



National Racquetball Club
and
MILWAUKEE HANDBALL/RACQUETBALL CLUB
present

Milwaukee PRO-AM OPEN

MARCH 28-31, 1974

Put a little Irish on your shot.




Red, white and blue basketballs.
Orange baseballs.
Yellow tennis balls.
And now, a kelly green
racquetball!

Made by us as the official ball
for the new National Racquetball

Club, Inc. Compounded from the
best natural rubber for
top tournament performance.

Green power. From Seamco and
the National Racquetball Club, Inc.
At your pro shop or sporting goods
department. While you're there,
don't forget to check out our new
Seamco Aluminum Racquetball
Racquet featuring super-size

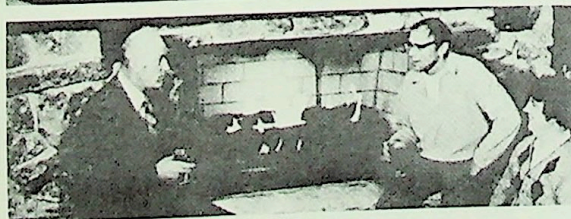
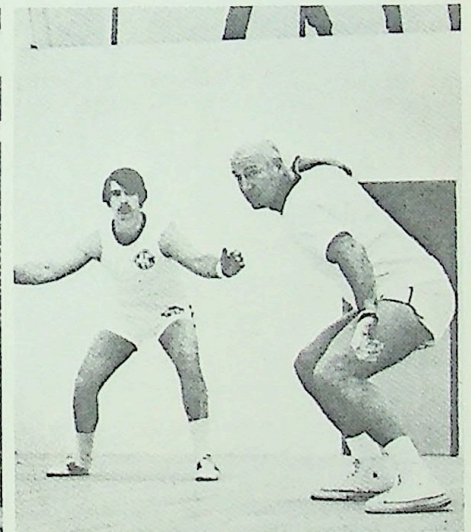
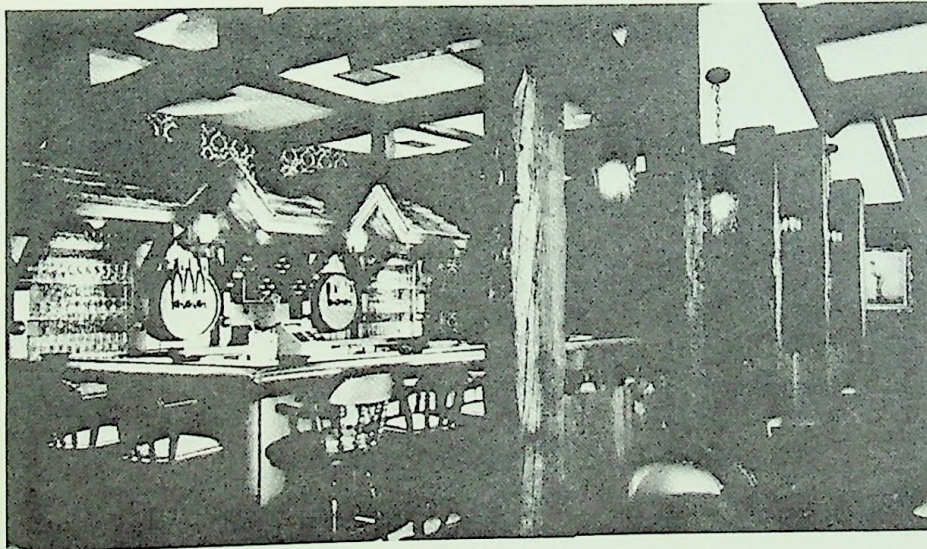
sweet spot, exclusive string support
system, and one-piece extruded
frame. For our newest catalog write
Seamco Sporting Goods, New
Haven, Connecticut 06503.

play like a pro with
SEAMCO 

Serving Milwaukee in a Dual Capacity



Engineering
and
Designing
Industrial
and
Commercial
Wiring



You have to see the Milwaukee Handball/Racquetball Club to really appreciate it. The finest air conditioned courts in Wisconsin; a truly beautiful cocktail lounge and dining room. The club is designed for both the businessman who is interested in improving his physical condition as well as for the more accomplished athlete. In addition the MHRC is very definitely a fine social club. Interested? Stop in anytime, or call 475-0077 for more information. Bentley Jost is proud to have been selected for the electrical work at the Milwaukee Handball/Racquetball Club.

BENTLEY-JOST ELECTRIC CORP.

2912 W. Burnham St.

Milwaukee, Wisconsin 53215

Phone 645-4884

HIGHEST STANDARD OF QUALITY

For 1974, Leach Industries introduces their new aluminum racquet.

Now available in aluminum, fiberglass, and carbon. Leach Industries offers the ultimate in racquetball equipment for novice to expert.



For a free color brochure on all
Leach racquetball equipment write:
Leach Industries, 5567 Kearny Villa Rd.
San Diego, Ca. 92123

LEACH

Used exclusively by the nation's professionals

HENRY W. MAIER
MAYOR



OFFICE OF THE MAYOR
MILWAUKEE

March 28, 1974

To the Participants and Spectators
Pro-Am Racquetball Tournament



Welcome!

Milwaukee extends its warmest greetings to all of you who are here either to participate in the Tournament as competitors for the \$5,000 prize money or as interested spectators who look to the "Pros" for inspiration and for some sound tips that will help you improve your own game. Since this is the first Midwest Pro-Am Tournament ever held, I know it will prove to be exciting in itself and a valuable addition to the whole spectrum of competitive sports in the Milwaukee area.

I am personally a strong advocate of some form of competitive sports activity for every adult member of our community who is physically able to participate. The busier the person may be--whether corporate executive or blue collar worker--the more urgent is his need for a wholesome outlet whereby he can obtain relief from the pressures that assail him from all sides, at his desk or in the shop. Too often we convince ourselves that our obligation to maintain the "healthy body" ends when we outgrow the formal physical education programs that are part of our school curricula. There is little question that the need is even greater when our life-style becomes more sedentary.

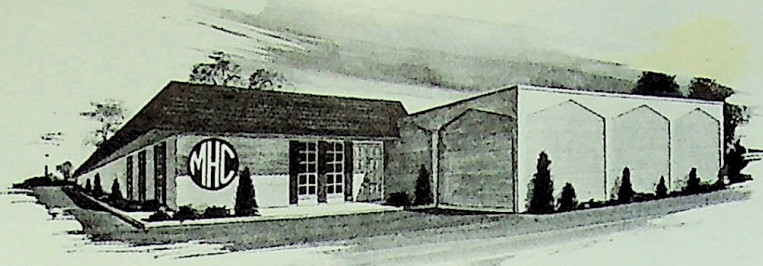
I wish you all possible success in your Tournament. I hope the distinguished visitors to our community will know that they are most welcome and that they will return often whenever the opportunity and the energy crisis permit.

Sincerely,

A handwritten signature in dark ink that reads "Henry W. Maier". The signature is fluid and cursive, with a large, stylized initial 'H'.

HENRY W. MAIER

Mayor



MILWAUKEE HANDBALL CLUB INC.

2930 North 117th Street
Wauwatosa, Wisconsin 53222
Phone (414) 475-0777

DEAR RACQUETBALL ENTHUSIAST:

WHAT A GREAT PLEASURE IT IS TO HOST THE 1ST MID-WEST PRO-AM RACQUETBALL TOURNAMENT AT OUR CLUB. ON BEHALF OF ALL OF OUR MEMBERS AND THE STAFF OF THE MILWAUKEE HANDBALL/RACQUETBALL CLUB WE BID ALL THE PLAYERS, OFFICIALS, AND GUESTS, A WARM-WARM WELCOME.

