

National Dairy Council Film Collection

TR NDC

The Collection covers the year's 1940's-1970's.

The physical extent of the collection is 25 Films.

Introduction

The National Dairy Council and the English Country Cheese Council were part of the National Milk Publicity Council, established in 1923. The body aimed to promote the consumption of milk, real dairy cream and English cheese.

**TR NDC
PH6/1**

Meet English Cheese
Undated [1950's]
Film shows and promotes different types of English cheese
Film opens in a cheese shop and focuses on the different varieties of English cheese available: Cheshire, Cheddar, Stilton, Lancashire, Leicestershire, Wensleydale, Caerphilly, Double Gloucester and Dorset Blue Vinney.
A housewife is introduced to a different cheese by a cheesemonger.
Shows how to store cheese.
Film Partnership Production
English County Cheese Council
Directed by Michael Johns
Photography by Arthur Wooster
Screenplay by Peter Madge
Commentator Nevil Lloyd

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 5½ minutes

**TR NDC
PH6/2**

Consider your verdict
Undated [1940's]
Film shows a court trying someone for stealing a bottle of milk.
The Prosecution argues the milk is valuable and the defence argues the milk is valueless. The audience is the jury.

Museum of English Rural Life

Film opens in a court, judge addresses a jury [the audience]. Judge states defence believes there is no importance to what his client removed which was a bottle of milk.

Mrs Marshall for the prosecution calls Mrs Preston a housewife to the stand. She believes in the value of milk, but is cross-examined by Mr Brand for the defence who states she is not an expert.

Dr Phillip Stratton is called to the stand and gives evidence relating to the nutritional value of milk and amounts that should be drunk.

Defence calls Mrs Wilson a housewife who has cut down on her milk bills. Under cross-examination she reveals one of her children is off school sick.

Robert Martin is called to the stand a 17 year old who has stopped drinking milk as his workmates said it was not a mans drink. He reveals under cross-examination he is not as sporty as previously.

Sydney Errands a milkman is called to the stand and describes how his clients hide from him to avoid paying him. He then reveals the only way he can do his job is by drinking lots of milk. The defence sums up stating there is no value in milk and the prosecution sums up stating there is value in milk.

The Judge directs the audience to decide for themselves and exits the court with the bottle of milk under his robes.

By James Allen

Recorded by Ching Mountenay

Edited by Dennis Gurney

Produced by James Carr

Written and directed by John Kirsh

A World Wide Picture

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Black and white, sound, 20½ minutes

**TR NDC
PH6/3**

English Cheese and the Caterer; The art of serving English cheese

Undated [1950's]

Film shows types of English cheeses and their uses.

Film goes through different types of cheeses: Stilton, Cheddar, Cheshire, Caerphilly, Double Gloucester, Leicestershire, Lancashire Wensleydale and Derbyshire. Grades of cheese shown. Cheese wholesaler and retailer shown, cheese being cut, storage and ways of serving the cheese.

A W.S. Crawford production for the English Country Cheese Council

Museum of English Rural Life

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 12½ mins

**TR NDC
PH6/4**

This is your Council 1961
1961

Film shows the work of the National Milk Publicity Council
Film opens at June Dairy Festival. Lord Mayor of London and
cabinet ministers seen drinking milk.

Headquarters at Melbourne House shown. Reception area and
staff shown working. Film describes the work including
advertising, research, promotional material and education.
Plans for 1961 are described in detail. Press and dates of
advertisements shown, posters, television adverts. Excerpts of
television adverts including one set in a swimming pool and
children playing. Campaign for real dairy cream, including
extract from television advert.

English cheese promotions including the work of the English
Country Cheese Council, a division of National Milk Publicity
Council. Film shows trade meetings, press and poster
advertising, television commercial cheese.

June dairy festival shown, Dairy Queen competition, Dairy Mirror
newspaper, Royal Dairy Show, Food Fair, businesses including
Boots promoting milk. Education including schools, lectures and
training booklets for milk sales.

National Milk Publicity Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 14 mins

**TR NDC
PH6/5**

This is Your Council 1962
1961

Film shows how the National Dairy Council intends to promote
its activities in 1962.

June dairy festival in London 1961 Prime Minister Harold
Macmillan giving a speech.

