



Stringing Along



MARCH, 1978

LOS ANGELES STRINGS

213/829-5391

STRINGS SHAPE UP AS SEASON NEARS

AMRITRAJ BROTHERS RETURN TO LOS ANGELES

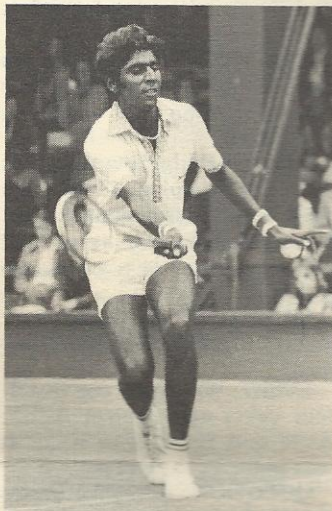
Vijay Amritraj, one of World Team Tennis' premier doubles players, has signed a multi-year contract to return to play for the Los Angeles Strings in 1978, it was announced by Strings' General Manager Bart Christensen.

Playing for the Strings in 1976, Amritraj doubled up with Bob Lutz to form the second-best men's doubles team in the league. Together they won 14 of 18 sets and set a team record of seven straight.

The Strings also signed Amritraj's 21-year-old brother, Ashok, to play in 1978. A member of the Strings' team in 1976, Ashok rounds out the men's roster for the coming season.

The No. 1 ranked tennis player in India, Vijay will primarily be used this season to play doubles with teammate Ilie Nastase.

"Vijay was an asset to our team two years ago and we're looking forward to his return



Vijay Amritraj

in 1978," said Christensen. "He carried the team in doubles in 1976, which is an event we must improve this season. With Chris Evert and Ilie Nastase playing singles and Amritraj teaming with Nastase in doubles, the Strings will be a tough team to beat this coming season."

Voted the most popular player by Los Angeles fans in 1976, Amritraj aced and graced his way through the year with the Strings when he powerfully



Ashok Amritraj

served 80 aces while winning fans with his charismatic Indian disposition.

The 24-year-old Amritraj reached international prominence in 1974 when he led India to the Davis Cup finals. Twice a quarter-finalist at the U.S. Open and once at Wimbledon, Amritraj has had key wins over such stars as Bjorn Borg, Jimmy Connors and Rod Laver. He also reached the semifinals at Wimbledon in doubles with his older brother, Anand, in 1976.

TICKET SALES RACE TO ALL-TIME HIGH

The 1978 season will be the biggest yet for the Los Angeles Strings who reached an all-time high for season ticket sales this month when they surpassed their 1977 total. Confident of reaching a goal of 4,000 by the season's start, still one month away, the Strings attribute the increase in sales to the addition of Chris Evert to the roster and a feeling that 1978 could be the last year that good seats will be available.

"With the top ten women tennis players in the world playing team tennis, Los Angeles fans will see top-rated action throughout the season with Evert on the team," said Strings' General Manager Bart Christensen. "Match-ups such as Evert against Virginia Wade, Martina Navratilova, Billie Jean King and Rosie Casals are just a few that can be seen any night of the season at the Forum. People realize the only way to get a good seat to see these stars all season is with a season ticket."

Christensen is confident that crowds in excess of 8,000 will be commonplace this season when Evert joins Ilie Nastase and the Amritraj brothers.

"The New York Apples drew 14,000 fans in Madison Square Garden to see Billie Jean King battle Chris Evert last year," said Christensen. "With Los Angeles as the second largest city in the league behind New York, all indications show that fans will be out in large numbers this season."

Courtside season tickets are currently on sale for \$160 and loge season tickets for \$130.

Around the League

WADE GOES WEST

The question as to who will play women's singles for the New York Apples, Virginia Wade or Billie Jean King, has been solved by Wade herself who recently signed to play with the Golden Gaters in the Western Division. Sandy Mayer, also from the New York Apples, was the first to break up the WTT championship team when he looked to the West Coast and joined the Gaters. Wade and Mayer join player-coach Frew McMillan in what is expected to be the String's major competitor in the West. Wade, 1977 Wimbledon champion, and the Gaters make their first Los Angeles appearance against Evert and the Strings Friday night, April 28.