THE M.H.R.C. MEMBERS AND STAFF ARE EAGERLY LOOKING FORWARD TO MEETING ALL OF YOU PERSONALLY AND WITH EQUALLY GREAT ANTICIPATION LOOKING FORWARD TO SEEING THE GREATEST DISPLAY OF RACQUETBALL TALENT EVER ASSEMBLED IN THE COUNTRY.

WE SINCERLY EXTEND TO ALL THE "PROS" AND AMATEURS THE VERY BEST OF LUCK AND HEARTLY ENCOURAGE ALL OF YOU TO USE OUR FACILITIES TO YOUR FULLEST ENJOYMENT.



WARMEST PERSONAL REGARDS

ARTHUR R. PATCH

**NATIONAL
RACQUETBALL
CLUB
INC.**

4101 DEMPSTER
STREET
SKOKIE, ILLINOIS
60076

PHONE:
(312) 673-4000

TO PLAYERS, FANS AND SPONSORS:

Welcome to the Milwaukee Open Pro-Am Racquetball tournament, the first N.R.C. tournament in the Middle West. I certainly hope that you all enjoy yourselves thoroughly.

If there is anything the National Racquetball Club can do to make your stay more pleasureable, just say the word and we will do our best to accomodate you.

As in all racquetball tournaments there are few eventual winners on the court. But we sincerely hope that you all will feel like winners through the competition, sportsmanship and camaraderie that will highlight this tournament.

Good luck to you all!

Bob Kendler

Bob Kendler
President



*THE OFFICIAL
VOICE OF
PRO-AM
RACQUETBALL*

M.H.R.C. . . . Action and Atmosphere

Usually, a business venture represents a specific attempt at financial gain. On occasion, however, it means the culmination of a lifelong dream.

Such is the case with the Milwaukee Handball/Racquetball Club and its creator-builder-president, Arthur Patch.

Patch, 48, a resident of the Milwaukee area all of his life, has been a builder-realtor for 26 years. He has been an avid handball and racquetball enthusiast for longer than that.

"Both sports have been rapidly growing in popularity in recent years, but the existence of proper facilities did not match that growth," Patch explained.

"Golf has its country clubs, bowling its plush lanes and cocktail lounges, and even tennis has long had its own private clubs.

"But handball and racquetball have always been played in dimly lit, sweaty cubicles with very little added conveniences. The players seldom felt themselves part of a group. There was very little camaraderie or fellowship.

"Now, for the first time, handball and racquetball are being raised to the country club level. We're

going to have members who will enjoy the finest in conditions."

Those include six air-conditioned, top resiliency walled courts, with well over minimum footcandle requirements for lighting. There is also a complete health club facility, with men's and women's locker rooms, weight and exercise room, steam, sauna and pro shop.

And to make the club's atmosphere unlike any other in the country, there is a plush restaurant and cocktail lounge for the enjoyment of members, guests, and the general public.

"Handball and racquetball players can now bring their wives and family as well as friends and business associates to their own club," said Patch. **"You know, I've dreamt of this for so many years, and now it is a reality."**

The beautiful Milwaukee Handball/Racquetball Club is highlighted by a delightful cocktail lounge and restaurant. The rustic interior design adds to the cozy atmosphere.



Compliments of

AUTOMATIQUE

**food service
through vending**

5232 NORTH IRONWOOD ROAD

**GOOD LUCK
CARPET FAIRE INC.**

**WISCONSIN'S LARGEST RETAIL
CARPET WAREHOUSE**

Tom Guarniere President

HYW 100 & GREENFIELD AVE.

Hal Raether . . . The Man Who Makes The Club Go



Club manager Hal Raether has been with Art Patch and the Milwaukee Handball/Racquetball Club since its beginning in January of 1972. A former standout athlete in football and baseball (he did a brief stint in the big leagues with the Athletics), Hal is no stranger to quality sports.

When arm problems sidelined him, Hal took his University of Wisconsin degree and went into high school coaching, moving up to an athletic directorship during 12 years.

Raether is no stranger to tournaments. The N.R.C. pro-am will be the ninth major tourney for Hal and the Milwaukee Handball/Racquetball Club.

Utilizing their six courts to the fullest, and with the gallery court allowing comfortable viewing for over 150 spectators, the Club is in great demand from tournament organizers. It has been Hal's position to accommodate virtually every racquetball/handball group, but he is careful not to infringe on the rights of his members.

"We feel that tournaments are good for the club," said Hal. "Major events such as these give our members a chance to see the very best in the court sports."

"And, of course we are flattered that the N.R.C. thinks highly enough of us and our experience to want to bring the pro-am tour here."

Say "hello" to Hal during the tournament. If there's anything you need, he's the man to see.

COMPLIMENTS OF

**MILWAUKEE
SPORTING GOODS CO.**

AND **"GYM PLAY"** EQUIPMENT

Note New Location to Better Serve You
2929 No. 114th St.

Right Off The Hy. 45 Expressway, Burleigh Exit
Milwaukee Wis. 53222

Tel. (414) 475-7580

THE JACK O. A. NELSEN AGENCY INC.



**INSURANCE OF ALL KINDS
SINCE 1935**

10012 W. Capitol Dr. • Suite 100 • Tel. 464-7600
• Milwaukee, Wis. 53222

BARRY NELSEN

TOM McMAHON

DAVIS WAKEFIELD, C.L.U.

We sell Life Insurance too

The National Racquetball Club

The National Racquetball Club (N.R.C.) was formed in April of 1973 by Bob Kendler, after his resignation from the strictly-amateur International Racquetball Association, which he formed in 1968.

The N.R.C. sponsors pro-am tournaments, publishes **NATIONAL RACQUETBALL** magazine, and generally promotes the sport of racquetball on both the professional and amateur levels.

Under contract with the N.R.C. are the 14 best racquetball players in the world, including such stars as Steve Serot, Charlie Brumfield, Steve Keeley and Bill Schmidtke.

The pro-am tournaments sponsored by the N.R.C. enable the average player to match his skills against the pros (if he so wishes) or enter other strictly-amateur brackets to meet players of comparable ability.

"We've tried to offer something for everybody," said Kendler, **"and we think we've succeeded. There has never been any intention to disenfranchise the average player. The N.R.C. represents the pros, sure, but also the amateurs."**

NATIONAL RACQUETBALL, the N.R.C.'s bi-monthly publication, offers instructional material, tournament results and general news about the game and equipment.

The N.R.C. has endorsed as official the Leach racquetball racquets, Seamco green 559 racquetball (developed exclusively for pro-am racquetball play) and Champion racquetball gloves.

"We feel we've aligned ourselves with the most dynamic and forward thinking manufacturers in the game," said Kendler. **"It's been a pleasure working with these companies."**

Serot, Keeley Win First Two N.R.C. Events

HOUSTON

The first N.R.C. tournament was highlighted by Steve Serot's tremendous shooting and the surprising defeat of Charlie Brumfield by Steve Strandemo.

Finals . . . Serot met Bill Schmidtke and the first game went right down to the wire, a 21-20 win for Steve. Schmidtke had held a 20-17 lead and the serve changed hands six times at 20-20 before Serot killed a backhand in the right corner. Schmidtke seemed to be playing very well yet Serot, although winning, did not quite have his usual hot hand.

Game two appeared to be going the route of game one, with the lead changing often and Serot finally gaining the serve with an 11-9 advantage. The youngster then put it all together, as they say, and ran 10 straight points, almost all on booming corner kills or down the line passes, 21-9.

Semi-finals . . . Serot demolished Strandemo, not giving Steve a chance to get his running game going, by killing the ball with uncanny accuracy. Strandemo did his best to slow down the Serot express, time-outs, floor wiping, etc., but to no avail. The games were carbon copies of each other, 21-3, 21-8 for Serot.

