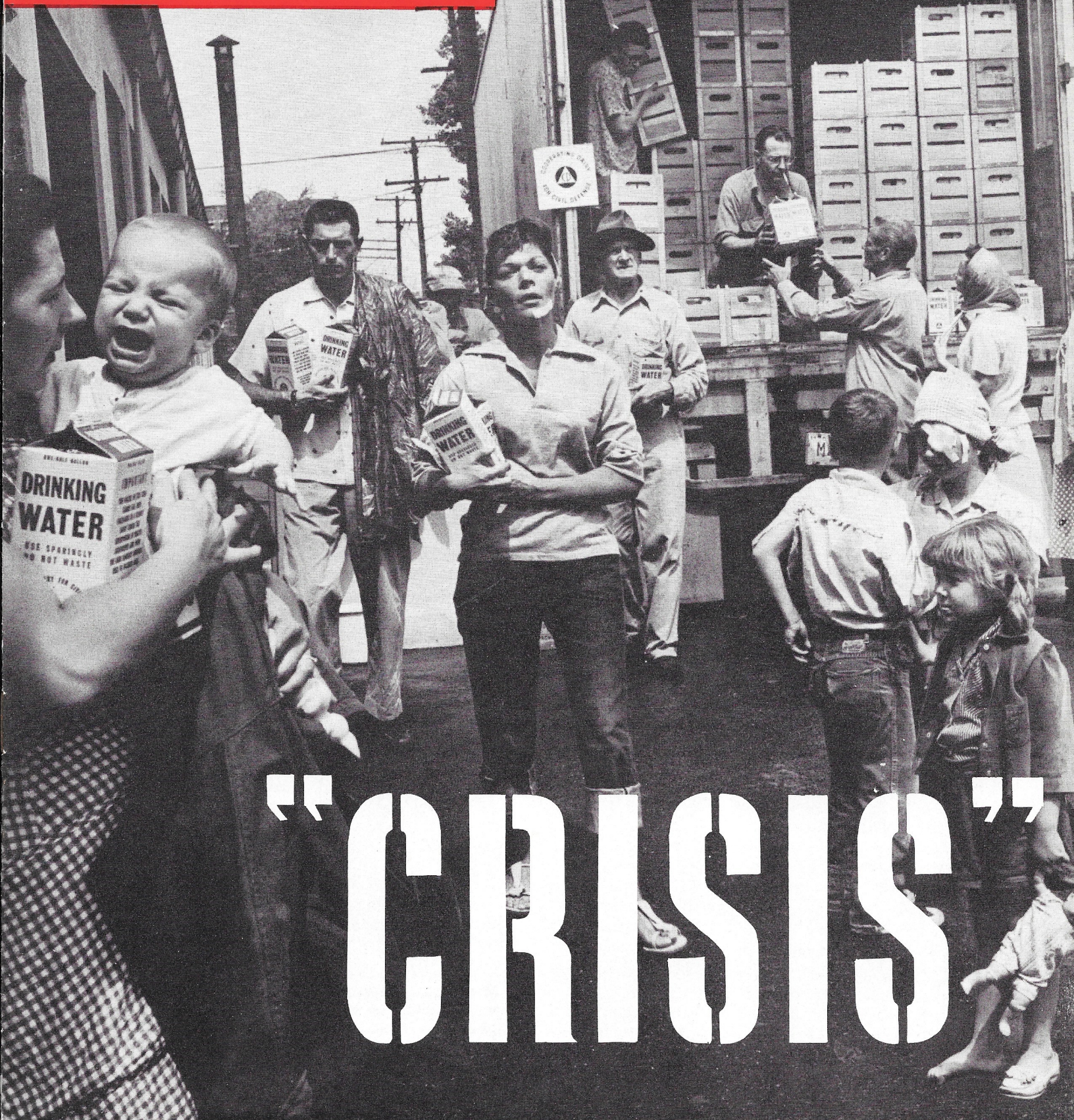


PURE-PAK NEWS

SEPTEMBER-OCTOBER 1956



"CRISIS"



Dairies mobilize against disasters



The Federal Civil Defense Administration believes the cooperation of local dairies with this program is a vital contribution to our Nation's Civil Defense effort. The dairy industry is to be congratulated for its support of the program, says Val Peterson, federal civil defense administrator.

