Milk is big hit

PHILADELPHIA — A crowd of over 54,000 was on hand last Sunday here at Veterans Stadium to see the Phillies defeat the St. Louis Cardinals (5-1) and to view the festivities at the Phillies' Milk Jacket Day, sponsored by the Federal Order Number 4 Advertising and Promotion Agency.

Red vinyl jackets, bearing the "Milk...The Soft Soft Drink" logo and the Phillies' emblem, were distributed to all children under 14 who attended the game. Reigning Pennsylvania State Dairy Princess, Cindy Neely, was on nand to throw out the first ball.

Just prior to the game, a cow milking contest was held at home plate. Philadelphia radio personalities Tony Mann, WCAU-FM and Don Cannon, WFIL-AM competed against and were defeated by Phillies Coach Bobby Wine and Cardinals coach Hub Kıttle.

Even the Phillies' Phanatic, the team's mascot, got into the act by contributing a gallon of already pasteurized milk to the coaches'



Not to be outdone, the Phillies' Phanatic brought his own cow to the milking contest. If this specimen's production is as poor as its conformation, there is no danger of a milk glut at **Veterans Stadium**

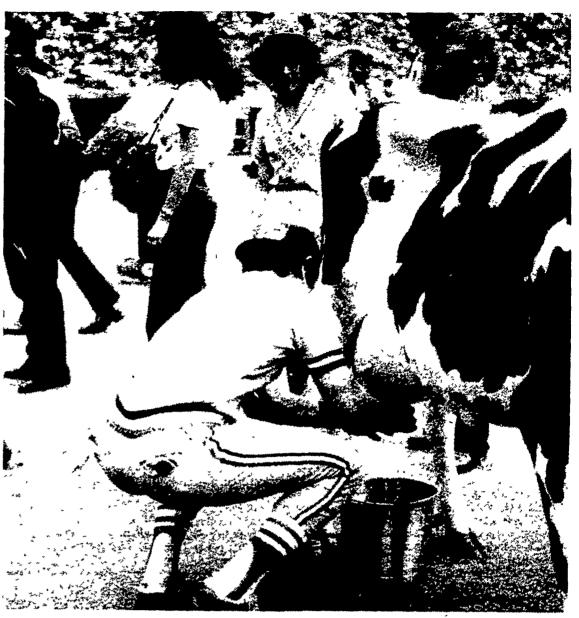


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Normally on opposing sides, Phillies Coach **Bobby Wine and Cardinals Coach Hub Kittle** teamed up to defeat two Philadelphia radio personalities in a pre-game milking contest

held at home plate. Here, Hub Kittle demonstrates his winning style while Pennsylvania Dairy Princess Cindy Neely coaches.



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