On the other side of the draw Schmidtke defeated Steve Keeley in a thrilling three game match, 18-21, 21-14, 21-20. In the first game Keeley let a 10-2 lead vanish and Schmidtke tied the game at 18-all but couldn't get any further. Keeley's game point was an unbelievable overhead, backhand, deep court, cross court corner kill. Schmidtke captured the second game moving from 12-10 to 18-10 before the 21-14 final score. He was never in trouble. Game three was a classic, going 22 innings with nine ties, the last two at 19-all and 20-20. A near-ace to the left was barely returned by Steve and Bill killed the set-up for the match.

Quarter-finals . . . Strandemo shocked the tournament with a brutal three game win over Brumfield, who was hobbled with leg cramps near the end of the second game, and throughout the entire third.

To Strandemo's credit, his great retrieving ability and outstanding conditioning enabled him to keep the ball in play long enough to tire the tourney's top seed. Scores were 17-21, 21-18, 21-13. That Brumfield could score 13 points playing on one leg is itself a marvel.

Serot topped Ron Rubenstein in a battle of shooters, as the youngest pro encountered the oldest. The first game was all Serot, who was taking the first shot and hitting it. Game two was a different story, as Rubenstein moved well to cover and began connecting on his pinch shots. Serot had a lead, tired, but held on for a 21-20 victory.

Schmidtke took a three game win over Mike Zeitman, who won the first game 21-11. After an early second game lead, Schmidtke came on strong, took control and won going away 21-16. The third game saw Zeitman tire badly and Schmidtke took the anticipated advantage for a 21-6 win.

Keeley faced an unexpected opponent in his quarter-final match in young Dan Alder, an upset victor over Charlie Garfinkel in the round of 16. But Steve was too much for Dan, and his overall control contained Dan and the match 21-14, 21-11.

LONG BEACH

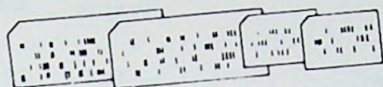
The second N.R.C. tournament was highlighted by Keeley's win over Brumfield in the finals and his "revenge" win over Schmidtke in the semi's.

Finals . . . The first game had everybody in shock. To this point Brumfield appeared to be the "Brumfield of old" playing his great control game and taking the good percentage shot when it appeared. But Keeley was too good in this game, holding the hot hand and completely dominating Charlie. His 8-1 and 12-5 leads progressed to a 21-7 win, perhaps the worst single game licking Brumfield has ever had in tournament play. But Charlie came back in the second game. Down 15-8 and seemingly out of it, he took advantage of an avoidable hinder call on

(Continued on page 16)

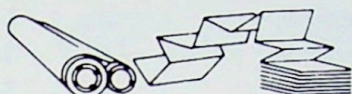
ISC/PRYOR COMPUTER

One source for *all* data processing supplies. Also complete systems and programming services, including specialized packages.



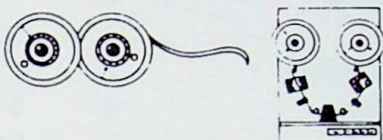
DATA PROCESSING CARDS

- Standard Cards
- Specialty Cards
- Card Design Center
- System/3 Cards



DATA PROCESSING SUPPLIES

- Stock Forms
- Custom Forms
- Labels
- Ribbons
- Binders



MAGNETIC TAPE & SUPPLIES

- Magnetic Tape
- Tape Cleaner & Supplies
- Tape Cleaning, Rehabilitation & Certification

11721 WEST DIXON • WEST ALLIS, WISCONSIN 53214
414-771-8840

PLANTS:
CHICAGO • MILWAUKEE • PITTSBURGH • NEW YORK • BALTIMORE

Compliments of

A. D. Schinner Company

4901 West State
MILWAUKEE, WIS.

WELCOME TOURNAMENT PLAYERS

THE DRAW

Seedings and match pairings for N.R.C. tournaments are based on results in previous pro-am tourneys. A seeding committee chaired by National Director Chuck Leve, seeds the top player and places him at the top of the draw, then the second ranked player goes at the bottom.

From there, players three and four are chosen, and a coin is flipped, deciding which player goes at the bottom of the top bracket, and which to the top of the bottom bracket.

Players five through eight are then determined based on point standings and their places in the bracket are chosen by luck of the draw. Players nine through 16 are placed in a likewise manner. The remaining 16 slots to a round of 32 are filled by luck of the draw.

The benefits of this manner of draw are twofold. First, the tournament is given balance by separating the top players on opposite sides of the tourney. Secondly, it is fair, by determining opponents by a blind draw.

Current Player Rankings

After two N.R.C. pro-am tournaments two players are tied for the lead in the current rankings and money winnings. The complete statistics are below.

Rank	Player	Points	Prize Money
1 (Tie)	Steve Serot	15	\$2,100
	Steve Keeley	15	\$2,100
3	Bill Schmidtke	12	\$1,600
4	Charlie Brumfield	10	\$1,200
5	Steve Strandemo	8	\$800
6 (Tie)	Ron Rubenstein	6	\$400
	Mike Zeitman	6	\$400
8 (Tie)	Jerry Hilecher	4	\$250
	Dan Alder	4	\$250
10 (Tie)	Charlie Garfinkel	2	\$100
	Charlie Drake	2	\$100
	Jim Austin	2	\$100
	Paul Lawrence	2	\$100

The following players have each reached the round of 16 once, earning one point and \$50: Ken Wong, Bill Thurman, Bill Dunn, Craig McCoy, Trey Sayes and Tom McKie.



Parkside Pool Apartments

311 NORTH 95th STREET
MILWAUKEE, WIS. 53226

6425 W. NORWICH AVE.
GREENFIELD WIS. 53220



WELCOME TO MILWAUKEE

A & A MANUFACTURING
COMPANY

NEW BERLIN, WISCONSIN

*BEST WISHES FOR
A GREAT TOURNAMENT*

Serot, Keeley Win First N.R.C. Events

(Continued from page 12)

Keeley to an 18-16 lead. Steve tied the game at 18-all, scored two more and lost the serve. Brumfield couldn't score and Keeley won match point on an ace to Charlie's forehand.

Semi-finals . . . Brumfield and Serot had a great match, for two games, with each winning one of them. Charlie took the lead in game one early and although there was great action, was never in trouble for a 21-13 win. In the second game Charlie showed signs of tiring and Steve began hitting some low percentage shots enabling him to get back into the match. As the game wore on, Serot was able to force more Brumfield mistakes and it resulted in a 21-16 win. The third game was disappointing as Brumfield dominated completely in a 21-6 rout.

Keeley and Schmidtke had another of their usual three-gamers, but neither player was "on" his game. Steve won the battle of errors in game one with a 21-15 win, after which Schmidtke commented, "**the way I played he should have given me a donut.**" Game two was reversed, with Keeley erring more and Schmidtke coming out on top 21-13. Finally, in the third game, Steve put together his powerful game and left Bill standing around. His kills were precise and his control at long last regained, accounting for a whopping 21-8 win.

Quarter-finals . . . Keeley had a rough one against

Jerry Hilecher before winning with the unusual scores of 13-21, 21-2, 21-16. Jerry's go-for-broke strategy was a winner in the first game, with roll-outs coming forehand and back. Nothing went right for him in game two, however, and Steve's pin-point control dominated. The third game was exciting, but Jerry just didn't have the something extra when needed.

Brumfield had his hands full against Zeitman in this quarter-final match. Mike was playing very strongly, in a match that could have gone either way. But it was Brumfield who got the late points when needed for an entertaining 21-16, 21-18 victory.

Serot again defeated Strandemo, but this time the older Steve gave an excellent account of himself. It was a three-game battle, with Strandemo taking the first game 21-17 and potentially putting himself in another giant killer role. But Serot got hot in the second game, winning 21-9. If Strandemo could have extended the second game he may have won the third. As it was Serot was dead tired but able to hold on for a 21-18 third game win.