Continued on page 2

A NON-SMOKER'S DELIGHT

If smoke in the air infringes upon your enjoyment of Strings' tennis, you're in luck this year at the Forum. The Strings have designated an entire section in the arena as a "No Smoking Section." Tennis fans can watch the action through clean air in section 34 on the north side of the arena. So if you're a non-smoker, don't forget to ask for section 34 when ordering your seats.

Vitas Gerulaitis left the Indiana Loves to return to his home state of New York to play for the Apples. Gerulaitis, one of the most popular players on the men's circuit, should fit right into the fast-moving New York scene. Even with the loss of Wade and Mayer to the Golden Gaters, the Apples still look like a strong contender for their third WTT championship with Gerulaitis and Billie Jean King leading the way.

Martina Navratilova of the Boston Lobsters finished No. 1 in women's singles last season and has continued her domination into the women's tournament circuit this year with Chris Evert out of action until late March. Navratilova set an unprecedented six consecutive women's professional tennis tour victories when she defeated Dianne Fromholtz in the Detroit Virginia Slims tournament. This extended her tour victory record to 30 matches in 1978 and her six straight tournament wins surpass the five set by Billie Jean King in 1971. Navratilova and the Eastern Division champion Boston Lobsters will play their only Los Angeles match opening night, April 26, at the Forum.

Sue Barker has filled the position on the Phoenix Racquets' roster left open by Chris Evert when she signed with the Strings. Barker was selected WTT's Female Rookie of the Year last season while playing with the Indiana Loves.

The Cleveland Nets have moved their franchise to New Orleans and will be known as the Sun Belt Nets. They will play 9 matches at the Superdome and their remaining home games in different cities in the Southern section of the United States.

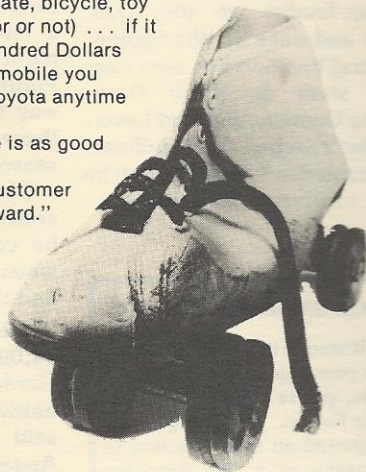
WTT'S SHOWCASE ON THETA

The 1977 World Team Tennis All-Star Match, featuring Strings' star Ilie Nastase battling Bjorn Borg of the Cleveland Nets, will be televised each Monday night in March on Theta Cable, Channel 12, starting at 9 p.m.

THE \$300 TRADE-IN

Bring us your old rollerskate, bicycle, toy truck or whatever (paid for or not) . . . if it rolls, it's worth Three Hundred Dollars in trade on any new automobile you purchase at Inglewood Toyota anytime before March 31, 1978.

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LET'S TALK

A CHAT WITH CHRIS

QUESTION: What made you decide to play team tennis in Los Angeles?

EVERT: I enjoyed playing in Phoenix but it's time for me to move on to a bigger city. Los Angeles is a great sports town and the interest is just phenomenal here. We're going to have a super team and hopefully we'll bring home the championship.

QUESTION: Is it more fun playing tennis when teammates are involved?

EVERT: It is. The team aspect is very unselfish. You're winning for six other players and if you lose everyone takes part in being down.

QUESTION: What goals are there left for you because you've won everything that a woman could win?

EVERT: Right now the goals are more personal. I still don't think I'm a perfect tennis player. I can improve my serve and volley, so that is a challenge to me.

QUESTION: Have you ever played mixed doubles with Nastase?

EVERT: We played one match four years ago against Arthur Ashe and Billie Jean King. It was quite an experience.

QUESTION: Assuming you're going to play singles, do you have a preference whether you'll play women's or mixed doubles?

EVERT: I think I'm better off playing women's doubles and Ilie's better off playing men's doubles. He's a great doubles player. But I'm sure it would be very entertaining for



me if I played doubles with him.

QUESTION: Do you feel there's more competition for you in tennis now?

EVERT: I played my best tennis in 1976 when I played against Evonne Goolagong in almost every final. I would compare that with Jimmy Connors and Bjorn Borg right now. The better players I play the better my game is.

QUESTION: Must a woman be a champion regardless of the surface that she's competing on?

