

**MEDIA
GUIDE**

new york
apples

world team tennis champions

75¢

1978

1978 NEW YORK APPLES SCHEDULE

Date	Day	Opponent	Broadcast	Location	NY	OPP
April 21	Friday	Anaheim	C-R	FELT FORUM	—	—
April 25	Tuesday	Sunbelt	R	FELT FORUM	—	—
April 27	Thursday	Indiana	R	FELT FORUM	—	—
April 28	Friday	Indiana	—	St. Louis	—	—
April 29	Saturday	Indiana	—	Indiana	—	—
May 1	Monday	Los Angeles	—	MSG	—	—
May 5	Friday	Indiana	C-R	FELT FORUM	—	—
May 6	Saturday	Sunbelt	—	New Orleans	—	—
May 9	Tuesday	Seattle	R	FELT FORUM	—	—
May 12	Friday	Boston	C-R	FELT FORUM	—	—
May 13	Saturday	Sunbelt	—	New Orleans	—	—
May 16	Tuesday	San Diego	C-R	FELT FORUM	—	—
May 18	Thursday	Sunbelt	C-R	FELT FORUM	—	—
May 23	Tuesday	Golden Gaters	C-R	FELT FORUM	—	—
May 25	Thursday	Boston	—	Providence	—	—
May 27	Saturday	Anaheim	—	Anaheim	—	—
May 28	Sunday	Seattle	R	Seattle	—	—
May 31	Wednesday	Los Angeles	R	Los Angeles	—	—
June 1	Thursday	Phoenix	—	Phoenix	—	—
June 2	Friday	San Diego	—	San Diego	—	—
June 3	Saturday	Golden Gaters	R	Oakland	—	—
June 5	Monday	Anaheim	—	FELT FORUM	—	—
June 6	Tuesday	Indiana	R	Indiana	—	—
June 9	Friday	Anaheim	TV-R	Reading, Pa.	—	—
June 12	Monday	Phoenix	TV-R	FELT FORUM	—	—
June 13	Tuesday	Golden Gaters	R	MSG	—	—
June 15	Thursday	Boston	—	MSG	—	—
June 16	Friday	Boston	R	Boston	—	—
WIMBLEDON BREAK						
July 11	Tuesday	Phoenix	C-R	FELT FORUM	—	—
July 14	Friday	All Star Match	NBC	Las Vegas	—	—
July 18	Tuesday	Indiana	C-R	FELT FORUM	—	—
July 20	Thursday	Anaheim	—	MSG	—	—
July 21	Friday	Sunbelt	R	New Orleans	—	—
July 22	Saturday	Anaheim	—	Little Rock	—	—
July 24	Monday	Sunbelt	TV-R	FELT FORUM	—	—
July 25	Tuesday	San Diego	C-R	FELT FORUM	—	—
July 27	Thursday	Los Angeles	—	MSG	—	—
July 31	Monday	Boston	TV	S. Yarmouth	—	—
August 1	Tuesday	Seattle	C-R	FELT FORUM	—	—
August 3	Thursday	Boston	—	MSG	—	—
August 5	Saturday	San Diego	R	San Diego	—	—
August 7	Monday	Seattle	—	Seattle	—	—
August 9	Wednesday	Los Angeles	R	Los Angeles	—	—
August 11	Friday	Golden Gaters	—	Oakland	—	—
August 12	Saturday	Phoenix	R	Phoenix	—	—

Broadcast Key—C=Cable Television TV=WPIX R=WVJN-AM Radio

1st Round Playoffs

TWO OUT OF THREE—Teams No. 1 and No. 4 in each division play while teams No. 2 and No. 3 in each division play. Teams No. 1 and No. 2 will play at home the 1st and 3rd games. Dates will be: Tuesday, August 15; Thursday, August 17; and Saturday, August 19.

2nd Round Playoffs

TWO OUT OF THREE—The four remaining teams will be ranked from 1 to 4 based on their record during the season. Teams No. 1 and No. 4 will play while teams No. 2 and No. 3 play. If the teams end up playing a team in their own division, the team with the best record will play at home the 1st and 3rd games. If the teams end up playing a team from the other division, the team with the best record will play at home the 2nd and 3rd games. Dates will be: Tuesday, August 22; Thursday, August 24; and Saturday, August 26.

Championship Round

THREE OUT OF FIVE—The team with the best record will play at home the 1st, 4th and 5th game. The dates will be: Wednesday, September 13; Friday, September 15; Saturday, September 16; Tuesday, September 19; and Thursday, September 21.

NEW YORK APPLES MEDIA GUIDE

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MARTIN APPEL, EDITOR

NEW YORK APPLES

230 Park Avenue

Suite 1264

New York, N.Y. 10017

(212) 661-8070

Home Matches Played at Madison Square Garden Complex
(212) 563-8000

A Charter Member of World Team Tennis
(Formerly New York Sets)

Owner and President Sol Berg
General Manager Ella Musolino
Vice President of Business Affairs
 & League Relations William Goldstein
Vice President of Finance Leslie Masson
Director of Public Relations Martin Appel
Director of Promotions and Operations Howard Freeman
Bookkeeper Lilly Cioffi
Administrative Assistant Madeline Brennan
Club & Shop Coordinator Andy Winfeld
Ticket Coordinator Victoria Becker
Secretary Angela Cimei
Trainer, Traveling Secretary Lou DelCollo
Team Physician Dr. Irving Glick
Public Address Announcer Ken Weprin

Public Relations Consultants: Padilla, Speer & Newsome

950 Third Avenue
New York, N.Y. 10022

Att: Alan Taylor
(212) 752-8338

Group Sales Consultants:

Lee Welling's
Group Sales Services
Att: Barbara Katz
(212) 884-6600

Telecopier number

(212) 661-8256



Sol Berg — Owner and President . . . Has headed the New York franchise since the 1974 season. Now the proud holder of two consecutive WTT titles. Holder of a chemical engineering degree from CCNY and a masters from Princeton. In 1954, formed his own company, Coffee Instants, Inc., with three associates, and manufactured instant coffee under private labels. Sold his interests in 1966, and is now involved with commodities and varied investments. A New Yorker who fans have come to recognize at all Apples matches.

APPLES PERSONNEL

Ella Musolino — General Manager — One of the highest ranking female executives in sports history. Her presence this year with the Apples is a major step towards bringing the Apples closer to the tennis community of New York, for she is best noted for her work as tournament manager of the U.S. Open Tennis Championships from 1970-75, building that tournament, together with Bill Talbert, to its current pre-eminent stature.

