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VOLUME 14, NO. 5

DITTMAR DIGS DEEP TO WIN UNITEL INTERNATIONAL OPEN

By Chris Endemann •••••

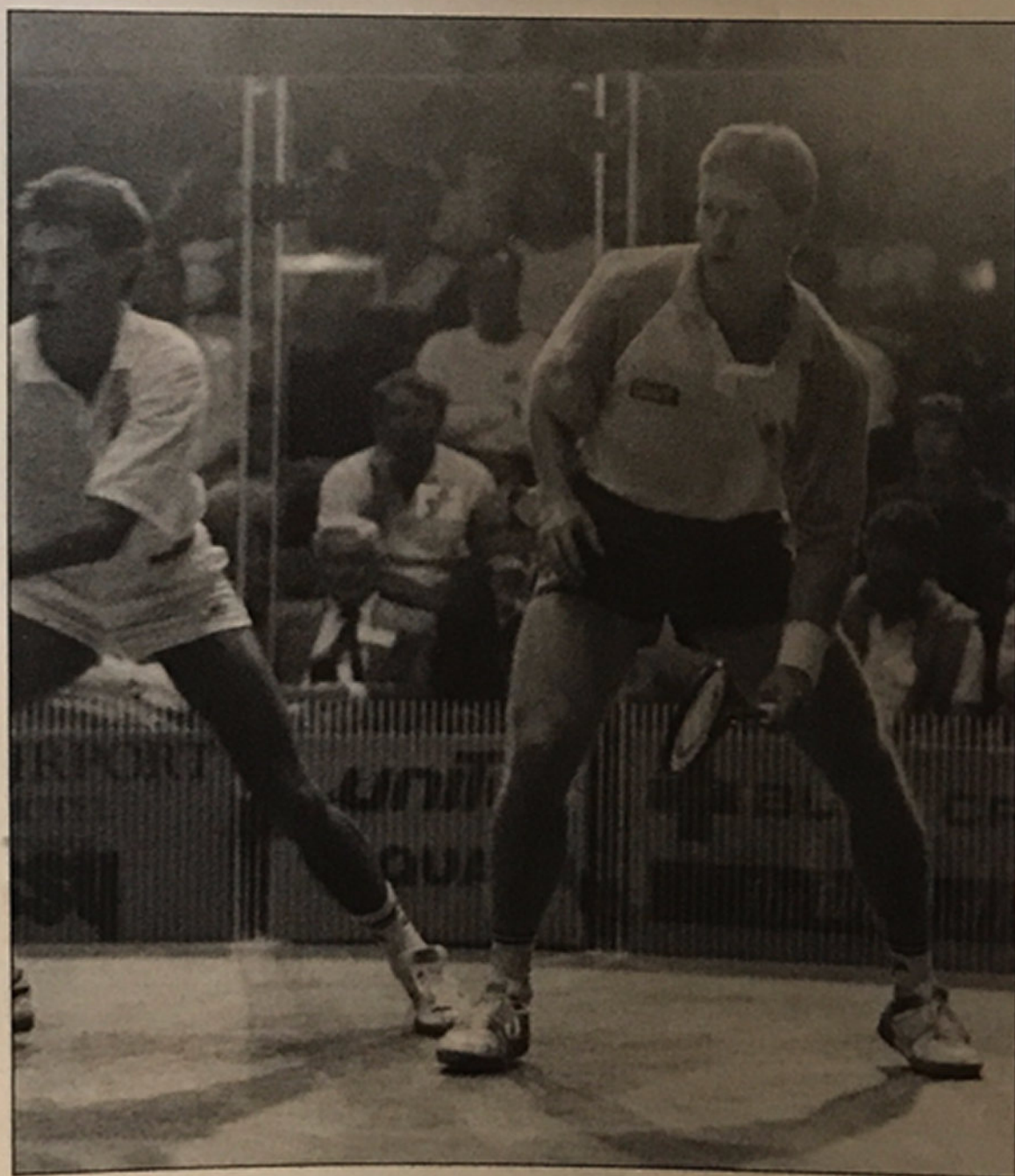
After enduring a year of controversy and seeing his ISPA ranking slip a notch to #4, Aussie Chris Dittmar put a lot of speculation to rest when he captured the \$70,000 Unitel International Squash Championship in Toronto on October 21st.

