

YOUR

25¢

PONT **ACS**

FOR



Representing London
In The

**INTERCOUNTY
BASEBALL ASSOCIATION**

SENIOR SERIES

(See page 40 for Lucky No.)

After the game
join the players
at the Fare...



THE Country Fare

RESTAURANT & TAVERN

253 DUNDAS ST.

438-6113

- SNACKS
- STEAKS
- REFRESHMENTS
- ENTERTAINMENT

OPEN 12 NOON TO 1 A.M.

After The Game

ENJOY

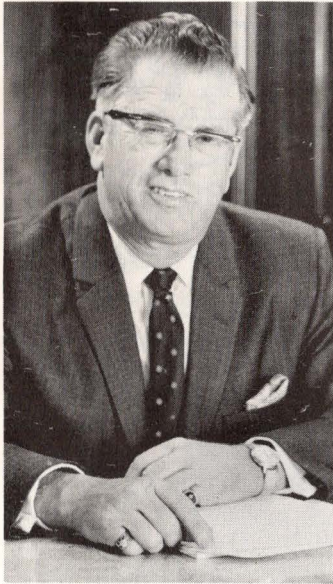
SNACKS • SUDS • SING-A-LONG

AT

The
WELLINGTON
HOUSE

Corner of Wellington and Bathurst

MAYOR'S ADDRESS



At the beginning of another baseball season, it is a pleasure for me to greet all those who will be attending the games, and rooting for "their" team during the next few months.

The City of London is proud of its London Pontiacs, and of the dedicated people who contribute so many hours of time and effort in the training of these players. To the players I would say, that besides acquiring knowledge and meritorious game form, the experiences gained through your training in healthful practices, discipline and good sportsmanship, will be treasures for a lifetime.

On behalf of the City of London, I wish to congratulate the London Pontiacs on the fine efforts of the team in the past, and to extend very best wishes for a successful year in 1968. Play ball, boys. Let's go!

HERB J. McCLURE,
Mayor of London

INDEX

BIOGRAPHY OF FIELD MANAGER	- - - - -	PAGE 5
BIOGRAPHY OF COACHES	- - - - -	PAGE 7
BIOGRAPHY OF PLAYERS	- - - - -	PAGES 9 TO 19 ALSO 29 TO 41
HISTORY OF SENIOR INTERCOUNTY	- - - - -	PAGE 21
GAME LINEUPS	- - - - -	PAGES 22 & 23
HOW TO MARK SCORE	- - - - -	PAGE 25
A MATTER OF RECORD	- - - - -	PAGE 27
PRESIDENT'S ADDRESS	- - - - -	PAGE 42
CLUB OFFICERS	- - - - -	PAGE 42



AL SMITH'S ESSO

SERVICE CENTRE

HOME OF FRIENDLY SERVICE



COMPLETE AUTOMOTIVE SERVICE

LICENSED MECHANICS

Affiliated C.A.A. D.A.A. OPEN 24 HOURS

ATLAS TIRES • BATTERIES • ACCESSORIES

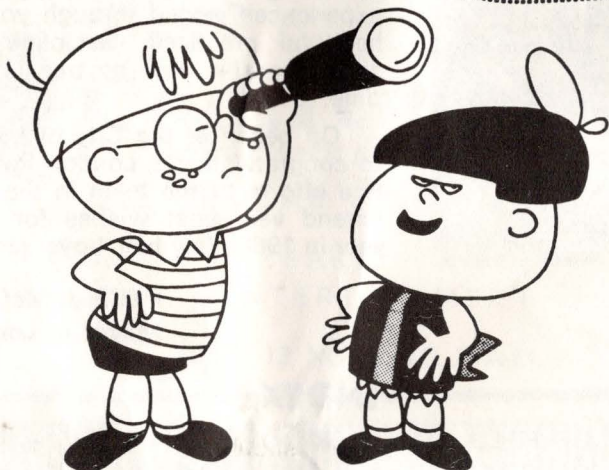
Pick-Up & Delivery Service

432-5162

57 WHARNCLIFFE NORTH (Corner Wharncliffe & Kensington)

*Are you sure
the Pontiacs are
all long-ball hitters*

*Have I ever
lied to you?*



GOOD LUCK PONTIACS!

96 years young



**THE ONTARIO LOAN
AND DEBENTURE COMPANY**

Dundas Street at Market Lane, London

525 Talbot Street, St. Thomas • 453 Dundas Street, Woodstock

P.S.: WHY SAVE AT ONTARIO LOAN? :

- Because We Stay Open 44 Hours A Week
(Friday Nights and Saturday Mornings)
- Because We Won't Service Charge You to Death
- Because $5\frac{1}{2}\%$ On A Minimum Monthly Balance Is The
Best Rate Around

THAT'S WHY!
(Have We Ever Lied To You?)



Phone Us
For Pick-Up
Service

WHEN IN LONDON —
RENT A NEW 1968 CAR
BY THE HOUR, DAY OR WEEK

"We Try Harder"

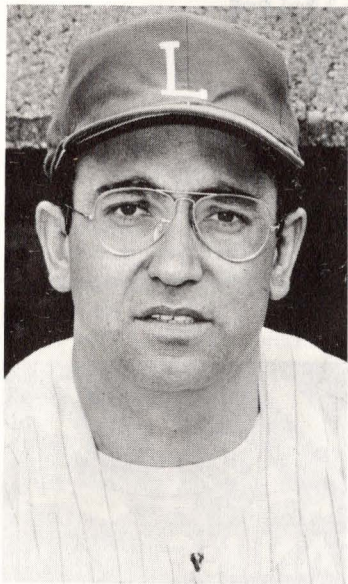
"AVIS RENT A CAR LICENSEE"

LONDON RENT-A-CAR

COMPANY LIMITED

543 Dundas St. at William Phone 432-6721

BIOGRAPHY OF RAY YELLE



Management's major asset towards the "new look" the Pontiacs are intent on creating this year. Ray returns to the manager's job after a 10 year absence. At the age of 17, Ray caught the eye of Clare Hoose, a scout with the Cleveland Indians. He spent four years in the Cleveland chain as a pitcher before arm trouble brought his career to an end in 1954.

Ray should be invaluable to the young but strong pitching staff the club has this year. His knowledge of the game and his ability to deal with people give the Pontiacs a big plus before they even take the field. Ray is a graduate of the University of Western Ontario and is employed with Clarkson Gordon Company. He is married and the father of two sons.