William Goldstein — Vice President, Business Affairs & League Relations — Now in his second season with the Apples. An attorney, who left an urban legal services program in California several years ago to pursue his love of sports. Has previously worked for Madison Square Garden Center and as Executive Assistant to NBA Commissioner Larry O'Brien.

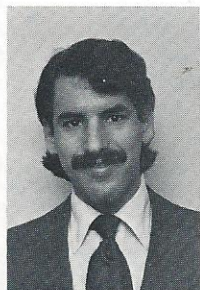
Leslie Masson — Vice President, Finance . . . — Senior member of the Apples' staff, with her involvement dating back to the Sets first season. Has served the organization in a variety of positions. With Ella Musolino, one of the few high-ranking women executives in sports.

Marty Appel — Director of Public Relations — joined the Apples staff this season after nine years with the New York Yankees, including three as P.R. Director, and a year in private business. Author of *Baseball's Best: The Hall of Fame Gallery*, an award winning reference volume.

Howard Freeman — Director of Promotions and Operations . . . Has served with the Apples since 1976, generally known as the producer of pre-match and half-time promotions. Product of Albany State.



MUSOLINO



GOLDSTEIN



MASSON



APPEL



FREEMAN

A BRIEF HISTORY OF WORLD TEAM TENNIS AND THE NEW YORK APPLES

March 1973 — World Team Tennis was born as a merger of the International Professional Tennis League and the National Tennis League.

August 1973 — First player draft held in New York. Billie Jean King and John Newcombe were the first major stars to sign with the league. New York franchise was owned by Jerry Saperstein, who sold it to Sol Berg.

May 7, 1974 — New York Sets debut in Nassau Coliseum before 4990 fans, and lose 29-25 to Hawaii.

February, 1975 — Billie Jean King traded by Philadelphia to New York.

July 1975 — color court introduced during league's first All-Star Game.

August, 1975 — Sets upset in first round of playoffs, eliminated by Boston.

1976 — Sets capture WTT championship, sweeping finals from Golden Gaters.

1977 — Franchise holds contest to change name, and becomes New York Apples. Several matches played in Felt Forum and Madison Square Garden. Apples win second consecutive WTT championship, sweeping Phoenix in finals.

1978 — Apples obtain Vitas Gerulaitis, announce all 1978 home matches will be played in Madison Square Garden complex.

WTT MATCH FACTS

Player Limitations — Each team must have a minimum of six players (3 female, 3 male). No player may play more than two sets, not counting the Super Tiebreaker.

Substitution — A coach may substitute one player per set per sex. The substitution comes at the end of a point. A player may not return to a set once he has been substituted.

Uniform Requirements — All players are required to wear their official team uniforms during a match. Players must stay or return to their bench in team attire at all times during an evening's match.

Starting Times — All matches must start no later than five minutes after the scheduled hour. Apples' home matches begin at 7:30 P.M. and gates open at 6:30 p.m.

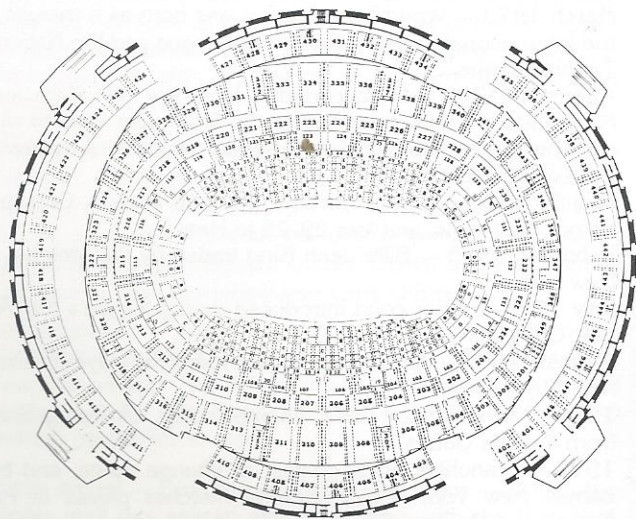
Pre-match warmup — The visiting team is given the court for 30 minutes, 45 minutes prior to the start of a match. The last 15 minutes prior to match time the court is divided so both teams can warm up.

Break time — The maximum break time between sets is three minutes with a 15-minute maximum between the third and fourth sets. A one-minute warning is given to both teams prior to the start of every set.

Changeovers — A changeover occurs every three games in WTT. In the Super Tiebreaker, a racquet spin decides service and side. In a tiebreaker, changeovers occur after the fourth point.

MADISON SQUARE GARDEN

CAPACITY — 17,812



Ticket Prices

Madison Square Garden

\$10, \$8, \$6, \$4*

Matches Start 7:30 P.M.

* \$4 tickets are available for \$1 to High School students with G.O. cards or parochial school equivalents. Senior Citizens are admitted to any \$8, \$6, or \$4 seat for half price at all matches.

TOP APPLES TENNIS CROWDS . . . On June 6, 1977, a crowd of 13,675 witnessed a match between the Phoenix Racquets and the New York Apples at Madison Square Garden. This is the largest regular season attendance ever in World Team Tennis. (The overall record is 14,153 for the 1977 All-Star Match at San Diego). The Apples also drew a crowd of 13,075 on August 2, 1977 in Madison Square Garden to face the Cleveland Nets. The Nets were also the opponents for the Apples' third largest crowd — 9,166 — on May 2, 1977.

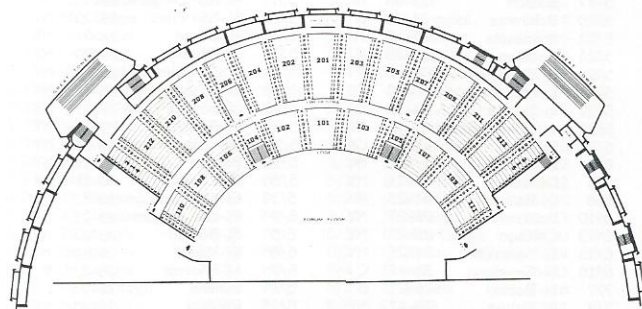
HOME ATTENDANCE, YEAR BY YEAR

YEAR	Attendance	Dates	Average	% Increase
1974	63,121	22	2869	-
1975	65,894	22	2995	4%
1976	74,843	21	3564	19%
1977	108,648	22	4939	38%

DIAGRAMS

FELT FORUM

CAPACITY — 3773



Ticket Prices

Felt Forum

\$10, \$8

Matches Start 7:30 P.M.

For information on group or season sales, call the Apples office at (212) 661-8070. A variety of plans are available. Tickets for all home matches are available at the Madison Square Garden box office, all Ticketron locations (call 212 541-7290) or call Chargit (212 239-7177).

