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Amherstburg News

May 18, 1988

"AMHERSTBURG PLANT STORY" (continued)

In the spring of 1943, a committee composed of Fred Lukes, Jim McBride, Ralph McManemy and Joe Taylor called a charter meeting in the local I.O.O.F. Hall and in May that same year, Local 73 of the Distilling Rectifying and Wine Workers of America (A.F.ofL.) was founded. Thomas Hunter was elected its first president and by January of 1946, "closed shop" had been achieved.

As the government requirements for industrial alcohol were reduced, the distillery nonetheless continued to run a high volume of commercial alcohol, while bottling operated part of the year.

The old Amherst distillers had by now been renamed Calvert Distillers Limited.

During the evening of August 15, 1950, a telegram was dispatched by Mr. Alex Traeff, Plant Manager, to the company's insurance underwriters stating, "Distillery building on fire". At approximately 8:25 that evening, the tremendous roar of four exploding rectifiers filled the night sky with flames shooting two hundred feet into the air and the force of the explosion jarred the countryside for miles. The heat was so intense that within minutes the steel beams of the still house were twisted misshapen hunks of metal.

Miraculously, none of the employees present at that time was injured. Bill Clague, a watchman, was on his way to the still house; Jerry Renaud had just left for the boiler house; a third employee, Bud Plant, was on duty in the guard house located on William Street near the original front office.

The force of the explosion carried straight up, thus saving many of the buildings. It did create such a vacuum however, as to buckle the wall of "C" warehouse, jamming 40 barrels loose and creating an additional fire hazard around the base of the building.

Within minutes, the fire department had arrived but even then, the roof had lifted off and debris was raining down over the grounds. There was no hope of saving the still house; all the firemen (many of them employees) could do was pour tons of water on the surrounding buildings to prevent the fire from spreading and to reduce the strength of the alcohol.

The efforts of the firemen were hampered at times by the very serious problem of crowd control, those anxious to help, and those who did not seem to be aware of the imminent danger of the walls collapsing or of the chunks of metal and debris that were whizzing through the air like guided missiles for hundreds of feet.

It was the employees themselves who knew the plant and recognized the dangers who were of the greatest help. Jim McBride and Lloyd Brown, for example, helped extinguish the burning barrels from "C" warehouse, and were hosing down the roof until flaming debris floating through the air threatened their own homes across the street.

Four fire departments and forty volunteers fought the blaze for ninety minutes to bring it under control, but the fire still burned at two o'clock in the morning and smouldered past dawn.

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to be continued in the next issue

IF YOU HAVE ANY OLD PICTURES OR STORIES YOU WOULD LIKE TO SEE IN THE PAPER, PLEASE SUBMIT THEM TO ELSIE MOE OR PEGGY ARBUCKLE.

SAFETY

CONGRATULATIONS to DANNY WIGLE and GARY HINCH, THE WINNERS OF THE February Safety Slogan Contest. They answered the safety slogan "Housekeeping is part of your job" correctly.

March was our 3rd month without a lost time accident; therefore, three prizes were awarded. The winners for the March safety slogan contest were: NORMA HAMILTON, BERT TOFFELMIRE and KENT WIGLE; they answered the March safety slogan correctly "Hazard Communication".

The legal duty of workers under the Occupational Health & Safety Act is to report defects of equipment or protective devices that could endanger themselves or other workers, contraventions of the act and plant safety rules and all hazards to your supervisor.

In doing this, you will be fulfilling your legal responsibility and will also be cooperating with management and the Safety Committee in maintaining a safe and healthy work place.

SAFETY STATISTICS

	APRIL - MAY LOST TIME	LOST TIME YEAR TO DATE	ACCIDENT FREE DAYS TO DATE
MATURING	01	01	6
BOTTLING	2	2	20
ENGINEERING	0	0	360
SERVICES	0	0	3076 (8.4 years!)

Brian Ferguson and Elso Pontini went to the Industrial Accident Prevention Association Safety Conference in Toronto on April 11, 12 and 13. They attended several seminars and toured the main exhibit areas looking at the various safety equipment and training programs available to industry.