Cooperating Dairy for Civil Defense

The Federal Civil Defense Administration and the American milk industry have created a new plan for saving lives in times of emergency.

Simple in its application but enormous in its potential for good, the plan was instituted by the Federal Civil Defense Administration in cooperation with the milk industry and health and disaster relief organizations in

response to suggestions from the Pure-Pak Division of Ex-Cell-O Corporation. In general terms, the plan aligns local dairies with local civil defense in providing aid to victims of disasters affecting normal supplies of safe drinking water. In such situations dairies equipped



Monroe county CD Director, Judge Davis, representing the people of Stroudsburg, expresses gratitude to Chet Dutton (left) of Lehigh Valley Dairy for the dairy's public service during the Stroudsburg, Pennsylvania, flood.

to package water in milk cartons will (by pre-arrangement) be mobilized to provide lifesaving cartoned water as needed.

The final plan is nationwide in scope and capable of benefiting everyone it touches: i.e., (1) every citizen who will have its protection; (2) participating dairies who will combine public service with public relations of the highest order, and (3) FCDA whose responsibility (under Public Law 875) includes the development of plans for the alleviation of suffering and damage resulting from natural disasters.

As envisioned by dairy industry and FCDA planners, the carton method would operate in the following manner:

- a. In response to a call from the local mayor or the local director of civil defense (who is usually directly responsible to the mayor) the cooperating dairy will commence packaging water in accordance with pre-arranged plans.

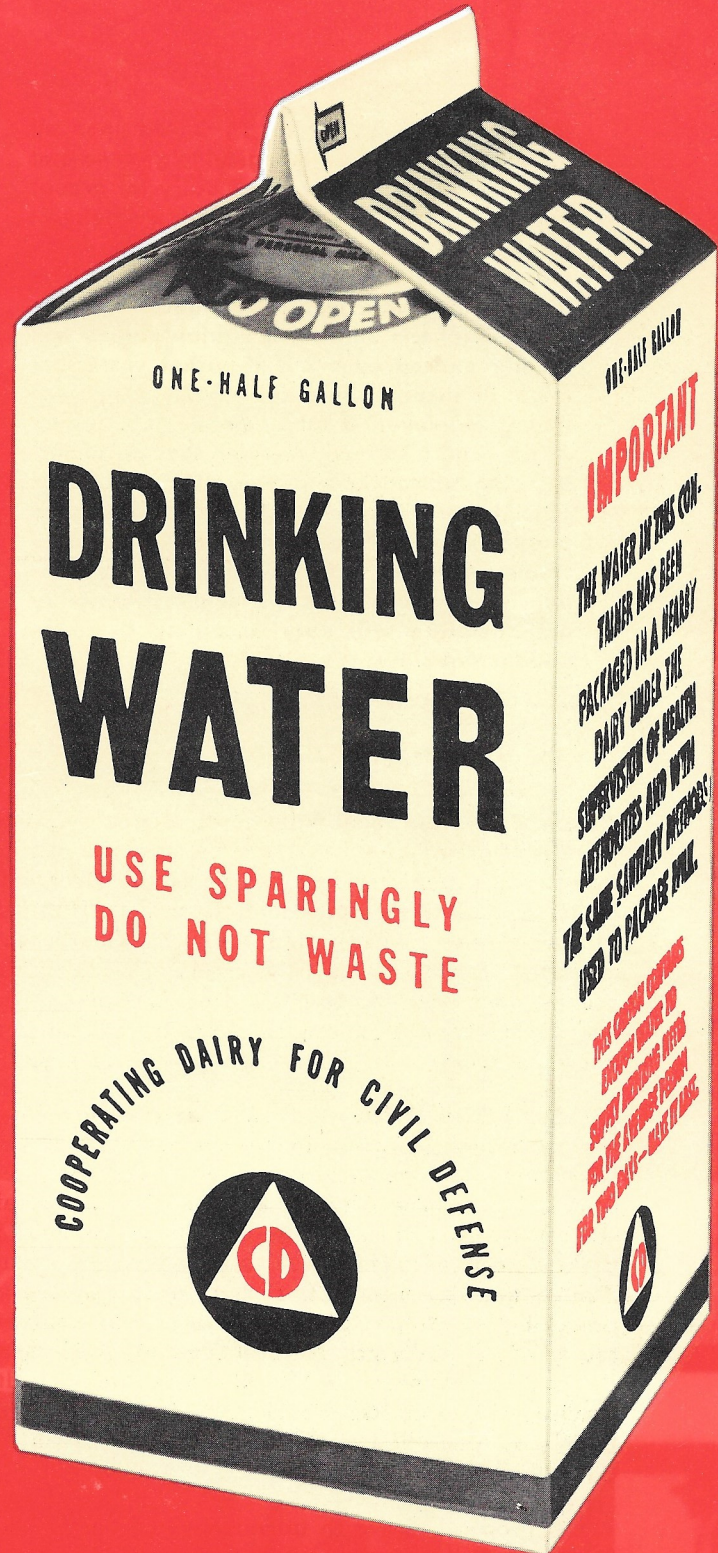
The specific plan for dairies using Pure-Pak Cartons appears on page 7 of this book.