EVERT: To be a champion you have to win major titles on every surface. If I just won Forest Hills every year and lost at Wimbledon and all the other fast court titles I wouldn't be considered a champion.

QUESTION: What is your toughest surface?

EVERT: Grass is still tough for me. It's not consistent. There's a little bit of luck involved winning Wimbledon, even when I've won it I think I've been a little bit lucky.

U S C

The USC Trojan Club's women's tennis team is offering a special package to fans for the "USC Night with the Los Angeles Strings." For a tax deductible charge of \$40, fans will receive a membership in the Women's Trojan Club which includes all regular membership benefits as well as forty chances to win a 450 SL Mercedes (if purchased prior to April 16) and two loge tickets to the Strings' home opener on April 26.

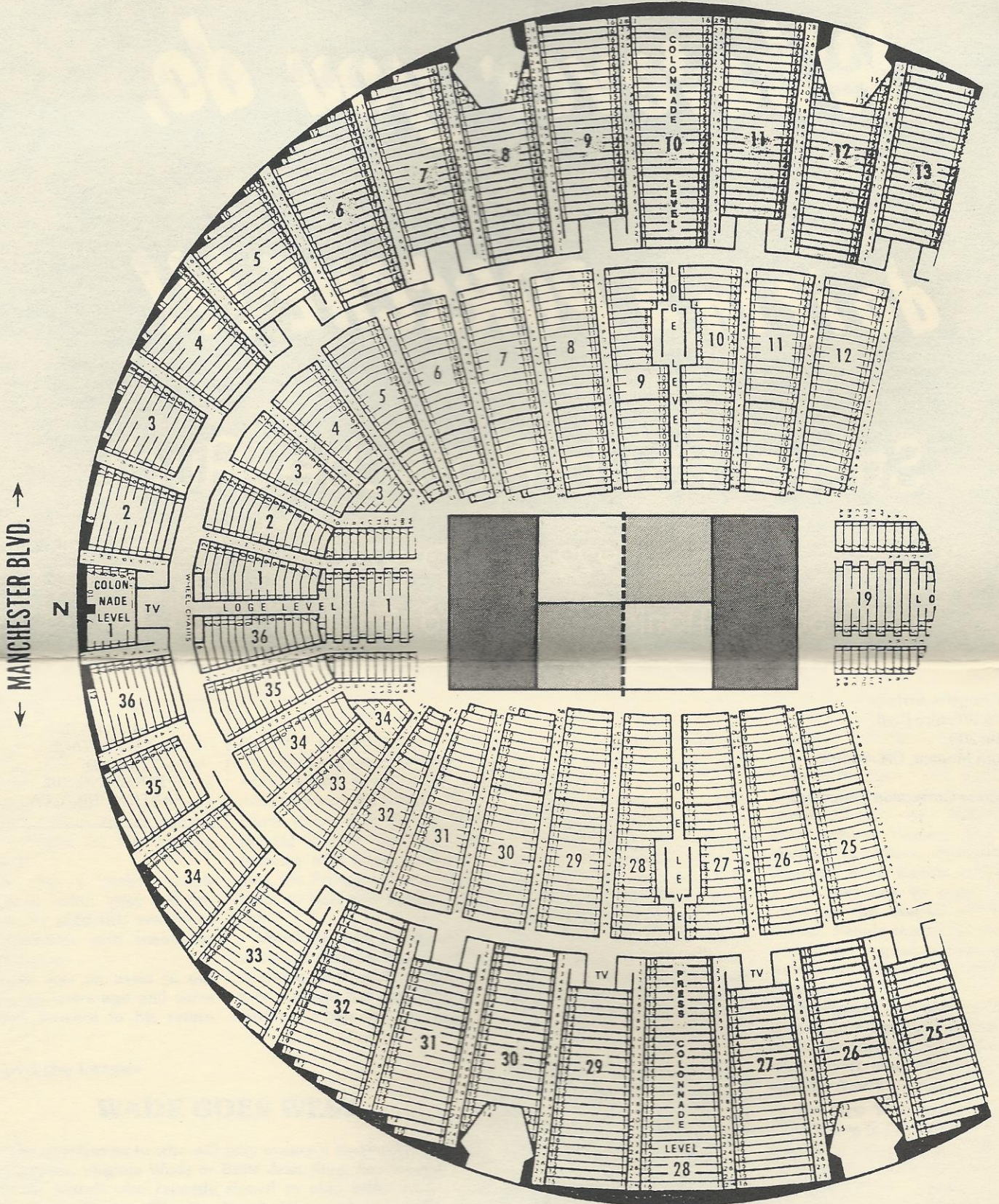
Individuals may also purchase loge tickets at \$6.50 each in the special USC section for the home opener on the 26th. Part of the proceeds will go to the USC women's tennis team.

