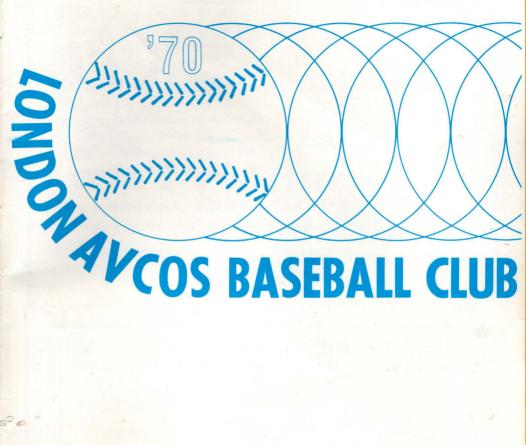
(See page 36 for lucky number)





Representing London in the Intercounty Baseball Association Senior Series After the game join the players at the Fare...



Country Fare

RESTAURANT & TAVERN

138-6112

☆ LUNCH & DINNER BUFFETS
☆ BUSINESSMEN'S LUNCHES

253 DUNDAS ST

☆ FULLY LICENSED ☆

★ OPEN 11 A.M. TO 1 A.M. ★

Have You Tried Our Buffet?

MEALS 50c to \$1.25

FOOD • SUDS • SING-A-LONG

AT

The

WELLINGTON

Corner of Wellington & Bathurst

ENTERTAINMENT NIGHTLY Free Parking
Air Conditioned

MAYOR'S ADDRESS

It is a pleasure for me to welcome the many baseball enthusiasts who come out for the games each year. With the London Avcos, we are looking forward to a good season, and welcome your support.

To the London Avcos, I would like to say that the City of London is proud of the continuing good efforts of the team; the dedication of the individual player, and the labour of all those responsible for your managing and training.

On behalf of the City of London, I extend to the London Avcos, very best wishes for a successful year in 1970.

HERB J. McCLURE, Mayor of London





WHEN IN LONDON—
RENT A NEW 1970 CAR
BY THE HOUR, DAY OR WEEK
"We Try Harder"

"AVIS RENT A CAR LICENSEE"

Phone Us For Pick-Up Service 543 Pu

LONDON RENT-A-CAR

COMPANY LIMITED

543 Dundas St. at William Phone 432-6721

INDEX

Biography of Manager Roy McKay	Page	5
Biography of Coaches	Page	
A year to Remember	Page	8
Biography of Players P	ages 11 -	37
Intercounty Statistics — 1969		
Intercounty All Stars — 1969		17
Diamonds — 1970 Schedule	Page	23
Avcos — 1970 Schedule		
How to Mark Score	Page	29
A Bit of a Tribute	Page	31
Intercounty Records	Page	34
Lucky Number		
President's Message		38
Club Officers		

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

Ward and Ward Insurance

GENERAL INSURANCE

J. K. WARD



W. E. WARD

TELEPHONE 432-6747

267 DUNDAS STREET

LONDON, ONTARIO

Biography — ROY McKAY

"So how do we improve on that?" — might be Roy McKay's lament as he approaches his second season as Manager of London's entry in Senior Intercounty Baseball.

A pennant and league championship in his first try as a manager only happens when one possesses credentials such as pitching experience in professional baseball and more than 15 years in the Intercounty combined with a keen eye for detail, an overall knowledge of baseball and a deep love of the game.

These attributes and the respect of his players made last years team a "fun" group and worthy champions. Roy's one disappointment was failing to win the O.B.A. championship and this gets top priority for the 1970 AVCOS.

Roy and baseball-fan wife Ruth are proud parents of three children with son Alex being one of the AVCO batboys.



Mario's Pizzaria

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

(Including Sunday)

FREE DELIVERY

424 CLARENCE ST.

433-4045 & 433-4044

Biography — BOB DEAKIN

After a long absence, this Londoner returns to Intercounty Baseball to coach the AVCOS. Signing his first "Pro" contract in 1954 with Boston, Bob soon became a New York Yankee farmhand and advanced through their system stopping at Birmingham, Winston-Salem and Quincy. In 1957, while an Eastern League All-Star at Binghampton he teamed with future Yankee Clete Boyer to lead the league in double plays. While playing with Richmond in the International League the next year he suffered the painful thumb injury that ended his career. Married, with a pair of sons, Bob is a fireman.



After the Game

VISIT

Chicken Delight

Fast Take-out Service on

CHICKEN RIBS SHRIMP FISH

ALSO

HOME DELIVERY

75 WHARNCLIFFE (at Springbank Dr.)
PARKING ON VICTOR STREET

438-5184

Biography — NORM ALDRIDGE

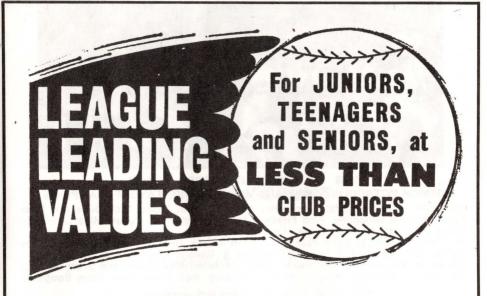
After 21 years as a member of London's senior baseball entry, Norm has made his presence known as a

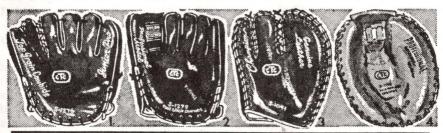
player, coach and trainer.