- b. The cartoned water will be loaded on the trucks operated by the dairy, or by some other transportation facilities as previously arranged for, or provided for on the spot. Delivery will take place to points of destination as directed. From designated depots individuals will obtain their drinking water supply in usable form and in an uncontaminated state.
- c. Pre-arranged plans will include coordination with the local health authority having jurisdiction, and the local Red Cross chapter.

The CD-Cooperating Dairy plan has as its precedent the Stroudsburg, Pa., experience of a year ago, which is familiar to most dairymen. There, it will be recalled, the Lehigh Valley Dairy of Allentown, on its own initiative, came to the rescue of waterless Stroudsburg with cartoned water in a public service operation duplicating in nearly every detail the foregoing proposal. Aside from the gratification of having contributed to the saving of human life, Lehigh Valley earned the undying gratitude of an entire community, a public relations triumph.

Similarly, independent public relations experts who have examined the nation-wide CD-Cooperating Dairy plan have unanimously declared it to be an "inspired" goodwill vehicle and an enviable opportunity for an entire industry to provide vital public service in times of crisis.

"This project 'has everything' . . . because everyone involved in it stands to benefit," is the consensus of these outside authorities.



With this carton you may save the lives of many people in your community. Enroll in Civil Defense now. This carton is available to supply drinking water if disaster ever strikes.

Dairymen Note:

If you are not in $\frac{1}{2}$ gallons at the present time, quart civil defense water cartons will be available to you in the event of a crisis.

COMPENSATION . . . Based upon all historical precedent, it is logical to assume that demands for water upon any dairy (or group) will be of short duration, with the emphasis upon speed and availability rather than huge quantities over a long period of time. It is likewise probable in most instances that the public relations and humanitarian values will greatly exceed such out-of-pocket costs that might be incurred by a dairy on its mission of mercy. However, if remuneration is a matter of concern, it is recommended that an understanding be reached with local civil defense officials in advance to protect against such possible eventualities that conceivably could create a financial hardship. Procedure for compensation in such cases is a local responsibility and therefore will vary according to states and communities.

How it all came about is by now a long story. Many months of preparation have gone by since the plan for dairy cooperation was first envisioned by George D. Scott, Ex-Cell-O vice president, George L. Huffman, Pure-Pak sales manager and Ralph C. Charbeneau, public relations director. The company's advertising agency, the Fred M. Randall Company of Detroit, also participated in the original planning and throughout negotiations.

Federal Civil Defense Administration Health Office engineers had observed in person the Stroudsburg Operation and were so favorably impressed they were considering its possibilities as a pattern for disaster-aid operations. Concurrently Pure-Pak offered to assist in the enlistment of the nation's dairies behind such a plan. This resulted in a meeting in Battle Creek at the invitation of FCDA on May 21, 1956. Present were representatives of FCDA Health, Natural Disaster, Welfare and Public Affairs Offices, the United States Public Health Service, Milk Industry Foundation, Dairy Industries Supply Association, several local milk dealers, American Can Company and the Sealright Company.

