



Boston Lobster Tales

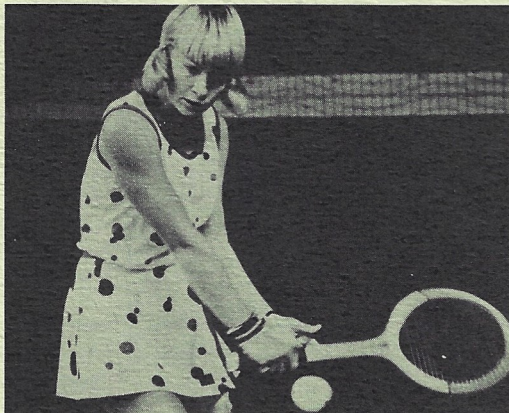


Vol. 2, No. 2

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November-December, 1975

THE CAT COMES BACK



WTT Rookie-of-the-Year Greer Stevens

After months of intense negotiations with the Indiana Loves, Lobsters President Bob Mades finalized a trade for the permanent rights to 18 year old Greer "Cat" Stevens, the South African sensation. In order to acquire Stevens, the Lobsters released to Indiana the rights to Beth Norton of Fairfield, Connecticut.

LOBSTERS ANNOUNCE 1976 SEASON TICKET DRIVE

Season tickets for the Lobsters' 1976 season are now available. Lobsters' General Manager Bob Gilbertson announces that "season tickets are now available at a special 15% discount, if paid in full by December 22, 1975." The Lobsters are also offering a special 10% discount and a deferred payment plan, if a reservation and deposit is made by December 22, 1975. Details appear on the back of "Lobster Tales."

The Lobsters are also offering a half season plan for the first time. A half season plan will

Stevens played the 2nd half of the 1975 season "on loan" from Indiana's protected list. Midway through July, Loves' General Manager Bill Bereman was overheard at a Lobsters match saying that "Greer will play team tennis in Indiana in 1976, or not at all." Upset at Bereman's statement, Greer repeatedly wrote letters to league President Larry King, Bereman, and Mades expressing her desire to play team tennis in Boston only.

Lobs' President Bob Mades eventually was able to come to terms with Bereman. The simple player-for-player swap was facilitated by the fact that Indiana is close to coming to terms with Russian star Olga Morozova. In any case, Greer is happy to be a Lobster again!

Greer's consistent play during her 2nd half stint with the Lobsters was one of the main reasons that the Lobsters reached the WTT playoffs. As a reward for her play, league President Larry King named Greer Woman Rookie-of-the-Year for 1975. She outpolled Hawaii's Margaret Court and Indiana's Carrie Meyer for top honors.

be for 9 matches, one match against each team in the league. The 9 match dates will be decided by the Lobsters management.

With the holiday season rapidly approaching, tennis fans are beginning to think about appropriate gifts—a season ticket for 18 exciting nights of World Team Tennis action is a perfect gift. Season tickets are ideal for entertaining friends, entertaining clients, as sales incentives for company employees, or just for spending an enjoyable evening watching the world's top tennis stars.

For further season ticket information, call Andy Jick at the Lobsters' office.

PRESIDENT'S MESSAGE

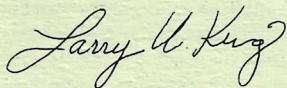
World Team Tennis has survived its most critical year.

Because of the success of the Boston Lobsters and the success of the other 9 teams in the league, WTT has weathered the make or break second year of its existence. From my vantage, I see nothing but positive signs for the future.

1975 was a success! Attendance was up on a per-night basis around the league, 28%. The quality of competition was much tougher with ten teams and looks to be even more rugged in 1976, as many teams strengthen their lineups. The players en masse have decided they like team tennis. It is good for their games and the emotional energy of a team is good for them personally. Lastly, you the fans, have put your stamp of approval on WTT. By the growing attendance and enthusiasm, we know you like and enjoy the WTT entertainment package.

Cleveland has strengthened their team by adding Martina Navratilova. Hawaii, Phoenix, Boston, and San Francisco are negotiating at present to strengthen their line-ups also.

I am expecting attendance at WTT matches to break the one million mark in 1976. With your enthusiastic support, this will be accomplished.