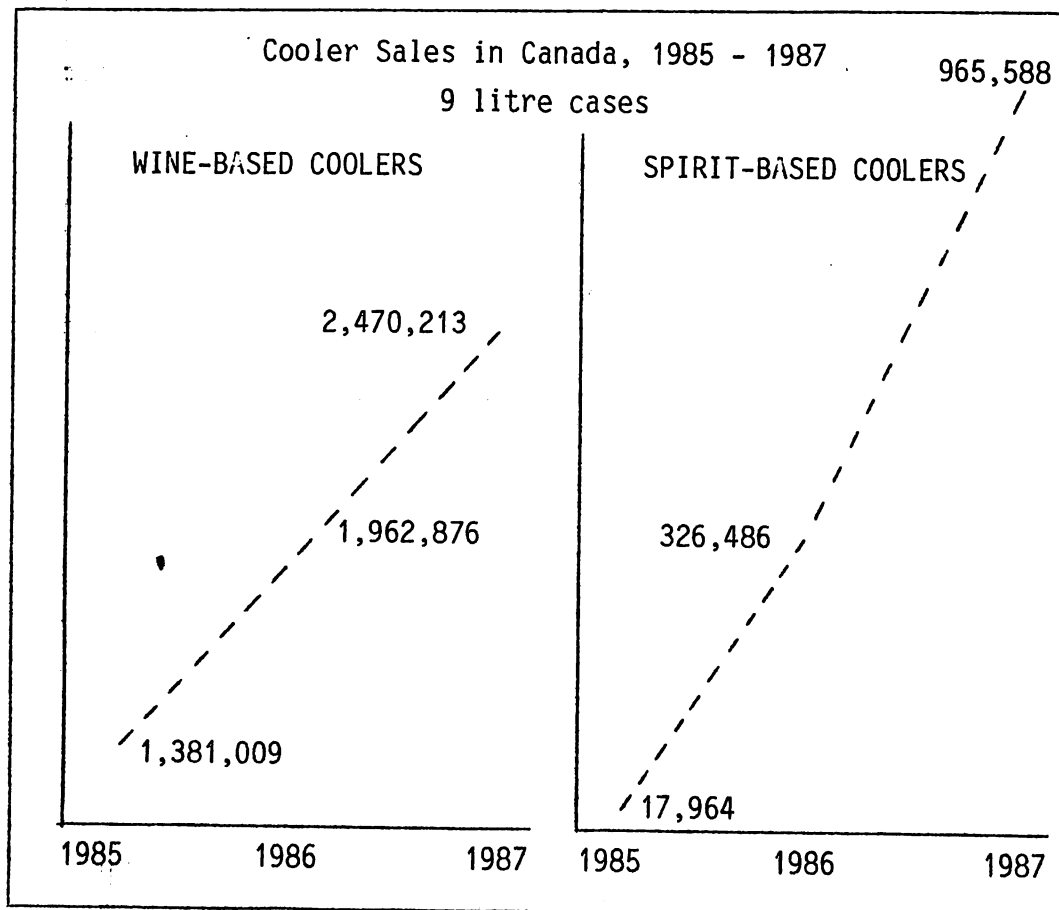
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"COOLER SALES CONTINUE TO RISE"

Sales of spirit-based coolers came close to one million standard nine-litre cases nationally in 1987, an increase of roughly 196 percent over 1986, almost a tripling of sales in one year. Since the first spirit coolers appeared in Canada in 1985, two years ago, sales have been increasing exponentially ... a total of 5280 percent in this short period of time. Wine coolers, which were first to enter the market, have grown by about 79 percent over the same time period.

In the United States, birthplace of the whole cooler category, sales have begun to slow down considerably from the annual growth rates of two years ago. Total cooler sales in the United States were projected to be up 12 percent in 1987, as compared to 66 percent in 1986, and 181 percent in 1985.

Since trends for this category are generally agreed to be about two years behind those of the United States, it is likely that cooler sales here will stabilize over the next year or so, the category having established itself as a new segment of the market.



The section on Cooler Sales last year was taken from an ACD newsletter. Seagram's involvement in this segment of the beverage alcohol market has been a real success story.

With the introduction of a few wine coolers and the first spirit cooler (Rye), in 1985 Seagram began to lead this part of the cooler market early in its development stage. In 1986, three additional flavours were added: Wildberry Vodka, Ventura Vodka and the Captain's Tropical Rum. In 1987, two more flavours were introduced: Peach Vodka and Mandarin Rose Gin.

