

V.I.P. AND PRESS PREMIERE OCT. 3rd

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# TENNIS CLUB

*Meetings*

THE TENNIS CLUB  
Palm Springs, California

## New Hotel: Elegance and Luxury

It's open! This desert resort community's first luxury resort hotel to be built in the last three years — the \$3,500,000 Tennis Club Hotel — is now accommodating its first guests.

Chicago and Palm Springs developer, Harry F. Chaddick, owner and operator of the elegant Tennis Club, is bubbling over with pride and enthusiasm over the new 110-room edifice, which nestles at the foot of the lofty San Jacinto Mountains.

*(Continued, page 2)*





# LOBS & VOLLEYS

**BILL SMITH**  
Resident Pro

This summer's goodwill and tournament tour was a memorable experience. Every tennis publication now in circulation tells of the indoor tennis explosion. I had to see what it was all about, so my son Bill and I flew to the midwest to see for ourselves and play exhibition matches along the way.

By word-of-mouth and a little research, we decided that the Minneapolis and Chicago areas were our best bet for observing the best indoor facilities. In six days of go-go activity, we visited *fifteen* clubs and played exhibition matches at most of them. We played on eight different surfaces and under six different lighting systems.

Starting in Minneapolis, we were met by my good friend, *Marvin Wolfenson*, who visits The Tennis Club every winter. Marv has put together four of America's top indoor clubs, all within a 15 minute drive of each other. A membership in one club entitles a member to the use of the other three clubs. an innovation that has proved successful.

Marv erected the Richfield Indoor Tennis Club and long before the club was finished the memberships were on a waiting-list-only status and the club was on a financially secure footing.

Marv also built the beautiful Normandale T. C. at Bloomington, Midwest T. C. at Edina, and Bill and I were honored to attend the opening of Marvin's Northwest T. C. at St. Louis Park, the best of all.

All of Marvin's clubs are breathtaking and luxurious and a financial smash. Minneapolis is a beautiful, lush, prosperous city and is inhabited by happy and gracious people. While we were there, our friend Bob Krause, who is developing "Two Bunch Palms" in Desert Hot Springs, gave us a tour of the city and countryside.

On to Chicago, where indoor tennis is a way-of-life. There are *49 indoor clubs* within one-half hour of downtown Chicago and eleven more under construction or in the planning stage.

Our first stop was the Midtown R. C. to see one of tennis' greatest people *Alan Schwartz*. Alan stayed at The Tennis Club last fall.



## Maitre d' of Note

The appointment of the celebrated Peter Malch to the post of Maitre d' Hotel at the Tennis Club was announced by Director Dieter H. Sturm, Jr., General Manager of the Tennis Club and Hotel.

Malch comes to the Tennis Club following a 15 year service span with several of Palm Springs' finest dining rooms, including 10 years at the Spa Hotel.

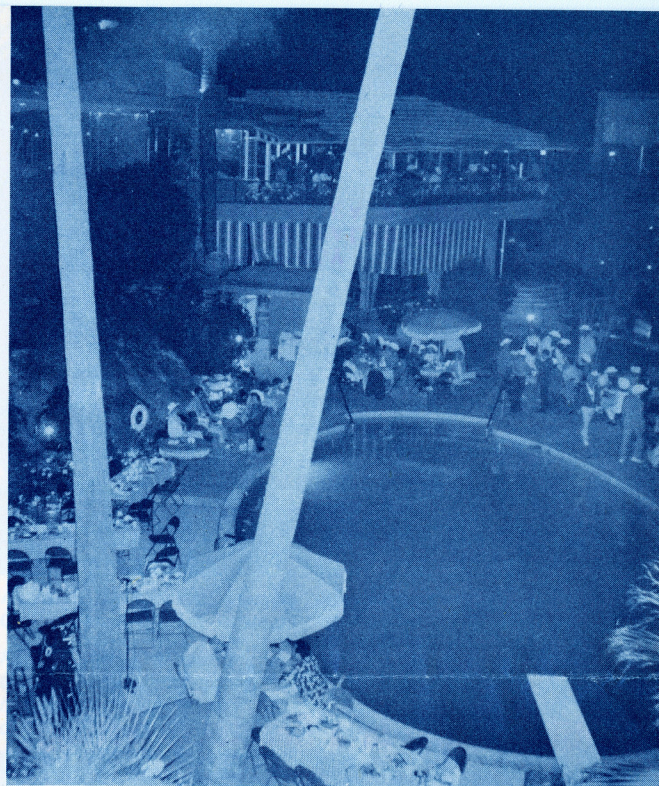
"The addition of Peter Malch," Strm stated, "is an integral part of a forward looking program geared

to assure The Tennis Club a place among Southern California's finest dining properties. His knowledge and ability, together with an outstanding reputation among Palm Springs diners, will prove a great asset—not only to the Bougainvillea Room, but to our overall catering and service program as well."

