

1973

25c

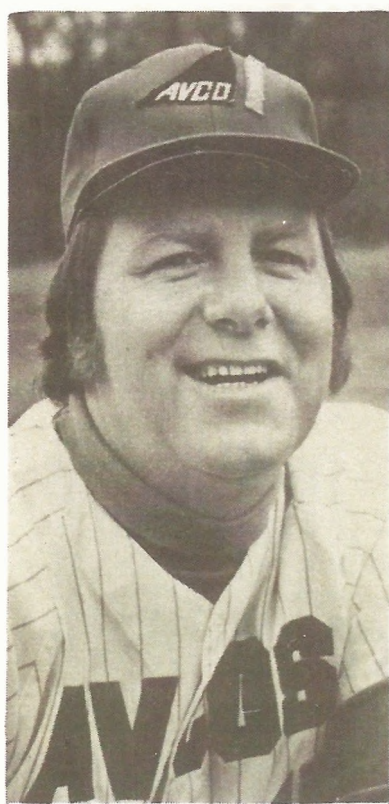


Representing London in the  
Intercounty Baseball Association  
Senior Series

No 1586  
YOUR LUCKY DRAW No.







### **KEN BENJAMIN — MANAGER**

The Avcos have a new look this year with colourful Ken Benjamin taking over as Manager.

An Intercounty veteran, Ken was born in Chatham some 40 years ago but after spending two seasons playing professionally in the Washington chain settled in Listowel. He played from 1954 to 1961 and then managed the Legionnaires from 1964 to 1969, always with hustling entertaining teams. Ken was chosen all-star manager in 1966, 1968 and 1969 as well as being selected to manage the ICBA All-Stars that won the first Canada Games championship in 1969.

When Brantford returned to the league in 1971 Ken was a natural choice to lead them. The Sox tied for the last playoff spot in 1971 but were eliminated in a sudden-death playoff. Last year, they ended third before losing to Toronto in the seventh game of an exciting final.

An innovator, umpire-baiter and a colour guy — Ken brings all this plus a sound knowledge of the game to London. It's good to have him on our side.

---

## **CITY WINDOW CLEANERS**

**BUSINESS TELEPHONE 455-4460**

**P.O. Box 2701, Terminal "A", London, Ontario**

**AL RYAN**  
Res. 455-5725



**GUY MacLEOD**  
Res. 432-8827

**STORES — OFFICES — HOMES — FREE ESTIMATES**

**GOOD LUCK AVCO'S**

GO GET 'EM AVCOS . . .

## **Ward and Ward Limited**

GENERAL INSURANCE

J. K. WARD



W. E. WARD

TELEPHONE 432-6747

630 WELLINGTON STREET

LONDON, ONTARIO

---

Welcome to the . . .  
**"VIC"**

The Old **"LOCAL"**  
**THE VICTORIA TAVERN**

MAITLAND STREET AT SOUTH - 432-7303

*Ample Parking*

*Nightly Entertainment*

---

## **Hay Stationery Limited**

*"Complete Office Outfitters"*

**BETTER OFFICES**

with

**BETTER PLANNING**

Office Interiors — Carpets

Drapery



Head Office and Showroom

151 York Street, London, Ontario, 432-3421

Stationery Store and Showroom

78 Dalhousie Street, Brantford, Ont., 753-7367

# Avcos



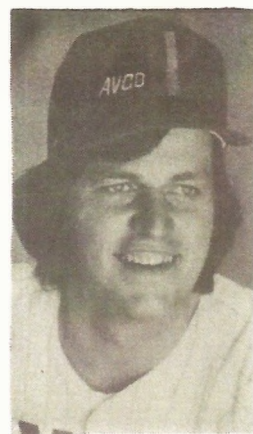
**JIM JACKSON:**  
Outfielder: This is his third year as a senior. Batted .188 last season, used mostly as a pinch hitter.



**DAVE LAPTHORNE:**  
First base: captain, complete ball player, hard-working and dedicated — his 12th season. Batted .274 last year. Fielded superlatively, as usual.



**DAVE HAMMOND:**  
Pitcher: Led team (third in league) with 2.06 ERA, with record 6-4. Has matured into one of the league's top pitchers.



**WAYNE FENLON:**  
Catcher: team leader — League's All-Star catcher. Batted .304, team leading 24 RBI's only one behind the league leader. 35 hits team high.