London's Oldest Established Restaurant (Since 1929)

DINE IN A FRIENDLY ATMOSPHERE

RESTAURANT

Glen Allen

TAVERN

STEAKS • CHICKEN • SEA FOODS • AIR CONDITIONED

PHONE 434-6107

WHARNCLIFFE RD. SOUTH

DAILY BUSINESS MEN'S LUNCHEONS

South on Highway No. 2 at London City Limits

After the Game

VISIT

Chicken Delight

Fast Take-out Service on

CHICKEN RIBS PIZZA
SHRIMP FISH

ALSO
HOME DELIVERY

75 WHARNCLIFFE (at Springbank Dr.)

438-5184



Traker's
DRY CLEANING
& SHIRT SERVICE

"The nicest cleaners in town"

TWO STORES TO SERVE YOU

PLANT: 675 ADELAIDE ST. (432-4121)

BRANCH: 364 HAMILTON RD. (439-4891)

BIOGRAPHY OF ROY McKAY



The oldest member of the Pontiacs, the 35 year old lefthanded pitcher has played senior ball for 15 years. After a brief try at pro ball, Roy's knowledge of the other teams in the league will be a great help to the manager and his overall knowledge of the game will be a great asset to the ball club. Undoubtedly one of the best in a "coaches box" he will probably be called upon to help out on the "mound" throughout the season.

"Like someplace different? - a Court-yard Café?"



Open Noon 'Till One A.M.
Right Down Town — Free Parking
Dinners and Luncheons From \$1.00

After Nine — join the lively ones where lights are low, "Bunnies" and pretty French maids wait on tables and the haunting strains of the strolling troubadours weave a pleasant spell.

DOROTHY and JOHNNY DOWNS

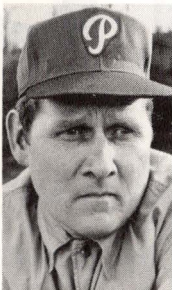


Phone 433-1795

132 MAPLE STREET, LONDON

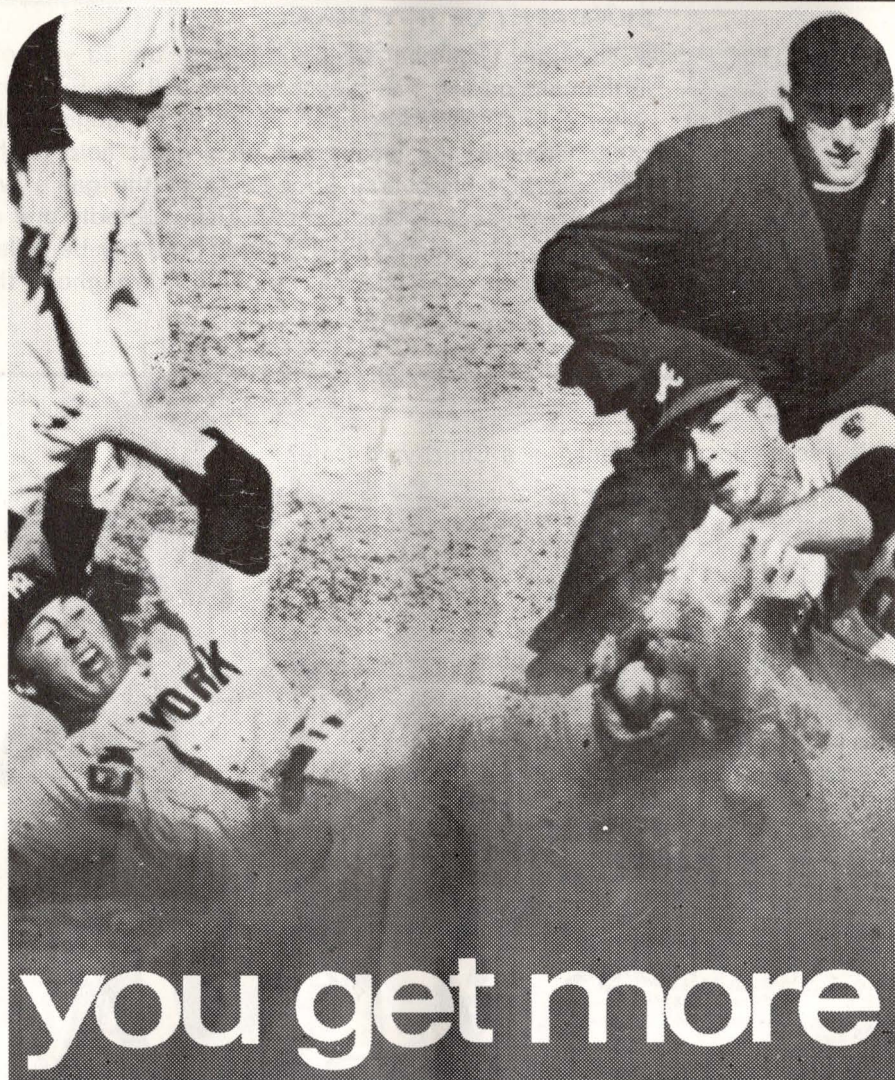


BIOGRAPHY OF NORM ALDRIDGE



The man which no London senior ball club would be without. He's the old man of baseball in London. Norm has been with London teams as player, coach and trainer since 1948. At 42 he's the spirit, most often the spark and always reliable. He gets the players in shape, works at keeping them there and patches them when they need it.

He's an "Uncle Remus" in the club house, a show-man on the field and a "helluva" guy to have for the club.



you get more
SPORTS
out of
The London
Free Press

BIOGRAPHY OF JOE NASH (INF.)



Playing in his fourth year with the Pontiacs, the 31 year old third baseman has been freed of the managerial burden that was responsible for a dismal batting average last season. He hit over .304 in 1965 and .306 in 1966 when he made the third base berth on the second all star team. One of the driving forces behind the Pontiacs, Joe expects to be back in the .300 bracket this season. A poor showing last year, he was second in runs batted in and third in runs scored.

ORCHID



FAMILY DINNERS

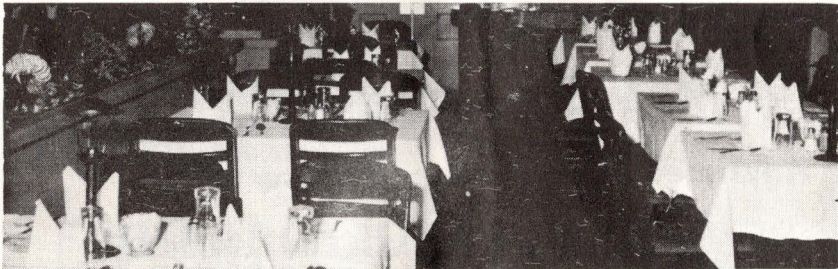
SERVED FROM 5 P.M. TO 9 P.M.