Malch is a native of Belgrade, Yugoslavia, and a graduate of the Belgrade Culinary School.

Prior to California, he served in some of the most noted hotels in Australia and Canada, including Hotel Australia in Melbourne, and the Chateau Lake Louise.

Malch resides in Palm Springs with his wife, Gertrude, and daughter, Tanya, 13.



*The Tennis Club's Olympic-size pool, many times the focus of national photographers, has had its surrounding area newly landscaped and enlivened in preparation for the many outdoor events that will take place here in the coming months.*

Although Alan built the Midtown in an unpretentious industrial section of Chicago almost a decade ago, he has accumulated 2500 members who love Alan's club operation which offers great facilities and a friendly tennis atmosphere, thus Alan has one of America's most successful clubs.

We stopped to say hello to *Commissioner Bob Quinn* of the Chicago Fire Department. Bob is a legend in America as one of the "Old Breed" of smokeaters. Highly respected and admired by his men and fellow firefighters throughout the U. S. A., Bob loves Palm Springs.

Knowing we didn't know the Chicago area, Bob directed us to the tennis clubs we had on our list to see. In this order, we visited and played at: The Tam T. C., McClurg T. C., Lakeshore T. C., Touhy T. C. in Skokie, Northbrook T. C. and Bannockburn T. C., all fine clubs and humming with eager racket swingers. We talked to many players who planned to visit The Tennis Club this winter.

Cramming that much tennis and on-the-move activity left both Bill and myself exhausted, but with a head full of information about the indoor tennis scenes.

Back to good old P.S. and just 48 hours to get ready to join Peggy for a tournament and exhibition tour in Canada.

*In next edition:* "The Poor Man's Wimbledon at Cowichen Bay" and "The Canadian tennis player, a special breed."

## BILL WINS TITLE

The Tennis Club's resident pro Bill Smith showed that he'd recovered from a nagging neck injury, by walking off with both the senior singles and doubles crowns at the South Cowichen Lawn Tennis Club in Canada.

Smith, playing in his first competition since last September, and playing on grass courts for the first time in fifteen years, thus became British Columbia's dual senior champion for 1973 to add to his many net accomplishments. Both victories came without the loss of a set.

In the singles finals, Bill defeated John Shelton of LaJolla, Calif. 7-6, 6-2 and then teamed up with Henry Eaton, Portland, Ore., to win over Don White, Coronado, Calif. and John Shelton, LaJolla, Calif. by the scores of 7-6, 6-1.



## V.I.P. and Press Premiere October 3rd

A unique study in architectural splendor and desert grandeur, the new Tennis Club Hotel will debut before the nation's press and invited notables on the evening of October 3rd.

That is the date for the VIP and Press Premiere of the latest entry into the World Circle of select hostelryes. An impressive list of the nation's press—editors, feature writers and columnists; city, state and government officials and a select number of guests from the television and movie industry will unite as a welcoming committee of one. The object of their attention will be the emergence of what promises to be the social hub of Palm Springs for years to come.

The opening of the new hotel addition will bring total rooms and suites at the Tennis Club to 225, all nestled into the most picturesque setting in Palm Springs at the very base of San Jacinto Mountain.

First nighters from around the country will witness the setting, heavily landscaped upon acres of lawn, showcased against the natural mural of San Jacinto. Cascading waters down the mountain side—and in such proximity to the lobby terrace that one might feel an imagined drop or two—will be artfully lighted to take on dramatic dimensions.

One of the many distinctive features of the new property will be evident to the most casual perusal of guests. That would be the gracious corridors that seemingly "breathe" into varying dimensions of great, expansive widths, leading onto sprawling garden areas between the lobby and far-removed wings.

A "hidden" feature of the hotel represents a first in Palm Springs hotels. That would be the lower level parking area, stretching over a generous 600-foot and assuring ample provision for automobiles.