The combative redhead, seeded no. 1 in this event, defeated compatriot Rod Martin (no. 3), in a grinding, workmanlike final which left both players drained at the end, 15-13, 12-15, 15-10, 15-11.

The title, emblematic of the Canadian Open Championship, was Dittmar's second in the six year history of the event. It earned him \$10,000.00 while Martin received \$6,700.00.

The victory was particularly satisfying for Dittmar since it was his first major win on the tour this year and removed much of the bitterness he felt resulting from an earlier imbroglio which forced him to withdraw from the Finnish Open in order to fulfill a prior commitment after he had been assured the scheduling had been altered to accommodate both engagements. "It's a long and involved story which I will tell in full some day. At the time, I also changed from one English league team to another, was fined \$6,000 for not playing the Finnish Open and took a lot of criticism in the press, some of the gutter variety which printed unfounded rumours about the state of my marriage.

"I can't say that I'm ecstatic about this win because I still have a ways to go before I seriously get back in the hunt for the no. 1 spot but it does feel awfully good to have this kind of momentum going into the



A satisfying win for Dittmar, his first on the tour this year

World Championship in Toulouse in November".

In the first game, Martin started off spectacularly with a flurry of winners which took him to a commanding 5-0 lead. But Dittmar retained his composure and battled back to 8-all before being set back on his heels by some nifty volleying as Martin once again surged ahead 12-9. Dittmar once more drew even and at 13-all he blasted a crosscourt winner, and then a rail shot which died in the corner, to capture the first game 15-13.

The second game was also a tight see-saw affair with Dittmar leading 9-6 and 12-11 before making four consecutive errors into the tin and handing the game to Martin on a platter, 15-12. "It was a bad lapse of

concentration at a crucial time but I still felt I had the upper hand," Dittmar remarked later. Martin, regarded by Dittmar and most other seasoned observers as the most skillful player on the circuit, showed some of his artistry early in game three and led 6-4 due to some feathery drop shots but Dittmar responded in kind to lead 9-6 and then breezed comfortably to take charge for good, 15-10. Martin bolted out of the gates quickly in game 4 with another burst of brilliance to lead 5-1, but the indomitable Dittmar was not cowed. He steadied himself and retaliated with a barrage of cross-court winners after catching his opponent up front with delicate drops. After levelling at 7 apiece,

Dittmar took advantage of his superior strength to apply additional pressure on the flagging Martin and was not challenged severely thereafter as he took the final game 15-11.

The Unitel Canadian Open had its spate of early round upsets that lent an air of expectancy to all the preliminary matches. Peter Marshall caused a ripple of excitement at the outset when he routed Mir Zaman Gul of Pakistan (no.5) in straight games and followed that up with another impressive three game victory over fellow Englishman, Del Harris.

If the upsets weren't astounding, then Marshall's double-fisted grip from both sides had everyone rubbing their eyes in disbelief. Never seen even at the club level, this unorthodox style is certainly unheard of at the upper reaches of the game and his opponents are clearly as flummoxed as the fans are enchanted by it.

In his five game marathon against Australian Chris Robertson in the quarters, Marshall bewildered his opponent with an assortment of lobs, angles, drops and blistering drives that Robertson only survived due to the superior experience and fitness he was able to exert over his 19-year-old Nottingham novice.

"I've played him before but he's greatly improved and he gave me a run out there. He'll be around for a long time," Robertson observed with finality after their match. Other early round upsets included no.13 Peter Whitlock and no.11 Philip Keenan, both of England. They were paired, respectively, in straight games by Anders Wahlstedt of Sweden and New Zealander Rory Watt.

