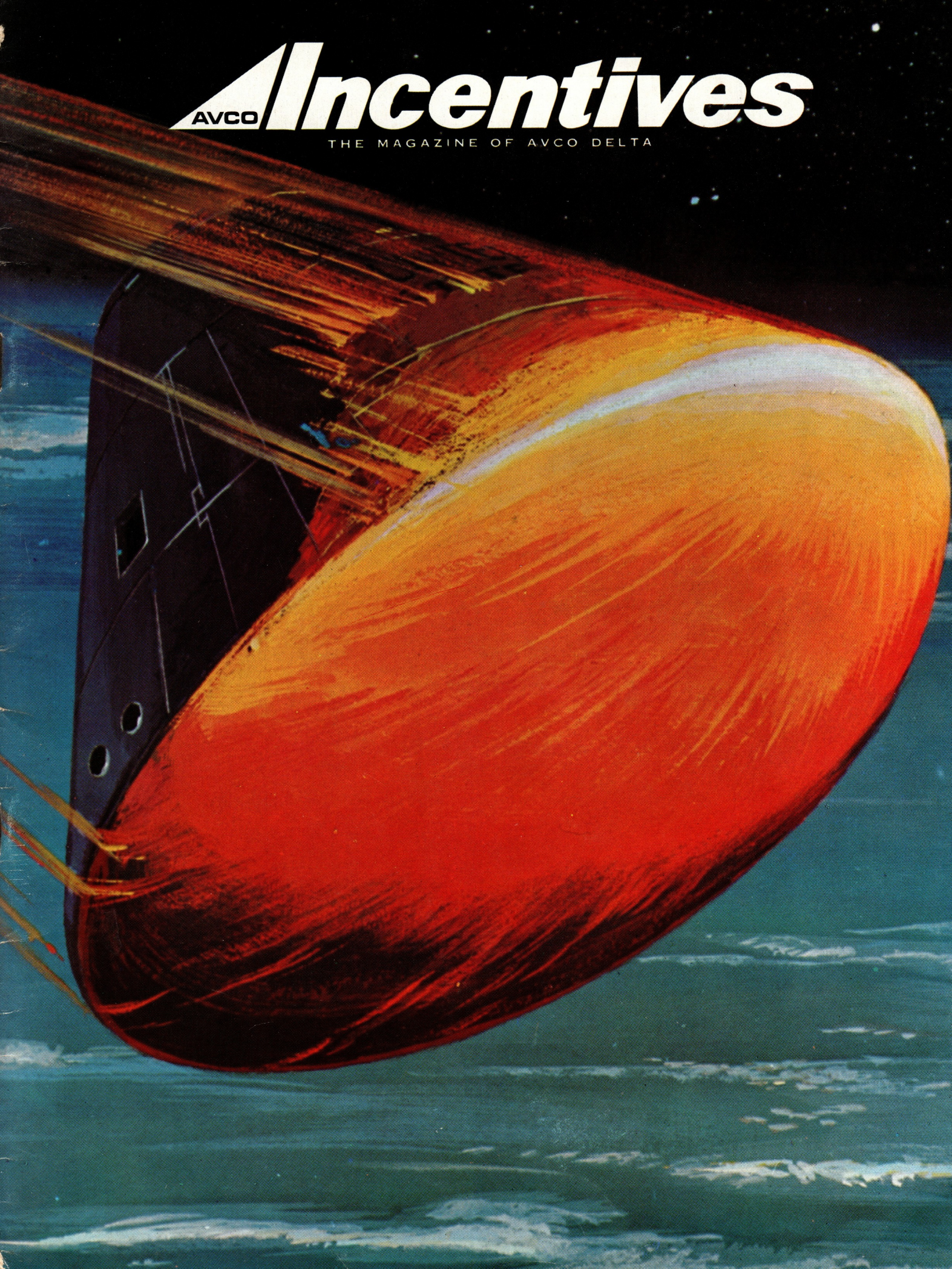


AVCO *Incentives*

THE MAGAZINE OF AVCO DELTA



AVCO *Incentives*

THE MAGAZINE OF AVCO DELTA

VOL. 2 NO. 2

SUMMER 1969

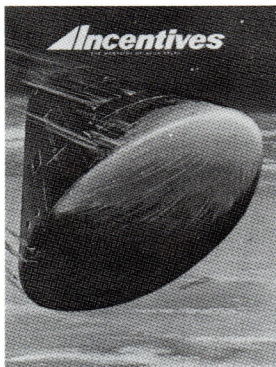
TABLE OF CONTENTS

Avco and the Men on the Moon	2
Four Points Guide Avco Industrial Bankers	6
The Music of Today	8
Badminton Is Not for the Birds	10
Two Girls Against the Sahara	12
An Avco Eye on Tomorrow	17
Avco Delta Album	19
The Fergussons: The "We Believe in You" People	20
Savoring Canada's British Columbia	23
Mealtime's a Breeze With Dairy Food	27

AVCO DELTA IS THE FINANCIAL SERVICES DIVISION OF AVCO CORPORATION.

AVCO DELTA, IN TURN, INCLUDES THE FOLLOWING DIVISIONS: **AUTOMOTIVE • CAPITAL EQUIPMENT • FARM EQUIPMENT • HOME IMPROVEMENT • BANKING • AVCO THRIFT • INSURANCE • CONSUMER FINANCE — U.S. • CONSUMER FINANCE — CANADA.**

ADDRESS ALL INQUIRIES TO ROBERT E. HISCOCK, EDITOR
INCENTIVES MAGAZINE; CORPORATE SERVICES DIVISION,
AVCO DELTA; P.O. BOX 845,
CLEVELAND, OHIO 44122



An artist's sketch of the Avco heat shield protecting the Apollo 11 spacecraft as it hurtles back into the earth's atmosphere.

Give us a hint . . . "Incentives" is interested in serving as a focal point for recognizing Avco Delta employees for their accomplishments and for their activities insofar as such activities are of interest to other Avco Delta employees.

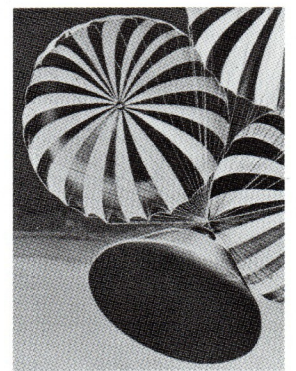
The editors ask, therefore, that you advise us of such activities, particularly those in the field of community service so we can recognize them properly. We ask also that you tell us about interesting backgrounds, professional or personal; interesting hobbies; interesting trips or vacations.