History of National Dairy Council which was formed in 1920.
Original minutes shown, and early pictures. Committee
appointed by the council shown - Ivor Williams, chair, Richard
Trehayne, James Jackson, Bill Hinds, James Alston, John

Museum of English Rural Life

Impson, Cyril Coffin, Frank Precotr, Arthur Peddy, Col. Valda Gates, Ridley Rolling, George Speakman.
Milk, real dairy cream and English cheese sales shown. National Milk Publicity Council is parent body of English Country Cheese Council and National Dairy Council. Plans for 1962 outlined. Research on doorstep shown. Advertising for milk shown, posters, press, television, diagram of when. Press campaign where it will appear and what will appear. Television advertisements three times per week per year. Pilot for Vitality campaign shown. Plans for advertisements shown. June dairy festival. Outdoor posters shown, hoardings, buses and railway. Cream - real dairy symbol shown and Crown it with Cream campaign poster shown, Christmas posters. 1961 television commercial shown, will be four new ones for 1962. Television storyboard shown.
English Country Cheese advertisements will be in women's magazines. Promotional material for distributors shown, merchandising and display material.
Milk float shown with poor advertising and newer one with better advertising.
Education excerpts from education council film and promotional children's material.
Public relations newsletter to interested bodies the Dairy Mirror. June dairy festival and 'Moobiles' to visit seaside resorts. Still of Richard Todd film star and farmer having a behind the scenes day.
Dairy Queen competition still shown. Cartoon of Drive Safely on Milk campaign. Royal Dairy Show, milk bar and display centre. Milk and Beauty Harvey Nichols beauty salon.
English Country Cheese Council English Country Maiden promotional stills and ploughman's lunch.
Careers and training film excerpts.
National Milk Publicity Council
Producer W S Crawford Ltd

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 21 mins

**TR NDC
PH6/6**

The Quiet Revolution
Undated [1960's]
Film shows automation in intensive or factory farming to achieve maximum profits.
Intensive chicken farming houses shown. Automation shown in detail for feeding, drinking, egg collection and sorting and packing.

Museum of English Rural Life

Italian veal calf factory farmer shown. Shows aspects of his veal factory farm. Broiler factory farm shown in Holland.

National Dairy Council

Narrator Dick Graham

Camera Geoff Holsgrove

Sound Michael Tomsett, Dennis Arundell and Charles Earl

Editor Michael O'Halloran

Assistant Producer Philip Garner

Anglia Productions

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Black and white, sound 5 mins

**TR NDC
PH6/7**

Review No.4 29th Year; File on a Killer
1971

Film shows effects, causes and prevention of heart disease.

Man has a heart attack. Diagram of increasing numbers of heart attack victims. Causes illustrated and outlined stress, not eating properly, too much smoking, not enough exercise.

Parallel examination of behaviour of man who had a heart attack and man who lives in healthy style.

National Dairy Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 10 mins

**TR NDC
PH6/8**

Review No. 2 33rd Year; Fit and Quick
1978

Film shows the sponsorship of the English Schools Athletics Association by National Dairy Council.

Harvey Haddon stadium, Nottingham being prepared for English Schools Athletics Association event.

Children playing by a stream in a wood. School sports day primary and secondary school. Cross country championships.

Aspects of school sports. Athletics event in stadium.

National Dairy Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Museum of English Rural Life

Colour, sound, 10½ mins

**TR NDC
PH6/9**

This is Your Council 1963
1962

Film shows the planned promotional activities of the National Milk Publicity Council encompassing the National Dairy Council and the English Country Cheese Council.

Man presenting in a television studio. Introduces James Jackson, vice chairman of the Milk Marketing Board and Norman Ashworth vice chairman of the Milk Distribution Committee. They discuss the results of the milk campaigns and the impact of the common market.

Presenter then outlines research and planning. Dairy Mirror newsletter. Outdoor posters for Drinka Pinta Milka Day campaign. Milk float in studio with advertising posters on. Bottle collars, diets and recipes. Press advertisements in national and daily papers, women's and youth magazines. Story board of television advert shown.

Real Dairy Cream campaign. Advertisements shown, stills from television advertisements. Display material.

Cheese promotions. Colour advertisements in Woman's Realm and Woman, posters and cheese labels.

Education and visual aids - education packs shown. Films made by the National Milk Publicity Council.