1977 Average Attendances:

Madison Square Garden (4 dates)	10,826
Felt Forum (8 dates)	3,075

DO YOU KNOW . . . That despite playing all indoor matches, there has been one postponement in Apples history? On August 9, 1976, Hurricane Belle forced postponement of a match at Nassau Coliseum between the Sets and the Boston Lobsters. The match was not made up. On July 13, 1977, the power failure that struck New York stopped action mid-way through a match at the Felt Forum against the Golden Gaters. It was concluded three days later with the Apples winning 29-18.

YEAR BY YEAR WITH

THE SETS AND APPLES

1974				1975			
Date	Opponent	Score	Winner	Date	Opponent	Score	Winner
5/7	Hawaii	29-25	H	5/2	@ Phoenix	30-21	NY
5/9	Pittsburgh	28-23	P	5/6	Cleveland	26-21	NY
5/12	@ Cleveland	31-30	NY	5/9	@ Los Angeles	24-23	NY
5/15	Tor-Buf	33-32	T	5/10	@ Indiana	24-22	NY
5/17	Boston	31-28	B	5/11	@ San Diego	29-19	NY
5/20	Baltimore	24-23	B	5/13	@ San Fran.	25-23	NY
5/22	Minnesota	25-17	M	5/15	@ Hawaii	24-21	NY
5/24	Houston	32-23	H	5/17	@ Hawaii	29-20	NY
5/25	@ Philadelphia	30-16	P	5/21	Los Angeles	28-26	NY
5/28	Los Angeles	30-20	LA	5/22	@ Boston	25-12	NY
5/29	@ Denver	28-18	D	5/23	@ Boston	27-21	NY
5/31	@ Golden Gate	27-19	GG	5/24	@ Boston	29-23	NY
6/1	@ LA	29-25	LA	5/25	San Diego	26-20	NY
6/3	Detroit	27-26	NY	5/28	Boston	25-18	NY
6/5	Denver	24-21	NY	5/30	San Diego	30-11	NY
6/8	@ Baltimore	31-23	B	5/31	@ Cleveland	30-17	NY
6/10	Baltimore	29-27	NY	6/4	@ Los Angeles	25-23	LA
6/13	Chicago	26-23	NY	6/5	@ Boston	23-21	NY
6/15	@ Baltimore	24-21	NY	6/6	@ Hawaii	29-19	NY
6/16	@ Cleveland	31-17	C	6/7	@ Phoenix	28-23	P
7/7	@ Boston	25-21	B	6/11	Indiana	26-24	I
7/8	@ Detroit	28-27	NY	6/13	Phoenix	28-23	NY
7/9	Cleveland	32-19	C	6/14	Phoenix	27-24	P
7/11	Tor-Buffalo	23-21	NY	7/8	San Diego	26-13	NY
7/13	@ Minnesota	26-25	M	7/9	Pittsburgh	26-23	P
7/16	Boston	22-18	B	7/11	Boston	29-19	NY
7/18	Florida	28-22	NY	7/13	@ San Fran.	27-16	SF
7/21	@ Pittsburgh	28-27	P	7/16	Hawaii	27-17	NY
7/22	@ Philadelphia	30-10	P	7/18	@ Los Angeles	28-20	NY
7/23	Golden Gaters	26-23	NY	7/20	@ Phoenix	32-22	NY
7/26	Philadelphia	28-20	P	7/23	Cleveland	25-21	NY
7/29	@ Tor-Buffalo	28-26	NY	7/25	Cleveland	30-18	NY
7/30	@ Detroit	27-22	D	7/26	@ Pittsburgh	26-19	P
7/31	Cleveland	27-25	NY	7/27	Boston	26-22	NY
8/1	@ Houston	30-19	H	7/29	@ Indiana	28-25	NY
8/2	@ Chicago	25-20	C	7/30	Indiana	29-18	NY
8/4	@ Hawaii	22-21	H	8/1	Pittsburgh	31-19	NY
8/7	Detroit	29-24	NY	8/6	Hawaii	22-20	NY
8/10	@ Florida	28-13	NY	8/7	@ Pittsburgh	30-26	P
8/11	@ Boston	28-22	NY	8/8	Pittsburgh	24-21	NY
8/12	@ Tor-Buffalo	27-25	T-B	8/11	San Fran.	27-22	SF
8/13	Pittsburgh	25-22	P	8/12	San Fran.	29-21	NY
8/16	Philadelphia	25-24	P	8/15	@ Cleveland	26-18	NY
8/18	@ Pittsburgh	32-19	P	8/16	@ Pittsburgh	26-22	P