A tower of strength in the clubhouse for many reasons, including morale, Norm was an important part of Roy McKay's "brain trust" last season. Along with Roy, the only member of the 1956 Intercounty champion London Majors still active.

A hard worker and the best batting practise pitcher in the league, Norm will again serve mainly as a coach this year.







SAVE! GLOVES and MITTS



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

DUNDAS EAST At Saskatoon PHONE 451-6260 WELLINGTON RD. Towers Plaza PHONE 434-5312



- LONDON PONTIACS — SENIOR INTERCOUNTY PENNANT WINNERS AND PLAYOFF CHAMPIONS

Back Row - Left to right: George Hall (Coach), John Cooke, Dick Oudekerk, Dave Byers, Graham Ballantine, Fred Fickling, Ty Crawford, Barry Fuller, Mike Lerner, Ed

Loney (Trainer), Norm Aldridge (Coach).

Front Row — Left to right: Paul Allen, Brian Pearen, Dave Moharter, Dave Hall, Roy McKay (Manager), Ted Earley (President & General Manager), Dave Lapthorne, Wayne Fenlon, Arden Eddie, Joe Hough . . . In front, Alex McKay and Scott Aldridge (Bat boys). Missing from picture: Brian Murphy, Rick Birmingham, Barry Boughner.

1969 — A YEAR TO REMEMBER

The last year of the Pontiacs saw the locals commence with a fine game winning streak and then finish just as strongly to win the pennant with a 23-5 record. A four game sweep of the semi-finals sidelined Listowel and then the exciting three game lead over Stratford evapourating into a seventh and deciding game won by the men of Roy McKay 7-5.

London's first Ontario Baseball association quest in a number of years found an easy time disposing of Leaside Maple Leafs, Halton County champions, in straight games, and the losing in the Ontario finals to Orillia Majors 3 games to 2 — OBA rules call for any game played after September 15th being played in daylight and all three Orillia wins

were of the daylight variety.

Dave Moharter, Brian Murphy and Rick Birmingham were the aces of the pitching staff winning 19 of the 23 games. When playoff time rolled around, Moharter had returned to school and made only "flying" visits back to London, while Murphy was given special permission by Los Angeles Kings to leave training camp to play in three important games. The load fell on Birmingham and the tall righthander came through.

Londoners on the League All-Stars were Ty Crawford and Dave Moharter on the first team with Brian Pearen, Arden Eddie, Wayne Fenlon

and Rick Birmingham on the second team.

Birmingham, Murphy and Pearen were important cogs in Ontario's winning the Baseball Championship at the Canada Summer Games in Halifax.

1969 — A year to Remember.



"MA CARTER" — who has been attending London Senior Baseball games for more than 30 years, kisses congratulations to Rick Birmingham, winning pitcher in London's 7-5 victory over Stratford in game seven of the Intercounty finals.

London Centre Drugs

(ADELAIDE AND HURON)

432-4109

is

TOTAL DISCOUNT

EVERY ITEM

FROM A CHOCOLATE BAR TO A CAMERA

IS DISCOUNTED EVERY DAY OF THE YEAR

ALL DAY Motorized Delivery

AT NO EXTRA CHARGE

MOVING? call



AGENTS FOR ALLIED VAN LINES LIMITED

World Wide Packing • Crating • Shipping Modern Palletized Storage

London 432-6351

725 TALBOT STREET



NEON PRODUCTS LTD.

COAST-TO-COAST

Neon & Plastic Signs

572 Dundas Street, London.

434-0635



Biography — DAVE LAPTHORNE

Perhaps the most under-rated player in the league— "Whitey" as he's better known—is a real veteran, having completed eight years with London's senior entry.

Generally regarded as the league's finest fielding first-sacker, Whitey's a consistent hitting threat and is especially tough with men on base. He's always high in all-star voting — third last year — five votes from first

Whitey is team captain, player representative to the Directors as well as being a busy teacher, husband, and since last season, father.

RIDOUT TAVERN

after the game . . .

. . visit

The Chef's Corner

FOR BARBECUED SPARE RIBS
& CABBAGE ROLLS



Biography — WAYNE FENLON

Though he's been around for what seems like years and years, Wayne's starting only his third year as a "legitimate" senior. Blossomed into the team leader last season as the real "take charge guy". Led team (second in league) in batting with .375 average, led team (second in league) in hits with 36 and finally gained much deserved recognition as the 2nd team all-star catcher.

Undoubtedly London's pitching record the last two years can be attributed to Wayne's knowledge of league's hitters. He's still single.

INTERCOUNTY STATISTICS - 1969

FINAL STANDINGS — 1969

Teams					
	PL	Won	Lost	AVG	GBL
London	28	23	5	.821 .	4
Kitchener	28	19	9	.679	4.
Hamilton	28	16	12	.571	7
Listowel	28	14	14	.500	9
Stratford	28	13	15	.464	10
Galt	28	12	16	.429	11
Guelph	28	10	18	.357	13
Toronto	28	5	23	.178	18