Promotional and publicity material. Tied in with Young Ones film, starring Cliff Richard. Photographs of celebrities of the day drinking milk including Cliff Richard, Harry Secombe, Morecombe and Wise, Windmill Theatre, music group The Shake, Burnley Football Club and Dairy Queen.

Stand at Dairy Show, Ideal Home Show and Boys and Girls Exhibition. June Dairy Festival in London opening speech given by Prime Minister Hugh Gaitskill, then toast given in milk.

Can ask advice of Council on Exhibition and Display, Films, Information, Advertising, Training, Educational and visual aids, public relations, careers and speakers.

National Milk Publicity Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 22 mins

Museum of English Rural Life

**TR NDC
PH6/10**

This is Your Council 1965
1964

Film shows the work of the National Dairy Council in the areas of research, cream advertising, public relations, health education, information service and English cheese. Includes some television commercial clips shown.

National Dairy Council W S Crawford

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 18 mins

**TR NDC
PH6-11**

This is Your Council 1966
1965

Film shows the work of the council in 1966.

Dairy Festival opened by HRH Duke of Edinburgh.

Milk advertising and research. Television advertising excerpt shown. Cheese advertising.

Milk race footage, Dairy Queen, cream television

advertisements. 'Moobiles'. Bruce Forsyth and ROSPA. Ken

Dodd at Alice in Dairyland.

National Dairy Council

WS Crawford Ltd

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 22½ mins

**TR NDC
PH6/12**

This is Your Council 1967
1966

Film shows National Dairy Council activities for 1967. WS Crawford Production

Milk advertising outlined Pinta man and Pinta girl. Television commercials, and cinema commercial featuring DJ Peter Murray. Pinta family campaign.

Cream kitten commercial. Extract from film Cream a Rich Inheritance

Cheese advertising and cheese maiden. Education activities.

Milk diet and Dairy Queen Festival.

Dairy vessels taking cows up and down the River Thames to publicise the work of the Council.

Enoch Powell opening the Dairy Festival.

National Dairy Council

Museum of English Rural Life

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 19½ mins

**TR NDC
PH6/13**

This is Your Council 1971
1970

Film shows councils activities for 1971.

15th Dairy Festival shown. Opened by Fred Peart. Renamed Dairy Foods Festival.

Cheese and cream campaign outlined. Advertising on television and in magazines.

Cook of the Realm competition.

Vincent Price on a cookery programme. Sporting figures shown drinking milk. Barbara Miller from Dr Finlay's Casebook shown in a documentary.

International milk day. Hughie Green presenting prize to milkman of the year. Cinema commercial featuring Jerry Lewis and Sammy Davis jnr.

National Dairy Council

Produced by International Documentaries

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 16½ mins

**TR NDC
PH6/14**

Tomorrows Dairy World This is Your Council 1972
1971

Film shows activities of National Dairy Council

Raymond Baxter interviews President and Chairman of the National Dairy Council. Explains why the council is needed and the pressures for 1971.

Mentions welfare milk campaign and increase in the price of milk.

Excerpts from television commercials. Cinema commercial featuring Nigel Davenport and Susan Hampshire drinking milk on the set of Living Free in East Africa.

Cream and cheese advertising outlined. Education and international activities shown. Dairy foods festival and Dairy Queen Show.

Common market mentioned.

National Dairy Council

Presented by Raymond Baxter

Museum of English Rural Life

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 27 mins

**TR NDC
PH6/15**

This is Your Council 1973; Making News with Robert Dougall
1972

Film shows activities of the National Dairy Council.

Robert Dougall, with Mr Speakman, on the dairy farm of NDC
chairman Mr Roberts.

Interspersed with this the work of the council on advertising milk
including Television commercial clips, and cinema advert
featuring Sean Connery drinking milk on the set of film
'Something like the Truth'

Cream campaign with Saturday the cat.

English cheese promotions.

Dairy foods festival and Cook of the Realm.

Education.

Common market is discussed.

National Dairy Council

Great Guns! Ltd

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 19 mins

**TR NDC
PH6/16**

This is Your Council 1974
1973

Film shows the activities of the National Dairy Council for 1974.

Half yearly meeting of the National Dairy Council shown.

Management structure shown, member's names and
photographs shown. Finance and expenditure outlined.