Wildberry with its strong advertising support did extremely well and was the leading cooler brand in Canada last year. With the success of the spirit coolers, Seagram was able to reach a 30% market share for all cooler sales in Canada. A strong and aggressive sales and marketing effort will continue with the launching of the 1988 Seagram Cooler Program.

Five new refreshing cooler flavours will be introduced supporting the already successful brands of Seagram Wildberry Vodka, Seagram Peach Vodka and Seagram Mandarin Rose Gin Coolers. The new flavours are: Seagram's Elquila Tropical Lime Tequila Cooler, Seagram's Country Berry Vodka Cooler, Seagram's Island Rum Cooler, Seagram's Passion Rum Cooler and Seagram's Sunfruit Vodka Cooler.


With the major advertising support especially for Wildberry and Island Rum Cooler, the company feels that it will maintain its leadership for this year's cooler sales in Canada. Most of the new products are already available at the L.C.B.O. stores in this area. Give them a try, we are sure that you will enjoy the refreshing tropical fruit flavours during the summer season.

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"3RD ANNUAL SEAGRAM GOLF TOURNAMENT"

All employees interested in golfing the 3rd Annual Seagram Golf Tournament to be held August 1, 1988 at the Fox Glen Golf Course, let Dave Pouget or Roger Trombley in Maturing know. Tournament fees are \$15.00 to pay green fees and door prizes. Money to be paid by the end of June to Dave Pouget, Roger Trombley, Ed McCaffrey or Kent Wigle.

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CONGRATULATIONS TO LEO DESLIPPE of the General Maintenance Department on his retirement as of April 1, 1988, with 45 years of continuous service.

Leo started with Seagrams in 1943 and worked as a cooker, millroom and fermenting room operator. In 1950 after the Distillery fire, Leo was transferred to the Bottling Room. In 1958, he moved to Blending and was the 1st blender in the new building.

Leo also worked in the Case Bond as the shipping foreman and in 1984, moved to General Maintenance as the storekeeper, where he stayed until his retirement.

Leo was our first jogger, (Leo prefers "runner"), and motivated many of his co-workers in taking up the sport. He was also instrumental in forming the Seagram 1000 Mile Club and at the time of his retirement, was a member of the Plant Fitness Committee.

On behalf of all Seagram employees, we extend our Best Wishes for a long, healthy and happy retirement.

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MAY IS NATIONAL PHYSICAL ACTIVITY MONTH

A DIETER'S DILEMMA

High protein diets? Low carbohydrate diets? Banana diet? ...forget them all! Many fad diets are dangerous or at best, futile. Although you may initially succeed in shedding unwanted pounds, as soon as you go off these diets the pounds start creeping right back on again. The problem is that you haven't changed your FAT-MAKING HABITS!

THE WINNING COMBINATION

Dieting isn't easy, but the most effective way to lose weight and keep it off is to eat less and exercise more. Since weight control is a lifetime commitment, a flexible diet that is suited to your life style and includes most of the foods you enjoy, is going to be more successful in the long term. So a reducing diet should include the nutritious foods that you normally need every day for good health ... but in smaller amounts.

Regular, enjoyable exercise when combined with a decrease in caloric intake increases the rate of weight loss. Physical activity helps you to feel good and look your best. It's this winning combination of good eating and more exercise that will help you to reach and maintain your target weight, and keep you healthy and fit in the process!

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Excerpts from: THE GIMLI NEWS

PRODUCTIVITY AND QUALITY GO TOGETHER

By W.H. Weiss

Do you ever feel that your job isn't important? Do you sometimes think that it really doesn't make much difference how well you do it. If such thoughts occasionally come to your mind, pause a bit before you go on with your work. Remember, your job wouldn't exist if it wasn't necessary. It follows that if a job is necessary, it should be done well.

Productivity and Quality have taken on greater significance in today's highly competitive market place. Doing a job right the first time is the best way to reduce costs and keep quality up.

Your boss can only direct attention to any given job occasionally, even when a job is not running as smoothly as it could. But you have no such excuse. You should be paying attention to your job.

The maintaining of both Productivity and Quality depends upon a single common factor - "attitude". If you have a positive attitude toward what you are doing, you can improve production or take corrective steps quickly if a drop in quality occurs.

Job security depends on how well every person does in comparison with similar jobs in competitor companies. If your company is a leader in its industry or business, workers have good jobs, pay, and security. But if your company loses out to its competitors, lay-offs and lost wages result.