### "IT'S OPEN" . . . (Continued)

"We have spared nothing in our effort to make this structure the jewel of the desert and the work of our famed architect, William F. Cody, has even exceeded our expectations in its beauty," Chaddick declared.

It is hard to believe that there is a hot, therapeutic pool in the lobby of the hotel with the most magnificent view of the mountains, with carpeting into the sun deck which flows into corridors lined up on each side with huge planters. The trees extend through the first floor, seeming to reach for the sun streaming thru large plastic bubbles on the roof.

There are twenty of these planters with flowers growing from each, and vines hanging over the sides for a view from Tahquitz Drive.

The lobby of the new hotel is something else. It opens up to the second floor thru a huge concrete expanse with a gorgeous chandelier hanging from the roof thru the second floor into the lobby. The floors, naturally, are covered with Italian ceramic tile and the counters with magnificent Black Onyx marble. There is a large specially woven rug, 16' x 35' in the center of the room with magnificent furnishings where the guests can relax and enjoy a waterfall running down the San Jacinto Mountains that looks like it is coming directly into the lobby. Each of the 110 rooms has its own balcony.

The new hotel will bring the Tennis Club total up to 222 rooms which includes one bedroom suites, two bedroom garden

*The poolside area, a great place to relax between sets, has never looked better. Wanda Childs, Jack Kahlo, Geri Spira and Marge Kahlo take a break to enjoy all of its advantages.*



*Jim Broderick (left) and Tennis Club Hotel general manager, Dieter Sturm, oversee final touches on construction at hotel site with first and second floor terraces in background.*

villas and bungalows. Over \$250,000 has been expended in remodeling and refurbishing the accommodations that previously existed.

Although the Tennis Club is a deluxe private club, and Palm Springs' most distinguished one, its facilities are available to visitors at the hotel. Each hotel guest is extended the full privileges of the club, including the use of eleven tennis courts, dining rooms, and golf play at Whitewater Country Club.

As one of the two ranking tennis clubs in the desert, the Tennis Club is usually host to many of the nation's big-name celebrities, including leading film, television and sports stars, political leaders and business executives during desert visits.

A staff of more than 100 will cater to every whim of the guests. Dining privileges will be extended to guests in the Tennis Club's picturesque Bougainvillea Room, where music for dancing is offered by top desert bands.

"We've had to turn away hundreds of guests from the Tennis Club in past seasons because of limited capacity," Chaddick said. "We hope now that all of those who have shown an interest in vacationing in Palm Springs at the Tennis Club for a "tennis vacation" will have an opportunity to do so.

"The Tennis Club is not for everyone," he continued. "But if you like the last word in hotel luxury and comfort and the best in tennis and restaurant facilities, it could be for you."

*Tennis Club president, Harry F. Chaddick, had a "smash" birthday party at the elegant Bismarck Hotel in Chicago, with over 500 of the town's leading citizens on hand to wish him well. Hizzoner, the Mayor, Richard J. Daley, contributed to the excitement as he extended congratulations to Harry and Elaine.*





## Desert Wonderland Living . . .

### Where the Scene Is Continuously Warm and Beautiful

Come and see for yourself Andreas Hills living sites which are part of the great new two hundred million dollar community of elegant condominiums, estate homes and townhouses that are now in the midst of developing Phase III . . . the most desirable year 'round social residential accommodations in the world . . . nestled in the sun-bathed western slope of the Andreas Hills and five minutes from downtown Palm Springs.

Palm Springs, where it's eternal spring and summer . . . the place of permanent residence of movie stars, celebrities, national personalities and many other fine people who are enjoying a climate for the joy of living.

There are no gray skies in Andreas Hills . . . no dull days, either. And no dull, listless feelings.

Here, the sun shines over 350 days a year, and, combined with the fresh blend of mountain and desert air, makes you frisky and frolicsome. The clean, pollution-free environment is refreshingly invigorating and the sunshine turns you bronze and gives you that healthful "good-all-over feeling."

Andreas Hills, a Tennis Club development, offers you sunny days and sheer contentment for life!

### HOT LINE

Werner Futterer, Palm Springs' most renowned exponent of culinary art, has been appointed executive chef at the Tennis Club.