Among the Canadian contingent, no.15 seed Jamie Hickox, now a British resident, was bounced by Brett Newton of Australia in four games while Gary Waite also took an extra game to down compatriot Sabir Butt (no.16).

Waite, the irreverent vagabond who divides his time between studies at Harvard, playing hardball on the WPSA circuit and flitting around the other continents with the ISPA gang, has never quite fulfilled earlier expectations of him but he put on a heroic display against Brett Martin as both sluggers hit howitzers for over one and a half hours before a relieved and shell-shocked Martin emerged victor in five games.

The absence of the two Khans from this year's tournament did not detract from the entertainment value of the event. Jansher has seldom hid-

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Stefany Wurtz, acknowledged by many to be the most skilled player on the tour today, returns a left-hand shot, catching Dittmer flatfooted.

den his disaffection for Toronto and spectators and media were never enamoured by his abrupt manner and aloof demeanour.

Jabungie, on the other hand, has been a far more familiar and agreeable figure, but his last minute withdrawal placed in sharp focus the possibility that his best years are behind him at the relatively tender age of 26.

The nine time British Open champion is beginning to feel the wear and tear of decade's assault on his throne and he may well feel it is time to abdicate before his primacy is challenged further.

Whatever he decides, the United Championships demonstrated that the international game is vibrant and vigorous. The dynamic infusion of new blood and the ongoing expansion of the tour to all corners of the earth is imbuing the sport with renewed prosperity and confidence. North America, which this time hosted major events in Vancouver and Houston prior to Toronto, will clearly continue to contribute substantially to that growth. ○

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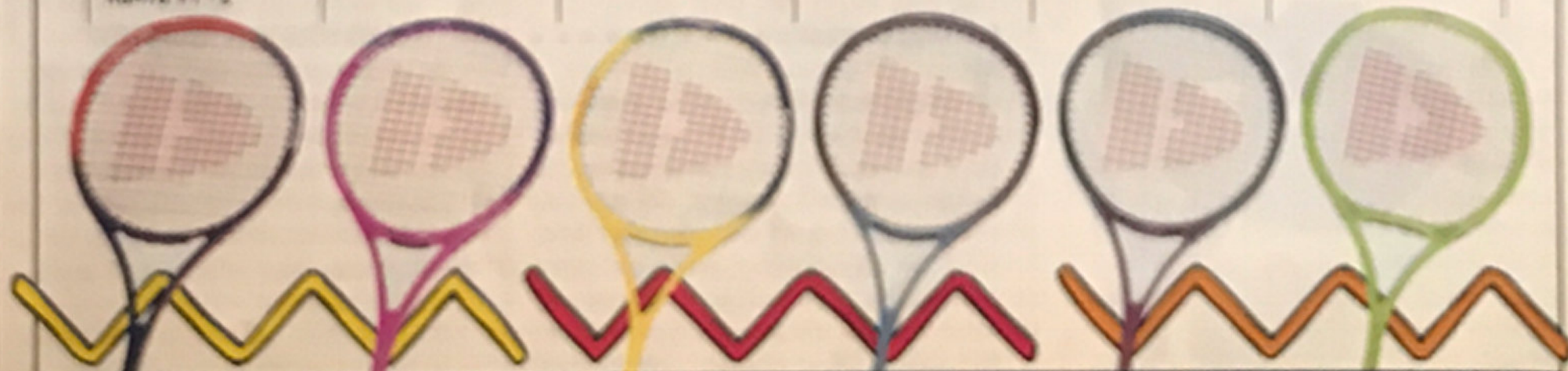
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THE DOLLARS AND CENTS OF SPORT