The proposal met with unanimous and enthusiastic approval of all present, including many conferees who learned of the proposal for the first time.

It was agreed that each of the three milk carton companies, the U. S. Public Health Service and the Milk Industry Foundation would return with individual recommendations to be coordinated into an industry-wide plan of operation with CD. The carton companies were invited to devise methods of procedure specially tailored to users of their product.

The Pure-Pak plan, as re-submitted after consultation with the four paper companies licensed to produce Pure-Pak cartons, covered these main points:

1. That widest participation may be expected of dairies using Pure-Pak cartons: (a) because Pure-Pak accounts for nearly 65 per cent of all milk cartons used and has the widest geographical distribution of dairy customers, (b) because of the greater mobility of movement of its blank emergency cartons in flat form and, (c) because of exclusive availability of half-gallon cartons.

2. That Pure-Pak would design a special "Cooperating Dairy for Civil Defense Carton" to be used for water in emergency situations.

3. That its associated paper companies—International Paper Company, Kieckhefer Container Company, Dairypak Incorporated and Fibreboard Products, Inc.—have volunteered to maintain at their 28 strategically located carton converter plants a permanent supply of emergency water cartons subject to immediate delivery on call by a cooperating dairy.

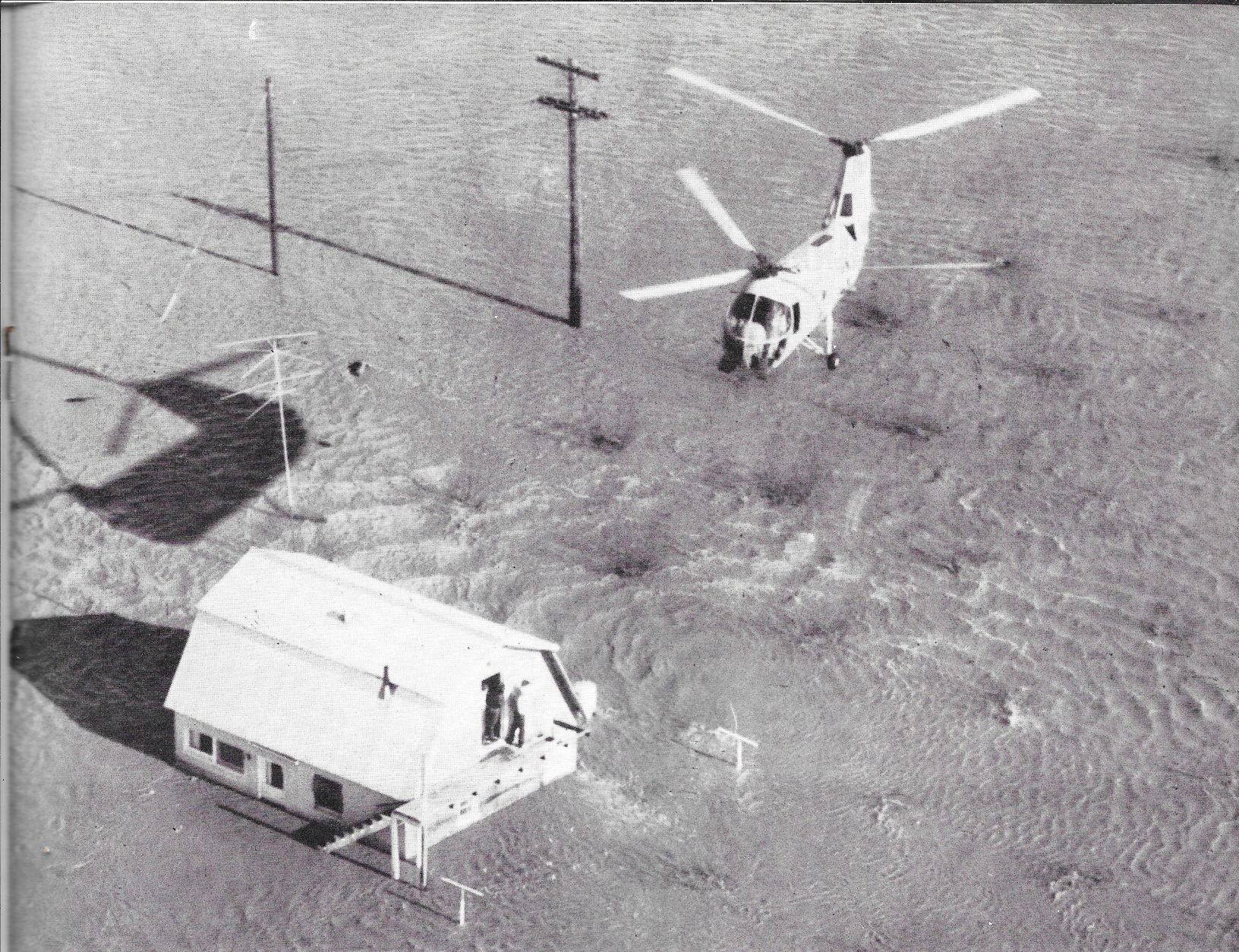
4. That Pure-Pak would undertake to inform its 2500 dairy customers of the cooperating dairy plan, in coordination with civil defense informational services, and to otherwise assist dairies and the FCDA in coordinated publicity and promotional activity toward achieving recognition for the public service responsibilities assumed by the cooperating participants. This includes a national advertising program and production of the film "Crisis" for TV and open showings nationally by FCDA and dairy operators.