Schmidtke battled old nemesis Rubenstein in the other quarter match and Bill had total control of both games scoring 21-13, 21-12 wins. Rubenstein couldn't seem to get the juices flowing, and had trouble adjusting to the glass court. Bill to that point was playing the best racquetball of his career. In a shooter's paradise, it was Schmidtke all the way.

The Prize Money . . .

\$1,500.00	First Place
\$1,000.00	Second
\$600.00	Third & Fourth
\$200.00	Fifth – Eighth
\$50.00	Ninth – Sixteenth

FOR SALE:

More Time to play handball/racquetball

More Time for golf, hunting, fishing, vacationing

More Time with family, friends, parties, etc.

More Leisure Time, More Free Time

MORE MONEY (\$\$\$) FOR YOUR POCKET!

and best of all — no more hard work on your home — no painting — no changing storms & screens, no warping or sagging doors, no more sun fading of furniture, drapes, carpets.

*The products we manufacture and sell
direct to you provide all these benefits
and more. Call us for further details.*

WISCONSIN ALUMINUM SUPPLY CO.

5075 N. 124 ST. BUTLER, WIS. 781-4230

SIDING • STORM WINDOWS • STORM DOORS • AWNINGS • PATIOS • ACCESSORIES

HENRY WERNER

BEN LODWICK

WALLY WERNER

COMPLIMENTS OF

MUELLER BROS. FOOD SERVICE, INC.

11430 W. BURLEIGH ST.
MILWAUKEE, WISCONSIN
771-8600



Friends of

LEONARD ESCHWEILER JR.

BERT FREDERICKSEN

OSTERNDORF BUILDERS

JAMES M. COMPTON

TOM SCHOENDORF

LOGEX METALFAB INC.

BILL BILTY

JOE WOODALL

ART GUENTHER

DAN VASHOLZ

SIMIE FEIN

DR. THOMAS SIMERSON

ROBERT LYNCH D.D.S.

JOSEPH GRIESHOP M.D.

METRO-CLEAN CORP.

HAROLD TOSON

DOUG MARTZ

SHAKEY'S PIZZA PARLOR

DENNIS KILZER

LOWELL ADAMS

GEORGE SELAIDEN

JAMES P. SAMSTER

BOB TOSON

GUS MINESSALE

MIKE WHERRY

KENT MIZGALSKI

RUSSELL J. ROSE

CHARLIE MILLER

JAMES TYLICKI

JOHN HORNING

WEST SUBURBAN YMCA

CHRIS BUSCAGLIA

Racquetball



PETER PANOS

DENNIS WALKER

FLEMINGS A&W

JOHN RUETH

MICHAEL HARTNETT

RICHARD EHRLICH

FRANCIS LORENZ JR.

CLAUDE MANNING

JAMES SCHERER

JIM QUICK

RICKERT INDUSTRIAL SUPPLY

JAMES B. THOMPSON

TOM SELECTER

DR. TOM MC GOWAN

JOHN SPICUZZA

SCHUPPLER-STUMPF AGENCY

RED MOONEY

RUDIG TROPHIES

A FRIEND

S. J. CASPER CO.

A FRIEND

PAUL BECKWITH

AMERICAN DRY CLEANERS

SMITH BROS. FISHERIES

PALMISANO & BAAKE

PRODUCE

OWEN LEISCH

DON ANDERSON

VELVA SHEEN

IRV HANSEN

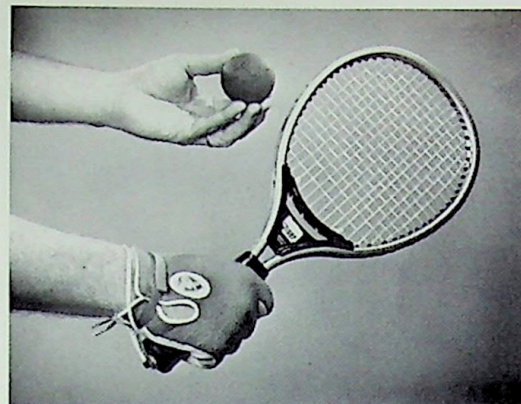
JIM BOGAN

OMNISYSTEMS



STEVE SEROT . . . St. Louis

Eighteen-years-old and at the top of the ladder. You can't get much better than young Mr. Serot. This 6'2" southpaw can do amazing things with a racquetball, some of which makes one wonder about the credibility of the matter versus anti-matter physics laws. Hitting a booming forehand and ferocious backhand is just Steve's preamble, for he controls every other necessary skill to be a true champion. Playing with the coolness of a veteran he defeated Schmidtke for the first N.R.C. title in Houston, but lost to Brumfield in the semi-finals in Long Beach. Steve is the only player with enough raw power to totally dominate his opponents. "I've seen him go for kills," says another pro, "miss the shot, and have it be a winning pass shot. That's how hard he hits the ball."



AN UNBEATABLE COMBINATION OFFICIAL NRC EQUIPMENT

Seamco Official Racquetballs #559 — \$13.25 dozen
Champion Official Golden Tiger #1030 Racquets — \$25.00 each

Complete line of Leach Official racquets
Champion #610 Racquetball glove — \$4.50

Write for Catalog

Wholesale Prices to YMCA's, Clubs, Retail Stores — on authorized purchase orders only.

SPORTS AWARDS CO., 4351 Milwaukee Avenue
Chicago, Il. 60641 Telephone 282-8060

**BEST WISHES AND GOOD LUCK
TO ALL THE PLAYERS**

Compliments Of

MILWAUKEE CHEESE CO.

770 N. SPRINGDALE RD.
WAUKESHA, WIS. 53186
782-4200



STEVE KEELEY . . . San Diego

Winner of the second pro-am tournament at Long Beach, California, veterinarian Steve was at the pinnacle of his game doing it, with a strong two-game victory over Charlie Brumfield. With his golden, curly locks flowing through the court, Keeley's combination of shooting and finesse puts him in racquetball's upper echelon. A two-time paddleball national champ (1971, 1973), the strength needed to play paddleball has certainly extended to Steve's racquetball game. A master at the ceiling ball, Steve can also play control racquetball, yet he is better known for his crowd pleasing unusual shots, i.e., backhand overhead deep court corner kills, etc. Whether Steve's choice of shots equals his ability to make them, is questionable, but you can't argue with success.

COURT TESTED LIGHTING LAYOUTS

*Approved Fluorescent
Handball Fixtures
Designed, Engineered
& Manufactured by*



MORRIS KURTZON, INC.