1976				1977			
Date	Opponent	Score	Winner	Date	Opponent	Score	Winner
5/3	Cleveland	26-24	C	4/28	Sea Port	24-23	NY
5/4	@ Boston	32-20	NY	4/29	@ Soviets	27-24	S
5/5	Los Angeles	27-21	NY	5/2	Cleveland	28-18	NY
5/6	@ Cleveland	25-21	NY	5/5	Soviets	28-24	NY
5/12	San Diego	23-18	SD	5/7	Los Angeles	29-14	NY
5/14	@ Boston	30-20	NY	5/12	@ Boston	29-25	B
5/15	Pittsburgh	26-16	NY	5/14	Boston	26-19	NY
5/16	@ Phoenix	30-12	P	5/17	San Diego	29-28	NY
5/19	@ Los Angeles	27-25	NY	5/18	@ Cleveland	27-22	NY
5/20	@ San Diego	28-20	NY	5/20	@ Los Angeles	25-24	NY
5/22	@ Hawaii	30-12	NY	5/21	@ Golden Gaters	29-20	GG
5/24	Golden Gaters	30-20	NY	5/22	@ Sea Port	23-20	SP
5/26	Phoenix	21-16	NY	5/26	@ San Diego	29-22	NY
5/27	Indiana	31-22	NY	5/27	@ Sea Port	26-22	NY
6/2	@ Pittsburgh	31-14	P	5/28	@ Phoenix	31-20	NY
6/3	@ Cleveland	23-20	NY	5/30	@ Soviets	27-23	NY
6/4	Pittsburgh	27-25	NY	5/31	Golden Gaters	31-20	NY
6/5	Boston	25-19	NY	6/3	@ Boston	25-24	NY
6/8	@ Indiana	25-21	NY	6/4	Soviets	26-23	NY
6/10	@ Pittsburgh	26-22	NY	6/5	@ Soviets	30-28	NY
6/12	Hawaii	28-24	NY	6/6	Phoenix	27-24	P
7/6	@ Golden Gaters	28-22	GG	6/8	Indiana	31-20	NY
7/9	Boston	31-22	B	6/10	@ Indiana	25-19	NY
7/11	@ Indiana	24-20	I	6/11	Cleveland	32-17	NY
7/12	Pittsburgh	27-20	NY	7/5	@ Golden Gaters	30-18	NY
7/14	San Diego	30-26	NY	7/6	@ Los Angeles	23-19	NY
7/16	@ Pittsburgh	26-23	NY	7/7	@ San Diego	28-22	SD
7/17	Golden Gaters	28-26	NY	7/8	@ Phoenix	29-24	NY
7/21	Los Angeles	27-26	LA	7/10	@ Indiana	28-23	I
7/23	Cleveland	30-19	NY	7/13	Golden Gaters	29-18	NY
7/24	@ Cleveland	26-18	NY	7/15	San Diego	26-25	NY
7/26	@ San Diego	28-19	NY	7/16	Indiana	24-14	NY
7/27	@ Golden Gaters	29-27	GG	7/17	@ Boston	24-21	B
7/28	@ Los Angeles	28-23	LA	7/21	@ Cleveland	24-20	NY
7/30	@ Phoenix	28-26	NY	7/22	Boston	24-21	B
7/31	@ Hawaii	28-21	NY	7/23	Sea Port	31-14	NY
8/2	Hawaii	29-20	NY	7/29	Phoenix	22-16	NY
8/4	Indiana	27-23	NY	7/30	Los Angeles	29-18	NY
8/6	Cleveland	28-22	NY	8/2	Cleveland	24-22	NY
8/7	@ Indiana	24-21	NY	8/5	@ Indiana	26-21	I
8/9	Boston	cancelled		8/8	Boston	28-24	B
8/10	@ Boston	30-20	NY	8/10	Soviets	30-10	NY
8/13	Phoenix	29-15	NY	8/12	@ Cleveland	30-22	NY
8/14	Indiana	29-26	NY	8/13	Indiana	28-19	NY

APPLES IN THE PLAYOFFS

- 1974 — Did not qualify
 1975 — Lost to Boston 25-24 in Eastern Playoffs
 1976 — Defeated Pittsburgh in Eastern Playoffs
 25-26, 29-21, 28-26
 Defeated Golden Gaters in Championship Series
 31-23, 29-21, 31-13
 1977 — Defeated Indiana in first round 33-21, 25-27, 31-15
 Defeated Boston in Eastern Playoffs 29-21, 29-26
 Defeated Phoenix in Championship Series
 27-22, 28-17

CURRENT DRAFT LIST

The Apples own negotiating rights to the following players through October, 1978:

Evonne Goolagong	Brian Teacher
Phil Dent	Fred McNair
John Lloyd	Kathy May

1978 SPONSORS

For the first time, the Apples will include corporate sponsorship at home matches. The Lionel Corporation brings you both Men's and Women's Singles, and Cape Granny Smith Apples sponsors Women's Doubles. The Vivitar Corporation will sponsor Mixed Doubles, and is the official camera of the Apples. Feron's serves as the official stringer of the Apples.

NEW YORK

ALL-STAR TEAM SELECTIONS

- 1975 — Billie Jean King, Virginia Wade, Fred Stolle (coach)
 1976 — Billie Jean King, Virginia Wade, Phil Dent, Sandy Mayer, Fred Stolle (coach)
 1977 — Billie Jean King, Virginia Wade, Fred Stolle (coach)

CAREER HEAD-TO HEAD PERFORMANCES

BILLIE JEAN KING VS.

	GW	GL	SW	SL
Casals	41	23	6	1
Stevens	13	10	2	0
Navratilova	34	23	5	1
Wade	14	15	1	2
Fromholtz	6	3	1	0
Reid	12	5	2	0
Guerrant	6	1	1	0
Redondo	6	3	1	0
Stove	36	17	5	1
Barker	1	6	0	1
Evert	15	14	2	1
Kiyomura	6	2	1	0
Turnbull	12	6	2	0
Gourlay-Cawley	13	8	2	0
Durr	18	23		

VITAS GERULAITIS VS.

	GW	GL	SW	SL
Cox	10	10	1	1
Roche	24	24	3	3
Mayer	60	73	5	7
Ruffies	4	6	0	1
Stolle	6	3	1	0
Laver	26	42	1	6
Reid	6	1	1	0
Gorman	6	4	1	0
Walts	24	18	4	0
Nastase	27	21	3	2
Riessen	23	25	2	2

JoANNE RUSSELL VS.

	GW	GL	SW	SL
Fromholtz	6	4	1	0
Evert	3	6	0	1
Navratilova	5	12	0	2

RAY RUFFELS VS.

	GW	GL	SW	SL
Gorman	2	6	0	1
Riessen	33	39	3	4
Gerulaitis	6	4	1	0
Cox	3	6	0	1
Reid	6	7	0	1
Mayer	3	6	0	1
Nastase	6	7	0	1
Pattinson	16	13	2	1
Drysdale	8	7	1	1
Case	7	5	1	0

Includes current WTT players only, regular season performances.

WTT Playing Rules

Game Scoring — No ad, deuce or love terminology. Game scoring goes zero, 1, 2, 3, game. At 3-3, the next point wins the game.

Match scoring — Match is scored on cumulative games won from each set.

Order of play — Home team decides in which order sets are played, but format must be doubles-singles-doubles-singles-doubles. Format requires men's and women's singles and doubles, and mixed doubles. Coach need not announce his lineups until 30 minutes before a match.

Tiebreaker — If any set should reach 6-6, a nine point tiebreaker is played. The first player to get five points would then win the game and the set, 7-6.

Overtime — If at the end of regulation play, the team that is trailing in the overall match score has won the last game, play will continue. The play will continue until the team ahead wins a game, or until the team behind catches up in games won. If that happens, a Super Tiebreaker is played.

Super Tiebreaker — In a Super Tiebreaker, the first team to win seven points in a 13-point tiebreaker is declared the winner of the match. Teams may substitute any players in the Super Tiebreaker, but the players are basically the last doubles team of the match.

Color Court — The two alleys are red, while the area between the baselines and service lines are chocolate brown. Left service courts are green and right service courts blue.

APPLES ON THE AIR

The 1978 New York Apples will be seen and heard by more people than ever before, thanks to the largest telecast and broadcast schedule in the team's history.