BATTING LEADERS — 1969

DATTING LEADENS 1909								
Name Team								
	AB	R	Н	2b	3b	HR	RBI	AVG
1-McKillop—Kit.	84	23	32	6	2	4	28	.381
2-Fenlon—Lon.	96	18	36	8	2	2	19	.375
3-Crawford—Lon.	86	28	32	8	0	1	16	.372
4-Eddie—Lon.	105	27	35	3	1	. 1	15	.333
5-Sinclair—Tor.	81	5	27	3	0	1	11	.333
6-Harvey—Ham.	105	21	34	4	1	3	21	.324
7-Heibein—Kit.	93	22	30	3	1	1	11	.323
8-Kyle—Str.	96	23	31	8	0	3	19	.323
9-DeWaele—Galt	115	22	37	6	4	5	28	.322
10-Speirers—Str.	103	26	33	7	1	1	12	.320
11-Detlor—Galt	99	13	31	4	3	2	16	.313
12-Pearen—Lon.	110	25	34	8	1	1	15	.309
13-Upper—Galt	120	19	37	4	2	0	17	.308
14-Earl—Str	78	15	24	7	2	1	11	.308
15-Ebel—Kit.	76	18	24	3	2	2	10	.306
16-McTavish—Ham.	73	16	22	1	0	3	14	.301
17-McAlpine—List.	103	27	31	4	2	7	28	.301
18-Bell—List.	110	16	33	8	1	1	20	.300

PITCHING LEADERS — 1969

Name	Team											
		W/L	I/P	R	ER	Н	BB	HB	WP	SO	HR	E.R.A.
1-Camp-	—List.	5-1	60	12	7	26	27	3	4	84	0	1.050
2-Mohar	ter-Lon.	8-1	75	27	15	44	31	1	4	98	0	1.800
3-Huber	t—Galt	5-1	64	24	16	48	17	2	2	57	0	2.250
4-Corye	II—Str.	3-3	$42^{2}/_{3}$	20	11	28	30	0	4	55	0	2.323
5-Madde	en—Ham.	4-4	73	32	19	70	21	2	2	61	2	2.342
6-Murph	y—Lon.	7-2	701/3	31	20	54	34	8	5	72	2	2.559
7-Appel-	—Str.	4-1	451/3	18	13	33	27	0	2	39	1	2.581
8-McAlp	hine—List.	7-5	98	45	29	75	69	2	16	99	1	2.663
9-Knight	t—Kit.	10-1	87	38	27	52	23	1	4	80	4	2.793
10-Birmin	gham—Lon.	4-1	45	19	16	37	18	0	7	54	2	3.200

BUY THE
PLEASANT, FRIENDLY
WAY —

See Ted today for your own Personalized Open Account!



Ted Dilts

"A Safe Place to Buy Diamonds"





John Gaudreau



Ted Dilts, Jr.

402 Richmond St., Opposite Simpsons - Phone 433-2111



SPORTING GOODS
GYMNASIUM EQUIPMENT
SKI EQUIPMENT

731 Richmond St., London 15, Ontario — 434-8444

WINNING

by

LONDON AVCOS

BEAUTIFUL and FUNCTIONAL

LOW COST

ACOUSTIC CEILINGS

and

MOVABLE PARTITIONS

by

LONDON ACOUSTICS LTD.

433-5911

1067 LOMBARDO AVE.

LONDON 11, ONTARIO



Biography — BRIAN MURPHY

One of the pitching mainstays for the last two seasons, Brian returns for a third year after a successful winter with the Springfield Kings of the American Hockey League.

Winning the Intercounty's "Best Pitcher Award" with a 6-0 season (ERA .093) in 1968, Brian was 7-2 last season with a very respectable 2.55 ERA.

Like most pitchers, Brian's top thrills last season were hits HE made — a triple and double — both of which won ball games.

Brian, a Toronto native, married a London girl last spring.

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

SHOP FOR MEN

DUNDAS & CLARENCE STS.Opposite Canada Trust

It's the real thing.

Coke.



Tahers
the nicest cleaners in town



675 Adelaide Street, London, Ontario / (519) 432-4121

Biography — BARRY BOUGHNER

We don't know how well he played for Providence Reds of the American Hockey League but we'll bet no player worked harder or gave more.

That's one reason Manager McKay is glad "Boughie" is finally a full-time senior. As a junior he helped by playing nearly all positions — even winning a playoff

game last year in relief.

A rare talent who has undoubtedly matured after his pro hockey season including a stint with Oakland of the N.H.L. Barry is married with a son.



HAY STATIONERY Ltd.

Office Furniture & Equipment



- CARPET
 - DRAPES
 - PLANNING
 - OFFICE INTERIORS

Ask for our Brochure

432-3421

151 YORK

"Better Offices with Better Planning"

Stationery and Complete Office Supplies

Biography — NEIL BRADBURY

A newcomer this year, Neil is a native of Leamington who spent the 1968 season with the professional Bradenton Pirates of the Gulf Coast League. A right-handed pitcher, Neil was signed by Pittsburgh from the Leamington Junior OBA Champions.

Presently a student (4th year) in Business Administration at the University of Windsor, Neil is looking to a career in Accounting after graduation. His brother Gerry, has just concluded his junior hockey career after three years with the Knights. They're both single.



BEST WISHES AVCOS

FROM

H. J. JONES - SONS LTD.

Fine Lithography • Printing • Paper Boxes

TELEPHONE 451-5250

LONDON, ONTARIO

1969 INTERCOUNTY ALL-STARS

1st TEAM	2nd TEAM
Ebel, Gary (Kitchener) 1b	Detlor, Jim (Galt)
Harvey, Terry (Hamilton) 2b	Henry, Mike (Stratford)
Speier, Chris (Stratford) ss	Pearen, Brian (London)
McTavish, John (Hamilton) 3b	Upper, Wray (Galt)
Heffernan, Dave (Guelph) LF	Eddie, Arden (London)
Crawford, Ty (London) CF	Kyle, Steve (Stratford)
Heibein, Hugh (Kitchener) RF	DeWaele, Roger (Galt) tied
	Newitt, Gary (Hamilton) tied
McKillop, Bob (Kitchener) cat	Fenlon, Wayne (London)
Knight, Paul (Kitchener) rhp	Birmingham, Rick (London)
Moharter, Dave (London) Ihp	Camp, Don (Listowel)
Benjamine, Ken (Listowel) mgr	Scheel, Rolf (Stratford)

BEST WISHES to LONDON AVCOS

for the upcoming 1970 ball season

Canadian International Comstock Co. Ltd.

