

# Steve Carlton breaks his silence for Lite Milk

ALLENTOWN — Steve Carlton finally has something he's willing to talk about — Lite Milk from Lehigh Valley Farms.

The Philadelphia Phillies star, one of the most famous pitchers in the history of baseball, is the new spokesman for Lite Milk, the most heavily advertised brand of milk in the Philadelphia region.

Winner of the coveted Cy Young award four times and the all-time major league leader in strikeouts, Carlton will appear in new television and radio commercials, newspaper advertising and on the

side panels of milk cartons.

"It is considered a real break for us that Steve Carlton has entered the world of commercial endorsement, and is now 'pitching' for us," says Lehigh President Robert P. Barry. "One of the most disciplined of athletes, he has the kind of image that should prove helpful in promoting our product."

Ray Schulte, president of Competitive Edge Marketing Group, New York, associated with SNC Enterprises Inc., Steve Carlton's national marketing representative, says, "As you would expect, Steve Carlton has

been presented with many commercial opportunities through the years. Because of Steve's concerns with fitness and nutrition, Lite Milk is certainly a product which he feels comfortable endorsing, because it relates to his life-style."

A new commercial created by Montgomery and Associates and produced by Schulman-BerryKramer uses Steve's legendary silence as a "hook." Steve enters the Phillies trophy room in uniform, turns to an off-camera announcer and admits he finally has "something important to talk about." He then talks about the product, then concludes with "Take it from Lefty - keep it Lite."

According to Ted Heck, marketing vice president of Lehigh Valley Farms, the dairy cooperative plans to air the new commercial at various times throughout the year, starting on the day of the major league All-Star Game.

Lehigh Valley Farms is headquartered in Allentown, Pa., where it manufactures ice cream and cultured products such as cottage cheese and yogurt. Lite Milk is processed at milk plants in Lansdale and Schuylkill Haven. The company also has a milk plant

in Baltimore, Maryland.

Sales of all products amounted to \$287 million last year. Company officials attributed growth in recent years to a heavy commitment to advertising. In addition to Lite, the company actively promotes LactAid, a specially digestible milk for people with lactose intolerance.

Lehigh also supports its ice cream products with heavy advertising schedules. Old Philadelphia Ice Cream currently is featured in television and radio commercials. Just this month the firm also unveiled its latest product - a super-premium ice cream under the name Jane Logan.

In further reference to Lehigh's aspirations for Lite, Heck referred to earlier marketing successes using Tom Brookshier, CBS sportscaster and former Philadelphia Eagle, as the spokesperson.

"We expect Steve Carlton to be even more effective in creating consumer awareness," Heck says.

"He certainly has great visibility among sports fans and we know he also projects a very attractive personality to consumers who have only a modest knowledge of his significant baseball accomplishments. We don't expect him to win 300 games for us. In our league he only has to win a couple of big ones."

## Beekers to meet Tuesday

PINE GROVE — Beekeepers and interested individuals are invited to a meeting sponsored by the Schuylkill County Cooperative Extension Service and the Schuylkill County Beekeepers Association. Guest speakers will be Terry Stehr, County Executive Director, ASCS, discussing honey loans and purchases. Bob Hughes, Pennsylvania Department of Agriculture, bee inspector will discuss the functions of bee in-

spection.

The meeting will be held at Kenneth & Dwayne Krammes, on Rt. 895 one quarter mile east of Rt. 501, Pine Grove. The date is Tuesday, July 17, at 6 p.m.

For additional information contact George P. Perry, Jr., County Agent, Horticulture, Schuylkill County Extension Service, P. O. Box 250, Schuylkill Haven, PA 17972 or telephone (717) 385-3431.



Steve Carlton, star pitcher and legendary silent man of the Phillies baseball team, breaks his silence and "pitches" for LITE milk, from Lehigh Valley Farms, Allentown.

**GARDEN CARTS**  
With Dump Fronts

**UNASSEMBLED... \$10.00 LESS!**  
Than Sale Prices Shown

**SALE PRICE**

- Small Cart Regularly \$159.00 ..... **\$129**
- Large Cart Regularly \$179.00 ..... **\$149**

**BOWMAN'S STOVE SHOP**  
RD 3, Ephrata, PA 17522  
Rt. 322, 1 Mi East of Ephrata  
**(717) 733-4973**  
Tues., Wed. 10-6; Thurs, Fri 10-8; Sat 10-4

**CHEMGRO**

- 12 Tractor Spreaders
- 4 Spreader Trucks
- 2 Bulk Nurse Trucks
- 2 Crop Spraying Trucks

**WE DON'T SELL SERVICE... IT COMES FREE WITH THE SALE**

**CHEMGRO FERTILIZER CO.**  
Box 218  
East Petersburg, PA 17520  
Phone: (717) 569-3296

**From Pre-Plant to Harvest... We Do it All.**

**McAdam Disk/Harrows**  
Super strength construction, capable of excellent tillage under various soil conditions. Unique bearing design assures long trouble-free service. Pull-type or 3-point hitch models are available.

**McAdam Springtooth Harrows**  
Performance designed to give the fine seed bed preparation desired by the demanding grower. The operator can till close to obstructions or crops without danger of catching and injuring vines, trees or bushes or damaging your harrow. Pull-type or 3-point hitch models are available with 2 to 4 section sizes from 5' 4" to 17' widths.

**Spray Safe® Air Filters & Cabs**  
Triple-stage filtering system supplies 100% filtered outside air. Continual clean air. System fits most cabs. Eliminates need for rainsuit and mask. Tractor cabs are designed and built for comfort, convenience and safety with 360° vision. Models for most tractors.

**SLAWSON & MEAD**  
KING ROAD • FORESTVILLE, NY 14062  
Tel. 716/965-2961

**Put these efficient, hard workers to work for you. Write or call for literature.**

**COUNTRY BOY FARROWING CRATE**

Crate constructed of 1 1/4" OD pipe, 1/8" thick wall, European-style, adjustable bottom rail.

**AVAILABLE IN PAINTED OR GALVANIZED**

**MUST LIQUIDATE GALVANIZED CRATES \$139 ea.**

**Raised Stands Available**

Custom Stainless, Aluminum And Steel Fabricating

**BUY DIRECT AND SAVE COUNTRY BOY MFG.**

Manufacturers of

- Hog Equipment
- Gravity Boxes
- Custom Built Trailers

1601 King St., Lebanon, PA 17042  
**(717) 272-9595**