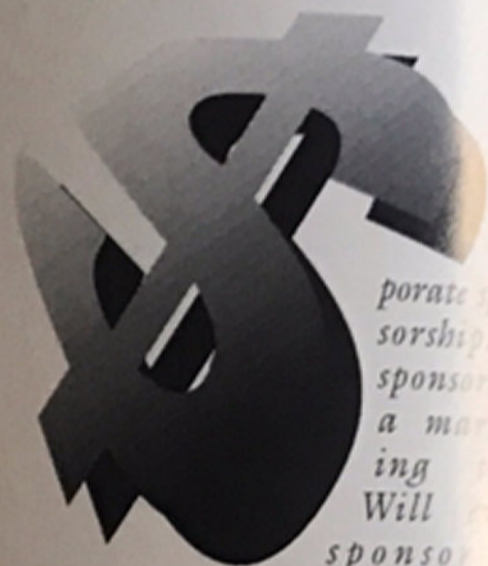
There are two sides to every question and, in this new department, we hope to present both on a variety of subjects and issues which touch sport in general and squash in particular. Point..Counter Point is not meant to be a pugilistic forum but rather, a platform in which views can be expressed and discussed, the result of which will be a better understanding of the problems and concerns which beset sport today.

Squash Life is pleased to introduce John Bonnar as a Senior Contributing Editor. John is a computer accountant by profession and a freelance writer by choice. He has actively participated in the racquet sports for a number of years and has also experience on the administrative and volunteer side, presently holding the position of Special Projects Co-Ordinator for Racquetball Ontario.

Sport funding in the '90s - where will it come from? Where should it come from? How do we get it? Presently, there are two major sources of funding. The first is from government and the second is from the corporate sector. Speaking for the former is Cathie Miller who has been with the Ministry of Tourism and Recreation for eight years. Cathie's background covers coaching, Games, Games and Technical Services, Research and Evaluation and, at the

time of this interview, she held the position of Acting Manager of the Development Section. Her myriad of experience in these various areas has given her a depth of knowledge into sport, its goals, and its funding and she is eminently qualified to state the case for the government.

John Beddington has been involved in tennis for over 15 years, during which time he has been associated with the management of more than 100 major tournaments. John has headed up the Player's International and Player's Challenge Tennis Championships since 1979 and has recently been appointed Tennis Canada's Director of Professional Tennis and Events Management. His involvement in squash has been major. He created the World Series of Squash in the seventies and has been co-Chairman of the Lowes Cup Squash Challenge, an event played annually between Canada and the United States since 1983. He created the annual Canadian Open Squash Championships in 1985 which has become one of the top four tournaments on the World Squash Grand Prix. John Beddington is acknowledged as the premier squash promoter in Canada although his experience and expertise have been tapped by the International Squash Rackets Federation as well.



porate sponsorship. Is sponsorship a marketing tool? Will corporate sponsorship increase in the

'90s? Does sponsorship add value to a sport? The answers to these and other questions will have a significant impact on the sport of squash in the province of Ontario.

"The financing of recreation is considered an essential social service," says Cathie Miller, Head of Sports Development, Ministry of Tourism and Recreation. "Sport is a key element in recreation and must continue to be funded as a basic government service". However, no one has any idea what course of action the government will take to tackle the deficit problem. The amount of money the government pours into sport and recreation is only a drop in the bucket. It will be the Ministry's responsibility to ensure that continued spending is justified.

AND HOW IS IT JUSTIFIED?

It's done through a complex sports funding policy. There are 81 provincial sport organizations. They all refer to the same guidelines for financial support. The criteria for classification include registered membership, numbers of staff and regional representation.

The level of funding will be determined by what is important for squash to do this year. The government then decides where squash

By John Bonnar

The current recession, a growing deficit and an N.D.P. government have sparked renewed interest in the debate over sport funding. On one side is the question of government aid. Will the funding of amateur sport remain an essential government service? What is the current sports funding policy? What changes can we foresee from the Rae administration?

On the other side is the issue of cor-



DUBIN STATED THAT DRUGS ARE A SOCIAL PROBLEM AND NOT JUST A SPORT PROBLEM

needs the most help and what alternative sources of financing are available to the sport.

"It's not," says Miller, "a simple procedure of adding a fixed percentage increase to last year's budget". That doesn't do the trick. There are fixed sustained operating costs that have to come off the top. The balance is discretionary and is based upon programme initiatives. After all is said and done, one sport may get a 4% increase, another 2% and the rest may remain unchanged.