Mechanical — Electrical — Refrigeration Contractors



Biography — ARDEN EDDIE

Playing his first year as a Senior in 1969, "Ardie" made his presence known with sure-handed catches and booming hits. He batted .333 (good enough for fourth place in the League) and his league leading 19 stolen bases was nine more than the runner-up. Arden capped his rookie year by being named to the second all-star team.

A hustling type of player, Arden's daring on the basepaths brings spectators to their feet, and turns his coaches' hair grey. He's still single.

REMINGTON RAND

OFFICE SYSTEMS

SPERRY RAND CANADA LIMITED

GOOD LUCK AVCOS

DALY GRANGE TEAS LTD.

85 BESSEMER RD.

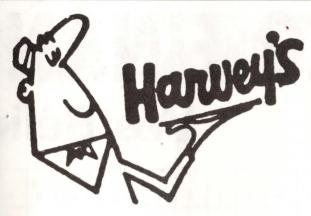
LONDON, ONTARIO



BUSINESS FORMS LIMITED ED GALLOWAY

204 OXFORD STREET W. LONDON 75, ONTARIO

TELEPHONE 434-7915



CHARCOAL BROILED

- Hamburgers
- Cheeseburgers
- Hot Dogs
- French Fries Made Fresh Daily
- Cold and Hot Drinks
- Hot Apple Turnovers

Open 7 Days A Week - 10 a.m. to 2 a.m. 158 WHARNCLIFFE RD. S. AND 590 DUNDAS ST. E.

PRESENT THIS COUPON AND PAY ONLY

FOR —A CHARCOAL BROILED HAMBURGER

1 ORDER FRENCH FRIES

AND 1 LARGE COCA COLA

69¢

Valid only at the London Harvey's Locations



"Famous for Charcoal Broiled Chicken"

WHY NOT USE THIS COUPON AFTER THE GAME AND ENJOY GOOD FOOD THE INEXPENSIVE WAY.

Take Out and Home Delivery Phone 672-3320 Mon. to Sat. 11 a.m. - 2 a.m. Sunday 11 a.m. - 1 a.m.

PRESENT THIS COUPON AND PAY ONLY

FOR Tomato Juice - - . .15
1/4 chicken - - - . .100
French Fries - - - .25
Ice Cream - - - .25

French Fries - - - .25
Ice Cream - - - .25
Beverage - - - .20

REGULAR

PRICE - - - - 1.85

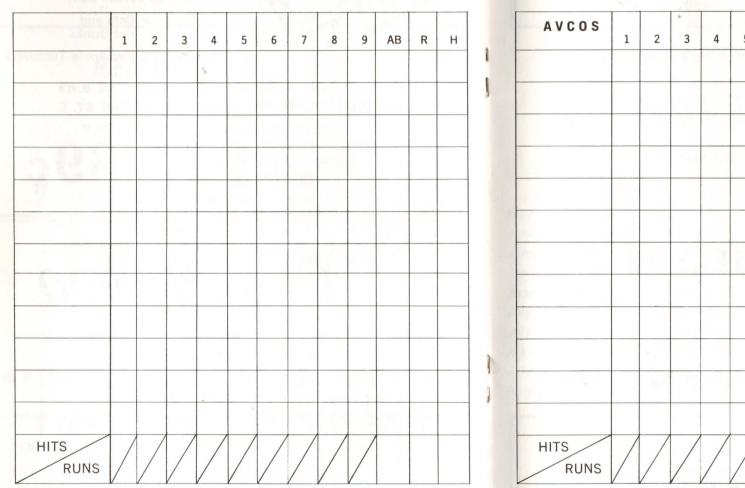
1.39

SAVE 46c

Valid only at Swiss Chalet London

AVCO FINANCIAL SERVICES

We Believe in You.



AVCOS			*									
	1	2	3	4	5	6	7	8	9	AB	R	Н
			-									
			1									
												;
							\$41					
			2	3	14		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1					
ne .												
							4					
		4										
-		igii	1 3 1									
400												
HITS RUNS												

Whatever your financial needs, you can depend on Avco to help. Avco



Does your home's

heating and wiring system

strike-out when you're

counting on it most?

Then contact:

ROGOLINO ELECTRIC LTD.

182 BELGRAVE AVE.

438-8252

Electric Heating and Rewiring Specialist

He'll put your home back in the game

with . . .



. financed by your hydro

BEST WISHES AVCOS

from

Victor Aziz Photography

LONDON - ONTARIO

Support Tomorrow's Seniors Today!!!