Meanwhile, FCDA will undertake to inform local civil defense authorities in every state of the mechanics of the plan and will recommend that the local director contact dairies in his area to formulate specific plans of operation in event of a water emergency.

It is not envisioned that calls for aid by dairies will be numerous or burdensome since experience indicates that only a relatively small proportion of natural disasters require extraordinary sources of drinking water.

Nor is it envisioned that dairies would become the sole source of potable water in any event. Other methods of obtaining water will be used as before, but the FCDA regards the dairy plan as an important supplementary source, since the latter insures the greatest likelihood of water reaching the ultimate consumer in an uncontaminated state. In short, FCDA sees duplication of the Stroudsburg effort in which cartoned water was particularly effective for the feeding of infants, the sick and disabled, weary relief workers, at mass care centers and at public eating places, cafes, etc.

Perhaps most cooperating dairies will never be called upon for emergency action. But in every case cooperating dairies will have demonstrated again the historically generous, public spirited attitude of the great American dairy industry.



"CRISIS" . . . Narrator Bob Considine, INS foreign correspondent, and star reporter of headline events—author, radio and television commentator, speaks with eye-witness authority when he tells the story of "Crisis." He saw the birth of the idea during the Stroudsburg flood of last year when the Lehigh Valley Dairy of Allentown, Pennsylvania, distributed drinking water in milk cartons to its neighbors in the time of their distress.

He saw Stroudsburg on the morning after . . . water enough to drown an army, but not enough for a baby to drink, because it was all polluted. "It was a pleasure for me to narrate the story of 'Crisis' which was produced in cooperation with Civil Defense by Pure-Pak Division of Ex-Cell-O Corporation . . . in behalf of the Dairy Industry. Now my desire is to see all dairies throughout the United States become Cooperating Dairies for Civil Defense."

(Considine may be heard on NBC's "Monitor" program Sunday evenings, sponsored by Mutual of Omaha).



"CRISIS"

A motion picture documentary of the milk dealer's vital contribution to America's Civil Defense.

Milk dealers across the nation are volunteering to become a "Cooperating Dairy for Civil Defense", in the event that disaster should ever strike their communities and cause a crisis in available drinking water.