A graduate of the Hotel Trade School in Reichenau, he emigrated to the United States in 1959, where he started as chef at the El Mirador Hotel and was quickly promoted to executive chef, serving admirably until the El Mirador closed in 1972. Most recently he was executive chef at the Rim Rocks (formerly Romanoff's of Los Angeles) Restaurant.

Mr. Futterer's great experience in satisfying the appetites of discriminating diners will allow him to present a wide array of exciting menus which will bring new adventures in dining for everyone staying at the Tennis Club and Hotel.

*Lillian and Sam Anderman, relaxing in their new townhouse condominium at Andreas Hills are very happy in their new Palm Springs home.*



## Norma Lee Browning



**ATTENTION CHARLIE FELL:** The Palm Springs Tennis Club is tooling up to give the swinging Racquet Club a run for its money. Chicago multimillionaire real-estate developer, Harry Chaddick, who owns the Tennis Club, has imported two new key personnel, Dieter H. Sturm Jr. as general manager, and Vic Wilmot, marketing and promotion, and given them the green light to make the Tennis Club where the action is this season—and from now on. For starters, they're jumping the gun on the Racquet Club with a gala Grand Opening of the posh new Tennis Club Hotel on Oct. 5. The Racquet Club opening, which traditionally officially opens the Palm Springs Season, is slated for Oct. 26.

The Tennis Club's Grand Opening invitational list includes celebrities galore—from Chicago's Mayor Daley to most of Hollywood's top TV and film stars.

We toolled up to take a look at the new Tennis Club Hotel, and must say it's quite something to look at—smack up against the San Jacinto Mountains, and made of brown sandstone that blends perfectly into the color of the mountains. It's a sprawling, two-story structure (Harry wanted a highrise; but the City Council said no-no) with 105 units, spacious and colorful corridors, and fabulous suites at fabulous prices—but then hotel guests will have most of the same privileges as those enjoyed by members of the Tennis Club, a private and very exclusive club. The Tennis Club is the Tiffany's of the desert's private clubs.

### Name General Manager



In a long ago day when mule paths were freeways, journalist Horace Greeley freely offered the advice, "Go west, young man, go west." In 1948 no such suggestion was necessary to motivate a teen-aged German boy and his family to flee the Russian zone of East Germany to the safety of the west.

That was 25 years ago. Today, Dieter H. Sturm, Jr. feels he has responded in full to Greeley's original idea and the long move

west has terminated in Palm Springs.

Sturm, 42, has assumed the General Manager's reins of the new Tennis Club Hotel, as the choice of Harry F. Chaddick to oversee his \$3.5 million hotel addition as well as the famed parent property. The Tennis Club.

The appointment of Sturm would appear a natural. The general manager with the continental air is no stranger to the exclusivity of the private club nor the demands of a thriving hostelry.

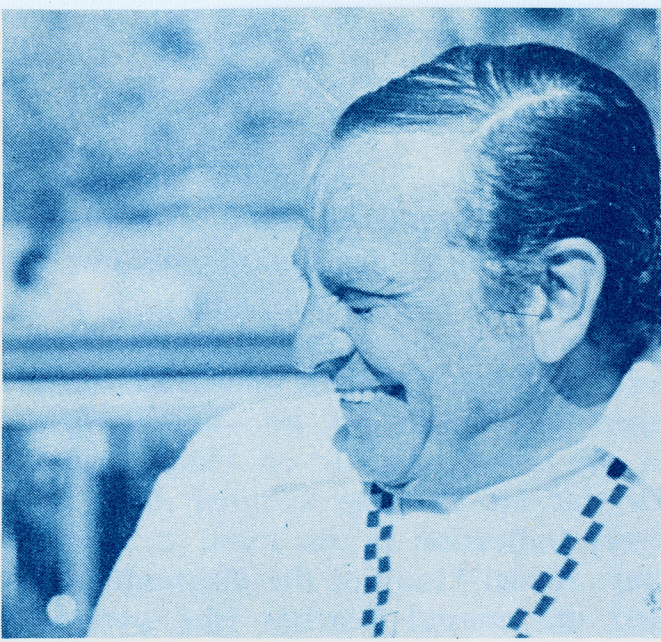
While still on the happy side of 30, he first stepped into the industry's spotlight as general manager of the noted Tuxedo Club, a mecca for Eastern society, in Tuxedo Park, New York. That club's annual Autumn Ball has long shone as the brightest light in the young lives of the New York debutantes.