LONDON CHESTER PEGG DIAMONDS

LONDON JUNIORS

		HOIVIE GAIVIES				AVVAT GAIVIES	
May	27	Guelph	8:00 p.m.	May	24	Simcoe	2:00 p.m.
June	3	Brantford	8:00 p.m.	June	1.7	Waterloo	2:00 p.m.
June	13	Galt	8:00 p.m.	June	14	Guelph	2:00 p.m.
June	17	Sarnia	8:00 p.m.	June	28	Sarnia	8:00 p.m.
June	24	Toronto	8:00 p.m.	July	5	Galt	1:30 p.m.
July	1	Preston	8:00 p.m.	July	11	Toronto	7:45 p.m.
July	15	Kitchener	8:00 p.m.	July	12	Brantford	2:00 p.m.
July	19	Simcoe	2:00 p.m.	July	22	Stratford	8:00 p.m.
July	29	Waterloo	8:00 p.m.	July	26	Preston	2:00 p.m.
Aug.	2	Stratford	2:00 p.m.	July	31	Kitchener	6:30 p.m.

GREETINGS

from

RIVIERA MOTOR COURT

2048 Lakeshore - No. 2 Highway — Burlington, Ontario Phone (416) 637-2338

34 ULTRA MODERN FULLY EQUIPPED UNITS

HOME CAMES

Gerald Macdonald

AMAY CARRES



Biography — MIKE LERNER

A local boy who left home to break into Senior Baseball, Mike spent the 1968 season with Burlington Cardinals in the Halton County League, helping them win the OBA Intermediate crown.

Last year he played well when called upon and with Joe Hough teamed as Manager McKay's reliable outfield insurance. Not a long ball hitter, Mike hits sharply and has an exceptionally "good eye" as witness his large number of walks. A UWO grad who's now at Law School, Mike's single.

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





479 HIGHBURY AVENUE LONDON CANADA "CREATORS OF BETTER OFFICE ENVIRONMENT".

FOLLOW THE AVCOS

HOME GAMES

Aug. 5 Kitchener 8:00 p.m.

AWAY GAMES

					M	ATTICLE OF THE OF	
May	22	Hamilton	8:00 p.m.	May	24	Kitchener	2:00 p.m.
	29	Galt	8:00 p.m.		31	Guelph	2:00 p.m.
June	5	Stratford	8:00 p.m.	June	2	Toronto	2:00 p.m.
	10	Guelph	8:00 p.m.		13	Galt	8:00 p.m.
	12	Kitchener	8:00 p.m.		18	Hamilton	8:00 p.m.
	19	Toronto	8:30 p.m.		23	Stratford	8:00 p.m.
	21	Galt	2:00 p.m.		28	Toronto	2:00 p.m.
	26	Kitchener	8:00 p.m.		30	Kitchener	8:00 p.m.
July	3	Hamilton	8:00 p.m.	July	4	Galt	8:00 p.m.
	8	Stratford	8:00 p.m.		11	Guelph	7:30 p.m.
	10	Toronto	8:30 p.m.		16	Stratford	8:00 p.m.
	13	INTERCOUNTY			21	Hamilton	8:00 p.m.
		ALL STAR			26	Toronto	2:00 p.m.
		GAME	8:00 p.m.		28	Stratford	8:00 p.m.
	17	Galt	8:00 p.m.	Aug.	1	Guelph	7:30 p.m.
	24	Guelph	8:00 p.m.	9			P
	31	Hamilton	8:00 p.m.				

GOOD LUCK

to the

LONDON AVCOS



WESTERN OFFICE SUPPLY (LONDON) LIMITED

725 DUNDAS ST., LONDON 31, ONT. PHONE 433-5146

TYPEWRITERS . ADDING MACHINES

STANDARD - ELECTRIC - PORTABLE

RENTALS SALES & SERVICE

RENT OR LEASE WITH OPTION OF PURCHASE

FURNITURE - COMPLETE OFFICE DESIGN SERVICE

SERVICE TO ALL MAKES OF TYPEWRITERS & ADDING MACHINES



Biography — JOE HOUGH

Last year's oldest rookie, at 26 years of age, Joe made many worthwhile contributions to the title march. Used mainly on defence in late innings, Joe's two personal triumphs would be his playoff home run against Listowel and his game-saving diving catch in Listowel to stop a grand slam home run.

Hard-worker Joe is the type of player who makes a manager's job easier, for he's always ready, willing and very able. Married and the father of an active 4 year old.



ANDY TAHK





DOUG MOORE

insta-print LTD. M&T

149 KING STREET.

LONDON. ONTARIO (519)433-8139

London's 1ST Instant LOW COST OFFSET PRINTING WHILE-U-WAIT SERVICE Centre

Compliments Of

EVERETT LAUCKNER

REAL ESTATE LTD.

International Real Estate Relocation Service

275 DUNDAS ST.

PHONE 438-4121

Ober 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



LONDON

CANADA

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
First Baseman 3	Centre Fielder 8
Second Baseman 4	Right Fielder 9

SOME SYMBOLS USED BY SCORERS FOLLOWS

Base Hit	The state of the s	Sacrifice Hit	Н
Two-Base Hit		Passed Ball	В
Three-Base Hit		Balk	BK
Home Run		Struck Out	K
Fumbled Grounder	A	Base on Balls	BB
Fielder's Choice	FC	Muffed Fly	0
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.

SOUTH-WESTERN ONTARIO'S FOREMOST BUSINESS FORMS MANUFACTURER

4 3 2 - 3 4 9 1 LONDON, ONTARIO

CONTINUOUS FORMS LIMITED

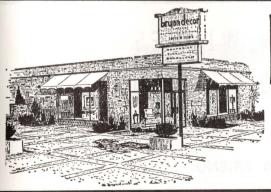
REGISTER FORMS •

CONTINUOUS FORMS

SNAPSETS

SALES BOOKS

CALL US FOR PROMPT, EXPERT SERVICE



oryan decor

DESIGN LTD.