1420 South Talman Avenue
Chicago, Illinois 60608
Telephone (312) 277-2121

*David Koch
Hank Maday*

CONGRATULATIONS
TO MHRC CLUB
HOSTING THE FIRST MIDWEST
PRO-AM RACQUETBALL TOURNAMENT

ROGER H. KALSCHEUER

INSURANCE AGENCY

5254 N. 35TH ST.

MILWAUKEE, WIS. 53209

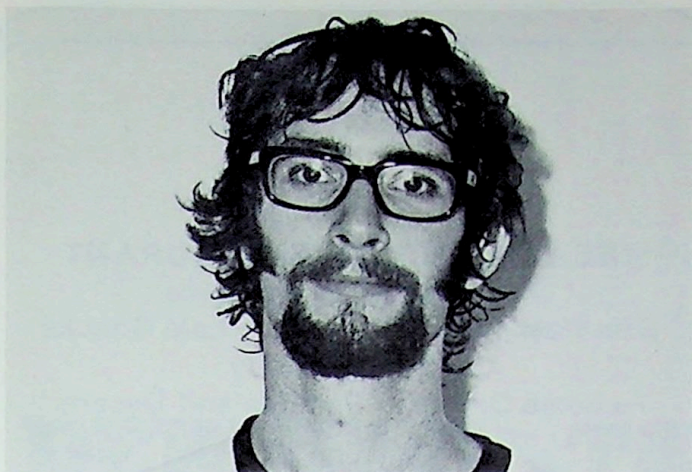
464-7330

**WELCOME AND GOOD LUCK TO
ALL THE PLAYERS**

COMPLIMENTS OF

**KASSUBA
DEVELOPMENT**

JOHN KAPSOS
WALTER JUDD KASSUBA



CHARLIE BRUMFIELD . . . San Diego

The holder of 18 National and International titles has yet to bring home his first N.R.C. championship, but most observers don't feel it will be long before the Brum does so. Owner of the complete racquetball repertoire, Charlie has the shots and knows when to use them. His losses, to Strandemo in Houston and to Keeley in Long Beach, were as hard for him to explain as anybody. Possible lack of conditioning (since remedied) versus Strandemo may have been a factor, but the Keeley loss just saw Charlie not up to his usual game. But you can't knock Brumfield, really, for he has picked up \$1,200 on the tour, and he figures to add greatly to that total.

midwest recreational facilities

222 SOUTH HENRY STREET

MADISON WISCONSIN 53703

TELEPHONE 608 256 7804

- COURT PLANNING CONSULTATION
- COMPLETE COURT CONSTRUCTION FOR RACQUETBALL/HANDBALL AND SQUASH COURTS
- MIDWESTERN DISTRIBUTOR/INSTALLER OF FRAMPTON "SPORTS COURT SYSTEMS"
- FLOORING
- LIGHTING
- COURT RENOVATIONS

COMPLIMENTS OF

RODDIE BEAUDOIN & SONS CO.

ROAD BUILDING CONTRACTORS

DANIEL BEAUDOIN
781-3977 OFF.

N59 W14224 KAUL AVE.

ARK



BILL SCHMIDTKE . . . Minneapolis

You could look high and low, forever and ever, and never find a better pressure player than Bill Schmidtke. From his 1971 National championship to his present third-rank in earnings, Bill always seems to get his game "up" for the big tournaments. As he oils up his deadly forehand in early rounds, one can sense the generation of additional skill beyond the norm. Bill doesn't look particularly pretty as he executes, — a deception that for a long while lured opponents in laxness. No longer, for he has gained the respect of all the players on the tour, and the fear of many. His second place finish in Houston and semi-final result in Long Beach has put \$1,600 in his pocket.

THE CHANDELIER RESTAURANT

"The Landmark of Excellence"

Breakfast - Lunch - Dinner - Late Snacks

— Our Specialty

7 course Dinners - Pastries and Deserts

Made by our Own Baker

Fountain Creations

Open Daily 6 a.m. to 1 a.m.

Mon. - Thur.

Fri. - Sat. 6 a.m. to 2 a.m.

Telephone 677-0150

(10 minutes from Mill Run Theatre)

4150 Dempster, Skokie

BEST WISHES

RELIABLE PAPER COMPANY

PRINTING & OFFICE COPYING PAPERS

3185 N. 126TH STREET
BROOKFIELD, WIS.

781-6700

COMPLIMENTS OF

DERNEHL - TAYLOR CO., INC.

WHOLESALE FOOD SPECIALISTS TO:
HOTELS — RESTAURANTS — CATERERS
HOSPITALS — SCHOOLS — INSTITUTIONS

304 E. FLORIDA ST.

276-2462

CHOOSE FROM THE GREAT FIVE AT THE GREAT ONE

MAKE	ORIGIN	GREAT	GOOD	FAIR
SAAB	SWEDEN	X		
VOLVO	SWEDEN	X		
SABARU	JAPAN	X		
TRIUMPH	ENGLAND	X		
ALFA ROMEO	ITALY	X		



NOW! 2 Locations
68th & North and
7954 Harwood Ave., Wauwatosa
Jim Blau, President

GRASCH'S FOOD MARKET

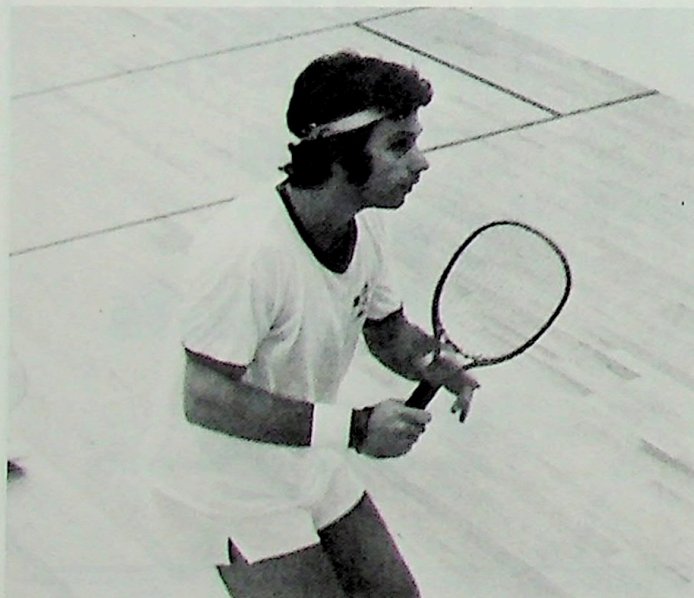
Specializing in fine meats. Six professional butchers to serve you.
Only 5 minutes from the club.

13950 W. NORTH AVE.

782-9330

RON RUBENSTEIN . . . Chicago

The "grand old man" of the tour will be 35 in April, 1974, but you'd hardly know it from his domination of the sport in Illinois. There have been four state tournaments in the Land of Lincoln and Rubenstein has won them all. He has captured the Central Regional championship three times and finished as high as second nationally (1972). Ruby's game is marked by pin-point shooting, with exceptionally effective side-wall front-wall "pinch" shots, both forehand and backhand. A former high school and college basketball and tennis great, Ron has long had the vital eye-hand co-ordination necessary for racquetball.



KEN WONG . . . St. Louis

Little Ken, the shortest player on the tour at 5'6", has one of the most exciting styles of play there is. A former squash player, this 27-year-old dynamo gives total effort at all times. Ken still shows signs of his squash upbringing, using many side-wall front-wall shots and excellent passing strategy. But that same background has led to the "Wong kill," which in effect is no kill shot at all, being about a foot off the floor. The phrase, taken by Wong in the humorous vein in which it was intended, has come to mean any attempted kill that is left "up." To play Ken is to run, for he takes advantage of his fine conditioning.



come save with the people who understand



REPUBLIC SAVINGS AND LOAN

WE'RE OPEN WHERE YOU ARE!

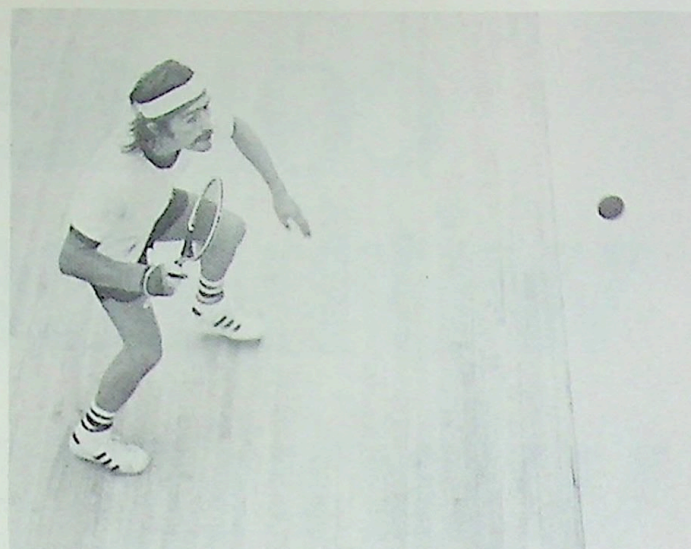
Save with the highest interest allowed by law. Republic has seven convenient locations to serve you better. Visit the one nearest you!