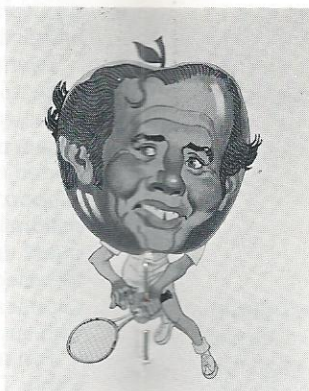
Twenty-six Apples' matches will be carried over WVNJ-AM radio, 620 on the dial. These include ten road matches, and 16 home matches. Max Robertson, a legendary name in British broadcasting, and the "Voice of Wimbledon" is being "imported to handle the assignment. He will work with Herb Fitz-Gibbon, former Olympic gold medalist in tennis, and current national platform tennis champion, on home matches, with guest announcers on the road. Four Apples' matches will be televised over WPIX, Channel 11. Spencer Ross, the popular sportscaster heard daily on WCBS radio will handle the call with tennis great Bill Talbert offering expert commentary.

Ten matches will be telecast on the Madison Square Garden Cable TV network, a network that reaches not only New York subscribers, but cable subscribers throughout the United States. All of these will be originated from the Felt Forum, and will be broadcast by Bob Wolff, the long-time host for Madison Square Garden productions, and Bill Talbert. See the full season schedule elsewhere in the guide for the key to exact broadcast dates.

Home Box Office will telecast the June 13 match by delayed tape, and the August 3 match live.

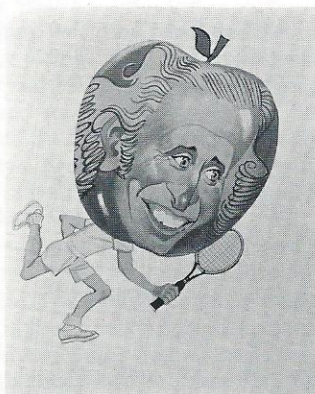
ALL-TIME APPLES' RECORDS VS. OPPONENTS

CURRENT TEAMS	Matches At				Games W-L
	Won-Lost	Home	Road	Neutral	
Boston 1974-77	16-8	6-4	6-4	4-0	618-543
Golden Gaters 1974-77	11-6	8-1	3-5	0-0	444-391
Indiana 1975-77	12-6	10-0	2-4	1-1	474-400
Los Angeles 1974-77	9-5	4-3	3-3	2-0	359-329
Phoenix 1975-77	13-4	5-3	7-1	1-0	394-334
San Diego 1975-77	10-2	5-1	4-1	1-0	321-254
Seattle 1977	3-1	2-0	1-1	0-0	101-82
FORMER TEAMS					
Baltimore 1974	2-2	1-1	1-1	0-0	99-103
Chicago 1974	1-1	1-0	0-1	0-0	47-48
Cleveland 1974-77 (became Sunbelt)	18-3	9-2	8-1	1-0	552-460
Denver 1974 (became Phoenix)	0-2	0-1	0-1	0-0	30-52
Detroit 1974 (became Indiana)	3-1	2-0	1-1	0-0	106-104
Florida 1974	2-0	1-0	1-0	0-0	56-35
Hawaii 1974-76	9-2	4-1	4-1	1-0	292-225
Houston 1974	0-2	0-1	0-1	0-0	37-62
Minnesota 1974	0-2	0-1	0-1	0-0	42-51
Philadelphia 1974 (became Boston)	0-4	0-2	0-2	0-0	70-113
Pittsburgh 1974-76	9-10	6-4	3-6	0-0	454-471
Toronto-Buffalo 1974	2-2	1-1	1-1	0-0	98-107
Soviets 1977	5-1	3-0	0-0	2-1	135-107



1978 NEW YORK APPLES ROSTER

NAME	Birthdate	Hometown	Ht.	Wt.	Yrs. WTT	1977 Team
CARILLO, MARY	3/15/57	Douglaston, N.Y.	5-8½	128	1	none
GERULAITIS, VITAS	7/26/54	Kings Point, N.Y.	5-11	155	5	Indiana
KING, BILLIE JEAN	11/22/43	New York, N.Y.,	5-4½	134	5	New York
RUFFELS, RAY	3/23/46	Sydney, Australia	5-10	165	5	New York
RUSSELL, JOANNE	10/30/54	Naples, Florida	5-8	140	3	Sea Port
STOLLE, FRED (Player-Coach)	10/8/38	Wahroonga, New South Wales, Australia Miami, Florida	6-3	175	5	New York



FRED STOLLE



World Team Tennis: Fred has been honored as "Coach of the Year" in World Team Tennis in each of the past two seasons, leading the Apples (formerly the Sets) to two consecutive championships. As strictly a player with Philadelphia in 1974 (a team coached by Billie Jean King), Fred found his team losing in the finals to Denver. Then in 1975, his first year as coach in New York, he led the Sets to a near miss at the Eastern Division title, losing on the final night of the season to Pittsburgh, and then being felled in the playoffs by Boston. Although considered a Player-Coach, Fred's playing time has become quite limited, and he generally inserts himself into a match only if injury requires it. He played a lot of doubles, both mixed and men's, in 1974 and 1975, but by last year, his participation was reduced to only eight sets. Fred was the coach of the eastern division All-Star team in 1976 and 1977.

Pro Career: One of the great Australian stars of the era that also produced Rod Laver, Roy Emerson and Ken Rosewall. He led Australia to five World Cup victories over the United States. He won the U.S. singles championship in 1966 at Forest Hills and the French singles championship in 1965. He has won five Wimbledon doubles titles (three mixed, two men's), five U.S. Open titles (three doubles, two mixed), and three Australian doubles and two French doubles titles. He reached the finals in singles at Wimbledon three times. And he was a vital member of the Australian Davis Cup team.

Personal: Born October 8, 1938, in Sydney, Australia, and makes his home in Wahroonga, New South Wales, Australia, and Miami, Florida, where he recently moved from Tucson to become pro at the Country Club of Aventura. He is 6'3", 175 pounds, and plays right-handed. Married to Pat and has three children.

Quote: "Coaching is tougher than playing in many ways. There's often such a helpless feeling involved. But there's a lot of satisfaction too. I'd love to make it three straight titles this year."