After graduating with honors from the Bad Harzburg Hotel School in the West German city of the same name, Sturm and his family moved to Milwaukee. Following a tenure with the U. S. Air Force in Korea, he was named assistant manager at Milwaukee Country Club, to be followed by furthering his hotel studies at Cornell University.

The affable executive took leave of his general manager position at the Tuxedo Club for a similar post to open the Trade Center Club in New York City—forerunner to the World Trade Center complex. It was at the former where he cemented friendships with international figures and prominent names with the United Nations.

The call of the west began to flicker anew while in New York, and he succumbed to the beckoning of the prominent Cloud Club in Phoenix, Arizona.





*A fascinating candid camera shot of Tennis Club condominium owner, Sam Shulman, the nation's leading sports entrepreneur, owner of the Seattle Supersonics and long-time top-dog of the San Diego Chargers, making plans for the coming season.*

## **The Breeze and I**

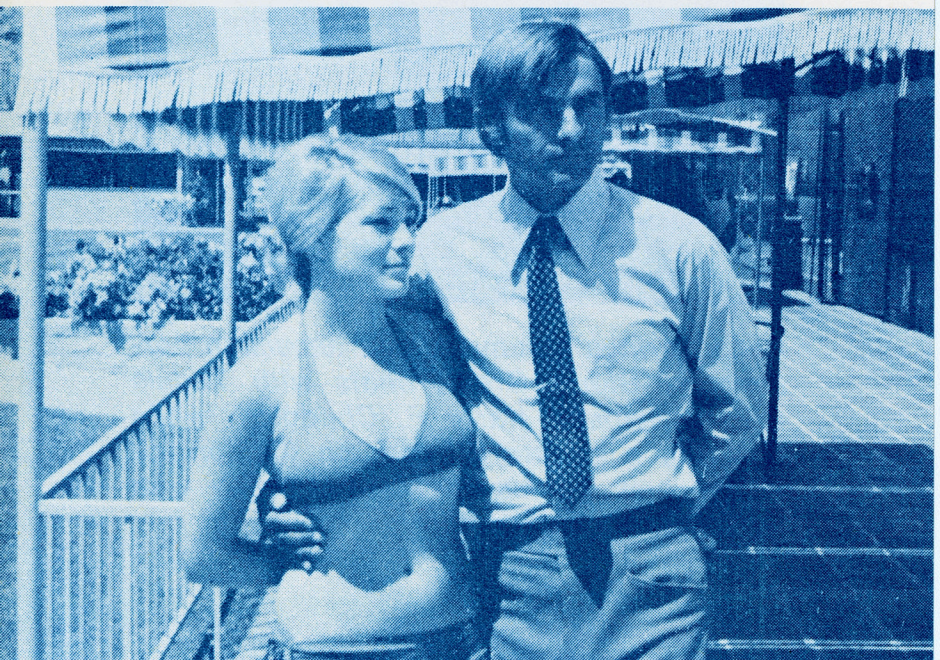
By VIC WILMOT

In a bygone day when a publicist was a flack and to know Walter Winchell was the sweet smell of success, one flack stood tall in a sea of publicists. His name was Steve Hannigan. Hannigan among press agents was tantamount to Red Grange among halfbacks. He could plant a sports item with Cholly Knickerbocker and peddle leg art at four columns a shot. He brought the crowds to Miami Beach with short items and long legs. His biggest snow job was the ski slopes at Sun Valley. And now that we all recall the late Steve Hannigan, enter Frank Casey—Warner Bros. Chicago flack. When I called Casey recently at a Tennis Club bungalow, the voice on the other end intoned: "Vic Wilmot's office. Steve Hannigan speaking!" And it's the same Casey who gets one out of a closed-door meeting with a white-washed lie to a secretary, "Irv Kupcinet calling."

It's the impish pranks of the Caseys of the world that help shorten the long days necessary to opening a hotel. Or the observations of Pat Oliver, the comely editor of Palm Springs Life: "We must stamp out and abolish redundancy."

And that brings us face to face with Jim Broderick, who insists he isn't for or against apathy.