DINING & DANCING

Entertainment Nitely 9 P.M. TO 1 A.M.

COME AS YOU ARE

ALL MAJOR CREDIT CARDS HONOURED



THE ORCHID RESTAURANT & TAVERN—1749 Dundas Street East—451-4310

Compliments of

Urlin Kwik Auto Wash

LONDON'S QUALITY CAR WASH

"A Clean Car Rides Better . . . Lasts Longer"

COLBORNE AT YORK ST.

438-6671

Alex. Park

Sporting Goods Limited



HEAD - QUARTERS

FOR

SPORTING GOODS — SKI EQUIPMENT

IN

LONDON

269 COLBORNE STREET

TELEPHONE 432-4631

Your SPALDING Dealer

**CHARTER BUSES
FOR ALL GROUPS**

Anytime Anywhere



CANADA OR USA • MODERN LUXURIOUS

HIGHWAY BUSES OR SCENIC CRUISERS

AIR CONDITIONED • RESTROOM EQUIPPED •

SPECIAL RATES TO SPORTS AND SERVICE

CLUBS, CHURCHES AND YOUTH GROUPS •

Your TRAVELLING PLEASURE is our BUSINESS

CHARTERWAYS

OXFORD AT CLARKE RD. — 453-0440 — LONDON

BIOGRAPHY OF DAVE LAPTHORNE (INF.)



Better known to his mates as Whitey, he plays a sound all round game. He throws right handed and bats the same way — and very well. Last year he made the second all-star team at first base hitting 333, fourth highest in the league. Whitey's a six year veteran with the Pontiacs and has become a leader both offensively and defensively. He hits the ball to all fields well and can play most infield positions completely. He's 27, teaches school at Byron Southwood and is married.

RIDOUT TAVERN

after the game . . .

. . . visit

The Chef's Corner

FOR BARBECUED SPARE RIBS

Ward and Ward Insurance

GENERAL INSURANCE

J. K. WARD

W. E. WARD



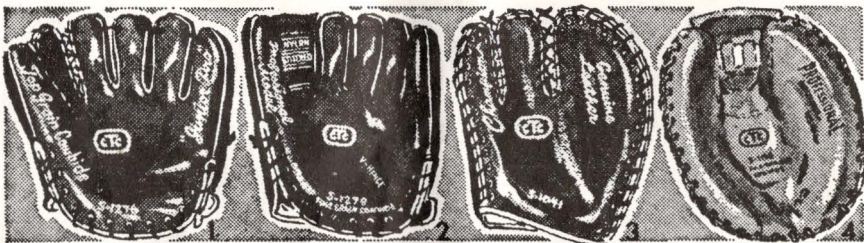
TELEPHONE 432-6747

267 DUNDAS STREET

LONDON, ONTARIO

**LEAGUE
LEADING
VALUES**

For JUNIORS,
TEENAGERS
and SENIORS, at
LESS THAN
CLUB PRICES



SAVE! GLOVES and MITTS



CANADIAN TIRE

ASSOCIATE STORE

WHARNCLIFFE RD.
105 Wharncliffe Rd. S.
PHONE 433-4095

DUNDAS EAST
At Saskatoon
PHONE 451-6260

WELLINGTON RD.
Towers Plaza
PHONE 434-5312



BIOGRAPHY OF PAUL ALLEN (O.F.)

Paul is a six year veteran with the Pontiacs and has figured greatly in their attack, especially in the past two years. In 1966 he turned in his best performance, leading his team to the finals with a .356 batting average and for this he won an outfield birth on the first all-star team. Paul bats and throws right and is one of the fastest runners in the league. Paul is married and teaches High School in Petrolia.

OPEN THURS. & FRI.
'TIL 9 P.M.

PARK FREE AT
ANY URLIN LOT

Wolf's
SHOP FOR MEN

DUNDAS & CLARENCE STS.

BOB'S TV

SALES AND SERVICE

*Authorized Dealer
and Service for*



**PANASONIC
ZENITH**

**PHILIPS
CLAIRTONE**



891 ADELAIDE (NORTH)

PHONE 434-0200

Manage your money the easy way!

Twin
Account
Plan

Personal Chequing Account

with free fully personalized cheques
to pay current bills

Premium Savings Account

with 5% interest to make
your savings grow faster

TORONTO-DOMINION

The bank where people make the difference.

baseball NEWS

is

NOW

on

980

CFPL RADIO

— *Your Information Station* —

*Honest Value
And Service
— Always*

*...And A Safe
Place to Buy
Diamonds*



JOHN
GANDREAU



TED
DILTS



JOHN
ROGERSON

Your Personal Jeweller

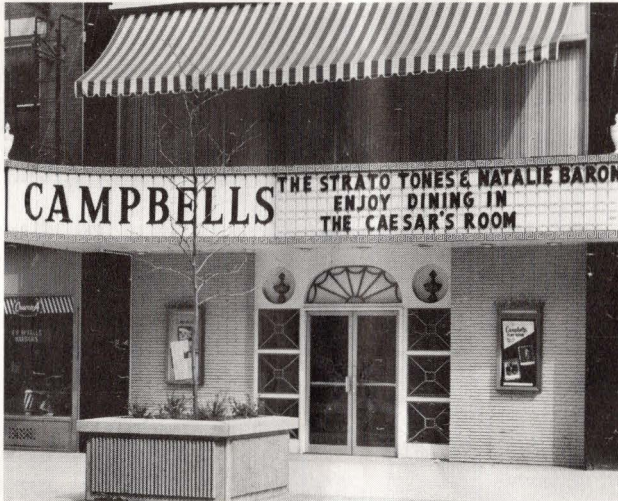
402 RICHMOND ST. (opp. Simpson's)

Phone: 433-2111

BIOGRAPHY OF BRIAN MURPHY (P)



This is Brian's second year with the club. Prior to 1967 Brian played his junior ball in the Scarboro Baseball Association in Toronto. As a right handed pitcher, Brian holds a lot of potential, of which only a small portion was revealed last year because of a chronic soreness in his pitching arm. The 6' 3", 200 pounder had 45 strikeouts in 39.2 innings over five games. Brian should have just as big a ball season as he had with the London National's playing hockey. He is only 19 and single.