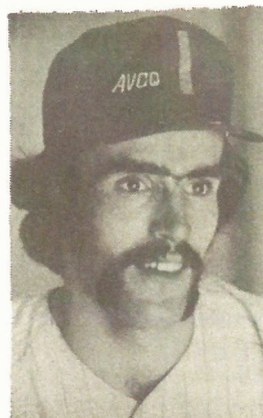
**BARRY BOUGHNER:**  
Infielder: Jumped average 33 points to .292 last year. Gives his all, a real team player — Could pitch some this year.



**ARDEN EDDIE:**  
Outfielder: Last year not his best, average dropped to .241 but his spectacular fielding still makes the impossible catches look easy.



**JIM RODRIGUES:**  
Infielder: Teaching job restricts early season play. Batted .326 in 15 games, half for extra bases. Excellent glove man.



**BARRY FULLER:**  
Outfielder-Catcher: Only his second year as an "official" senior. Batted .255 with 18 RBI's. Played well as a "rookie" outfielder.



# Good Luck Avcos . . .

## LONDON SUBURBAN BASEBALL ASSOCIATION

PROMOTERS OF CLEAN ORGANIZED BASEBALL

Representing The Ontario Baseball Association in the London Area

### Affiliated Teams:

ARVA	LAMBETH	SOUTH LONDON
BYRON	LONDON AVCOS	SOUTH-WEST LONDON
CHESTER PEGG DIAMONDS	MOUNTSFIELD	STONEBROOK
DORCHESTER	OAKRIDGE	ST. THOMAS
EAGER BEAVER BASEBALL ASSOCIATION	POPLAR HILL	THAMESFORD
LAKESIDE	RON WOOD ATHLETICS	THORNDAL

BOB BENNETT, Sec., 233 Oakwood Place, Dorchester — Phone 268-7264

---

## 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	S 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

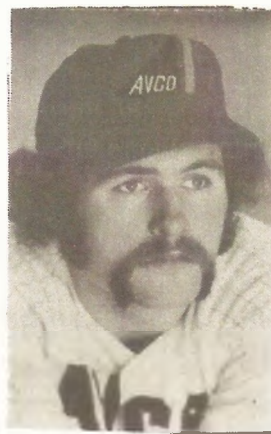
An illustration will show the method of recording a play. In the upper left-hand corner opposite batter's name A—4 means batter reached first on fumble by second baseman. In the upper right-hand corner S means he stole second. In the lower right-hand corner B means he reached third on passed ball. In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

# Avcos



## NEIL BRADBURY:

Pitcher: Sore arm plagued him last year. Still won three big games. Will be spot starter this year which could increase effectiveness.



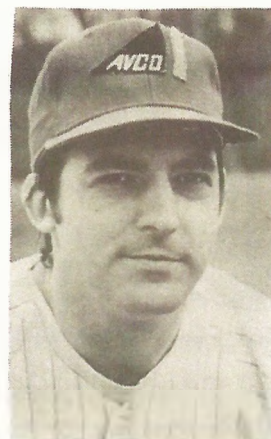
## REID HEFFERNAN:

Outfielder: Arm problems have probably ended pitching career, but his bat makes an important contribution. Hit .309 last year.



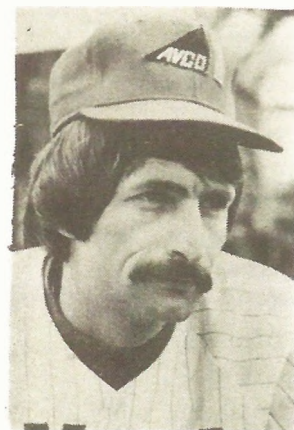
## LARRY ROOKS:

Infielder: Played last year with Brantford, leading the Sox in hitting with .321 average. Standout in playoff with Toronto. Good glove.



## ED JORDAN:

Outfielder: Comes here by way of Guelph and Toronto. Fine hitter. Been hitting for distance in practise. School teacher.



## BRIAN SAMWAYS:

Coach: A Londoner. School Teacher, first year in baseball but a long fastball background — will handle first base.



## BOB GILLAN:

Trainer: Worked with the Senior hockey Kings last winter doing an effective job — will provide the Avcos with much needed expertise.



## TERRY HOLBROOK:

Infielder: Batted .279, led team with 5 home runs, second in hits and RBI's — Won League's Rookie of the Year Award.



## NORM ALDRIDGE:

Coach: The real veteran, more than 25 years with London's senior baseball team. He'll handle the bull pen this year.

# BANKES, PAYNE and LEY LTD.

*"The Double Play Experts"*

*Life and General Insurance*

JOHN PAYNE SR.  
JOHN PAYNE JR.