- Lisbon Office 3333 West Lisbon Avenue
- Brown Deer Road Office 8923 W. Brown Deer Rd.
- Bluemound Office 76th & Bluemound Road
- Capitol Court Office 60th & Capitol Dr.
- Kenosha Office 5800 6th Avenue
- North Kenosha Office 2041 22nd Ave.
- Highland Office 6027 West Vliet Street



JERRY HILECHER . . . St. Louis

Super-Shooter Jerry is capable of beating anybody at any time. A renowned gambler on the court, Jerry's gutsy style makes for some of the most interesting matches of any tournament. A pure shooter from the very beginning of the match, Jerry has been known to play for a hot streak, — and his opponents play for the opposite cooling off period. A three-game loser to Strandemo in Houston, Jerry came back to reach the quarter-finals in Long Beach, where he lost to eventual winner Keeley, again in three games. Currently a sophomore at the University of Missouri, Jerry is forced to come home on weekends in order to get a good racquetball match, which he does.



STEVE STRANDEMO . . . San Diego-Kenyon, Minnesota

Without doubt Steve is the brightest star on the pro-am tour. Not among the original players to be offered N.R.C. contracts, Steve worked hard on his game, left his native Minnesota for the sunny shores of San Diego, and reached a level of outstanding skill. His strongest suit is conditioning, averaging over seven miles of running daily to get in shape for tournaments. His retrieving ability is second to none, which is why so many players do not relish his competition. "He gets everything," said one opponent. "It seems like you're out there forever against Steve." A big win over Brumfield in Houston has been Steve's highest mark on the tour thus far.

GOOD LUCK TO ALL THE PLAYERS

AMERICAN GARAGE DOOR COMPANY INC.

DISTRIBUTORS of
RAYNOR GARAGE DOORS
and
ALLISTER ELECTRIC
DOOR OPENERS

656 South 94th Street • Milwaukee, Wisconsin • Phone 414/774-0800

BELL-WELL SALES CO.

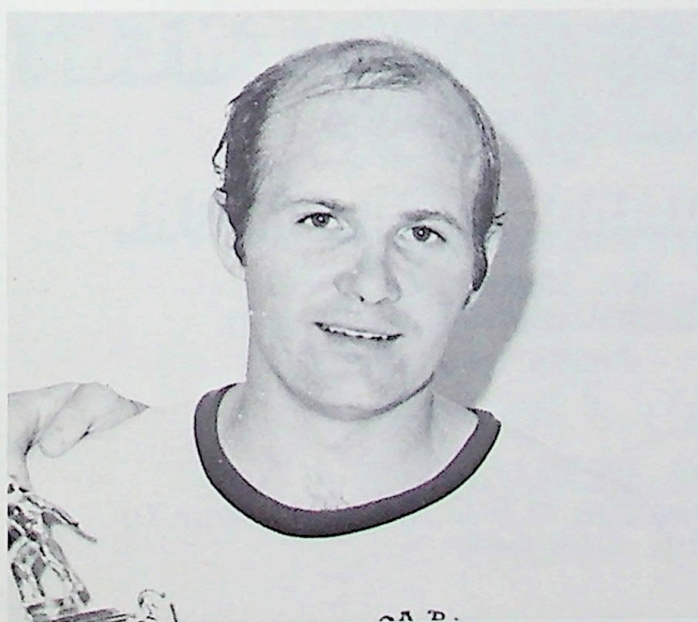
Welcome to Milwaukee
Good Luck to all the Players

Tool and Die Makers Supplies

P.O. Box 281, Butler, Wis. 53007 PHONE 781-3670, 781-3676

CHARLIE DRAKE . . . San Diego

As are many of the west coast's top racquetball stars, Charlie Drake is a former Midwesterner and a grad of Michigan State University. Now 29-years-old and living in San Diego, Drake heads the racquetball division of Leach Industries. A doctor of behavioral psychology and teaching professor at the University of San Diego are additional occupations to keep Charlie occupied. Seems like almost too much work to get in any racquetball, but Charlie's fierce competitive drive does not allow him to relax his game. A former paddleball player, Drake has worked hard to meet the daily competition in San Diego.



MIKE ZEITMAN . . . Louisville

Steady improvement has marked Mike's game over the past few years culminating in two solid performances in the N.R.C.'s tournaments. Owner of all the shots and unblemished form, at 25-years-old, Mike can be expected to begin picking up some National tourney wins soon. Two-time Southern Regional champion, and two-time National Doubles champ, Mike has been to the winner's circle before. He lost to Schmidtke in the Houston N.R.C. event, a three-game affair, and then was topped by Brumfield in Long Beach in two close games. He's on the verge of big things in racquetball, and they could be now.





JIM AUSTIN . . . Houston

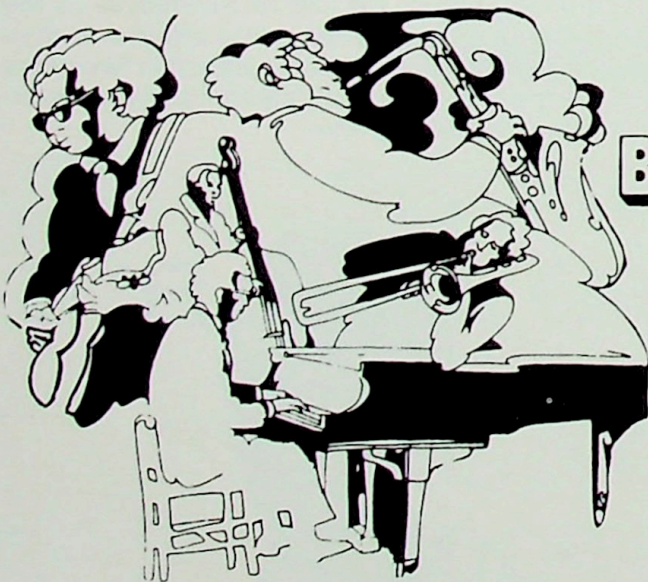
This five time Texas State Open champion has one of the best backhand games on the tour, his backhand actually being more effective than his forehand. An excellent athlete, Jim still is a teaching tennis pro, and manager of the University Club in Houston, which is a combination tennis, handball and racquetball facility. Jim has been able to overcome the forced tennis he must play, plus under-sized courts at his home club, two obstacles that would make pro tour competition difficult at best. But the pro competition could be as helpful for Jim as any of the players, since it is top competition that he does not get at home.



BILL THURMAN . . . Hayward, Cal.

"Wild Bill" Thurman, so named for his off the court antics, has the potential to top any player on the tour at any time. He has all the shots, power, finesse and stamina. Yet, he has not been able yet to "put it all together." Unlucky draws have been a part of Bill's problem, having to face Charlie Brumfield in the second round in Houston, and dropping a tough match to Craig McCoy in the first round at Long Beach. But at age 25, Bill should be just entering his peak period. He and partner Bill Dunn have taken many a doubles title, including a fourth place finish in 1973 Nationals. If Bill is "on" he can give any player on the tour a run for his money.

*A Decade of Great Show Productions
and Representation of America's Greatest
Blues Entertainers*



BLUES MANAGEMENT GROUP

THOMAS J. RADAJ JR.