CAMPBELL'S RESTAURANT and TAVERN

ENTERTAINMENT

DANCING — DINING

100 DUNDAS ST., LONDON

PHONE 433-5188

The HARTLEY HOUSE

- SMORGASBORG: WEDNESDAY, SATURDAY, SUNDAY
- DANCING EVERY FRIDAY
- FULLY LICENSED

Your Host In Walkerton, Ontario

Hotel London

WESTERN ONTARIO'S CONVENTION CENTRE

300
AIR CONDITIONED
ROOMS

Free Parking

EXCELLENT
DINING IN
THE BEAUTIFUL

Shamrock Room



ENTERTAINMENT NIGHTLY
IN THE

Camelot and West End Lounges

or Snack in our Coffee Shop

EXCELLENT FACILITIES FOR

Weddings and Banquets

PHONE: 439-1611



BIOGRAPHY OF WAYNE FENLON (C)

A big cog in the Pontiacs youth movement, Wayne has attracted the attention of several pro scouts but turned them down to concentrate on his education. A strong-armed catcher, he hit .354 last year in his final year as a junior and was the Pontiacs number two batter with a .293 average. An outstanding high school athlete in basketball and football, he's 6-foot and weighs 173 pounds.

the elegant flat finish . . .



pli-tone
Twincoat

PLASTIC LATEX INTERIOR FLAT FINISH

TONECRAFT PAINTS LTD.

216 WELLINGTON (at Simcoe)

Compliments Of

EVERETT LAUCKNER

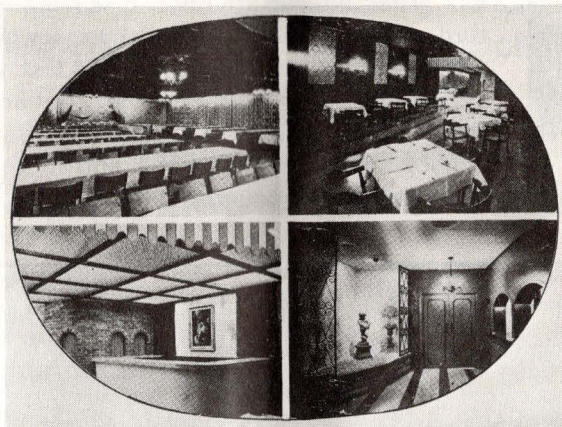
REAL ESTATE LTD.

★ ★ ★

275 DUNDAS ST.

PHONE 438-4121

PANORAMA



COME LOOK AT THE NEW MEDITERRANEAN ROOM
 SOCIAL CONVENERS • CLUBS
 BUSINESSMEN • EXECUTIVES

PANORAMA RESTAURANT *Westown Plaza*
 OXFORD ST. WEST LONDON
 PHONE 432-8601

Give your
 lawn
 distinctive
 beauty
 with a
VIRDEN
 post lantern



 *the light idea*
Virden
LIGHTING

Install this handsome Virden post lantern at your driveway entrance, near your doorway, or at the edge of your patio or pool. It will add to the appearance of your home by day, help keep your family safe at night, and let you work or play outdoors longer. Fits all standard 3" posts.

*Come See
 Our Showroom
 of Indoor
 and Outdoor Lighting*

Hours: Mon., Tues., Wed.
 9.00 - 5.30 p.m.
 Thurs. and Fri.
 9.00 - 9.00 p.m.

HOWDEN'S RESIDENTIAL LIGHTING

255 HORTON STREET

Phone: 434-5755

DIVISION OF HOWDEN'S ELECTRICAL SUPPLY

BIOGRAPHY OF DOUG POOLE (P)



A right-handed pitcher with a real "live" fast ball. A potentially steady winner as a starting pitcher. Last year in his rookie season as a senior, he compiled an earned run average of 2.30 and struck out 29 batters in only 27 innings. Then misfortune. He twisted his knee in an "off the field" accident and missed the rest of the season. At 6' 1" and 180 pounds, this 23 year old fastball specialist has recovered from last year's injury and is looking to a much better record in his second season as a Pontiac.

HIT A GRAND SLAM with SMITH'S exclusive RENTAL OWNERSHIP PLAN



OWN A NEW
SMITH - CORONA
ELECTRIC OR MANUAL

Portable Typewriter
No Money Down
No Purchase Contracts to sign.



HERE'S ALL YOU DO!

1. Select from our stock the type, style and colour you wish.
2. Sign a rental agreement and pay the first month's rent.

If you continue to rent until rental paid equals purchase price plus small service fee . . .

We give you the Typewriter!

NEW PORTABLE
TYPEWRITERS
FROM 59.95



HERE ARE THE ADVANTAGES!

1. No obligations to buy.
2. Service without charge during rental period.
3. A new **Electrical Portable Typewriter** in your home without upsetting your budget.

**SMITH
TYPEWRITERS
LTD.**

781 DUNDAS STREET — Phone 433-2881

JAUQUES 401 ESSO SERVICE

Last **Esso** Before 401



PICK-UP & DELIVERY

OPEN 'TIL MIDNIGHT



WELLINGTON RD. S. AT HWY. 401, LONDON, ONT.

PH. 438-8711



PERCY PRO
IS A WINNER!
AND SO WILL
YOU
BY SHOPPING
AT YOUR LOCAL

BENDER PRO HARDWARE
515 WHARNCLIFFE S.

COWAN PRO HARDWARE
125 DUNDAS ST.

DUNN PRO HARDWARE
635 DUNDAS ST.

LUMB PRO HARDWARE
785 ADELAIDE ST.

PLAZA PRO HARDWARE
1090 ADELAIDE ST.

DUNN PRO HARDWARE
414 HAMILTON RD.



WESTOWN PRO HARDWARE
WESTOWN PLAZA

HISTORY OF THE SENIOR INTERCOUNTY

Shanty Clifford is gone, so is Wilmer Fields, Thumper Jackson and Russ Evon. The great pitchers, Ray Ripplemeyer, Bobby Simpson and Tommy White are heros of another era.

The Senior Intercounty doesn't boast as many pro candidates today as then, but then baseball has continued to grow up. The league, however, is quick to point out that its still the best amateur baseball in Canada. And they've got plenty of statistics to support it.

Every summer the Intercounty rosters are strengthened by the addition of two or three outstanding U.S. college imports. Most of them will play pro baseball in some form or another and almost all have received overtures from pro organizations.

Every team has six or seven local ball players that have attracted the attention of the scouts and almost every year one of these is good enough to sign a pro contract. Jim Rodrigues of London Pontiacs signed with Detroit Tigers last year. Gary Ebel of Kitchener signed a pro contract the year before and Gary Jeffries of Guelph the year before that. All learned their baseball in minor organizations in their home towns before graduating to the Senior Intercounty.