WTT STATISTICS

	SINGLES		DOUBLES		MIXED		TOTAL	
	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA
1974 Phil.	6-7	.462	211-210	.501	275-211	.566	492-428	.534
1975 N.Y.	3-6	.333	198-206	.490	164-116	.586	365-328	.527
1976 N.Y.	3-6	.333	24-18	.571	16-34	.320	43-58	.426
1977 N.Y.	-	-	24-30	.444	20-14	.588	44-44	.500
Totals	12-19	.387	467-464	.502	475-375	.559	944-858	.524

VITAS GERULAITIS



World Team Tennis: Vitas has been involved in WTT since the league's inception in 1974, when he signed with the Pittsburgh Triangles as a 19-year old. In 1975, he led the Triangles to the league championship, winning the Most Valuable Player award in the '75 playoffs. After the Triangles folded following the 1976 season, the draft rights to Vitas went to New York, but without ever playing for the Apples, he was dealt to Indiana, for whom he starred last season. In a multi-cornered deal this past winter, Vitas was traded to New York from the Golden Gate for Sandy Mayer, his one-time teammate in winning the Wimbledon doubles trophy in 1975. An All-Star in both 1976 and 1977.

Pro Career: Has developed quickly and moved into the world rankings rapidly over the years spanning his WTT career. Currently ranked 5th by both World Tennis and Tennis Magazine, and 4th by the Association of Tennis Professionals. Domestically, the USTA ranks him 3rd behind Connors and Gottfried. In 1973 he won the United States clay court amateur doubles. He was ranked 21st in 1974 and 1975. In 1976 he was ranked in the top ten in the world rankings. He won five tournaments in 1977, and finished runner-up in four. He won the Richmond, Open this February on the Colgate Grand Prix. Most memorable match was probably his stunning performance at Wimbledon in the '77 semi-finals, finally losing in 5 sets to Borg. Starred for 1978 U.S. Davis Cup team.

Personal: Born July 26, 1954 in Brooklyn. Moved to Howard Beach when he was 6. Grew up playing tennis on public courts in the New York area, particularly the Port Washington Tennis Academy. Currently resides in Kings Point, New York. Single. Six feet, 155 pounds. Plays righthanded. Attended Columbia University. Lithuanian ancestry, his father, Vitas Sr., was national champion of Lithuania. . . a popular figure in New York's disco scene, noted for his long blonde hair. . . his sister Ruta is a fine tennis player in her own right, and a former WTT teammate. . . pronounce his name with a hard G.

Quote: "I know I've done well from tennis. I make a lot of money, own a few expensive cars; I dress and live well. I've been fortunate. I also know how bad things are out there and I want to help. And I finally have the name and the resources to do it."

WTT STATISTICS

	SINGLES		DOUBLES		MIXED		TOTAL	
	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA
1974 Pitts.	17-19	.472	64-32	.667	96-132	.421	177-183	.492
1975 Pitts.	115-117	.474	156-157	.498	43-45	.489	314-319	.496
1976 Pitts.	175-173	.503	107-125	.461	4-6	.400	286-304	.485
1977 Indiana	155-152	.504	83-79	.512	-	-	238-231	.507
Totals	462-461	.501	410-393	.511	143-183	.439	1015-1037	.495

BILLIE JEAN KING



World Team Tennis: If it's possible to call someone an "All-Time Great" who better than Billie Jean King? Her presence in WTT competition got the League off to a fast start in 1974, when she was named Most Valuable Player and led the Philadelphia Freedoms to the finals. All that's left of that franchise today is a hit record of the same name, written and recorded by Billie Jean's friend Elton John . . . BJK was player-coach of that team, and her husband Larry was an important force in the development of WTT . . . In 1975, Billie Jean moved over to the then New York Sets, and for the second year in a row, led the league in both singles and doubles winning percentages . . . And in both 1976 and 1977, she helped the New Yorkers to the WTT Championship, making the All-Star team in each of the last three years . . . Her 288 games won in singles play in 1974 is a WTT record . . . her .619 career winning percentage in singles and .596 in doubles are both records, as is her .582 in mixed doubles. Has played more doubles than singles in the past two seasons, but should return to more singles action in 1978 . . . Her performance last season all the more impressive after returning from her third knee operation in eight years.

Pro Career: Few would question Billie Jean's place among the greatest tennis players who ever lived. At the age of 18, she upset Margaret Smith (Court) at Wimbledon. In 1968, she turned pro, and was instrumental in establishing the first successful women's professional tennis tour in 1970. The following year, she was the first female athlete to win \$100,000 in prize money in one season. She was named Sportsperson of the year in 1972 by *Sports Illustrated*, and A.P. Woman Athlete of the Year in 1967 and 1973. She holds 19 overall Wimbledon titles which ties the all-time record set by Elizabeth Ryan. She is the only woman to win both U.S. Singles and Doubles Championships on all four surfaces: clay, grass, hard court and indoor . . . she has won 24 U.S. national titles. She won the famed "Battle of the Sexes" match against Bobby Riggs in 1973, a feat which helped change tennis into the popular spectator sport it is today . . . As an amateur, was ranked in the top ten by the USTA beginning in 1960. Still holds a women's singles record for the longest set—36 games, in defeating Christine Truman 19-17 in 1963 Wightman Cup competition in Cleveland. A summary of her career highlights:

Singles Champion

Wimbledon 1966-68, 72, 73, 75
 U.S. Open 1967, 71, 72, 74
 French 1972
 Italian 1970
 West German 1971
 Australian 1968
 South African 1966, 67, 69
 U.S. Indoor 1966-68, 71
 U.S. Hardcourt 1966
 U.S. Clay Court 1971

Doubles Champion

Wimbledon 1961, 62, 65, 67, 68, 70-73
 U.S. Open 1965, 67, 74
 French 1972
 Italian 1970
 West German 1971
 South African 1967, 70
 Bridgestone 1976
 Virginia Slims 1974, 76

Singles Highlights

Virginia Slims 1970-77: 29 titles
 Colgate 1977: 4 titles
 Federation Cup 1963-67, 76, 77
 Wightman Cup 1961-67, 70, 77
 Weisman Cup 1976, 77
 Tennis Challenge Series 1977, 78
 WTT All-Star 1975-77

Mixed Doubles Champion

Wimbledon 1967, 71, 73
 U.S. Open 1967, 71, 73
 French 1967, 70
 South African 1967
 Australian 1968

Personal: Born November 22, 1943 in Long Beach, California. Official residence is now New York City. She is 5'4½" and weighs 130 pounds. A righthander who likes to play serve and volley, and whose backhand is considered her best stroke. Married Larry W. King in 1965. He is a co-founder and past president of WTT, and a past president of the Apples. Her brother Randy Moffitt is a star pitcher for the San Francisco Giants . . . BJK is co-founder and publisher of the former publication, womenSports . . . she is co-founder and director of Kingdom Inc. (with Larry), a company formed to coordinate their various business interests (headquarters—1600 South Amphlett, San Mateo, California 94402) . . . a founder of a women's professional softball league . . . named by Harper's Bazaar in 1977 as one of the ten most powerful women in America . . . Listed in the World Almanac as one of the 25 most influential women in America . . . Time Magazine included her in its Woman of the Year story in 1976 . . . won the Pinch Woman Athlete of the World award in 1978 . . . into ballet . . . enjoys movies and music . . . among the most celebrated and recognizable women in the world.