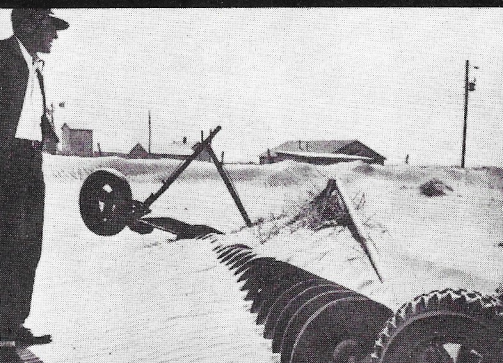
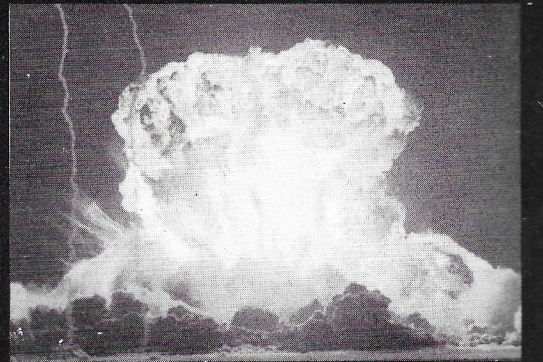
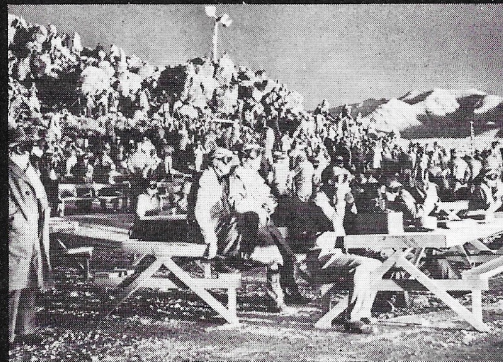
The American milkman, by reason of his historic personal service to his community, has always demonstrated a willingness and capacity to help his fellow man. Such assistance has taken form in many ways. Now, "Crisis" presents a new and wonderful opportunity for all in the dairy industry to perform a truly humanitarian service

... and in addition earn a rich reward in public good will and gratitude for so doing!

Prints of this motion picture story, in addition to other free publicity materials, are available to help milk dealers inform people in their market of their readiness to perform this important public service.

"It is a great story" says Bob Considine of International News Service, "and as a milk dealer becomes a Cooperating Dairy for Civil Defense, this story becomes 'his' story."

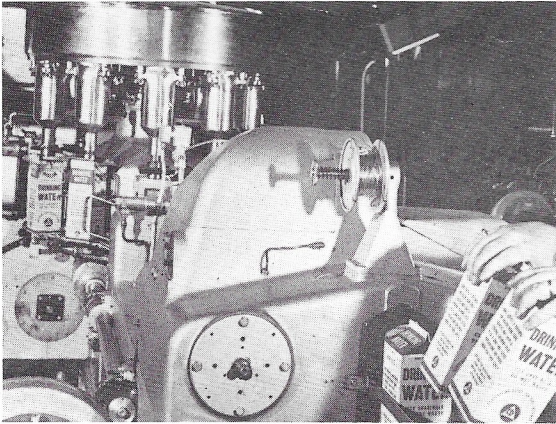
DAIRYMEN—see the premier of "CRISIS" in the Pure-Pak Booth at the Dairy Show. Ex-Cell-O Corporation has, by special arrangement with the producer of "Crisis", made it possible for dairymen to purchase a print of this 16mm soundfilm, at a special low price. The dairy's own name will be included in the film as the public service sponsor. Prints of the film may be had at a total cost of \$50 by writing Robert J. Enders, Inc., 1001 Connecticut N. W., Washington 6, D. C.



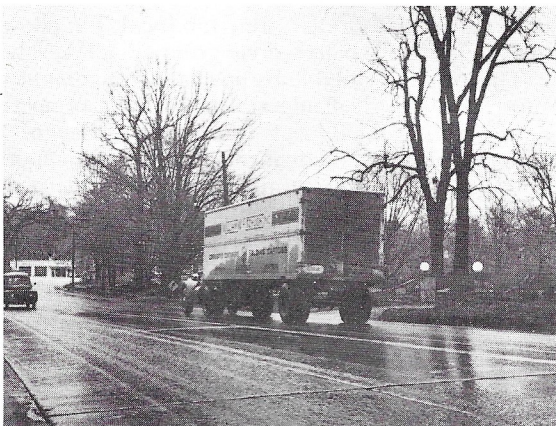
Man can live without food for a while . . . BUT HE MUST HAVE WATER!



Birth of the Cooperating Dairy for Civil Defense plan.



Pure-Pak Machine Filling Civil Defense Cartons.



Truck loaded with drinking water supply rushing to distribution depot.



Grateful citizens of community receiving safe drinking water.