Every job, whether on a production line, in a maintenance yard, or in the office, needs to be done to the satisfaction of customers. If someone does his or her job poorly or makes a careless or thoughtless mistake, a customer could be lost.

All jobs are important and everyone is dependent on everyone else. The more people and the more operations, the greater need for quality at each step. No matter what you do, do it carefully and efficiently. To do anything less is to cheat yourself, your co-workers, and your company.

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"MESSAGE FROM THE SOCIAL WORKER"

Although I have just completed my sixth Thursday amongst all of you at Seagrams, I still consider myself "new" here. Although I received an excellent tour of the plant the first two mornings on the job and met a lot of you during that time; I still don't feel as if we know one another very well yet. So I would like to take this opportunity to tell you something about myself.

I was born in Chatham but lived most of my growing up years in "tobacco land" south-east of London. I spent several years at University in Waterloo, eventually graduating with a Masters degree in Social Work.

I have been employed most of my adult life and have had a variety of interesting, challenging and rewarding work experiences, including Children's Aid Society, Addiction Research Foundation, Family Service Agency, Children's Rehabilitation Centre and the Board of Education. My professional opportunities have allowed me to maintain highly developed skills in individual, marital and family counselling.

If you are experiencing some difficulty in your life and feel I may be able to assist you, please let Gerry know or contact me directly any Thursday.

Personally speaking, I have a husband John, who is also a social worker (supervisor at Roman Catholic Children's Aid Society), two sons, Matthew, almost 13 years and Andrew, 6½ years. (Perhaps some of you can tell me what to expect from adolescent boys.) I enjoy reading, camping, bicycling, singing (church choir) and my family.

Enough said! Thus, with this in mind, enjoy!! rejoice!! celebrate!!!

FREIDA MC AVOY

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WORLD CLASS LANDSCAPING

That's right, "landscaping", because that is what our Yard Crew had to do to upgrade our property on Sandwich St. With a great deal of soul searching (Don), deliberation (Vic & Brian) and determination (Jim), Rick and the guys came up with a plan. The plan was easy, trying to get the bucks out of G.F. was a monumental task. Rick's ears are still ringing from the verbalizing.

With the help of Alvin and Jim, landscape timbers were cut, laid and pinned. The whole bed was cleaned up and weeded. Next, landscaping cloth was put down and covered with mulch, of course, with tender loving care and green thumbs.

The front property now looks much tidier thanks to the Yard Crew.

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HAPPY BIRTHDAY TO -

May 14 - James Hutchins
- Dorothy Bondy
17 - David Pouget
- Angela Dinunzio
20 - Charles Pearman
21 - Marie Duckworth
24 - Charles Goodchild
- Larry Amlin
25 - Don Paquette
31 - Barry Renaud
- Bill Bailey

June 2 - Ron Bondy
3 - Anne Markham
4 - Carol Rousseau
- Wayne Brush
5 - Gene Chikaz
8 - Orion Snider
9 - Eva Castellan
11 - Jim Holmes
12 - Tom Paisley
- Robert Pillion

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OUR CONDOLENCES TO:

Retiree Tom Purdie and Mike Purdie of Maturing on the loss of a brother and uncle Jack Purdie, who died April 8th.

Phyllis Fattore on the loss of her father-in-law Ferdinando Fattore, who died April 2nd in Italy.

David Hunt of Bottling on the loss of his grandmother-in-law Laura Knapp, who passed away April 27th.

Tony Dinunzio of Bottling on the loss of his mother-in-law Rosa Dattilio, who passed away May 6th.

Charles Pearman of Bottling Maintenance on the loss of his father-in-law Harold Hasson, who passed away April 1, 1988.

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LEO DESLIPPE'S RETIREMENT



LARRY DELMORE

RETIREE LEO DESLIPPE

DAN KELTIKA

~~~~~ **"THE GOOD OLD DAYS"** ~~~~~



TOP ROW: PEGGY HAMILTON, LENA AUTIN
 2ND ROW: RITA BERNARD, FELIX GRONDIN
 3RD ROW: MARY GIRARD, EVELYN JIMMERFIELD,
 BABE SHAW
 4TH ROW: HENNIE LIDO, THERESA RENAUD,
 JULIETTE SPRAGUE



MARION SAWCHUCK MILLIE BEAUDOIN