Quotes: "World Team Tennis is tougher than tournament tennis. You go out there and sweat bullets and work your guts out for the team, and not just for yourself."

"A year ago, winning to me was just being able to walk again. Now I play because I like it, and because I want to win."

"Everyone is much better now — they hit the ball harder and more accurately than in the old days."

WTT STATISTICS

	SINGLES		DOUBLES		MIXED		TOTAL	
	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA
1974 Phil.	318-181	.637	246-141	.636	4-6	.400	568-328	.633*
1975 N.Y.	161-90	.641	215-134	.616	52-34	.605	428-258	.624*
1976 N.Y.	80-50	.615	220-178	.553	148-106	.583	448-334	.573*
1977 N.Y.	72-67	.518	211-152	.581	13-10	.565	296-229	.564
Totals	631-388	.619	892-605	.596	217-156	.582	1740-1149	.602

RAY RUFFELS



World Team Tennis: Ray is one of the leading doubles players in the entire world. Last year he teamed with Billie Jean King to form the league's leading mixed doubles team, and teamed with Sandy Mayer for the league's second best men's doubles duo. (Frew McMillan and Tom Okker held a slight edge). It was Ray's first year with New York, but his fourth year in the league, having begun with the old Chicago Aces in 1974, and then spending two years at Indiana before joining the Apples. He and his 1976 mixed doubles partner, Indiana's Ann Kiyomura, were the best in the league. Ray played only four sets of singles last year, his fewest in four years in the league. A very popular player, whose followers are known as "Ray's Ruffians."

Pro Career: Most of Ray's notoriety has come from World Team Tennis, but he was a member of the Australian Davis Cup team on 1968, 1969 and 1970, and has some doubles and singles titles to his credit over the past three years.

Personal: Born in Sydney, Australia, where he still resides, on March 23, 1946. He's 5-10, 165 pounds, and plays lefthanded. A bachelor. A heel injury took him off the tour in 1973, but he visited a faith healer in Manila and soon returned to action. Enjoys New York, and loves the format of World Team Tennis, making him a very popular and valuable member of the Apples.

Quotes: "I love playing in New York. The fans know the sport well, and have shown great support for the franchise. These have been the best years of my tennis career."

"Ray is one of the best doubles players I've ever seen. Some players can stand out when they're accustomed to a particular partner, but Ray can play well with anyone." — Fred Stolle

WTT STATISTICS

	SINGLES		DOUBLES		MIXED		TOTAL	
	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA
1974 Chicago	36-35	.507	13-9	.591	22-20	.524	71-64	.525
1975 Indiana	99-93	.516	204-166	.551	59-61	.492	362-320	.531
1976 Indiana	91-111	.455	158-155	.505	89-68	.567	247-334	.425
1977 N.Y.	13-22	.371	223-187	.544	205-154	.571	441-353	.555
Totals	239-261	.478	598-517	.536	375-303	.553	1121-1071	.511

JoANNE RUSSELL



World Team Tennis: Entering her third season in the league, and playing for her third team. Was a teammate of Gerulaitis' at Pittsburgh in 1976, losing to the Sets in the Eastern Playoffs. Teaming with Evonne Goolagong, she finished second in women's doubles by winning 12 of 17 sets and 90 of 160 games. Last year at Sea Port (now Seattle), she and Betty Stove ranked fourth in the league in women's doubles with a .519 games winning average, while she and Steve Docherty finished eighth in the league in mixed doubles. Came to the Apples as part of the Virginia Wade transaction in March.

Pro Career: Currently ranked 17th in the world among women. She had a good year on the Virginia Slims circuit in '77, reaching the quarter finals in Los Angeles and Florida, but a sprained ankle slowed her performance somewhat in mid-year. Then she achieved her greatest triumph to date, capturing the Wimbledon doubles title with Helen Cawley. Other achievements include runner-up showings in the 1975 Canadian doubles, and the 1977 CIS doubles. She was a semi-finalist at Charlotte last year in both singles and doubles. JoAnne was the Women's National Collegiate Doubles champion in 1975 while at Trinity University. Together with Billie Jean King, captured the doubles title at the Wightman Cup series against Great Britain this past winter.

Personal: Born on October 30, 1954 in Miami. Resides in Naples, Florida. 5'8", 135 pounds. Full name: JoAnne Carlton Russell. Single. Plays righthanded. A sister plays tennis at William & Mary, a brother plays at Newbury College, and her mother ranks Juniors for FLTA. Enjoys art, loves to read, collects stamps and books.

Quotes: "It took some adjusting to get used to the WTT format, but I'm very comfortable with it now. I look forward to teaming with Billie Jean again — that should be a great experience."

"I've watched JoAnne's game improve each year in this league, and with the expected continuation of that growth, I'd say we have one real talent here." — Fred Stolle

WTT STATISTICS

	Singles		Doubles		Mixed		Total Offense	
	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA	GW-GL	GWA
1976 Pitts.	-	-	129-129	.500	130-137	.487	259-266	.493
1977 Sea Port	17-28	.378	199-187	.515	152-185	.451	368-400	.479
Totals	17-28	.378	328-316	.509	282-322	.467	627-666	.485

MARY CARILLO



World Team Tennis: This is Mary's debut season in WTT. She signed a one year contract with the Apples last February. First drafted by New York in 1974, and again in 1976.

Pro Career: Her debut as a pro came with a victory over former New York Set Pam Teegarden at the Avon Futures of Portland in 1976, reaching the quarter finals. She later reached the semi-finals at Long Island and Atlanta on the Avon Futures tour. In 1977, her year was highlighted by winning the mixed doubles title at the French Open with fellow Douglaston-star, John McEnroe. She was also runner-up in the women's doubles at the Swiss Open. She won the doubles at the Argentine Open, reached the semi-finals in singles in the Australian Open, and won the singles title at the Lionel Cup in Tallahassee. Current women's ranking in the world is #48.

Personal: Born on March 15, 1957 in New York City. Now resides in Douglaston, Long Island. Full name — Mary Jean Carillo. Lefthanded. She's 5'8½" and weighs 128 pounds. A knee operation a few years ago still causes an occasional problem. Enjoys gardening and reading. Graduated from St. Mary's in Manhasset in 1975, when she was ranked 10th in the 18-and-under class, and number one in the East.