Did you meet someone famous? Go someplace unusual?

Give us a hint. "Incentives" will take it from there.

And if you'd like to see a particular article in the magazine — maybe you'd like to know more about a particular division of the corporation; maybe you think others will want to know more about your division; maybe you'd like a report on a specific vacation possibility — drop a note to the editor. He wants this magazine to reflect your likes and your interests.

After all, it's your magazine.



"All is well." The parachutes are deployed and the spacecraft is drifting down to a safe landing, thanks in large part to the Avco heat shield.

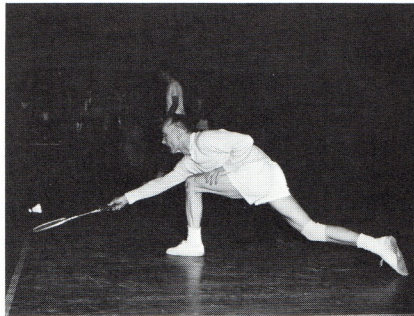
Badminton is not for the Birds

Take any sunny Sunday afternoon. Peek into the backyard of most any suburban home and the chances are you'll find the family smacking a feathered little missile back and forth across a tall, skinny net.

The name of this game is Badminton and it probably provides that family with more recreation and fun than any other organized activity.

Badminton is a backyard standard. Though not American in origin, it is, nevertheless, as American as the outdoor cookout. In fact, the two often go together. Badminton "courts" spring up like mushrooms. All it takes is for one neighbor to erect a net in his backyard and in less time than it takes to say "shuttlecock," all the other neighbors are out back swatting away at the flighty little "bird."