In 1919 the Intercounty launched its inaugural season. The league consisted of four teams, Guelph, Galt, Stratford and Kitchener, the latter operating as a rival for the professional team in the Michigan-Ontario league.

The first season was a rocky one with hassle after hassle disrupting on and off field activities. But the league survived. Guelph won the pennant and went into the Ontario Amateur Baseball Association finals before bowing to Hamilton.

In the early years, first one team then another took turns dominating the league. Guelph won the first three titles followed by Galt's three straight. Then London broke the spell in 1925. The next year St. Thomas won but then it was time for another streak of Guelph-Galt victories before St. Thomas again triumphed.

By the mid-30's the Intercounty had grown into a power to be reckoned with. Stratford's OBA championship in 1934 was the fifth straight for the Intercounty.

Following World War II, the Intercounty was listed in professional ranks as an outlaw league competing in the money market with the minor pro clubs for talent. Operators poured in cash in an effort to build better teams. The player calibre improved and several major leaguers roamed the league. The league was certainly superior in class of play to many minor pro groups.

So much emphasis had been placed on the senior series that the Intercounty no longer operated one as an association. The senior operators did so as the Senior Intercounty Baseball League, an affiliate of the association. They even went to the extent of having a league commissioner, John Gillies, a London lawyer and former pitcher with London Majors. The Majors by this time had become the league's dominant factor.

Then the downhill trend started. Dissolution of the Senior Intercounty Baseball League came in 1957 when London, the 1956 pennant and playoff champ, and Brantford joined the Great Lakes-Niagara District League. The remainder of the Intercounty clubs continued as a senior series under the association banner.

The following year, London, Brantford and Hamilton rejoined the Intercounty. Oakville Oaks won the pennant in the nine-team circuit then withdrew from the league. The downhill trend continued until 1963 when only five teams entered, Brantford, Galt, Guelph, London and Kitchener-Waterloo. That was the Intercounty's lowest ebb. A rebuilding program started in 1964 with Stratford rejoining the league. Listowel returned in 1965 and in 1966 Hamilton lifted the number of teams to eight. This season Brantford dropped out but indications are its only for one season.

With major league expansion, the search for major league talent has spread into the untapped resources of Southern Ontario and the Intercounty is once again attracting the pro scouts. More and more good college players are spending their summers playing in the Intercounty and the day of pro affiliation may not be too far away.

TODDLE INN

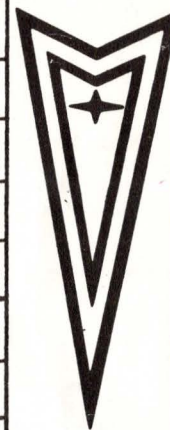
— RESTAURANT —

A Better Place To Eat At Sensible Prices

640 RICHMOND ST. AT HYMAN ST.

Good Luck Pontiacs For 1968

PONTIAC

[illegible][illegible]

LONDON MOTOR PRODUCTS

PHONE 433-1711

FOLLOW THE

LONDON DIAMONDS

LONDON'S ENTRY
IN THE INTERCOUNTY BASEBALL ASSOCIATION'S

JUNIOR SERIES

EVERY WEEKEND ON
SATURDAY OR SUNDAY
(Watch The Paper)

SPONSORED BY
CHESTER PEGG & SON
JEWELLERS

London's Diamond Importer

177 Dundas St.

Phone: 432-5028

SCORING MADE EASY

Learn how to keep your own score and your enjoyment of baseball will be greatly enhanced.

Baseball Shorthand as Used by Baseball Writers, which will render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols.

NUMBER OF PLAYERS AS FOLLOWS

Pitcher	1	Shortstop	6
Catcher	2	Left Fielder	7
First Baseman	3	Centre Fielder	8
Second Baseman	4	Right Fielder	9
Third Baseman	5		

SOME SYMBOLS USED BY SCORERS FOLLOWS

Base Hit	—	Sacrifice Hit	H
Two-Base Hit	==	Passed Ball	B
Three-Base Hit	===	Balk	BK
Home Run	====	Struck Out	K
Fumbled Grounder	A	Base on Balls	BB
Fielder's Choice	FC	Muffed Fly	O
Hit by Pitcher	HP	Wild Throw	W
Wild Pitch	WP	Forced Out	XX
Stolen Base	S	Error	E
Left on Bases	L	Foul Fly	F

An illustration will show the method of recording a play. In the upper left-hand corner opposite batter's name A—4 means batter reached first on fumble by second baseman. In the upper right-hand corner S means he stole second. In the lower right-hand corner B means he reached third on passed ball. In the lower left-hand corner 6 2 means he was thrown out to catcher at plate by shortstop.

HURON BOWL

BOWL IN COMFORT
THROUGH THE SUMMER IN
AIR CONDITIONED LANES

Featuring

PRO SHOP

and

SNACK BAR

1062 ADELAIDE (NORTH)

ZIEGLER LUMBER LTD.

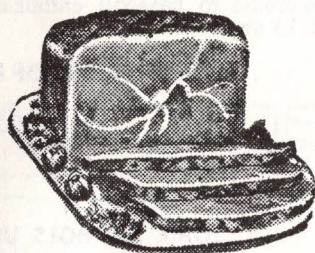
CUSTOM PREFAB
HOMES & COTTAGES

WOODWORKING AND
BUILDERS' SUPPLIES

A Complete Home
Modernization Service

PHONE
PORT ELGIN 62
589 GUSTAVUS

delicious!



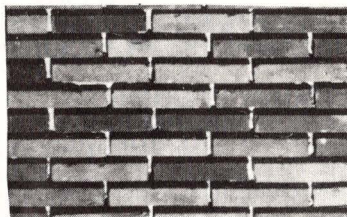
Coleman

PACKING COMPANY LONDON LIMITED

Don't Say Brick

SAY

PARR BRICK



- ROCK FACE
- ROMAN BRICK

- NORMAN BRICK
- GLAZED BRICK

AND

247 OTHERS TO CHOOSE FROM

We have the Widest Assortment of Canadian and American Brick
in Western Ontario . . .

Harry J. Parr Ltd.