2613 SOUTH 51st STREET
MILWAUKEE, WISCONSIN 53219
PHONE (414) 321-0188

*Blues Management Group welcomes the N.R.C. Pro-Am Tour to
Milwaukee – Good Luck to All!*



CHARLIE GARFINKEL . . . Buffalo, New York

The "Big Bird" is 6'6" Charlie Garfinkel, former tennis and squash standout and holder of one of the strangest styles of play of any of the pro players. Loping around the court in a seemingly uncoordinated manner, "The Gar's" elongated reach enables him to reach virtually all shots. When his game is "on" the Gar can shoot the eyes out of the ball, backhand and forehand both. One of the real veterans on the tour at age 34, Charlie presently holds an assistant principalship in the Buffalo school system. Off the court he is well known for his non-stop verbal assault on any and all who will listen.

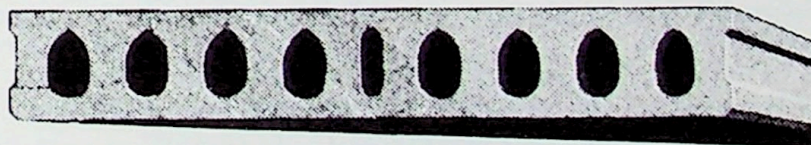


GEORGE RUDYSZ . . . Largo, Florida

Big George, age 24, formerly from New Britain, Connecticut, brings his power game to the pro-am tour. Recently married, an event that should help settle his sometimes turbulent game, George approaches the tour with a new outlook. Unable to compete in the first pro-am tourney, and disappointing in the second, George has much to prove on the court in 1974. His strength being his most potent weapon, you can count on George to hit the ball as hard, if not harder, than any other player in the game. He is a former (1972) Open Doubles National champion (with Mike Luciw), and two-time Eastern Regional open singles winner.

Welcome

SPANCRETE



Spancrete Industries, Inc.

Waukesha Block Co., Inc.

10919 W. BLUEMOUND ROAD
MILWAUKEE, WISCONSIN 53226

PHONE: 414/ 258-4110

Meet The N.R.C.

ROBERT W. (BOB) KENDLER

Bob Kendler, at age 70 still a dynamo on the court, is the father of all the court sports. Before racquetball was ever imagined, this Milwaukee born real estate giant was wowing the spectators on the handball court. And if you've been following handball or racquetball for a few years, then you know the story of court sport success that has followed Bob.

In 1951, at the urging of his fellow players, and in an attempt to right what were then and still are inconsistencies in the amateur code, Bob formed the U.S. Handball Association. At that time the Amateur Athletic Union (A.A.U.) had total jurisdiction over the sport of handball, but not for long. Within two years, virtually every player of stature had joined the U.S.H.A.

Under Kendler's leadership, the U.S.H.A. grew to a strong and healthy body, the true voice of handball. Its publication **ACE** magazine (since changed to **HANDBALL**) has become the recognized Bible of the sport.

In 1968 Kendler culminated what had been a several year study and monitoring, and formed the International Racquetball Association. As President Bob led the I.R.A. to four and one-half years of unbelievable growth, both in memberships and income. During his term of office, **RACQUETBALL** magazine was born.

Then, in April of 1973 he became disenchanted with some of the policies set down by the I.R.A.'s Board of Directors, policies which he felt were not the natural evolution of the game and that organization. He resigned as I.R.A. President and organized the National Racquetball Club (N.R.C.), in an effort to promote racquetball on both the professional as well as amateur level.

He succeeded in signing the game's foremost 14 players to N.R.C. contracts and began organizing a pro-am tour for the 1973-74 racquetball year. This tournament is one of those pro-am stops.

As President of the N.R.C., and like all N.R.C. personnel, Bob would like to hear your comments about racquetball. You'll see him all over the club this weekend. If something's on your mind about the sport, stop and let him answer your questions.

JOE ARDITO

The newest member of the staff of the National

Racquetball Club is business manager and national commissioner, Joe Ardito. Another "refugee" from handball lore, Joe brings with him limitless court sport experience, in both racquetball and handball.

Joe was on hand at both the Houston and Long Beach N.R.C. tournaments and has played a key role in the growth and success of the pro-am concept. A Chicago native, Joe has been instrumental in organization of the Illinois Handball Association and currently has begun to take an active role in racquetball happenings not only nationally, but locally as well.

As business manager, he has been involved in finding sources of income for the new-born N.R.C. Joe was the key figure behind the endorsement and subsequent contract between the N.R.C. and Champion Glove Company. As National Commissioner he has earned the respect of all the pro players as a fair, but firm enforcer of N.R.C. policies.

CHUCK LEVE

The one man who has ridden herd on the rise of racquetball is Chuck Leve. Signed by Bob Kendler as Executive Secretary of the I.R.A. upon his graduation from college, Chuck quickly assimilated his talents to this babe of a sport.

Racquetball and Leve became synonymous. At his encouragement, and anxious to put to use his journalism degree, **RACQUETBALL** magazine was okayed by Bob Kendler and in November of 1973 it came off the presses. As Executive Secretary of the I.R.A., Leve saw the membership increase 1000 per cent in three years. One could never attend a major tournament without seeing Chuck there, on the job, taking notes, photos, refereeing matches, taping interviews, and quietly seeing to it that each tournament was a total success.

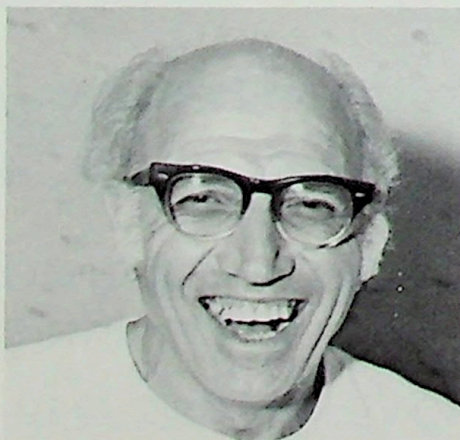
When Bob Kendler left the I.R.A., Chuck was offered the directorship of both organizations and he chose to remain with Kendler and the new N.R.C. Feeling that the future of the sport was in the pro-am concept, Chuck has put all his efforts into making the N.R.C. go.

NATIONAL RACQUETBALL magazine is his creation, and the present format of pro-am play, with a large emphasis on amateurs, is also his brainchild.

As for his playing ability, Chuck says, "I consider my entry fee a donation."



KENDLER



ARDITO



LEVE

For This Program Book We'd Like To Thank . . .