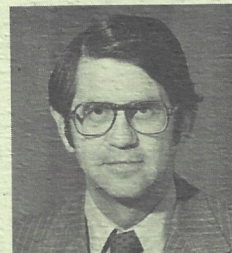
TRIANGLES REBOUND TO WIN WTT TITLE

The Pittsburgh Triangles carried off top honors in the World Team Tennis Championships. Evonne Goolagong led the Tri's over the Lobsters in the Eastern Division finals and the Golden Gaters in the final round. The Triangles beat the Lobsters in two straight matches, but ran into stiff competition from the Gaters in the final round. The Gaters won the opening match of the best-of-three match finale in San Francisco, but when the series returned to Pittsburgh Civic Arena, the tide changed. The Triangles evened the series at 1-1 in a nationally televised contest. The third and decisive match was played in front of 6,882 in Pittsburgh, with the Triangles emerging victorious, 21-14.

GILBERTSON NAMED GENERAL MANAGER

The Boston Lobsters Board of Directors have announced the appointment of Robert L. Gilbertson as Vice President and General Manager. The owners of the team believe that Gilbertson's background in business, sales, and promotion make him the perfect candidate for the position.

Gilbertson, a TV executive for 15 years and formerly manager of WNAC-TV, the CBS-TV station in Boston, is currently President of Downeast TV, Inc., and will begin devoting full-time to the Lobsters December 1.



New
GM
Bob
Gilbertson

As General Manager, Gilbertson will be responsible for the day-to-day operations of the team and will be deeply involved in team promotion and ticket sales activity.

"The owners of the Lobsters are committed to bringing the best professional tennis to Boston," said the new GM, Gilbertson. "World Team Tennis affords the public an opportunity to identify with the world's best players on a regular basis in an exciting format. I assure the Boston Lobsters fans of an exciting team and season in 1976," Gilbertson concluded.

B.U. Completes New Air-Conditioning System

Richard Harding, Managing Director of the Case Center at Boston University, said that the new air-conditioning system has been installed and is functioning.

The HVAC Corporation of Burlington, Mass., completed their work on the new system, at a cost estimated at \$250,000.

The modern air-conditioning replaces the air-cooling system used at the Case Center/Walter Brown Arena during the 1974 and 1975 seasons.

WTT ROUNDUP

Chris Evert, the #1 women's tennis player in the world, has signed a two-year pact with the Phoenix Racquets. Evert's signing leaves Olga Morozova the only unsigned "top-tenner" . . . Francoise Durr was traded to the Golden Gates from Phoenix as part of the Evert deal . . . Martina Navratilova signed a three-year contract with the Cleveland Nets earlier in the fall . . . Pittsburgh has signed Evonne Goolagong, Mark Cox, Vitas Gerulaitis, Peggy Michel, Sue Stap, Bernie Mitton, and JoAnne Russell for 1976 . . . the New York Sets traded Mona Schallau to the Indiana Loves for the rights to Phil Dent, an Australian Davis Cupper . . . the Hawaii Leis are close to signing Ilie Nastase.

Larry King was re-elected President of World Team Tennis at the league meetings held last month . . . all 10 franchises have posted an irrevocable \$50,000 letter of credit for the 1976 season . . . a Russian/WTT All Star Match Series is tentatively planned for March with the first three matches in Moscow and the last four in the United States — this breakthrough should pave the way for players from Iron Curtain countries to play team tennis . . . Bristol-Myers, Bancroft, and Colgate Palmolive are among the national companies considering financial commitments as sponsors for the '76 season . . . NBC will again televise the 1976 All Star match on July 10, 1976 . . . League President Larry King is entertaining bids from three national shoe companies as the "Official Shoe/Sneaker" of WTT . . . ditto with three tennis ball manufacturers . . . the 1976 league schedule has each team playing 44 single matches.

LOBSTERS SPEAKERS BUREAU AVAILABLE

The Lobsters announce that their speakers bureau will send members of the staff to address civic groups, fraternal organizations, corporations, and athletic clubs. As part of the 1976 publicity program, Lobsters' Public Relations Director Marcia Young said that any group who would like a representative of the team to appear at a meeting should contact her at the team office.



Chris Evert . . . The Newest Racquet

JOIN THE LOBSTERS' CENTER COURT CLUB

With the purchase of a 1976 season ticket, you can become eligible to join the Center Court Club. For an additional cost of \$60 per couple, you have access to the exclusive Center Court Club lounge where there will be cocktails and dinner before the match and cocktails and snacks at halftime and after the match. In addition, there will be free parking at a lot adjacent to the arena. All Center Court Club members will receive press releases from the Lobsters office during the season with updated statistics and team profiles. And you will be the team guest at a special cocktail party to "Meet the Players" prior to the opening of our season. You can eat, drink, and be merry with all the team members and other stars of WTT.