IMPORTERS AND DISTRIBUTORS

"Serving The Building Trade"

WE WILL BE HAPPY TO SHOW OUR PRODUCTS
TO THE BUILDERS' CLIENTS

DIAL 471-5810

LONDON, ONTARIO

A MATTER OF RECORD

PENNANT WINNERS

BRANTFORD RED SOX	1960
BRANTFORD RED SOX	1961
GUELPH CJOY'S	1962
BRANTFORD RED SOX	1963
LONDON PONTIACS	1964
LONDON PONTIACS	1965
GUELPH CJOY'S	1966
GUELPH CJOY'S	1967

PLAY-OFF CHAMPS

BRANTFORD RED SOX
BRANTFORD RED SOX
BRANTFORD RED SOX
BRANTFORD RED SOX
GALT TERRIERS
BRANTFORD RED SOX
GALT TERRIERS
K-W PANTHERS

MOST VALUABLE PLAYER

1960	RON STEAD (BRANTFORD)
1961	SPUD BUSH (BRANTFORD)
1962	JOHN POLHOSKEY (GUELPH)
1963	RON STEAD (BRANTFORD)
1964	ROLF SCHEEL (LONDON)
1965	RON STEAD (BRANTFORD)
1966	AL GREENBURG (LONDON)
1967	RON STEAD (GUELPH)

BATTING CHAMPS

STAN ANDERSON (LONDON)	.391	1960
DON MAYES (LONDON)	.400	1961
HANK CZERWIENIEC (LONDON)	.424	1962
JIM REEVES (BRANTFORD)	.444	1963
BOB GILHOOLEY (STRATFORD)	.374	1964
BRIAN PEARSEN (LONDON)	.405	1965
PAUL GIROUX (GUELPH)	.404	1966
TOM HOCH (K-W)	.359	1967

LEADING PITCHERS

ROSS PATON (HAMILTON)	1.53 ERA
RON STEAD (BRANTFORD)	1.33 ERA
GARY FIELD (GUELPH)	1.35 ERA
RON STEAD (BRANTFORD)	0.63 ERA
ERIC LOMAX (GALT)	1.35 ERA
GEOFF ZAHN (STRATFORD)	1.31 ERA
BOB McKILLOP (K-W)	0.93
RON STEAD (GUELPH)	0.35 ERA

LONDON ARENA

BINGO

MONDAY AND THURSDAY — DOORS OPEN 6:45 P.M.

ALSO

ROLLER SKATING

NIGHTLY (Except Monday and Thursday) — 8 P.M. 'TIL 11 P.M.

BATHURST AT RIDOUT

PHONE 432-6755

VITO'S

PIZZA CAVE



FOR FREE DELIVERY

Specializing in
ITALIAN FOODS
SPAGHETTI • RAVIOLI • PIZZA

We Cater to Special Parties
CALL US FOR TAKE OUT ORDERS

Tasty Italian Sandwiches

Licensed Under The Liquor Licence Act

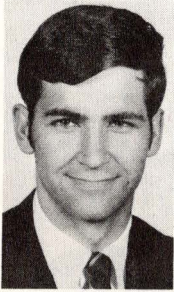
2 LOCATIONS

435 Hamilton Rd.

Phone: 438-8772

246 Wharncliffe Rd. N.

Phone: 438-5107



BIOGRAPHY OF GRAHAM BALLANTINE (P)

A hard throwing right-hander, in his rookie year as a senior. He spent the past 3 years with the junior London Diamonds. He made his presence felt in the junior series climaxed by an invitation to help Sarnia Drawbridge Knights in the Canadian Junior Championships last year. His ability and potential was realized as far back as 1965 when he was offered a pro contract from Baltimore. He turned this down in favour of another goal — he has since graduated from Western and now teaches at Beal High School. He's 22, strong, loaded with ability and full of desire.

GOOD LUCK PONTIACS

ARMAND'S

BARBER SHOP

3 BARBERS

★ ★ ★

**1064 DUNDAS ST. EAST
LONDON**

Stan C. Reade

**THE VILLAGE
CAMERA SHOP**

★ ★ ★

727 RICHMOND ST.

LONDON, ONTARIO.

433-2818

433-2819

KIRSHIN'S DELICATESSEN

VARIETY & SNACK BAR

1094 ADELAIDE ST.

432-1051

OPEN ON SUNDAY

For All Your Party Needs See Us

A-1 ADVERTISING



PHONE

434-7635 or 438-7344

A. G. (Art) WARD

HAND BILLS • SAMPLES • COUPONS • PRINTING
12 FRONTENAC LONDON

Instant Concrete Steps

Over 100 models to choose from — mostly
from stock. (1967 prices still in effect.)

RAILINGS TOO!

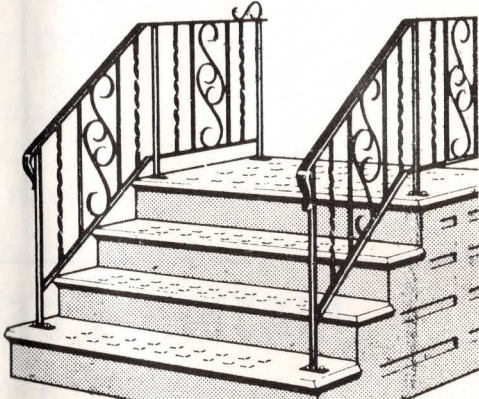
Unit Step ornamental iron railings,
in one of many designs available
to suit the architectural styling of
your home, combine beauty with
safety.

INSTALLATION

Steps and railing are installed for
you within a few hours by trained
crews—cleanly and without fuss.

SIZES

108 sizes available. 1-6 steps high.
From 13" to 77" landings. Step
widths: 4', 5' or 6'. Larger porch
units available to 12 ft. wide.



Add to the beauty, safety and value of your home

Reinforced concrete Unit Steps can be installed quickly — without piles
of sand and cement on paths and lawns. The one-piece construction
avoids "frost heave" damage. Built-in safety treads protect your family.

CALL 652-2022



LES. LOCKWOOD LTD.

39 MAIN STREET E., LAMBETH, ONTARIO



BIOGRAPHY OF LARRY ROOKS (INF.)

In his third year with the Pontiacs and two seasons removed from a very serious accident inflicted during a game here, he is looking forward to this season with confidence. The 24 year old infielder showed the hitting he's capable of towards the close of last season and is expecting to carry right on this season. A student at Western Michigan University who is about a year removed from married life.