Squash will have to negotiate successfully for continued operating support. The quality of the strategic plan for Squash Ontario and the nature of the initiatives are key factors. One thing is sure: the sport will never receive 100% of what it requests. The government has to decide where the money will best be spent.

The Ministry is doing well if it can maintain its level of resources from year to year. All sports are growing and want more funds. A bit of give and take is needed. The government is just like any other sponsor. The ability to deliver is taken into careful consideration when squash goes back

to the bargaining table the next year.

AND WHAT ROLE DOES POLITICS PLAY IN FUNDING?

It's definitely easier if you know the government has a mandate in a particular area. "You'll get the nod if the initiative fits in with the political direction," admits Miller. However, new resources do not usually accompany a change in direction. The sport has to reallocate its resources or find alternate sources of financing.

Of course, this is all based upon past provincial governments. Nobody has any idea or is in a position to state, what changes can be expected from the new Premier. Lots of information is currently being reviewed within the Ministry. "I would like to anticipate business as usual," says Miller, "and my hope is that the government will get a complete picture of the services being provided and look at the ones doing the job".

We are not the first province to elect an N.D.P. government. Officials in other provinces claim that they have not experienced any significant changes. The case has been made that the programmes serve the people well. However, in hard economic times, how does the government do the right thing and cut back at the same time?

There is good rationale for the government to lend further support but drastic funding cuts could mean the weak sports die and the strong ones will have to become self sufficient.

Within the next few months we should have a much clearer picture of the financial future of our sport.

Despite the climate of uncertainty, one thing is assured. Future programme initiatives will take very careful account of Dubin's recommendations. It makes sense to build social concerns into the Sport and Recreation agenda. Athletes are a captive audience. Consequently, existing vehicles (i.e. coaching programmes) can be used to deliver the message against drugs.

In his report, Dubin stated that drugs are a social problem and not just a sport problem. There is a vast network of people involved in sport thereby creating an opportunity to fight the problem at this level.

At the same time, a national drug strategy is being developed in co-

operation with the provinces. One of the major concerns is jurisdiction. Dubin recommends that provincial sport organizations, like Squash Ontario, be the key in determining sanctions and penalties. "No one wants to get caught with their pants down if there's another instance like we had in Seoul," says Miller. How-



John Beddington

ever, a good drug policy is more than just sanctions and penalties. The province wants to know how the message is being spread to coaches, athletes and the schools. What is the testing procedure? Is it carried out on a regular basis? What happens if an athlete tests positive? Should funding to the sport and direct funding to the athlete be denied?

AND WHAT ABOUT HUMAN RIGHTS?

Presently, the refusal to be tested is an admission of guilt. There are a host of legal issues never resolved by the Dubin Inquiry. "It's a serious matter," says Miller, "bigger than sport but sport can play a key role". That is why it's a major agenda item for both the federal and provincial governments.

Perhaps the solution to the funding problem lies in the creation of a Sports Institute similar to that in Australia. The Australian Sports Institute has been cited as a model in government aid to sport. It's a comprehensive operation with a school, coaches, scientists, physiologists, doctors and training facilities. They take in people from school, college and the work force. Their results have been dramatic. "It has been considered and there was a great deal of

talk with the sports at the time," says Miller. "I don't know whether the stumbling block was the funding or the concept". If there is one centre and the athletes want to go there, you have an ideal situation. However, problems can arise if the individual has the potential to be on a squad but chooses not to be in that environment. With a training centre philosophy the athlete would not be able to play for the team.

There are human and financial considerations to be worked out but regional centres do exist in some sports. Squash has to evaluate its goals and objectives and determine the best system for this sport.

AND WHAT ABOUT THE DRAIN OF ATHLETES TO THE UNITED STATES?