Here's What a Cooperating Dairy for Civil Defense Does . . .

1. If a drinking water crisis occurs in your community you would, on order of the local mayor or civil defense director, notify your regular Pure-Pak carton supplier of the need for special civil defense carton blanks. These blanks will be rushed to you with all possible speed.
2. Obtain health authority approval of your water supply source before packaging.
3. If the need for drinking water is so urgent that you can't wait for special civil defense carton blanks, use the approved rubber stamp design (as shown below) to stamp over your regular milk cartons.
4. Arrange delivery of packaged water to distribution depots in accordance with civil defense instructions.

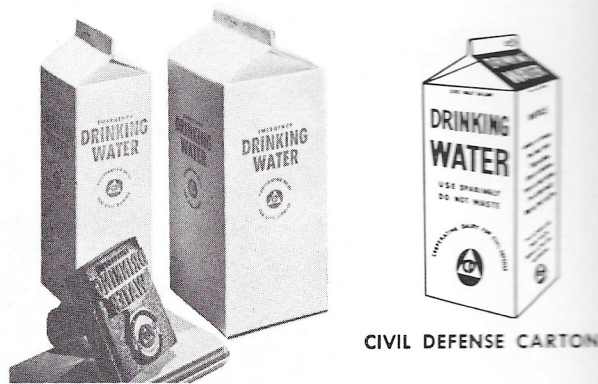
EMERGENCY DRINKING WATER



Use the above reproduction to prepare your rubber stamp. Keep it handy in case you need it (step 3 above).

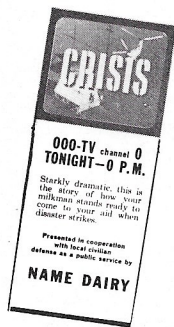


NEWSPAPER AD MATS

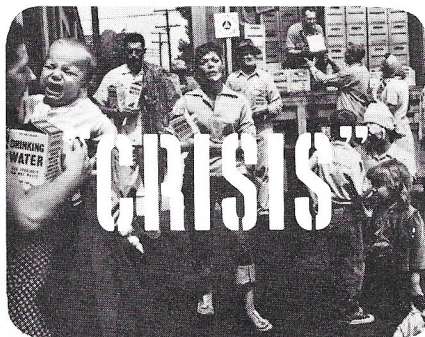


CIVIL DEFENSE CARTON

RUBBER STAMP



TV AD MAT ("CRISIS")



TV SLIDE ("CRISIS")



CIVIL DEFENSE DESIGN FOR TRUCK DECALS, WINDOW STICKERS AND DROP-IN AD MATS



SUGGESTED PUBLICITY PHOTO

FREE PUBLICITY KIT

Cooperating dairies and local civil defense officials share a mutual obligation to seek legitimate local attention for their cooperative effort in behalf of the citizens of the area. The ultimate success of the plan—when needed—depends upon public awareness before disaster strikes.

Many publicity possibilities present themselves:

1. Contact your local newspaper editor now to cover with story and pictures of your dairy signing up with local civil defense official. If possible, have the suggestion that the editor cover this story come from the CD official, or provide your own photo coverage for publication. Another good picture situation would be your mounting "Cooperating Dairy for Civil Defense" decal poster on your milk trucks. Use your sample civil defense "water" carton as a picture prop.

2. Run display ads, shown above, announcing your dairy's participation. Use "Cooperating Dairy for Civil Defense

"slug" in your regular advertisements and your stationery.

3. Mount "CD for CD" poster decals on your trucks, dairy windows, etc. Mount small version on truck windows (this may serve as official pass for your trucks in emergency situations).

4. Obtain print of "Crisis" film for local TV showing. Show film at your dairy, before civic groups—PTA, schools, clubs, etc. This film is available by special arrangement with the producer, Robert J. Enders, Inc., 1001 Connecticut, N.W., Washington 6, D. C., at the special price of \$50, which includes your name identification as the film sponsor.

5. If your carton design permits, have cooperating dairy for civil defense insignia inserted on your regular milk cartons. Copy might be added telling of your cooperation with civil defense in times of crisis.

For your free publicity kit, shown above, contact Pure-Pak Division, Ex-Cell-O Corporation.

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