Women's Trojan Club memberships and/or Strings opening night tickets may be purchased by writing to USC, Women's Athletic Department, Attn: Tennis Offer, University Park Ave., Los Angeles, CA 90007. For additional information please call USC at 213/741-7770.

ORDER NOW FOR BEST SEATS

20 EXCITING MATCHES AT THE FABULOUS FORUM

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SEASON TICKET BENEFITS

- *First Option On Playoff Tickets*
- *First Option On Same Seats For 1979*
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- *Opportunity To Purchase Reserved Forum Parking In Main Lot*
- *An Account At the Forum Enabling Season Ticket Holders To Charge Tickets To Any Event At The Forum*

CALL 829-5391 FOR FURTHER INFORMATION

SPECIAL MEDIA PACKAGE FOR GROUPS

A special Los Angeles Strings media presentation is available to selected organizations this year.

The presentation centers upon a 28-minute highlight film displaying the 1976 World Team Tennis All-Star match. Narrated by Dick Enberg, the match was one of the most exciting and entertaining in the history of WTT, featuring such tennis stars as Chris Evert, Evonne Goolagong, Rod Laver, Billie Jean King and Vitas Gerulaitis.

A Strings' representative will also be available to further discuss the Strings and World Team Tennis as your group desires.

The entire presentation lasts 35 minutes and is available to you and your group free of charge. For additional information please contact Steve Gold at the Strings' office, 213/829-5391.

SOUVENIRS ON SALE NOW

ForString's souvenir items, fill in order form below and return with check or money order to Souvenirs, P.O. Box 3707, Santa Monica, CA 90403

QTY	SIZE	ITEM	UNIT PRICE	TOTAL
		WOMENS (FRENCH CUT) T-SHIRT	\$7.00	
		MENS T-SHIRT	\$5.00	
		CHILDRENS T-SHIRT	\$4.00	
		"NASTY" T-SHIRT (WOMENS)	\$7.00	
		RACQUET COVER	\$3.00	
		DECALS	.25	
		BUMPER STICKERS	.50	
		PATCHES	\$1.00	
		VISORS	\$3.00	
		MUGS (4 IN CASE)	\$6.00 CASE	
		COCKTAIL GLASSES (8 IN CASE)	\$8.00	
		WINE GOBLET (4 IN CASE)	\$8.00	

Please include .50 for handling Total Amount Enclosed _____

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NIGHT OF CHAMPIONS

The Los Angeles Strings and the Sugar Ray Youth Foundation have put together a "Night of Champions," Friday evening, June 16 at 7 pm.

A \$15 charge for the special evening will include a pre-match cocktail party with professional athletes and celebrities in the Whistle Stop at the Forum. Hors d'oeuvres will be served with a no-host bar when you join in the festivities with players from both the Los Angeles Strings and San Diego Friars. Also included in the fee will be a loge ticket to see the Strings take on the Friars in a World Team Tennis match at 8 pm.

Tickets for the special event can be purchased by mailing a check payable to the Sugar Ray Youth Foundation, c/o Tennis Event, P.O. Box 19707, Los Angeles, CA, 90019.

ROBINSON'S CITY OF HOPE TENNIS TOURNEY

The Sixth Annual City of Hope Tennis Tournament, sponsored by Robinson's, will be played throughout Southern California on Saturday, April 15, in Palm Springs, and Sunday, April 16, in Los Angeles and Orange Counties.

The tournament, which traditionally attracts 3,000 plus players, will be held on courts (9 a.m. to 5 p.m.) in Orange County, Palm Springs, San Gabriel Valley, Beverly Hills, Pasadena, San Fernando Valley, West Los Angeles, South Bay and Long Beach and the beach from Malibu to Playa del Rey.

