

How Platform Tennis can increase off-season club usage.

If your club is located in one of the less temperate regions of the country, you're probably losing revenue with the first bad weather each fall. And all winter long, your club facilities are unused and unprofitable.

Many golf clubs have found the installation of Platform Tennis Courts a welcome solution to this problem.

Platform Tennis is an excellent addition to your facilities. For a surprisingly small investment you can give your golfers, and their families, a winter of fun and activity. And your restaurant, bar, and snack-bar cash registers will be ringing right through the off season.

Golfers will like Platform Tennis, and its success is practically guaranteed because the game is:

- Easy to learn, you won't need instructors.
- Ideal for men and women of all ages — men's, women's mixed doubles and children's tournaments can be organized.
- Inexpensive — the court is easy to install and you can build two courts in the space of one tennis court.
- All weather—just brush the snow off the non-skid courts and they're ready to play.

Mr. Richard C. Squires, President
Platform Tennis, Inc.
P.O. Box #1166
Port Chester, New York

Tell me how "Platform Tennis can help me increase off season club usage."

- Please send literature on Platform Tennis.
- Please have your representative call on me.

Name _____

Title _____

Club name _____

Address _____

City _____ State _____ Zip _____

For more information circle number 275 on card

LETTERS TO THE EDITOR

Proceed with caution

I read with great interest "The Menacing Property Tax" by Tom Fitzgerald (May GOLFDOM, page 59). I caution your readers and Mr. Fitzgerald in the use of the sentence, "The Minnesota bill might well serve as a model for the country club crusaders in other states."

While the bill may look good on paper, its application may prove not only useless, but may boomerang. For example, the market value of a part of one country club's golf course valued before the law at \$154,000 is to be increased as recreational property under the new law to \$183,000, and given an alternative value under the new law of \$480,000. That highest value will result in back taxes for seven years if the land is not used for recreational purposes. At this point we know of no instance where values prior to the passage of the law have been reduced for current tax purposes. Administrative procedures may thus nullify the effect of the legislative enactment, and only as the result of court action may a solution be reached.

*Charles S. Bellows
Best, Flanagan, Lewis, Simonet,
and Bellows
Minneapolis, Minn.*

Getting together, hopefully

I hope that the CMAA will succeed in bringing about better co-operation among the various club "professionals" (May issue, page 65). This is only a first step, but a necessary one.

*Abraham Sisson
New York, N.Y.*

ARNOLD E. ABRAMSON—Publisher

ROBERT J. ABRAMSON—Associate Publisher

JOE GRAFFIS, SR.—Associate Publisher

JOHN FRY—Editorial Director

VINCENT J. PASTENA—Editor

HERB GRAFFIS—Senior Editor

PAULINE CRAMMER—Managing Editor

JEAN CONLON—Fashion Editor

Editorial Consultants

HARRY OBITZ and **DICK FARLEY**—Merchandising

DR. MARVIN FERGUSON—Agronomy

FRANC ROGGERI—Executive Art Director

MARTIN TROSSMAN—Art Director

PETER J. ABRAMSON

Vice President and General Manager

MORTIMER BERKOWITZ, JR.

Vice President, Corporate Project Development

DOROTHY M. SHEEHAN

Assistant to the Publisher

JAY TUNICK

Circulation Director

LAWRENCE MURPHY

Circulation Manager
Administration and Promotion

SOL NUSSBAUM—Production Manager

RAYMOND TAYLOR—Production Assistant

FRANK BRENNAN—Advertising Service Manager

Western Office

ARTHUR H. MORSE II

Vice President, Western Operations

WILLIAM RUDE

680 Beach St., San Francisco, Calif. 94109
(415) 885-0570

Los Angeles Office

ROGER LEEN

3440 Wilshire Blvd., Los Angeles, Calif. 90005
(213) 381-7731, 32

WARREN J. HEEG, JR.

Advertising Sales Manager

Eastern Advertising Office

ARTHUR MAY

VINCENT ATHERTON

BRADFORD ENGLISH

235 E. Forty-fifth St., New York, N.Y. 10017
(212) 683-3000

JOHN P. ALTEMUS

Manager, Synergy Status Sports Group

Midwestern Advertising Office

ROBERT R. GLENN

Manager, Midwestern Operations

RONALD D. RIEMER

RICHARD E. CAMPBELL

TOURISSE GREENFIELD

400 West Madison St., Chicago, Ill. 60606
(312) 346-0906

Advertising Representatives

METROPOLITAN PUBLISHERS

REPRESENTATIVES, INC.

Detroit, Michigan

ROBERT W. MORIN

10535 Nadine Ave.

Huntington Woods, Mich. 48070

(313) 544-0268

Florida & Caribbean

924 Lincoln Road, Suite 203

Miami Beach, Fla. 33139

(305) 538-0436

331 Piney Ridge Road

Casselberry, Fla. 32707

(305) 831-0334

Georgia

3110 Maple Drive N.E., Suite 106

Atlanta, Ga. 30305

(404) 233-5077

Canada

1255 University St., Suite 343

Montreal 2, Que., Canada

(514) 866-2551