

DIALOGUE

SEAGRAM'S V.O. BEST IN N.A.

The reproduction qualities of Seagram's V.O. full-colour newspaper advertisement were judged best in North America in the 20th Annual Colour Awards by the New York publication "Editor and Publisher".

The advertisement appeared last

year and was submitted by the Winnipeg Free Press in competition with all other newspapers with circulation between 100,000 - 250,000. It's good to see that the press recognizes Seagram's V.O. as the best in North America.



Shown above (L-R) are F. Spencer Skelton, Vice-President, Marketing, Joseph E. Seagram & Sons, Limited, Howard Glynn, Vickers & Benson Limited and Richard S. Malone, President and General Manager, F. P. Publications Ltd. following the presentation of the Award.

AMHERSTBURG

Calvert Fastball League Bob Sinasac Sr. recalls that up to 1952, Calvert had a good fastball team. However, over the years, interest died down and it was only recently re-activated. Joe Beneteau and a friend, Don Dalpee from Windsor, got together and attended meetings in Windsor to try and enter a local team in the Greater Windsor Fastball League. After getting the O.K. and being awarded "a franchise", Joe approached management who provided uniforms for the team - Calvert's colours Navy Blue and Gold. Appointee/volunteer Bob Sinasac Sr. manages the team which is coached by Joe Beneteau and Don Dalpee.

Other teams of note in the League are sponsored by the Westwood & Wellington Taverns and Hiram Walker. Players from Calverts are Bob Sinasac Sr., Glen Murray, Gerry Lucier, Joe Beneteau, Leslie Sprague, Mike Purdie and Brian Sprague Jr. and the rest of the team is made up of friends from Windsor and Amherstburg. Doing quite well, as you

can see from the following report:
The Amherstburg Echo, Wednesday, August 10, 1977
Calverts Clinch First Place

The Calverts Fastball team clinched first place in the Greater Windsor Fastball League by taking both ends of a double header, 7 - 2 over Forest House and 5 - 4 over Mosers Sports Shop, in games played last Friday at the Centennial Park. Their season record now stands at twenty-one wins and two losses with four remaining league games.

In the opening game, Bob Sinasac with ninth inning relief help from Porky Jones, held Forest House to five hits in recording the win. The Calverts hitting was held by Glen Murray, Joe Beneteau and Frank Frederico with two hits each. The local team took a commanding 5 - 0 lead in the sixth inning scoring four times on two Forest House errors, a double by Joe Beneteau and singles by Frank Frederico and Rick Stewart.

Calverts scored five runs in the first three innings off Winkie Allen of Mosers, then held on behind the pitching of Jerry Mayea, to complete the double header win and assure themselves a first place finish. Mosers

opened the scoring in the first inning on a bases empty homerun by pitcher Allen. Calverts took a 2 - 1 lead in their half of the first inning on a walk to Gerry Lucier, a triple by Frank Frederico, and a sacrifice fly by Dan Dalpee. The local team increased their lead to 6 - 1 in the third inning as Minus Sprague reached first base on shortstop Chris Murray's error and scored on Gerry Lucier's single. Frank Frederico, Dan Dalpee and Joe Beneteau followed with consecutive bunt singles with Lucier and Dalpee scoring the final two runs of the inning. Mosers added a single run in the fourth inning on catcher Dan Allen's homerun, and two runs in the eighth inning to complete the scoring.

WATERLOO

Last winter, while on assignment at Waterloo, we took notes to do a story on the Waterloo ducks. The item was basically a "filler" and we kept saving it until we had room in our pages.

Alas, we saved it too long - the following note from Waterloo News explains why:

Good bye to the ducks

"Laurel Creek passes through the plant property separating the Main Office Building and Old Warehouse No. 5 from the remainder of the plant. A steel-supported, concrete walkway is provided for pedestrian traffic to and from the Main Office Building. A steel-supported, wooden bridge is provided for vehicle traffic to and from Old Warehouse No. 5.

A covered bridge is provided for supply services to these buildings from the plant. This summer, the Region of Waterloo will enclose this section of Laurel Creek.

"The area for unloading trucks of empty glass is situated between Laurel Creek and the unloading docks. The space is limited and a heavy guard railing is provided at the edge of the creek to help prevent mishaps. The enclosures will allow more manoeuvrability for trucks with empty glass. Ducks from Silver Lake, which is nearby, congregate under the pedestrian walkway and present a beautiful sight. The aesthetic value of the creek and ducks will be missed by everyone after the creek is covered over."

To make your understanding of the happening complete, here is the story as we originally prepared it.

OUT TO LUNCH BACK IN 30 MINUTES

There is a creek - Laurel Creek is its name - that runs right past our Waterloo plant into the Grand River. Be-

cause of our Company's anti-pollution program all the sewer lines and egresses into the creek were sealed off some years ago to prevent the chance of any residue leaking into the creek.

As a consequence, the water in that creek is clean and pure and fresh.

And someone, other than the townspeople of Waterloo, found out about it. Who? Ducks, that's who.



We all know, don't we, that ducks fly south for the winter? Well... some ducks, perhaps. But not the ducks of Waterloo. Steve McColl, a senior technician in the Waterloo Quality Lab., tells this fascinating story: "The ducks started living in the creek about 3 or 4 years ago. When we first noticed them there were only a couple of pairs and we had no idea what they were doing there right outside our windows in the dead of winter. We didn't know whether they were lost or sick or just plain lazy. Since the time we saw the first few their numbers have grown to about 100. Yes, they stay here all winter and they get their food at the Municipal Park from the Waterloo Park Board... there's a lake over there, Silver Lake, and every day at a given time the ducks lift off from our creek and go out to lunch over at the Park. The city feeds them several hundred pounds of grain a year. For a late snack they often get some of the grain we don't use in the plant. Many of us feel that the guarantee of food from the city and the fact that our creek is perfectly sheltered from the weather is the reason they winter here.

They get good food regularly, exercise by going out to lunch every day and shelter from the elements here, so why should they fly south all those thousands of miles. And - I'm not sure it's something to laugh at - the way the weather down south is turning out, who's to deny that they know something we don't. I don't think they're all that crazy, after all.

"To wrap up: our community comprises families of Wood Ducks, Mallards and the odd Black Duck. Sometimes a teal will drift in and drift out again. Yes, their little ones are raised here, too."