PERRI'S PLACE

A Restaurant Owned and Operated By Chef Perri

WORKING DOWNTOWN OR ON A SHOPPING SPREE

PERRI'S PLACE

is "The Place" to Relax and Enjoy

Deliciously Prepared Food

390 RICHMOND ST. (Opp. Simpson's)

PHONE 672-6390

TAYLORS VARIETY SNACK BAR - LAUNDRETTE

1756 - 58 DUNDAS AT KATHLEEN

LONDON

—

ONTARIO

If We Haven't Got It — You Don't Need It

Over A Century Of Progress

McCormick's, makers of fine biscuits and candies, had been in operation for nine years when Canadian Confederation came into being in 1867. Since then McCormick's has expanded with our country until today its biscuits and confectionery plant in London is the largest under one roof in Canada. When next you're buying biscuits and candy, be sure to ask for Canada's finest . . . McCORMICK'S



L O N D O N

C A N A D A



BIOGRAPHY OF BARRY BOUGHNER (O.F.)

Known as a holler guy, Barry backs it with steady hitting and all-round versatility. He played in the outfield and at second base last year with Chester Pegg juniors and the Pontiacs. At 20 years, he's still junior aged but with a .310 batting average he'll see plenty of senior action. A solid 5' 9", 165 pounds. Barry also plays Junior "A" hockey with London Nationals.

HOME SEEKERS
INVESTMENT SEEKERS
LEASE-BACK SEEKERS
INDUSTRIAL SEEKERS

HOMES RANGING FROM
\$5,000 TO \$50,000

—
N.H.A. and Conventional Mortgages
—

John Thiel
Real Estate Ltd.

434-8441

*"Call The Man Who Knows
London Best"*



318 OAKLAND AVE.

Call 451-9140

Branches —

Eastown Plaza — 908 Oxford St. E.

COMPLIMENTS OF
Mario's Pizzeria

OPEN 10:30 A.M. 'TIL 2:00 A.M.

(Including Sunday)

FREE DELIVERY

424 CLARENCE ST.

433-4045 & 433-4044

London Centre Drugs

(ADELAIDE AND HURON)

432-1809

ALL DAY MOTORIZED DELIVERY

A SURE HIT

WITH ALL OF NORTH LONDON

HURON HEIGHTS

KIPP'S LANE

AND

NORTHRIDGE

With CABLE TV ... you'll be

Safe...

***From Snowy, Flickering, Unreliable
Television Reception***

BE PREPARED FOR AN EXCITING
SUMMER OF BASEBALL...

GET THE BEST SEAT IN THE BALL PARK

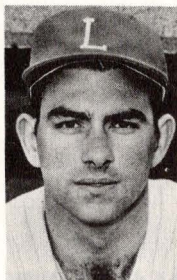
CONNECT TO THE CABLE!

9 CHANNELS PLUS 5 FM STATIONS

LONDON



BIOGRAPHY OF FRAN FORD (O.F.)



Fran can play any position and well. He's spent the last 4 years with St. Thomas Tomcats in the Junior Intercounty and in addition, he played the '65 and '66 seasons with the Pontiacs. He was a member of the '65 and '67 All Ontario Jr. "A" Champ. In 1965 he signed a pro contract with the Phillies as a catcher. Last year he had a 5-2 record as a pitcher with St. Thomas. He always hits around .300 and is just as accomplished in his defensive play. Very versatile and is leader material.

The taste that turns you on.

Come alive with



Bob Martin's Golf Show

LONDON GOLF PROFESSIONAL

SATURDAY NIGHTS

9 P.M. (MAY, JUNE, JULY, AUGUST)

NO ADMISSION FEE

Top Golf Instruction By Appointment

PHONE 451-2950

Sponsored By PEPSI COLA LONDON BOTTLING CO.

SPORTING GOODS LIMITED

Good Luck Pontiacs!

London's Finest Facility

FOR YOUR NEXT

MEETING • DANCE • BANQUET

"PERSONALIZED" ATTENTION & ACCOMMODATION
FOR ANY SIZE GROUP

For Any Size Group

The Ivanhoe

JOS. WORRALL
Managing Director



ALEXANIAN

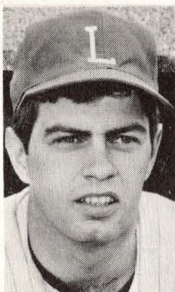
***Carpet
Specialists***

**For Over
40 Years**

142 DUNDAS ST.

*Downtown
opposite Simpson's*

PHONE 433-9234



BIOGRAPHY OF RICH McCLENAHAN (C. & INF.)

A versatile player who can catch, play the infield or outfield and has done just that for the past 3 years with St. Thomas Tomcats (Jrs.). Rich was a member of the '65 and '67 All Ontario Jr. "A" champs. He bats and throws right. Very good on defense and was a .300 hitter in junior baseball. Rich is an ideal utility man because of his accomplished versatility.

Mara's

★ ★ ★

Famous For Fabrics

SINCE 1891

★ ★ ★

DUNDAS ST. Phone 432-8321

OPPOSITE MARKET LANE

CARTER

**TV and RADIO
CO. LTD.**

**ADMIRAL
AND
SPARTON**

***Service On
All Makes***

1776 DUNDAS

451-2110



BIOGRAPHY OF GEORGE WILKINSON (INF.)

A "hard nose" player, the kind every club needs. He spent the last 4 years with the St. Thomas Tomcats (Jrs.). Also a member of the '65 and '67, All Ontario Jr. "A" champs. He bats and throws right. A very good fielder who has played most of his ball as a third baseman. Known as a slow starter with the bat, but very much there at the end of the season — is also tabbed a "streak hitter". We're hoping his streak will run from May through August this year.

London Franchised Automobile Dealers' Association

CENTRAL CHEVROLET-OLDSMOBILE
(LONDON) LTD.

DALMAR MOTORS LTD.

EASTOWN CHEVROLET OLDSMOBILE LTD.

EDWARD LEAVENS LONDON MOTORS LTD.

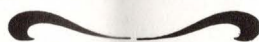
LONDON MOTOR PRODUCTS (1968) LTD.

MIDDLESEX MOTORS COMPANY
(1963) LIMITED

MCMANUS MOTORS LTD.

RANKIN FORD SALES (1963) LIMITED

VOLKSWAGEN LONDON MOTORS LTD.



Wish the Pontiacs...

"GOOD LUCK"



BIOGRAPHY OF FRED FICKLING (INF. & O.F.)

A long ball hitter, Fred is also in his first season of senior baseball. A powerful 6-footer, 245 pounds, he led Pontiacs in home runs last year with three, third highest in the league. Plays first base and the outfield and has surprising speed for his size. He batted .364 last year in his fourth term as a junior. Given a chance to play full time, he should prove a valuable asset to the Pontiacs.



**Mister
Donut®**

Open 24 hrs.

AFTER THE BALL GAME

IT'S

DONUT TIME

20c OFF EACH
DOZEN WHEN
THIS AD PRESENTED

1584 DUNDAS

**VISIT THE
MAPLE LEAF
RESTUARANT**

(London) LTD.