*Erika and George Churis are among the many who find each visit to the Tennis Club a happy experience.*





Palm Springs is expanding its image. This winter haven for the discriminating breezed through the summer months to the beat of a new found popularity. Restaurants and shops that normally shuttered in June opted to keep their doors open and there's not an audible regret in the crowd. Traffic on Palm Canyon Dr. hit an all time summer high and every indication is the trend is here to stay. Aside: Many of the disgruntled exited the coastal beaches (the overcast, y'know) to get their sun in the desert. And no less than 7,000 checked in for conventions in September.

\* \* \*

The new Tennis Club Hotel is Topic A with the local set. It already gets the nod as the social hub of S. California. . . . Joe Hyams, the Warner Bros. V.P. in charge of public relations, doubled his pleasure at the Club pool. Not only were sunning conditions ideal, but so was the company — in the form of syndicated columnist Norma Lee Browning, a drop in who mixed business with pleasure . . . Eddie Davidson signed on anew as T. C. Social Director. But not before he walked the beach at Waikiki for two weeks. Just as the Jerry Maloofs did.

And it was at one of Palm Springs' better dining rooms where Dieter Sturm uncovered his Hero of the Month: The sommelier had gone through the uncorking, sniffing and pouring ritual. Our Hero swallowed the obligatory taste, looked up, and declared triumphantly — "Wine, right?"



*Palm Springs columnist and television personality, Gloria Greer, chats with Tennis Club president, Harry F. Chaddick, while enjoying a private preview on the terrace of the new Tennis Club Hotel lobby with San Jacinto behind them.*



# **WHITewater TEE SHOTS**

**RICH PARENTE**  
Resident Pro

Whitewater Country Club has been greatly improved during the summer months with tee-off areas, fairways and greens undergoing changes that will delight the golfers.

The Whitewater Country Club golf course will be closed September 10th thru October 5th for the seeding of our winter grass.

Frank Poline, Whitewater's golf course superintendent, has lengthened tees on #2, #10, #11 and #12, bringing the total yardage to 6,505 yards. The additional 55 yards on the 10th hole has made a good par four into a great par five . . . the par on the back nine is now 35, with an 18-hole total of 72.

Our new cart man has done a great job this summer with our cart fleet — new tops and seats painted. We will also start the season with 20 new Taylor Dunn carts.

A great program of golf tournaments and social events has been planned for the coming months . . . altho many organizations have already scheduled their tournaments we still have some choice tournament dates available. Call 714-323-2626.

Our ladies' club is very proud of their acceptance into the *Western American Golf Association*. The first of many inter-club events has been scheduled in November '73.

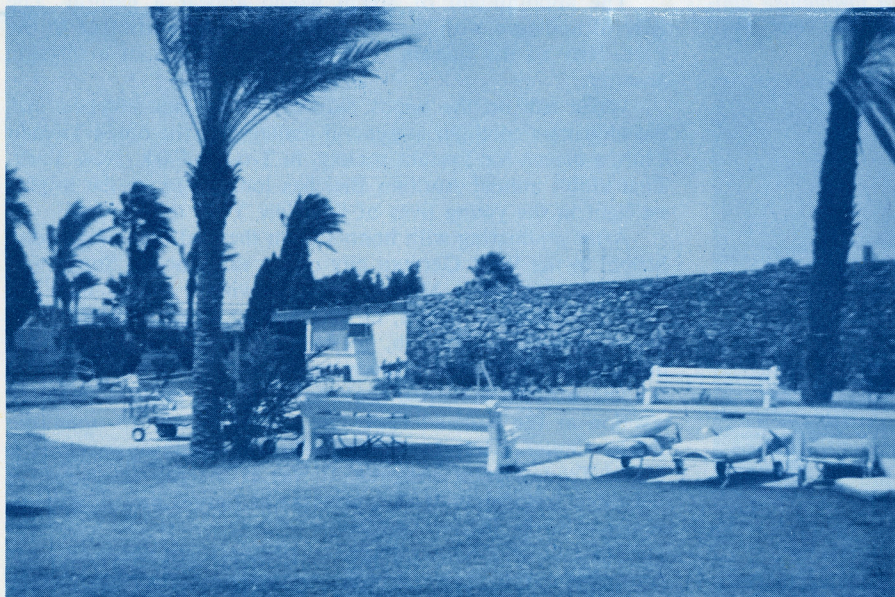
Lee Churchin will be back mixing everyone's favorite drink and making everyone welcome . . . and our dining room will be as great as ever.