Advertising shown, including television. Cinema commercial,
featuring film Craze and Jack Palance drinking milk.

National Dairy Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 9½ mins

Museum of English Rural Life

**TR NDC
PH6/17**

Cream A Rich Inheritance
Undated [1965]
Film promotes the use of real dairy cream.
HRH Duke of Edinburgh opening the June Dairy Festival
outlining how good cream is, family eating cream.
Pictures of old cattle varieties and contemporary scenes of
cattle. Milking Jersey cattle. Churns collected from farm.
Creamery shown and how cream is obtained. Single and double
cream. How clotted cream is made on a farm and in a creamery.
Long life cream.
Mary Meredith from Woman and Home magazine demonstrates
recipes involving cream, as does George Villiers, Margery
Proops from the Daily Mirror and Richard Todd, actor and dairy
farmer.
National Dairy Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 24 mins

**TR NDC
PH6/18**

Cheesemanship - The Art of Selling Cheese
1956
Film promotes cheese.
Varieties of English Cheese shown. Making of cheese in a
creamery. Grading cheese. Buying from a wholesaler.
Storage of cheese in small shops. Cutting 60lb cheddar.
Displaying cheeses in a small shop and supermarket. Cheese
tasting in a supermarket.
Cheese dishes and recipe sheets.
Example of cheese sold the wrong way, unhygienic and in the
right way.
National Dairy Council

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 15 mins

**TR NDC
PH6/19**

150 Years of Dairying
Undated [late 1960's-early 1970's]
Film shows the development of the dairying industry.
Film outlines agricultural pioneers Turnip Townsend, Arthur
Young, Thomas Bates, improvements to stock. Cowsheds and
milking conditions, dirt and diseases.

Museum of English Rural Life

Types of milk carrier shown, liquid milk delivered locally. Cow keepers milk in cities, town herds. Carried in open pails. Cattle diseases legislation in 1860's. Improvements in health and milk refrigerated and carried by railways. Early milking machinery.

British Dairy Institute, National Institute for Research in Dairying. Campaign for clean milk. Early milkmen shown. Pasteurisation of milk from 1922 onwards. Early processes.

Contemporary processes refrigeration and bulk tankers.

National Dairy Council

Gateway Productions

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 17 mins

**TR NDC
PH6/20**

Supper with the Archers

Undated [1963]

Film promotes the use of milk. Members of the Archers cast [BBC agricultural radio drama] are seen in Ambridge, preparing dishes, with the main ingredient of milk.

Bulk tanker collection of milk from farm of Dan Archer who opens the gate. Brookfield Farm. Bulk storage tank shown. Ned Larkin collects receipts.

Cattle shown. Dairy breeds shown: Ayrshire, Jersey, Guernsey, Friesians, Shorthorn, further breeds listed but not shown: Red Polls, Lincoln Reds, South Devons and Welsh Blacks.

Bulk tanker taken to milk depot. Churns still used and shown.

Bottling of milk shown. Bottles loaded onto lorries and milkman shown. Ambridge milkman.

Bull Inn, Ambridge, shown. Peggy Archer is having 12 pints and other dairy products delivered. She has a conversation with the milkman about the party she is going to have using milk and milk products to make the food.

Carol Grenville, Squire of Ambridge's wife, Jill Archer, wife of Philip Archer, and Peggy Archer in a kitchen preparing food.

Carol Grenville makes a banana trifle, Peggy Archer makes milkshakes, and Peggy Archer makes a flan. A child Anthony William Daniel asks for a milk shake. Final food products shown.

Guests arrive: Ned Larkin, Dan and Doris Archer, Tom Forest, Jack Archer, Lillian and Jennifer Archer. Party shown in pub.

Cheeses shown. Milkman arrives at party.

National Dairy Council

Photography John P Turnball

Sound Recordist R W Mitchell

Assistant Recordist J R Smith

Continuity Valerie Anne Finch

Museum of English Rural Life

Extra Research Gerald Fisher
Narrator Barry Lankester
Script Editor J Mason
Director Godfrey Baseley

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 19½ mins

**TR NDC
PH6/21**

Teaching them about Dairying
1955

Film shows types of educational material available to teach children of various ages about the dairy industry. Includes clips of films produced by the National Dairy Council.