Tom McMahon, Chairman

COMMITTEE MEMBERS

LOWELL ADAMS

DICK CAVALCO

DICK SON

GORDY GAETH

DAVE McLEES

BARRY NELSEN

AL KARTER

BILL TAGATZ

DON MOSELY

KEN SEEFELDT

JOE HARRISON

JIM QUICK

JIM THOMPSON

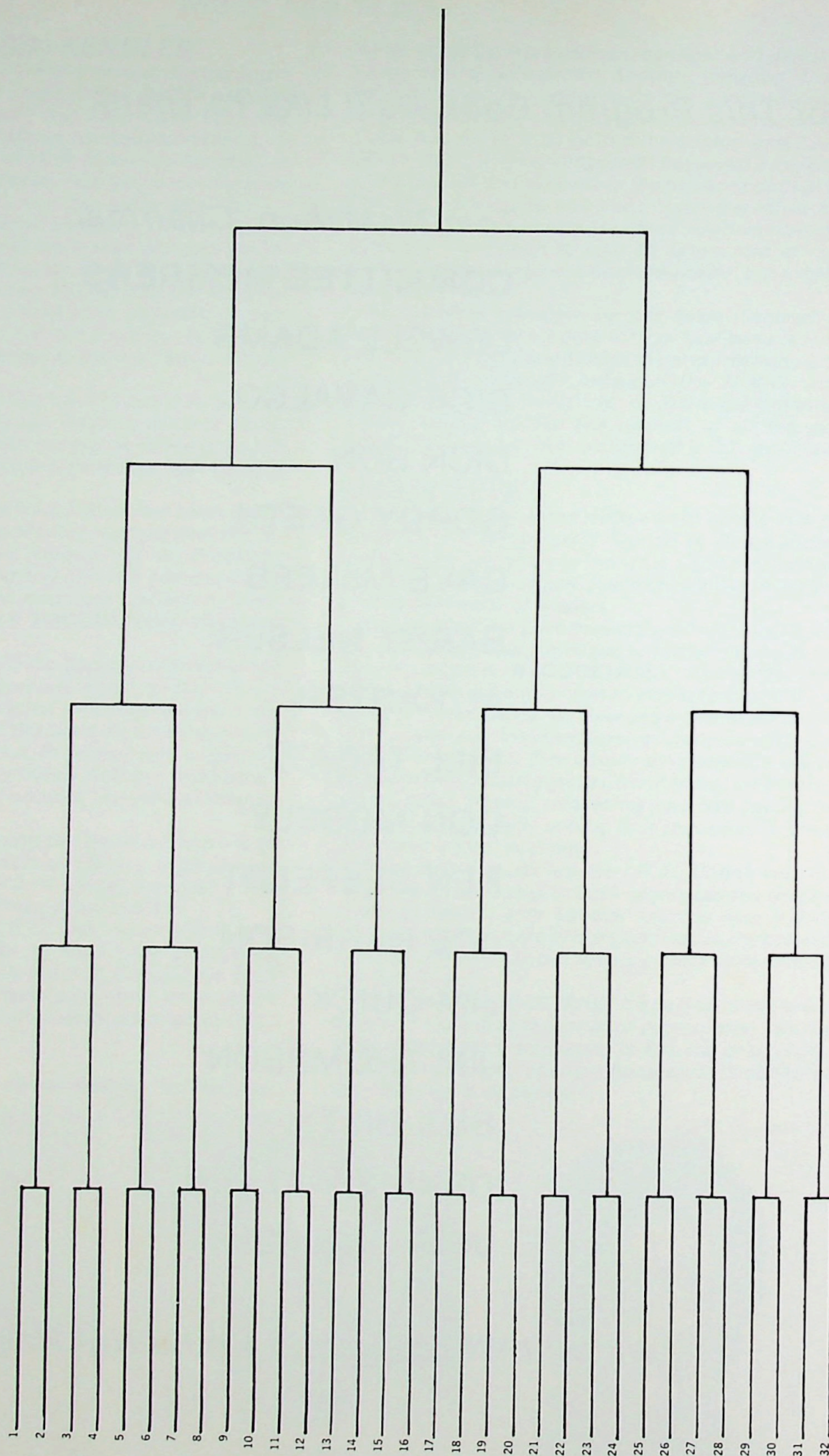
BILL BILTY

DENNIS WALKER

JOHN VOLPE

. . . Without Whose Help It Could Not Have Been Done

Milwaukee PRO-AM OPEN



Our best wishes to the **RACQUETBALLERS...** and to a Successful Pro-Am Tour!

**HERE'S TO THE
GREAT "FUN GAME"
FOR ALL AGES...
PROVIDING HEALTH,
EXCITEMENT AND
COMPETITION THE
YEAR 'ROUND!**



Families that play together... stay together.

● We may be more optimistic and favorable to the game of Racquetball than any other sport, largely due to the fact many preteen-age boys and girls, as well as their mothers, are enjoying this popular sport . . . a game for all ages with emphasis on the youngsters as our future champions. May they win their laurels in the years to come.

Even though our participation is that of designing and building the finest courts available for professional and amateur competition, (the **F-62-SP Panel Court** and the **DOWELOC® Wood Court**) we are backing the industry 100% by bringing this game to these future champions of Racquetball. Our installations are the answer to every need . . . from practice courts — to courts for private and commercial clubs — to tournament courts and for the "man in business."

We extend congratulations to the National Racquetball Club, Inc., who are forging ahead continuously to make this sport available to people of all ages. We are delighted to be a part and "partner" of this worthwhile project.

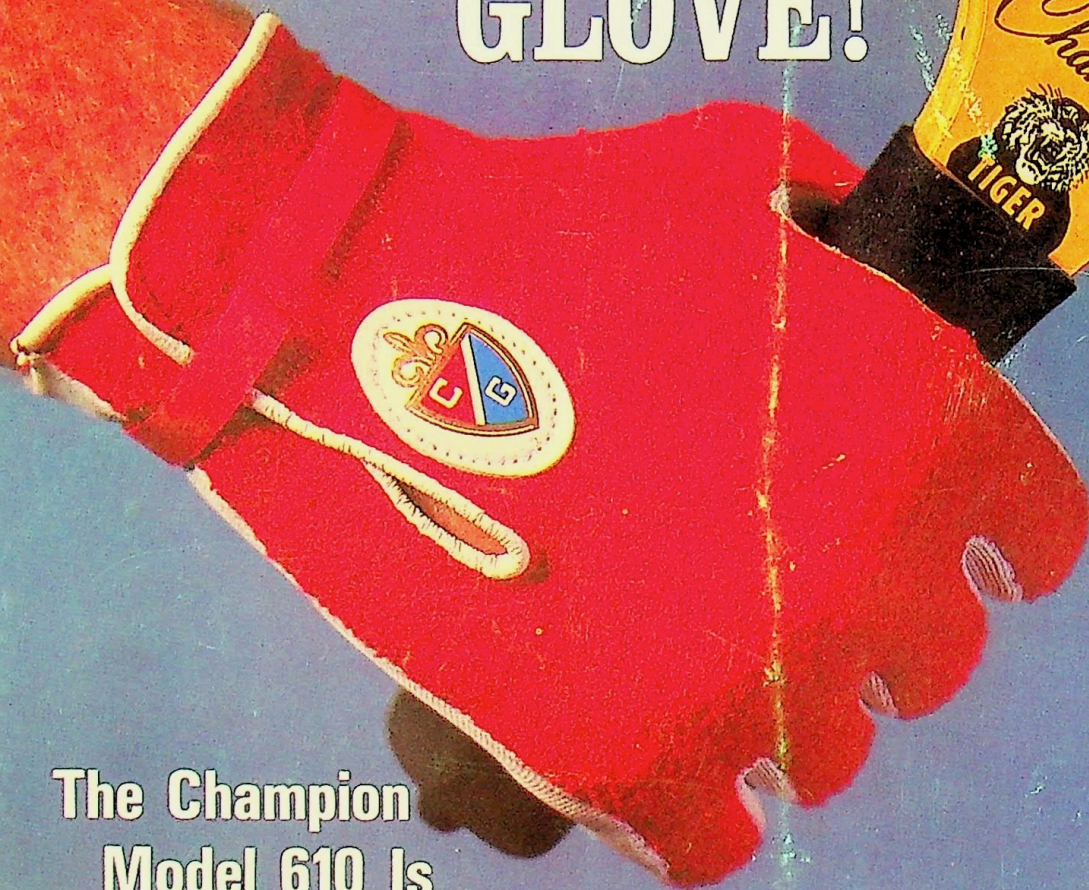


For your court needs, please contact:

D. B. FRAMPTON & COMPANY

33 South James Road • Columbus, Ohio 43213 • Phone 614-239-9944

NEW NRC OFFICIAL GLOVE!



The Champion
Model 610 Is
Endorsed By The Professionals!

Champion
GLOVE MFG. CO.
2200 E. OVID DES MOINES, IOWA 50313

The Model 610 racquetball glove by Champion features a "wrap around" wrist with adjustable Velcro fastener for perfect comfort. A thin selected doeskin palm gives you a confident feel. Eastman's Kodol terrycloth back and Helanca stretch finger inserts are included for extra comfort and style. So choose the glove of the professionals . . . the Champion Model 610 Racquetball glove.