GEORGE LEY  
BILL WORTON

PAUL SABOURN, C.L.U.  
GERALD MIDDLETON

Representing: **THE MONARCH LIFE ASSURANCE CO.**

Suite 25, 267 Dundas St.  
29 Ontario St. North

London, Ontario  
Grand Bend, Ontario

Phone 433-4083  
Phone 238-2354

# Traher's

the nicest cleaners in town

FEATURING

*Adjust-a-drape*

DRAPERY FINISHING PROCESS

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



## Good Luck ...

## London Avcos..

from  
the Professionals at

# Tyner-Shorten

## STAG SHOPS

ARGYLE MALL · OAKRIDGE MALL · WESTMOUNT MALL



# MOVING? call



**AGENTS FOR ALLIED VAN LINES LIMITED**

*World Wide Packing • Crating • Shipping  
Modern Palletized Storage*

## London 432-6351

725 TALBOT STREET

---

## FOLLOW THE AVCOS

### HOME GAMES

May	25	Stratford	8:00 p.m.
June	1	Toronto	8:30 p.m.
	6	Guelph	8:00 p.m.
	8	Brantford	8:00 p.m.
	15	Kitchener(2)	7:00 p.m.
	22	Hamilton	8:00 p.m.
	27	Stratford	8:00 p.m.
	29	Toronto	8:30 p.m.
July	6	Brantford	8:00 p.m.
	13	Guelph	8:00 p.m.
	18	Kitchener	8:00 p.m.
	20	Hamilton	8:00 p.m.
	25	Welland	8:00 p.m.
	27	Guelph	8:00 p.m.
Aug.	3	Hamilton	8:00 p.m.

### AWAY GAMES

May	27	Kitchener	2:00 p.m.
June	3	Welland	3:00 p.m.
	7	Brantford	8:00 p.m.
	10	Hamilton	8:00 p.m.
	16	Guelph	7:30 p.m.
	17	Toronto	2:00 p.m.
	21	Stratford	8:00 p.m.
	28	Kitchener	8:00 p.m.
July	8	Brantford	8:00 p.m.
	10	Guelph	7:30 p.m.
	15	Hamilton	8:00 p.m.
	17	Stratford	8:00 p.m.
	22	Toronto(2)	1:00 p.m.
	26	Brantford	8:00 p.m.
Aug.	2	Stratford	8:00 p.m.

# We Believe

**Whatever your financial goals,  
you can depend on Aviva.**



# Live in You.

cial needs,  
Avco to help.



---

Does your home's  
heating and wiring system  
strike-out when you're  
counting on it most?



JOE ROGOLINO

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 . . .



**ELECTRICAL  
MODERNIZATION**

*financed by  
your hydro*

CO





**The Finest in Dining and Entertainment**

# THE RED LION INN

**Dundas at Clarence**

**PLEASE CALL FOR RESERVATIONS - 433-5364**

## **SUPPORT LONDON'S TWO JUNIOR INTER-COUNTY TEAMS**

### **HOME GAMES "DIAMONDS"**

May 23	8:00 p.m.	WOODSTOCK
June 2	8:00 p.m.	<b>ATHLETICS</b>
June 13	7:00 p.m.	ST. THOMAS (2)
June 20	8:00 p.m.	KITCHENER
June 30	8:00 p.m.	<b>ATHLETICS</b>
July 4	8:00 p.m.	STRATFORD
July 8	2:00 p.m.	BRANTFORD
July 11	8:00 p.m.	WATERLOO
August 1	8:00 p.m.	HAMILTON
August 4	8:00 p.m.	GUELPH
August 5	2:00 p.m.	SIMCOE
August 11	8:00 p.m.	LANGTON

### **HOME GAMES "ATHLETICS"**

May 26	2:00 p.m.	ST. THOMAS
June 3	1:00 p.m.	LANGTON (2)
June 9	2:00 p.m.	WATERLOO
June 16	8:00 p.m.	STRATFORD
June 17	2:00 p.m.	<b>DIAMONDS</b>
June 24	2:00 p.m.	WOODSTOCK
July 7	2:00 p.m.	BRANTFORD
July 14	2:00 p.m.	SIMCOE
July 21	2:00 p.m.	HAMILTON
July 28	2:00 p.m.	KITCHENER
July 29	8:00 p.m.	GUELPH
August 8	2:00 p.m.	STRATFORD

## **EAST LONDON SPORTS SHOP**

Specializing in equipment for teams, clubs and organizations:

**BICYCLES and BICYCLE REPAIRS**

**COMPLETE TEAM OUTFITTERS • FULL LINE OF SKI EQUIPMENT**

Lionel Douglas



Hockey • Football • Golf • Baseball • Lacrosse • Soccer • Skate Exchange

# **453-5700**

**1770 Dundas Street East**

# Avcos



## **BILL WIER:**

Equipment: Worked with hockey Kings — will control all equipment, always an important function with a baseball club.