64 WHARNCLIFFE RD. S.
Phone 433-6193
Residential and Commercial
Interiors
Draperies Carpets Accessories



PAINTING & DECORATING (LONDON) LTD.

Head Office: 44 Paddington Ave., London, Ont., Phone 433-8181

Compliments

of

THE ONLY ENVELOPE COMPANY WITH

THE COURIER ENVELOPE



BEST WISHES LONDON AVCOS

from

A FRIEND

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!

11 CHANNELS PLUS 10 FM STATIONS

LONDON



OK AVCOS! GET THEM OUT 1 - 2 - 3!

NO MATTER HOW YOU FIGURE IT

MONROE HAS THE ANSWER TO YOUR PROBLEM!





THE CALCULATOR COMPANY A DIVISION OF LITTON INDUSTRIES

270 Adelaide St. S. London, Ontario 433-8108

Simplified keyboard makes figurework as easy as 1 - 2 - 3

The 920 is so inexpensive you can put one on every desk.

Operation is so simple you just plug it in and go to work.

You perform any arithmetic calculation with ease. Keys are grouped for, convenient, error-free operation . . . electronically respond to light, fingertip touch.



Biography — Ty Crawford

Last summer he hit a ball into the Thames River — made several "circus" catches — hit a ball so far out of the Kitchener Stadium that it precipitated a riot — Ty is undoubtedly the most colorful player in the league once famous for "characters."

His .372 batting average was the league's third best and he was a near unanimous choice for the first all-star team. A Toronto native who played pro in the Detroit chain, Ty attends Memphis State University in the off-season. He's single.



The Chevrolet automobile, and our Dealership, are both big "hits" with our customers. It's a nice drive to St. Marys — why don't you visit us to see why we are so popular? We'd like to see you soon.

Richardson Auto Sales

CHEVROLET

ST. MARYS 284-1610

OLDSMOBILE

Please see, or call, BILL RANKIN (Res. 284-3036)



BEST WISHES
LONDON AVCOS

from

A FRIEND



"A Bit of a Tribute"

by Doug Whaley

This is a bit of a tribute, sort of an unofficial bon voyage to a dedicated baseballer, a good manager and a real, fine guy. Ray Yelle has accepted a senior management post with the Holiday Inn organization and will be leaving October first for the Barbados. We wish him well, and we will all know just how much he will be missed after he has left. Ray was one of the first sports people that I had the pleasure of meeting when I arrived in the Forest City, and I must say that never have I had more co-operation and help than I received from Ray. He is not only a true pro in sports and business, but he is a gentleman, to boot. I could go on and on, ad nauseum, tributes sometimes tend to get that way, but I'll try to keep away from it. Ray, a transplanted Park Hill native, had a most promising personal career in pro baseball cut short by the same thing that stopped Sandy Koufax, making it necessary for him to leave the Cleveland Indians organization and pitching, to return to school and become a chartered accountant. He did, however, retain his love and interest of baseball, and I'm sure that the baseball scene in the West Indies will benefit from his knowledge and background. I'm only sorry that I didn't get the chance to know Ray better, but the association that I did have with him was a real pleasure. All that I can say is, thanks Ray, we wish you every success, and I'm sure that everyone else who has known and worked with you feels the same way. Like we said, Ray Yelle, our best personal wishes, and Bon Voyage. We know that wherever you may go, you'll always be safe at home.

LISTEN TO SPORTS - WHALEY'S WAY - on



MATTER OF RECORD

PENNANT WINNERS		PLAY-OFF CHAMPS		
BRANTFORD RED SOX	1960	BRANTFORD RED SOX		
BRANTFORD RED SOX	1961	BRANTFORD RED SOX		
GUELPH CJOY'S	1962	BRANTFORD RED SOX		
BRANTFORD RED SOX	1963	BRANTFORD RED SOX		
LONDON PONTIACS	1964	GALT TERRIERS		
LONDON PONTIACS	1965	BRANTFORD RED SOX		
GUELPH CJOY'S	1966	GALT TERRIERS		
GUELPH CJOY'S	1967	K-W PANTHERS		
LONDON PONTIACS	1968	K-W PANTHERS	,	
LONDON PONTIACS	1969	LONDON PONTIACS		
Mark to the later	MOST VAL	UABLE PLAYER		
1960	RON STEAD	(BRANTFORD)		
1961	SPUD BUSH	(BRANTFORD)		
1962		SKEY (GUELPH)		
1963		(BRANTFORD)		
1964	ROLF SCHEEL			
1965		(BRANTFORD)		
1966		RG (LONDON)		
	RON STEAD			
1968	BOB McKILLO	OP (K-W)		

1969 **BATTING CHAMPS** STAN ANDERSON (LONDON) DON MAYES (LONDON) HANK CZERWIENIEC (LONDON) JIM REEVES (BRANTFORD) BOB GILHOOLEY (STRATFORD) BRIAN PEAREN (LONDON) PAUL GIROUX (GUELPH) TOM HOCH (K-W) JOHN McTAVISH (HAMILTON)

BOB McKILLOP (K-W)

