

VISITING AMHERSTBURG

Early in October, Messrs. Edgar and Charles Bronfman visited the Company's Amherstburg plant. Here and on the following pages are photos taken as the two brothers met old friends and made new ones.



L. to R. — Charles and Edgar Bronfman, Amherstburg plant manager Dick Metzker and Gabor Jellinek, Director of Production for all Canadian plants.



Don Nickless (right), co-ordinator of Company bottling services, is pleased with Christmas wrapping operations at Amherstburg.



Mr. Charles Bronfman doesn't care where the others are going. He wants to say hello to the ladies. And who wouldn't ?

MEETING OLD FRIENDS



Who's telling who the funny story? Long-term employee Marion Sawchuk kibitzes with Messrs. Edgar and Charles.



And off the line they come! Bob Brinkman, Bottling Superintendent, watches as Messrs. Edgar and Charles count the cases of V.O.



Vince Brunnett exchanges professional secrets with Mr. Charles on the care and handling of Seagram's Crown Royal.



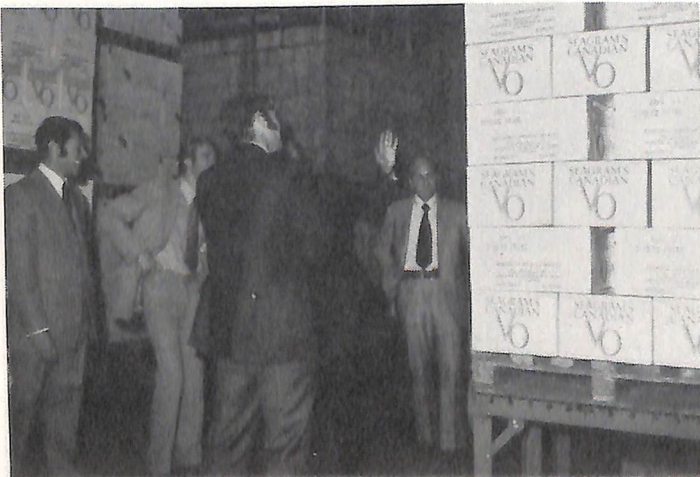
Mister Edgar casts an appreciative eye over a consignment of V.O. waiting shipment to any one of the four corners of the world.



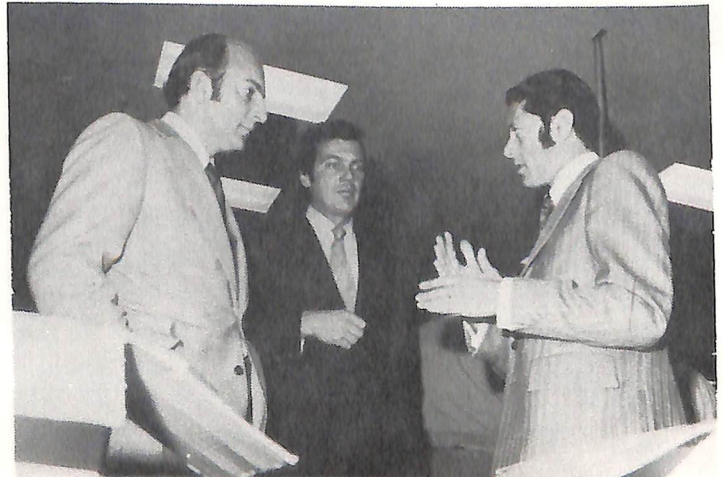
Don Nickless watches in background as Gabor Jellinek, Bob Brinkman and Messrs. Edgar and Charles discuss V.O. inventories.



And away we go! After checking out all those cases of Seagram's V.O., guess who's having a drink of what before lunch?



Gabor Jellinek smiles appreciatively as Bob Brinkman and Messrs. Edgar and Charles are given a few pointers on palletization.

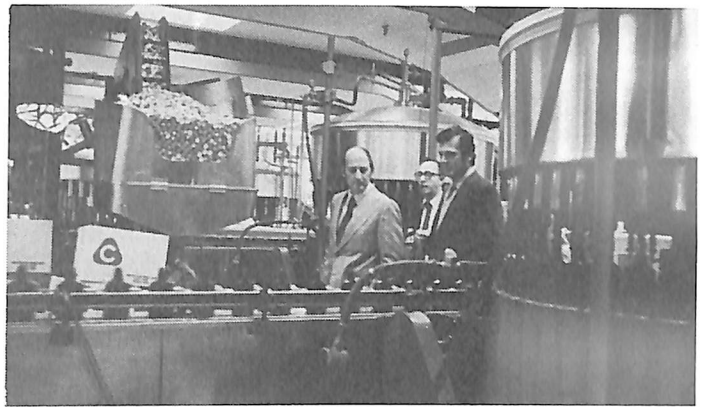


"Then Rusty Staub struck out and blew the ball game. I lost my shirt and my wife wouldn't speak to me for a week." That's telling 'em, Gabor!

AND MAKING NEW ONES



Don Nickless, Co-ordinator, Bottling Services, blinds Mr. Charles with science as he gets right into the how's and why's of a new machine!



Dick Metzker, Amhurstburg's Plant Manager, gives Messrs. Edgar and Charles the two-dollar tour of the automated bottling line.



A Christmas look for Christmas goodies! There's still a lot of careful hand work to be done on Christmas wrapping V.O. packages.



Mr. Charles, Gabor Jellinek, Dick Metzker, Mr. Edgar and Bob Brinkman get down to the nitty-gritty on a production problem.

TEST YOUR KNOWLEDGE

- How many years before Confederation in 1867 was Joseph E. Seagram & Sons Ltd. established?
- How many producing plants (distilleries) does your Company have in Canada?
- Which is the largest-selling of all brands of all types of distilled products in Canada?
- How much does Seagram's receive when it sells a 25-oz bottle of V.O. to a Canadian Liquor Board — \$2.61 or \$1.90 or \$1.35 or \$2.07?
- What is C_2H_5OH ?
- Which is the largest-selling distilled product in the world?
- Which province is second in Canadian whisky consumption?
- In which type of product do Canadians consume the most alcohol — beer, wine or spirits?
- What percentage of all Canadians have French as their mother tongue — 11% or 42% or 34% or 27%?
- What do the initials B & G mean on a bottle of wine?
- Who owns the Jordan, Danforth and Villa domestic wine companies?
- How many shareholders own our Company (Distillers Corporation-Seagrams Limited)?
- What percentage of our Company's shareholders live in Canada?
- What are the three words in the Seagram motto?
- In what brewery company in Canada does our Company own shares?
- What famous brand of wines does our Company produce in California?
- What are the Montilla brands?
- Where does our Company provide over 50% of the yeast requirements of all the bakers in the country?
- Where is the San Ignatio Distillery?
- What is Cacique?
- What is the Company's connection with Bushmills?
- Where does Canadian whisky rank in importance to the Canadian economy among fully manufactured products exported from Canada?
- Which province consumes more wine — Quebec or Ontario?
- How much Geneva Gin do you think is consumed in a year in Quebec — 100,000 or 250,000 or 400,000 or 500,000 cases?
- How much do you think MacLean's Magazine charges for one full page in colour for one of our product's advertisements?
- How do you think the export of beer compares in dollar value with the export of whisky?
- What is the best known slogan in the world-wide distilling industry?
- Sometimes whiskey is spelled with an "e", sometimes not. What is the rule about this?
- From what language is the word "alcohol" derived?
- How many time zones are there in North America?

(See page 16 for the answers)