It is practically impossible to estimate the number of Badminton sets sold in the United States in one year. You can buy them practically anywhere, from drug stores to sporting goods stores, from about five dollars and up. It's probably the cheapest recreational entertainment available anywhere. In



Dr. Dave Freeman, former world badminton champion.

addition to providing excellent exercise, it is simply a lot of fun to play.

Serious International Game

But for many who may not realize it, badminton is a very serious international game and highly competitive. In fact, there are some enthusiasts who hope the game will be introduced at the 1972 Olympics in Munich, Germany.

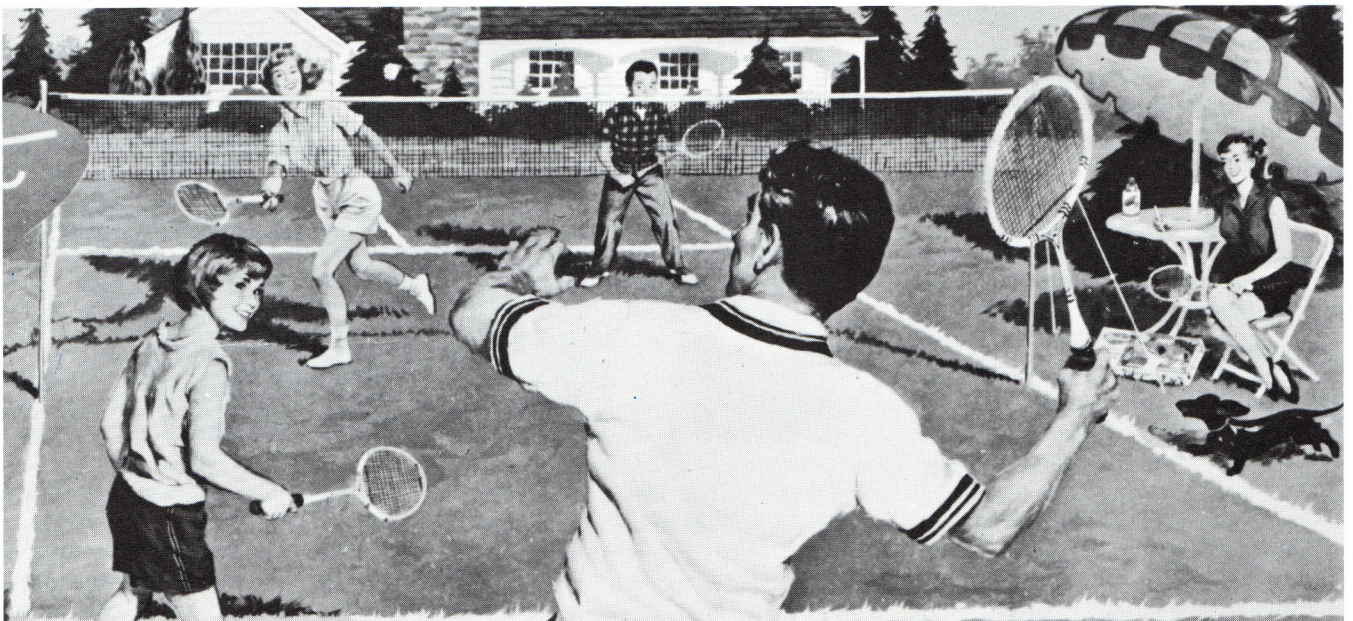
You probably won't read about the Thomas or Uber Cup matches in your daily sports pages, but they are badminton's counterpart to tennis'

Davis and Wightman Cups. The Thomas Cup is awarded for the international men's championships while the Uber Cup is the symbol of the international women's championships. It's a nation's team effort just as the Davis Cup is in tennis.

Badminton also has its Billy Jean Kings, Pancho Gonzales and Arthur Ashes of tennis fame. Names like Judy Devlin Hashman, ten times women's world singles champion, Erland Kops of Denmark, the only man to win the men's world title seven times and Dr. Dave Freeman, undefeated U. S. singles champion from 1939 to 1949, often called the best male player the United States has ever produced.

Once Ranked in Tennis

In all the badminton world, however, perhaps no name will excel that of Devlin, particularly Judy Devlin Hashman. A superb all-around athlete, Mrs. Hashman has also excelled in Lacrosse and other sports and was once ranked nationally in tennis with her sister, Mrs. Susan Devlin Peard.