## **ROD NICHOLSON:**

Pitcher: Another St. Thomas junior grad. Righthander — throws hard — good fast ball, good curve, good attitude. A welcome addition.

## **ROB GARRIOCH:**

Pitcher: Windsor product. Posted 12-4 record in Western Counties action last year. Righthander with the experience to be a winner.

## **LANCE LITTLEJOHN:**

Pitcher: St. Thomas product. Always a winner — Righthander — throws strikes. Should be an important member of staff.

## **DAVE BYERS:**

Infielder: Last three years played professionally in St. Louis chain. Finished last season with Galt, hit .333 in 14 games 9 extra base hits.

## **LEN HUTCHINSON:**

Catcher: Played junior in Toronto, last year senior in Windsor, batted respectable .287. Hits line drives, could reach the fences.

## A MATTER OF RECORD

### ROOKIE OF THE YEAR

1972 TERRY HOLBROOK (LONDON)

### BATTING CHAMP

JIM REEVES (BRANTFORD)	.444	1963
BOB GILHOOLEY (STRATFORD)	.374	1964
BRIAN PEAREN (LONDON)	.405	1965
PAUL GIROUX (GUELPH)	.404	1966
TOM HOCK (K-W)	.359	1967
JOHN McTAVISH (HAMILTON)	.420	1968
BOB McKILLOP (K-W)	.381	1969
TOM McKENZIE (K-W)	.446	1970
TOM McKENZIE (K-W)	.434	1971
JIM RIDLEY (TORONTO)	.386	1972

### LEADING PITCHER

RON STEAD (BRANTFORD)	0.63 ERA
ERIC LOMAX (GALT)	1.35 ERA
GEOFF ZAHN (STRATFORD)	1.31 ERA
BOB McKILLOP (K-W)	0.93 ERA
RON STEAD (GUELPH)	0.35 ERA
BRIAN MURPHY (LONDON)	0.93 ERA
DAN CAMP (LISTOWEL)	1.05 ERA
RON STEAD (GUELPH)	1.16 ERA
PAUL KNIGHT (K-W)	1.30 ERA
JOHN OSBORNE (TORONTO)	1.66 ERA



---

# 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*

**NOW FEATURING GOLDEN FRIED CHICKEN**

**435 Hamilton Rd.      Phone: 438-8772**

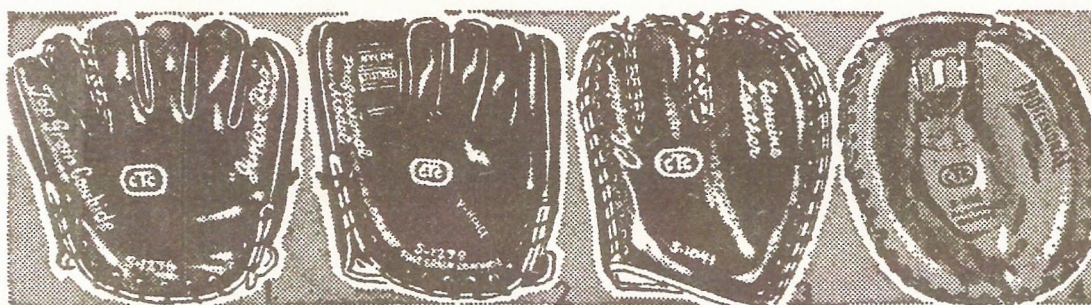
**LIVE ENTERTAINMENT AND DANCING – THURSDAY, FRIDAY, SATURDAY**

---



**LEAGUE  
LEADING  
VALUES**

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



**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





# THE RIDOUT TAVERN

*after the game . . . visit our new room*

## THE UNIVERSAL JOINT FOR BARBECUED SPARE RIBS & CABBAGE ROLLS

---

### INTER-COUNTY SENIOR BASEBALL 1972 ALL-STARS

#### FIRST TEAM

Nick Owen (Toronto)  
Ron Earl (Stratford)  
Gene Lamke (Stratford)  
Alf Payne (Toronto)  
Jim Ridley (Toronto)  
Ron Gumbley (Guelph)  
Paul Lee (Brantford)  
Wayne Fenlon (London)  
Doug Beckett (Toronto)  
Ron Carrigan (Stratford)  
Ken Benjamin (Brantford)