Quote: "I'm excited about joining World Team Tennis, and the thought of becoming a member of my home town team—Champions at that — is more than I could have hoped for."

ALL-TIME NEW YORK ROSTER

Beaven, Lindsey 1976-77	Owens, Charlie 1974-75
Bonicelli, Fiorella 1974	Pilic, Nikki 1974
Carillo, Mary 1978	Ruffels, Ray 1976-78
Dent, Phil 1976	Russell, JoAnne 1978
Fritz, Anne 1977	Santana, Manuel 1974
Gerulaitis, Vitas 1978	Scott, Gene 1974
Graebner, Carol 1974	Siegelman, Linda 1976-77
Guerrant, Mona 1975	Stolle, Fred 1975-78
King, Billie Jean 1975-78	Teegarden, Pam 1974
Martinez, Ceci 1974	Wade, Virginia 1974-77
Mayer, Sandy 1974-77	Walsh, Sharon 1974
Nagelson, Betsy 1975	

World Team Tennis Standings

1974				
EASTERN DIVISION				
ATLANTIC SECTION	W	L	PCT	GB
Philadelphia	39	5	.886	—
Boston	19	25	.432	20
Baltimore	16	28	.364	23
New York	15	29	.341	24

CENTRAL SECTION	W	L	PCT	GB
Detroit	30	14	.682	—
Pittsburgh	30	14	.682	—
Cleveland	21	23	.477	8
Toronto-Buffalo	13	31	.295	17

WESTERN DIVISION				
GULF PLAINS SECTION	W	L	PCT	GB
Minnesota	27	17	.614	—
Houston	24	19	.558	2½
Florida	19	25	.432	8
Chicago	15	29	.341	12

PACIFIC SECTION	W	L	PCT	GB
Denver	30	14	.682	—
Golden Gaters	23	21	.523	7
Los Angeles	16	28	.364	14
Hawaii	14	29	.326	15½

1975				
EASTERN DIVISION	W	L	PCT	GB
Pittsburgh	36	8	.818	—
New York	34	10	.773	2
Boston	20	26	.435	17
Indiana	18	26	.409	18
Cleveland	16	28	.364	20

WESTERN DIVISION	W	L	PCT	GB
Golden Gaters	29	15	.659	—
Phoenix	22	22	.500	7
Los Angeles	20	24	.455	9
Hawaii	14	32	.304	16
San Diego	14	32	.304	16

1976				
EASTERN DIVISION	W	L	PCT	GB
New York	33	10	.767	—
Pittsburgh	24	20	.545	9½
Cleveland	20	24	.455	13½
Indiana	19	25	.432	14½
Boston	18	25	.419	15

WESTERN DIVISION	W	L	PCT	GB
Phoenix	30	14	.682	—
Golden Gaters	28	16	.636	2
Los Angeles	22	22	.500	8
San Diego	13	31	.295	17
Hawaii	12	32	.273	18

1977				
EASTERN DIVISION	W	L	PCT	GB
Boston	35	9	.795	—
New York	33	11	.750	2
Indiana	21	23	.477	14
Cleveland	16	28	.364	19
Soviets	12	32	.273	23

WESTERN DIVISION	W	L	PCT	GB
Phoenix	28	16	.636	—
Golden Gaters	25	19	.568	3
San Diego	21	23	.477	7
Sea Port	18	26	.409	10
Los Angeles	11	33	.250	17

WTT LINEUP — 1978

League Office
7733 Forsyth
Suite 1838
Clayton, Mo. 63105
(314) 727-7211
Commissioner Butch Buchholz Jr.
Public Relations Rich Koster
Administrative Assistant Candy Carter

Anaheim Oranges
800 West Katella
Anaheim, Cal. 92802
714 956-1890

Dennis Hall, President
& General Manager
Diana Harris, Public Relations
Players:

Anand Amritraj
Rosie Casals
Mark Cox
Cliff Drysdale
Francoise Durr
Kathy Harter

Indiana Loves
2441 Production Drive
Indianapolis, Indiana 46241
317 243-7377

William Bereman, President
Linda Wiles, Public Relations
Players:

Dianne Fromholtz
Tanya Harford
Sue Mappin
Geoff Masters
Allan Stone
John Whittinger

Boston Lobsters
One Boston Place
Boston, Mass. 02108
617 227-8205

Robert Kraft, President
Betsy Hickey, Public Relations
Players:

Roy Emerson
Mike Estep
Una Keyes
Martina Navratilova
Tony Roche
Greer Stevens

Los Angeles Strings
2116 Wilshire Blvd.
Santa Monica, Cal. 90403
213 829-5391

Dr. Jerry Buss, President
& Owner
Randy Perla, Public Relations
Players:

Ashok Amritraj
Vijay Amritraj
Chris Evert
Ann Kiyomura
Ilie Nastase
Stephanie Tolleson

Golden Gaters
Suite 110 Watergate Tower
Emeryville, California 94608
415 652-8404

Dave Peterson, Owner
& President
Chuck Bennett,
Public Relations
Players:

Ilana Kloss
Marise Kruger
Sandy Mayer
Frew McMillan
Virginia Wade
Michael Wayman

Phoenix Racquets
1130 East Missouri
Phoenix, Ariz. 85014
602 263-5312

Jimmy Walker, President
Dave Weiser, Public Relations
Players:

Syd Ball
Sue Barker
Rayni Fox
Kristien Kemmer Shaw
Dean Martin Jr.
Butch Walts

San Diego Friars
Lion Plaza Suite 624
1660 Hotel Circle North
San Diego, California 92108
714 452-8640

Frank Mariani, Owner
Irv Grossman,
Publicity Director
Players:

Ross Case
Mona Guerrant
Rod Laver
Kerry Melville Reid
Raz Reid
Janet Young

Seattle Cascades
300 Vine Street
PO Box 21072
Seattle Washington 98111
206 622-3943

David Kelleher, Owner
& President
Pat Dawson, Director of
Public Relations
Players:

Brigitte Cuyper
Tom Gorman
Chris Kachel
Marita Redondo
Sherwood Stewart
Betty Stove

Sunbelt Nets
29525 Chagrin Blvd.
Pepper Pike, Ohio 44122
216 464-7780

Joseph Zingale, Owner
Dave Fredman, Publicity
Players:

Helen Gourlay Cawley
John Lucas
Andrew Pattison
Renee Richards
Marty Riessen
Wendy Turnbull

**THE CHASE BANK
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THE
NEW YORK
APPLES**

Their achievement in winning the 1977 WTT championship is appreciated by all New Yorkers, but especially among those of us who understand the effort required to attain this level of quality performance.



CHASE