But badminton has been her first love. She played in the First Junior National Championships in 1947 at the age of ten. She won the 18 and Under Singles, Doubles (with her sister) and Mixed Doubles at the age of 12. Last year she won her tenth All-England Ladies Singles title, beating Noriko Takagi of Japan who had beaten Mrs. Hashman in the 1966 Uber Cup Match. The All-England title is the same as the World Championship.

Her sister, Susan, was also a fine player and the two of them often teamed together to take various world and national titles, winning the world's ladies championship six times.

Parents Excel in Badminton

Their parents, Frank and Grace Devlin, are also well known in the badminton world. Mr. Devlin, who prepared an excellent instructional book on badminton entitled "Sports Illustrated Book of Badminton," was also a world champion, winning the All-England Singles Championship six times, the men's doubles title seven times and the mixed doubles five times. Amazingly, the Devlin family has captured a total of 34 world championships.

Mrs. Devlin, who was extremely helpful in the preparation of this article for "Incentives," is currently editor of "Badminton, U.S.A.," the official publication of the American Badminton Association.

While news coverage of the top national and international matches don't always make the sports headlines in most cities, they do in areas where the matches are played. For example, the Baltimore (Md.) Sunpapers, which sponsored the Annual Mason-Dixon Tournament, provided extensive coverage before the tournament as well as carrying several stories about clinics conducted in the Baltimore area. According to a report in "Badminton, U.S.A.," no national championship ever received more coverage.

And badminton is getting a larger gate, too. At places like Baltimore, scene of the Mason-Dixon, and Flint, Michigan, site of the Junior National Championships, more and more people turned out to see this fast-paced game played. During a recent college basketball game between the University of Detroit and Eastern Michigan University, two nationally-ranked players conducted an exhibition before 10,000 students at halftime.

Further indication that the game of badminton is spreading throughout the U.S. is revealed by a report in a recent issue of the ABA's magazine. It said that the National Badminton News Committee processed hundreds of requests in 1968 for information about badminton from physical education majors and teachers as well as from people who just wanted to know more about the game. According to "Badminton, U.S.A.," the constantly growing number of inquiries indicates an increasingly greater role in the physical education programs of schools throughout the country. But what about this game? Where did it originate and why is it called badminton?

Greeks Played Similar Game

It's said that the Greeks of pre-modern times ranked a game played with birds and parchment-covered bats in the same class with archery, wrestling, foot-racing and discus-throwing. In later times, Alexander the Great encouraged his troops to play the game while in camp as a means of keeping fit. He is said to have introduced it into India during his conquests.

It is also possible that there is some basis to the report that the Chinese wielded a wicked racket in a game similar to badminton and that members of King Arthur's Court smacked away at some kind of feathered object.

But general acceptance is that India is the birthplace of badminton. The Indians called it "poona" and played it before fascinated British officers. The

officers later played the game using corks from champagne bottles decorated with feathers and batted them across a table.

It was brought to England and after being introduced at Bath, was played at the Duke of Beaufort's mansion at Gloucestershire in 1873. As the Duke's ancestral hall was called "Badminton Hall," it naturally followed that the game played there should be called badminton.

Came to Canada

Badminton players then brought the game to Canada as early as 1897 and then on to the United States. By 1930 nearly every section of the country had been acquainted with the sport. Six years later the American Badminton Association was organized in an effort to join together a number of clubs across the country and to conduct a national tournament. The ABA now consists of about 300 such badminton clubs.

Another goal of the ABA is to encourage and foster more and more participation in badminton among the junior groups. This is why it is important, even at the backyard level, that the game be played according to rules. It simply makes a better and more enjoyable game, as well as developing better younger players.

So learn the rules of the game. Go to your nearest bookstore or library and check out books on how to play the game and how to score properly. You'll find that the casual Sunday afternoon's swatting at the bird may develop into a highly competitive activity.

It also may help produce the junior players that are so vital to any sports building program.

Who knows! Perhaps that youngster in yours or your neighbor's backyard will be the Olympics Badminton Champion of the future.

It's your serve!