#### SECOND TEAM

1b	Larry Mackie (Hamilton)
2b	Rick De Marchi (Brantford)
3b	Leo Derocher (Toronto)
SS	Tom McKenzie (K-W)
OF	Hugh Heibein (K-W)
OF	Alf Riverso (Toronto)
OF	Tom Gamboa (Stratford)
CAT	Brian McRobie (Toronto)
RHP	John Osborne (Toronto)
LHP	Tom Russell (Guelph)
MGR	Tom Gamboa (Stratford)

**BUY THE  
PLEASANT, FRIENDLY  
WAY —**

*"A Safe Place  
to Buy Diamonds"*

**TED** *Dilts*  
**JEWELLERY**

**Best Wishes Avcos ...**

# ROYAL ALEX HOTEL

NIGHTLY ENTERTAINMENT

Phone 432-1856 - 7 - 8

183 KING STREET

LONDON, ONTARIO



## TONY'S PIZZA & TAVERN

*3 Locations in London*

Dundas and Quebec — 455-4520  
65 Wharncliffe Rd. N. — 439-6061  
83 Wellington — 439-4241

### OFFICERS — LONDON AVCO'S BASEBALL CLUB

PRESIDENT ..... Edward (Ted) Earley  
EXECUTIVE VICE PRESIDENT ..... Roy A. McKay  
VICE PRESIDENT ..... Samuel Lerner, Q.C.  
SECRETARY-TREASURER ..... James T. Hardy  
DIRECTORS:  
Ken Benjamin                      Arthur T. Blain                      James Jackson  
John F. Kenny                      David J. Lapthorne                      Lyn Sinansac

*For  
Business  
or  
Pleasure*

## CAR AND TRUCK RENTALS

### WEEKEND SPECIAL

*\$13.95 plus mileage*

*Noon Friday to Noon Monday*

**LONDON RENT-A-CAR** CO. LTD.

543 Dundas at William

432-6721

*By the  
Day,  
Week,  
Month  
or  
Year*





LONDON SOUTH  
1210 Wellington Road

## Your winning team

London South and London Downtown Holiday Inns where sport 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 Inns score 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 Inns are at the top of the league. Call one of our Innkeepers at London Downtown and London South, 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.



LONDON DOWNTOWN  
299 King Street

*Holiday Inn*

### ONTARIO

Toronto - Airport  
Toronto - West  
Toronto - Yorkdale  
Toronto - Don Valley  
Toronto - East  
Toronto - Downtown  
Hamilton  
Ottawa - Downtown  
Ottawa - Centre  
London - Downtown  
London - South  
London - City Centre\*  
Windsor  
Kitchener  
St. Catharines  
Oshawa  
Brantford  
Kingston  
Peterborough  
Sarnia  
Oakville  
Cambridge (Hespeler-Galt)  
Chatham  
Barrie

Huntsville  
Kenora  
Sudbury  
Thunder Bay  
**ALBERTA**  
Edmonton  
Lethbridge

**MANITOBA**  
Winnipeg - Downtown\*

**MICHIGAN, U.S.A.**  
Pontiac  
Port Huron

**NEW YORK, U.S.A.**  
Grand Island  
Buffalo/Niagara\*

**BRITISH COLUMBIA**  
Vancouver - Harbour Side\*  
Vancouver - Broadway

**NOVA SCOTIA**  
Sydney  
Halifax\*

### CARIBBEAN

Antigua  
Barbados  
Grenada  
St. Lucia  
Port of Spain, Trinidad\*  
St. Kitts

### EUROPE

Plymouth, England  
London Marble Arch, England\*  
London Swiss Cottage, England\*  
Bristol, England\*  
Slough/Windsor, England\*  
Madeira, Portugal\*  
Algarve, Portugal\*  
Tignes, Val d'Isere, France\*

### QUEBEC

Montreal, Longueuil  
Quebec City\*  
Pointe Claire

\*Under Construction

OVER 1,500 INNS — CANADA, U.S.A. EUROPE AND CARIBBEAN





**NEON  
PRODUCTS  
LTD.**

---

**COAST-TO-COAST**

---

**Neon & Plastic Signs**

---

**572 Dundas Street,  
London.**

**434-6067**

---