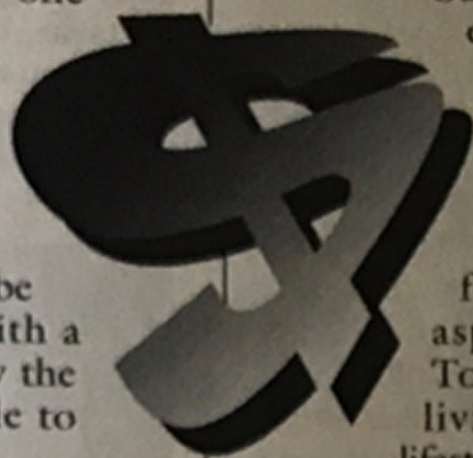
"I'm concerned about losing athletes to the United States," confesses Miller, "but scholarships won't prevent the drain". We could have the best of everything here in Canada and the athlete could still end up in the States. There is a real concern that a scholarship programme could

create a bidding war between ourselves and the U.S.A. Some feel the drain might be stopped by 'Made in Canada' programmes equal to the best in the world.

Regardless, the province's primary objective is to fulfill a social goal. Sport and fitness are only two aspects of recreation. Today's theme is active living and a healthy lifestyle.

While the government's role is to fulfill a social goal, the corporate sector has a much less altruistic attitude. Every sport can be a marketing tool for an organization. "No corporation in its right mind is going to enter a sponsorship just to be a good corporate citizen," says John Beddington, President of Beddington Sports Management.

That's the way it all started. Everyone got a nice feeling but there was no benefit to the corporation. Today, sponsorship has to have real meaning. It must provide real value by way of increased sales, awareness, promotional opportunities and media exposure.



AND HOW DOES SPONSORSHIP HELP A BUSINESS?

Sponsorship can provide awareness of a corporate or brand name. It may provide further awareness of the products and services offered by a firm. A major customer entertainment opportunity is another benefit of sponsorship. Some sponsors, like



Cathie Miller

Unitel and Blue Cross, are in squash sponsorship but not directly in the squash business. On the other hand Prince and Dunlop sponsor squash to sell more squash products.

It has been clearly established that sponsorship is part of the overall marketing mix. Although there are still some companies who do not believe in sponsorship, others are doing it in a big way because they know it works. Research conducted on behalf of the Sun Life Assurance Company, sponsor of the Canadian National Tennis Championships, indicates that sponsorship has a greater and more successful reach than traditional advertising.

"I can give somebody more value in sport for \$100,000," says Beddington, "than they could get out of buying 5 or 6 full colour page ads in MacLeans". Admittedly, companies still need to advertise but they may be better off tying the two together.

The kind of investment required depends entirely upon the company involved and the sport. "In squash, you can make a lot of noise for \$25,000," says Beddington. "For \$100,000, you can be a huge player". However, a company should never get involved in sponsorship without checking the demographics

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WE'RE IN THIS BUSINESS ON A LONG TERM BASIS, NOT TO MAKE A QUICK BUCK

of the sport. Some companies get involved with a sport because the president likes the game. It could be a good fit but that may not be so in all cases.

AND IS THERE A REASON FOR NOT WANTING A COMPANY?

There have been 2 or 3 occasions when Beddington turned down an offer by a company because he did not feel that there was a right fit between the offering sponsor and the event. A sponsorship offer will not be accepted unless it creates a mutually beneficial relationship. "We're in this business on a long term basis," says Beddington, "not to make a quick buck here and there on a short term sponsorship". Beddington looks at nothing less than 3 year commitments because it takes time to make a successful sponsorship work.

After a sponsor has been selected, Beddington begins the delicate process of linking squash and the sponsor together. It does not happen overnight. It might take 3 to 5 years to happen which is why he insists on a long term contract.

Squash benefits from sponsorship almost as much as the sponsor does.

Sponsorship is an approval of the game which increases the value of the sport. From a financial point of view, any money the Beddington Group makes from running events goes back into the development of squash.

Further development of the sport will not be easy during a recession but Beddington is confident that good sponsorships can still be created.