FEATURING

"Gentleman Jim"

256 DUNDAS

432-1962



Gentleman Jim

char-broiled

steaks and burgers



BIOGRAPHY OF ARDEN EDDIE (O.F.)

Another junior with plenty of senior experience this 19-year-old slugger is back for his second season with London juniors and the Pontiacs. He also played two years senior ball in his native Wallaceburg before moving to London. A switch hitter, Arden batted .280 while holding down the centre field job last year for the juniors. He's 5' 9", 165 pounds and single.



Specializing in

TROPHIES

&

ENGRAVING

HIGHEST DISCOUNTS FOR
LEAGUES AND CLUBS

1042 DUNDAS ST., LONDON, ONT.

PHONE 451-4900



735 RICHMOND ST.



London, Ont.



BIOGRAPHY OF JIM RODRIGUES (S.S.)

One of the finest baseball players to come out of London in many years, Jim was signed by the Detroit Tigers last year and assigned to Class "A" training camp this June. A sure-handed shortstop, and top flight outfielder hits over .300, batting .364 last year and .351 in 1966. At 5' 11" and 170 pounds, Jim plans to teach physical education after a fling at pro ball.

PRESIDENT'S ADDRESS



The London Pontiacs are embarking on the 1968 season with a "new look" — No, not new uniforms, but rather a tighter, more close-knit administrative organization that will help to make London's entry in the Senior Inter-County Baseball League a power for some time to come.

Assuredly, the Senior Inter-County is Canada's foremost amateur baseball league and the London team has always been a potent force in it. To enable the Pontiacs to remain so, the support and confidence of you, the fans, is essential. To this end, our "new" organization is hard at work coming up with new and different ideas for a series of sound promotional features.

The "place to stand" this summer will be the Labatt Park watching London's Pontiacs in action. Our new manager, Ray Yelle, is doing his utmost to produce a winner for you, the fans — let's all support him.

EDWARD (TED) EARLEY
President & General Manager

PLEASE SUPPORT
The Advertiser in THIS PROGRAMME
It should prove to *your* advantage

CLUB OFFICERS

SECRETARY	- - - - -	J. T. (JIM) HARDY
TREASURER	- - - - -	D. A. (DON) DAL BIANCO
VICE PRES. PUBLIC RELATIONS	- - - - -	J. M. (JOE) NASH
VICE PRES. PROMOTION & ADVERTISING	- - - - -	G. H. (JERRY) HOLLAND
VICE PRES. PLAYER PERSONNEL	- - - - -	M. J. (MIKE) FENLON
VICE PRES. TRANSPORTATION	- - - - -	J. K. (JOE) HOUGH

GIBB'S
SUPERTEST SERVICE STATION

OPEN 24 HRS.

1104 ADELAIDE ST.

PHONE 432-1325



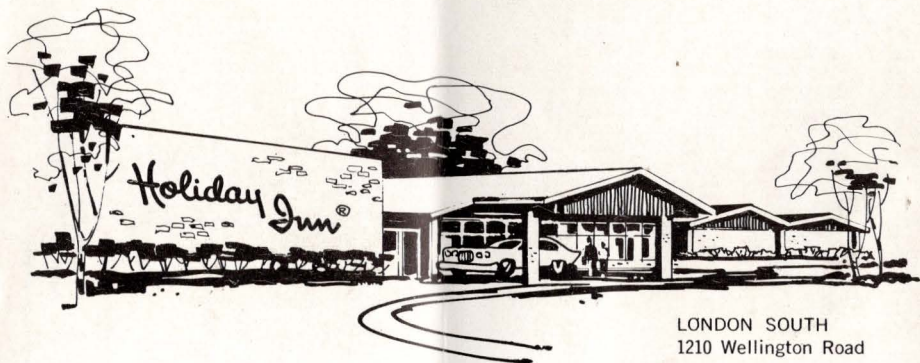
LOEB

M. LOEB LIMITED

SUPPLY DEPOT FOR 90 PROGRESSIVE
INDEPENDENT IGA FOOD STORES IN
SOUTHWESTERN ONTARIO.



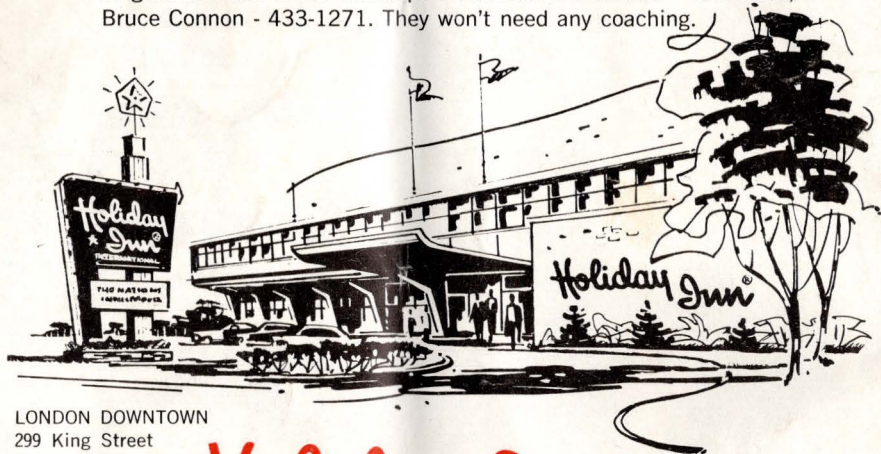
1000 CLARKE SIDE ROAD, LONDON



LONDON SOUTH
1210 Wellington Road

Your winning team

London South and London Downtown Holiday Inns where sports fans know they get the best performance. Whether it's a relaxing period in the lounge or a taste-tempting meal in the dining room, Holiday Inn scores high. Your club or team will always win when you hold your banquets at one of London's Holiday Inns. Sales meetings or wedding receptions, either casual or formal, the name of the game is service and in service, Holiday Inn is at the top of the league. Call one of our Innkeepers and see. Ike Siskind - 433-0121, Bruce Cannon - 433-1271. They won't need any coaching.



LONDON DOWNTOWN
299 King Street

Holiday Inn®

TORONTO West
TORONTO East
TORONTO Flemingdon Park*
HAMILTON

LONDON Downtown
LONDON South
OTTAWA
KITCHENER

KINGSTON
ST. CATHARINES
PETERBOROUGH
FT. WILLIAM

CHATHAM
WINDSOR
OAKVILLE
BRANTFORD

*Opening Spring 1969