BOB McKILLOP (K-W) LEADING PITCHERS .391 1960 ROSS PATON (HAMILTON) 1.53 ERA 400 1961 RON STEAD (BRANTFORD) 1.33 ERA .424 1962 GARY FIELD (GUELPH) 1.35 ERA .444 1963 RON STEAD (BRANTFORD) 0.63 ERA ERIC LOMAX (GALT) .374 1964 1.35 ERA 1965 GEOFF ZAHN (STRATFORD) 1.31 ERA .405 0.93 ERA 404 1966 BOB McKILLOP (K-W) .359 1967 RON STEAD (GUELPH) 0.35 ERA .420 1968 BRIAN MURPHY (LONDON) 0.93 ERA .381 1969 DAN CAMP (LISTOWEL) 1.05 ERA

hest wishes t

MARKETING COMMUNICATIONS FOR BUSINESS

> DIRECT MAIL SPECIALTY COMPUTER APPLICATIONS

MARKETING PACKAGES FROM CONCEPT TO FULFILMENT 75 ANN STREET

LONDON 12. ONTARIO

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

Phone: 438-8772

435 Hamilton Rd. 246 Wharncliffe Rd. N. NOW FEATURING GOLDEN FRIED CHICKEN

Phone: 438-5107



TELEPHONE: BUS. 433-2481

RES. 455-0784

291 KING ST. SUITE 305 LONDON, ONT.

Lucky Number

No

804

FREE DRAWS EACH GAME

CHICKEN DELIGHT — 75 Wharncliffe Rd. S. — 438-5184 — 1 CHICKEN DINNER

HARVEY'S FOODS — 158 Wharncliffe Rd. S., 438-9641 — 590 Dundas St., 432-7301 — 2 CHARCOAL BROILED HAMBURGERS

SWISS CHALET BAR-B-Q — 260 Dundas Street — 672-3320 — 1 CHICKEN DINNER

LONDON AVCOS BASEBALL CLUB - 2 TICKETS TO NEXT HOME GAME

NOTE: Holders of Lucky Numbers are asked to present them as quickly as possible to Mr. Art Blain, at the Wilson Street entrance to Labatt Park, to claim their prize.

GOOD LUCK LONDON AVCOS

Acme Seeley Business Systems Limited

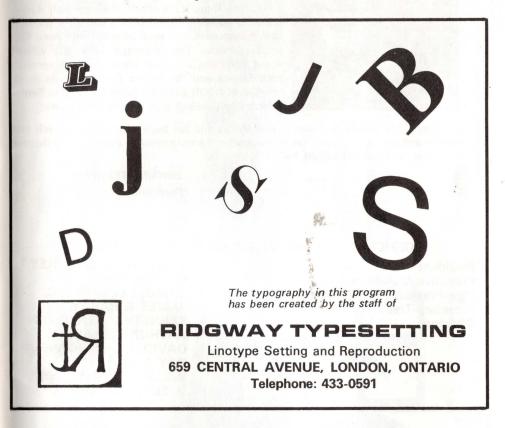
1620 DUNDAS STREET



Biography — DAVE HALL

Yearly Intercounty managers have many "really experienced" players come out — practise a few times, display their lack of talent, then fade away. Last season, Roy McKay had Dave Hall, a "diamond in the rough" ask for a try-out and change the pattern by sticking to become the club's regular second baseman, bat .298 and lead the team in RBI's with 24.

A native of Forest, Dave played Junior ball in Sarnia before moving to Komoka to teach school. He's 23 and single.





Biography — ED LONEY

A welcome addition to last year's club was trainer Ed Loney. Recently retired from the Canadian Army, after 20 years service in the Sports and Physical Training Branch, Ed's a qualified Trainer and a member of the Canadian Athletic Trainer's Association. Born in Westburn, Manitoba, 41 years ago, Ed played Junior and Senior ball in Manitoba. During the last two winters he has been trainer for Goderich Siftos in 1968-69 and London Ted Dilts Gems in 1969-70. Married with 2 children.



PRESIDENT'S ADDRESS

1969 — The last year the London Pontiacs could be termed a season of success and failure.

A second straight Intercounty pennant followed by London's first Senior playoff championship in thirteen years were undoubtedly the successes. The heartbreaking final game loss to Orillia Majors for the Ontario Baseball Championship and the extremely poor playoff fan support (in numbers) were the failures.

Largely through the efforts of George Hall, a newcomer to baseball administrative chores, a sponsorship arrangement has been effected with Avco Financial Services. The "marriage" with this vibrant young company, active in many areas of sport in both Canada and the United States, will do much to make LONDON AVCOS a powerful force in Senior Intercounty Baseball both on and off the field.

May I pay tribute to Manager Roy McKay and his team who played so well last season and urge you to give them the support and encouragement they so richly deserve by being "counted" at Labatt Park this summer.

> EDWARD (TED) EARLEY. President.

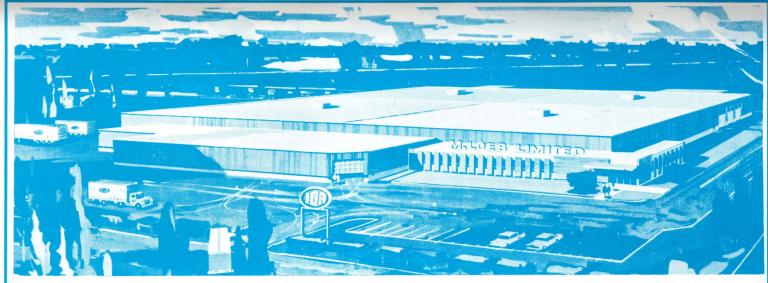
OFFICERS — LONDON AVCOS BASEBALL CLUB

EDWARD (Ted) EARLEY President GEORGE HALL Executive Vice-President SAMUEL LERNER Q.C. Vice-President -JAMES T. HARDY Secretary-Treasurer -KENNETH L. BENJAMIN Directors ARTHUR T. BLAIN DAVID J. LAPTHORNE ROY A. McKAY WILLIAM J. MYLYMOK G. EDWARD POWER



CUSTOM

431 EGERTON STREET PHONE 451-4290 P. O. BOX 4071, STATION "C", LONDON 31, ONTARIO



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

M.LOEB LIMITED

1000 CLARKE SIDE ROAD, LONDON



Your winning team

LONDON SOUTH
1210 Wellington Road

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 — 433-1271, Bert Bornhoeft — 433-0121. They won't need any coaching.