National Dairy Council
WS Crawford Ltd

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 17 mins

**TR NDC
PH6/22**

Food a Cause for Concern
Undated [1970's]

Film shows how learning about nutrition can help ensure children become healthy adults.

Children shown eating a range of unhealthy foods at a fairground, including candy floss and chips.

Jack Pizzey in a school to investigate the diets of children.

Speaks to children about their diet, school meals shown.

Speaks to a doctor who outlines problems with dental caries and obesity. Speaks to nutritionist Professor Yutkins. Studio discussion with Hilary Davies, Gwen Burman and Professor Yutkins about nutrition.

Children of all ages being taught nutrition in schools.

National Dairy Council

Presented by Jack Pizzey

Camera Royston Halliday

Sound Roy Kendrick

Editor Adrian Brenard

Director Richard Collin

Producer Jeremy Carrard

DRL Production for National Dairy Council

Museum of English Rural Life

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 20 mins

**TR NDC
PH6/23**

Champion Cheese

Undated [late 1970's]

Film shows history of cheesemaking and process in a farmhouse dairy and creamery.

Cheese judging at the Frome Cheese Show, Somerset.

Members of the public give opinions on cheese.

History of cheesemaking, equipment shown. Farmhouse dairy shown in Vale of Frome. Process shown and described.

Creamery process shown.

Cheese in a shop, public interviewed about why they like cheese.

English Country Cheese Council

Thanks to Somerset Rural Life Museum

Institute of Agricultural History and Museum of English Rural Life, University of Reading

Turners Film and Video Production

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, sound, 18 mins

**TR NDC
PH6/24**

Magnificent Nine

Undated [1970's]

Film shows making of cheese in a farmhouse and in a creamery.

Shows varieties of British cheeses and locations.

Cows being bought in for milking. Farmhouse cheese making shown. Creamery cheese making shown. Grading shown.

Cheddar Gorge, cider apples. Cheddar cheese. Making rough cider in the traditional way. Traditional pub. Thatching shown.

Caerphilly shown. Caerphilly cheese. Miners going down the pit. Severn Bridge shown.

Vale of Gloucester shown, double Gloucester cheese, blacksmith working.

Cheshire shown, Cheshire cheese, canal boat.

Lancashire shown, farm of Thomas Robinson champion cheesemaker. Lancashire cheese.

Museum of English Rural Life

Yorkshire Dales, Wensleydale cheese. Cheesemaker Kip Calvert shown, who revived it after nearly disappeared in Second World War.

Derbyshire and Derbyshire cheese.

Leicestershire pub serving Welsh Rarebit, and stilton cheese.

English Country Cheese Council

Photography Ian McMillan

Editor John Daniels

Music Gilbert Biberian

Director Peter Sims

Producer Peter Bradford

Worldwide Pictures

1 16mm film, 1 VHS video, 1 DVD (viewing copy)

Colour, Sound, 14 mins

**TR NDC
PH6/25**

Eating can be good for you
1973

Film shows how to eat a healthy range of foods.

Supermarket shown, not all food is good for you. Farmers feed animals correctly. Veal calves in crates being fed.

Animated overweight man. Family eating. Reasons why need food. Laboratory nutritional experiments. Animation of human body and components. Need based on size. Animated nutrition family shown what they are found in and benefits of eating them - Protein, calories, calcium, phosphorous, iron, vitamins A, B1, B2, C and D.

Animation of growing taller and living longer compared to Victorian? ancestors. Supermarket with wide choices, children eating an ice lolly and sweets. Adults eating burgers, chips and other food low in nutritional value.

Animation of ways to avoid nutrient loss - not cutting salad too fine, leaving salad uncovered, cooking vegetables for too long, too high a temperature in too much water.

Animation of overweight person going to the Doctor, his wife, also overweight finds out how to eat healthily. Family eat healthy breakfast together, and man weighs himself, his family congratulate him on losing weight.

National Dairy Council

The Danish Dairy Market Board

Produced by Henning Ebbesen and Peter Bradford

Camera Arne Abrahamsen and Ken Reeves

Director Michael Paul

Editor Jorgen Lauritsen

Animation Spectrum Film and Jacob Koch

Museum of English Rural Life

Produced by Magica Films Productions A/S and World Wide Pictures

1 16mm film, 1 VHS video, 1 DVD (viewing copy)