LOBSTER TALES

Greer Stevens is finishing her final semester of high school in South Africa.

Bob Hewitt has rejoined the tournament trail after spending much of the fall as visiting teaching pro at a South African resort.

Ion Tiriac is resting in Bucharest, but will rejoin protegee Guillermo Vilas at the Grand Prix finals in Stockholm in December.

Wendy Turnbull is spending some time in Australia, as are Kerry and Raz Reid before rejoining the tourney circuit.

Bill Drake is back at the Longfellow Racquet Club teaching for the winter.

FULL SEASON (18 matches)

	Full Price	Plan A* Price	Plan B** Price
per 2 \$8 tickets	\$288	\$245	\$259
per 2 \$6 tickets	\$216	\$185	\$194
per 2 \$5 tickets	\$180	\$153	\$162
per 2 \$4 tickets	\$144	\$123	\$130

HALF SEASON (9 matches)

	Full Price	Plan A* Price	Plan B** Price
per 2 \$8 tickets	\$144	\$123	\$130
per 2 \$6 tickets	\$108	\$93	\$97
per 2 \$5 tickets	\$90	\$74	\$81
per 2 \$4 tickets	\$72	\$62	\$65

*Plan A—a 15% savings if paid in full by December 22, 1975

**Plan B—a 10% savings if ordered under a deferred payment plan prior to December 22, 1975. A \$50.00 deposit is required upon ordering with 50% of the balance due February 15, 1976 and the remainder due April 15, 1976.

GROUP SALES PLANS AVAILABLE

Special group discount packages for the 1976 season are now available to youth groups, charitable organizations, fraternal and civic clubs, religious groups, employee associations, and corporations.

Andy Jick from the Lobsters staff is available for consultation with corporations and groups to discuss how a night at the Lobsters can be put to work for companies, products, fund raising, employee relations, customer relations, or just plain fun.

Jick can be reached by writing to the Lobsters office, or calling 617-783-3835.

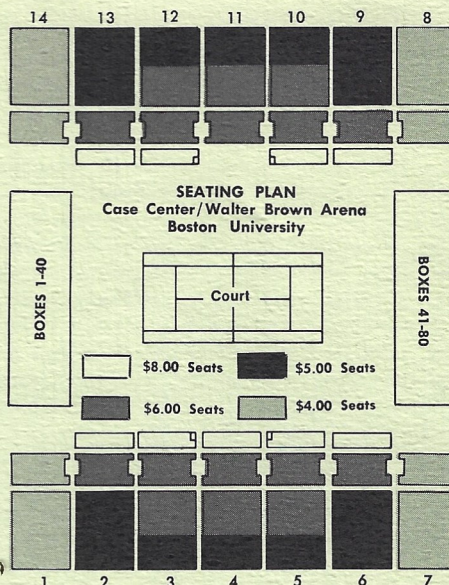
LOBSTERS T-SHIRTS, RACQUET COVERS ON SALE

Official Boston Lobsters t-shirts and racquet covers make excellent holiday gifts.

Either can be purchased by sending a check for \$3.50, plus \$.25 for mailing and handling to the Boston Lobsters' office.

BOSTON LOBSTERS DIRECTORY

PAUL D. SLATER	Chairman of the Board
ROBERT J. MADES	President
ROBERT L. GILBERTSON	Vice-President, GM
HERBERT S. HOFFMAN	Treasurer
RICHARD MORSE	Board of Directors
ROBERT KRAFT	Board of Directors
HAROLD BAYNE	Board of Directors
ANDREW JICK	Director of Operations
MARCIA YOUNG	Director of Public Relations



Please fill out and return this application to:
BOSTON LOBSTERS
 1616 Soldiers Field Road
 Boston, Mass. 02135

Last Name First Name Initial

(Company Name if company tickets)

Street Address

Telephone

City

State

Zip Code

No. of Seats Desired Half Season

Price of Seats Desired Full Season

Center Court Club (2) \$60

Center Court Club (4) \$120

I have enclosed \$_____ to reserve my season seats for the 1976 season. The season ticket department may be contacted at 783-3835 to discuss location.