## FOUR HORSEMEN RIDE AGAIN

When plans for the new Tennis Club Hotel indicated that hundreds of paintings were to be exhibited interior-wise, the four horsemen (or should we say four horsewomen) of the brush and palette set—Elaine Chaddick, Ann Trinz, Edna Popov and Peggy Sampliner—rode to the rescue, putting their collective talents together and producing many outstanding art creations, which are on display throughout the hotel and bungalow suites.

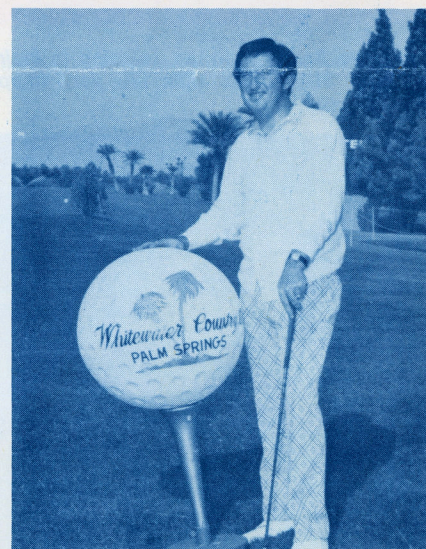
One of the most impressive of the many paintings is a "Portrait of a Ballerina," which Elaine Chaddick painted and presented to Harry Chaddick on his birthday and which is now hanging in the lobby of the hotel.

*Everything at Whitewater Country Club has been made ready for the ever increasing host of golfers that has come to appreciate Palm Springs finest golf course.*



*An early threesome enjoying the thrill of Whitewater Country Club's velvet-smooth grounds.*

*Fairway living, offering golf right at their door steps, is vividly demonstrated by Dorothy Perry as she points to the green while her husband, Al "Lefty" Perry, putts from the porch of their condominium at Whitewater Country Club.*

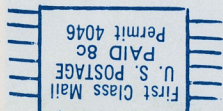


*The immensely popular Rich Parente, a protege of great Ken Venturi, will be back again at Whitewater Country Club as resident golf "pro."*



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FIRST CLASS MAIL



## Beautiful People In a Beauteous Setting

When the curtain raises on the breathtaking press premiere setting of the new Tennis Club Hotel Oct. 3, the beauty of the evening will not necessarily be confined to the architecture of William Cody.

Some of the most glamorous faces and names in the movie and television industry are expected to be on hand for the occasion. Among those on a select list of invitations are Mr. and Mrs. Robert Wagner (Natalie Wood), Candice Bergen, Ginger Rogers, Dinah Shore, Susan St. James, Suzanne Pleshette, Barbara Marx, Mr. and Mrs. Kirk Douglas, and Mr. and Mrs. Steve McQueen (Ali McGraw).

Included among the notable bachelors are Burt Reynolds, Rock Hudson, Ross Hunter, Peter Lawford, Frank Sinatra, and Bill Holden.

*Crews have been working all summer to make the Tennis Club and adjacent grounds even more attractive than ever before in preparation for the coming fall and winter season.*



Harry Chaddick, granddaughter Mari Rose, Irene Wrobel and tiny Stacy Henshaw, all celebrated birthdays on the same day, climaxed by the traditional cake cutting ceremony at the plush Ridgemoor Country Club.

## Make Your Next Meeting a Success

When you recognize that the prestige of a meeting site enhances the importance of the meeting itself and that there's a definite "rub-off" on the attitudes of the people attending, your meeting is on the way to success.

Of course, you face this fact of business life: formal meetings are not in session 24 hours a day — but the encounters of people in relaxed situations can often be just as productive.

So, you choose a place where opportunities for this abound. Tennis . . . golf . . . swimming pools . . . therapy pools . . . cocktail lounges and terraces . . . dancing and other diversions immediately available — a place that has a reputation for superb food and excellent service.

A place where all the accommodations are brand new, spacious and luxuriously appointed, so a trainee feels as V.I.P. in his bedroom as the top executives in their bungalow suites. And, of course, you choose a place where you have a choice of meeting rooms and entertainment suites designed for every business need and an experienced staff which works with you from the time you reserve your meeting date, until you pick up your notes from the final session and head for the airport limousine.

Isn't that why, when you're planning that next meeting, you'll choose the Tennis Club Hotel?

The Tennis Club Hotel is open year 'round with special summer rates in effect from May thru October.