Mixed doubles teams will play a round robin of eight games, 40 games per couple; five couples on each court. Classifications are A through novice. The entry fee of \$40 per couple is tax deductible and players must enter as a mixed doubles team. Fee includes play and a no-host tournament party at the end of the day. A non-player fee of \$12 provides admission to the party. Entry deadline is April 7.

Robinson's and the Los Angeles Strings are also offering a special night for City of Hope patrons, April 28 at 8 p.m., when the Strings battle the Golden Gaters. The featured match-up will be Chris Evert of the Strings against the 1977 Wimbledon champion, Virginia Wade, of the Golden Gaters. A special playing appearance by Tracy Austin, who has been named the 1978 "Champion of Champions" in honor of the Champions for Hope, will also highlight the evening.

Any tickets purchased to the match through Robinson's or the City of Hope will qualify the buyer for a drawing for a trip to Wimbledon via British Airways. Part of the proceeds from the Strings' tickets purchased through the City of Hope will also go to the chapter.

A presentation will be made to the City of Hope tournament winners during a special half-time spot.

For ticket or tournament information please contact Cindy Blake, City of Hope, 208 West 8th Street, Los Angeles, CA, 90014, 213/626-4611 or pick up an order form at any Robinson's store.

SEE THE STRINGS WITH A GROUP

Get your friends and doubles partners together for a group night to see the Strings in action in 1978.

Groups of 20 or more receive a discount, and with a new advance reservation system groups can get guaranteed preferred seating today.

The Strings also offer fund-raising packages for charitable organizations and high school tennis teams.

For more information call the Strings Group Sales office at 829-5391.

SCHEDULE CHANGE

The Strings have changed the Sunday, May 14, Indiana Loves match to Friday, May 19.

1978 LOS ANGELES STRINGS HOME SCHEDULE

Date	Day	Opponent
April 26	Wednesday	Boston Lobsters
April 28	Friday	Golden Gaters
May 12	Friday	Phoenix Racquets
May 17	Wednesday	Seattle Cascades
May 19	Friday	Indiana Loves
May 24	Wednesday	Anaheim Oranges
May 31	Wednesday	New York Apples
June 2	Friday	Golden Gaters
June 7	Wednesday	San Diego Friars
June 9	Friday	Phoenix Racquets

Date	Day	Opponent
June 11	Sunday	Sun Belt Nets
June 14	Wednesday	Seattle Cascades
June 16	Friday	San Diego Friars
July 12	Wednesday	Sun Belt Nets
July 16	Sunday	San Diego Friars
August 4	Friday	Golden Gaters
August 6	Sunday	Seattle Cascades
August 9	Wednesday	New York Apples
August 11	Friday	Indiana Loves
August 13	Sunday	Phoenix Racquets

Glossary of Valley Federal Savings

Terms also used in Tennis

- strings** - Refers to Valley Federal's no-strings service . . . a real winner.
- net** - Your savings before we add high interest, compounded daily.
- fore'hand'** - As in "When you save beforehand you will have the money when you need it."
- dou'bles** - The type of Valley Federal savings account that doubles in less than 9 years.
- ad·van'tage** - The higher interest rate we pay savers over bank interest.
- big ser'vice** - Our best play, because it has worked for 53 years.
Valley Federal's customers win with these services:

- **FREE CHECKING ACCOUNT** with \$2000 minimum balance
- **FREE SAFE DEPOSIT BOX** with \$1000 minimum balance
- **FREE TRAVELERS CHECKS** with \$1000 minimum balance
- **FREE MONEY ORDERS** with \$1000 minimum balance
- **FREE PHOTOCOPY SERVICE** for all depositors
- **FREE NOTARY SERVICE** for all depositors

PLUS MANY OTHER SERVICES

- fault** - The customer is always right.
- ral'ly** - Moving funds back and forth from Business Checking to savings.
(Another one of our free services to business accounts.)
- love** - People Helping People Save for the Good Things.
- ten'nis el'bow** - A pain that may usually be relieved by resting on our teller's window.
- smash** - The hit you'll make with us when you become a Valley Federal customer.
- court** - Ads like this to woo prospective customers like you.
- vol'ley** - Obvious misspelling of Valley Federal.
- good match** - You and Valley Federal.

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