Inns operated by Commonwealth Holiday Inns of Canada Limited: Part of the International Association of Holiday Inns.

ONTARIO

Toronto - Don Valley
Toronto - East
Toronto - West
Ottawa
Hamilton
London - Downtown
London - South
Windsor

Barrie Brantford Chatham Huntsville Kenora Kingston Kitchener

Oakville Peterborough St. Catharines
Thunder Bay
Hespeler-Galt
Sudbury*
ALBERTA
Edmonton*
MICHIGAN, U.S.A.
Pontiac

Port Huron

CARIBBEAN
Antigua
Barbados
Grenada*
St. Lucia*
Port of Spain

Port of Spain*, Trinidad EUROPE
Plymouth*

Madeira*

* Under construction

.....

OVER 1,100 INNS - CANADA, U.S.A., EUROPE AND CARIBBEAN

WEDNESDAY, JULY 22nd, 1970

KITCHENER - WATER	LOO PANTHERS		LONDON A V C O S
Hugh Heibein	OF	#2	Neil Bradbury
Tom McKenzie	IF	#3	Dave Lapthorne
Dave Smallwood	OF	#4	Dave Hall
Bob McKillop	P-C-IF	#5	Mike Lerner
Ed Beitz	IF	#6	Paul Allen
Jim Cook	C-IF	#7	Barry Boughner
Brian Cressman	С	#8	Brian Murphy
Dan Lauzon	IF	#9	Wayne Fenlon
Ken Mark	KF	#10	Barry Fuller
Rick Maloney	OF	#11	Dalt Bartja
Dan Arbic	IF	#12	Tom Shepard
Gary Ebel	IF	#13	Dave Moharter
Court Heinbuch	P	#15	Ron Bell
Paul Knight	P	#17	Joe Hough
Paul Knight	P	#19	Brian Pearen
Mike Knell	OF	#20	Jim Jackson
Shorty Miller	Manager	#21	Arden Eddie
Ralph Mitchell	Trainer	#22	Ty Crawford
		#16	Roy McKay - Manager
	OR INTERCOUNTY	#23	Norm Aldridge - Coach
	RES LAST NIGHT		Fd Loney - Trainer
LONDON - 6	HAMILTON - 1		
STRATFORD- 12	TORONTO - 6		

	(INCLUDING GAMES OF LAST NIGHT)								
						4.3	W	L	PCT
K:	i t	c l	n e	n	e r		13	8	.619
G :	a 1	t					12	8	.600
L	o n	d	n				11	9	•550
S	tr	a t	f	0	r d	10-22	11	11	•500
G 1	u e	1 1	h			1	9	10	.474
T	or	0 1	n t	0			10	12	.455
H :	a m	i]	l t	0	n	500	7	15	.318

Things are getting even tighter on the top few rungs of the Senior Intercounty ladder. Our visitors tonight, the Kitchener-Waterloo Panthers, have been in first place all season but both the Galt Terriers and the AVCO's are now breathing down their necks so - - anything could happen from here to the end. The Panthers have nine games left, the Terriers and the AVCO's ten each while fourth place Stratford have only eight remaining contests

The AVCO nine remaining games after tonight are: HOME against GALT, STRATFORD, GUELPH, HAMILTON and KITCHENER, while away - the McKaymen play in GUELPH, STRATFORD, TORONTO and GALT . . .

CONGRATULATIONS to Kitchener lefty COURT HEINBUCH, a high school teacher by trade who tied the nuptial knot a couple of weeks back

Special ceremony will open the Friday game with the Guelph CJOY's when

JANA JORGENSON - MISS TEENAGE CANADA - will throw out the first pitch. The
lovely MISS JORGENSON is a green-eyed blonde of 18 years. She's 5' 3" of energy,
witness her ballet - dancing ability. She was born in COQUITLAM, BRITISH
COLUMBIA and plans to enter the University of Western Ontario in the fall to
study Home Economics Let's make this pretty teenager really welcome
when she appears on FRIDAY evening Miss Jorgenson's visit to London
is being sponsored by A & W Food Services of Canada, Limited and their three
local outlets

Two fine pitching performances, last Friday by BRIAN MURPHY and last night by DAVE MOHARTER accounted for 6 - 3 and 6 - 1 wins for the AVCO's - strangely enough, neither pitcher is "over elated" about the classy four hitters they pitched B U T rather the fact that they each pitched up a pair of hits in a winning cause.

Have you bought your "FOLLOW THE AVCO" bumper stickers yet ????????? They only cost .75¢. Why not buy yours tonight????????

FRIDAY'S GAME IS A N O T H E R B I G O N E against GUELPH - L E T ' S HAVE YOUR SUPPORT !!!