One of the keys to a good sponsorship is ensuring that a sponsor never controls the running of an event unless he owns the event. "We once had a sponsor who started telling us how to train our ball kids," confides Beddington, "and that sort of a situation is to be avoided". The rights and responsibilities of the event organizer and the sponsor must be clearly defined at the outset. Generally speaking, the sponsor should definitely have control over the amount he spends, advertising, promotions and public relations.

AND WHERE IS SPONSORSHIP HEADED IN THE '90S?

Beddington thinks it will increase during the decade. Corporations will find ways to involve themselves in order to further their business objectives. "There's too much clutter in straightforward advertising", says Beddington, "and it's difficult to find your target market".

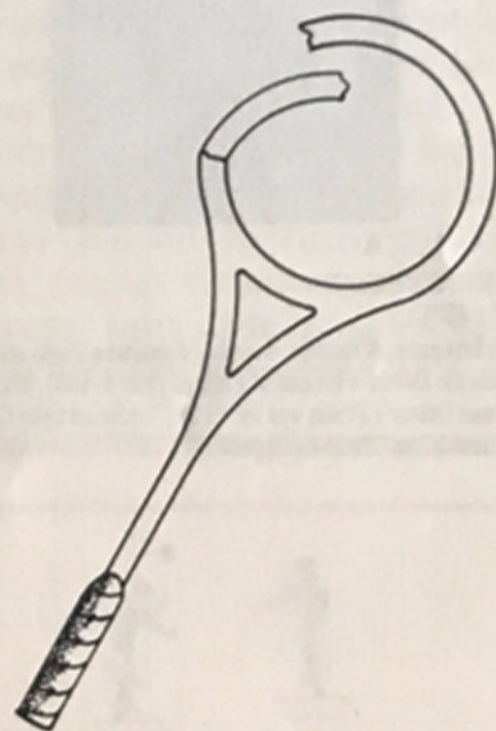
However, there is no question that some companies are shy of entering agreements fearing potential damage to their reputations should athletes test positive for drugs.

Perhaps the best way to increase sponsorship is to develop an audience through television. Squash will never be a huge spectator sport. The maximum number that could fit around a squash court and follow the game properly is probably between 1,000 and 2,000 people. Squash must review its position and continue to make changes if it hopes to attract a bigger television audience.

In Beddington's view, squash could do as well as tennis if it takes advantage of the opportunities in the corporate sector. Done carefully, the entire sport could reap enormous benefits. Miller proposes that business and government sit down together and develop partnerships.

"Let's get past this attitude that

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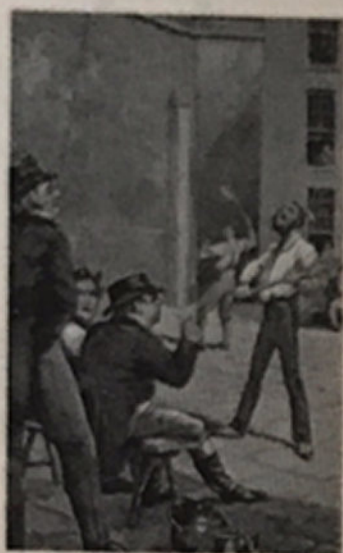
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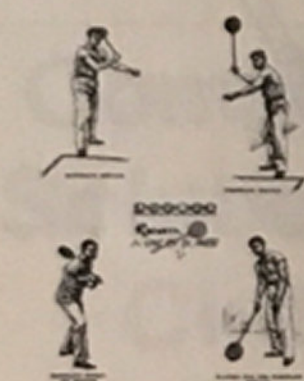
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The first game of racquets was played against a single wall within the Debtor's Prisons of England prior to 1800. The most famous Debtor's Prison was the "Fleet" referred to by Charles Dickens in the "Pickwick Papers".



RACQUETS—A GAME FOR EX-ATHLETES (12" x 16")

The English game of racquets made its way to New York as early as 1793 and maintained a feeble and fitful existence until more than a 100 years later when the New York Racquet Club gave it a permanent home. This print depicts the clothing of the period and a player in various positions of readiness to serve and receive the serve.

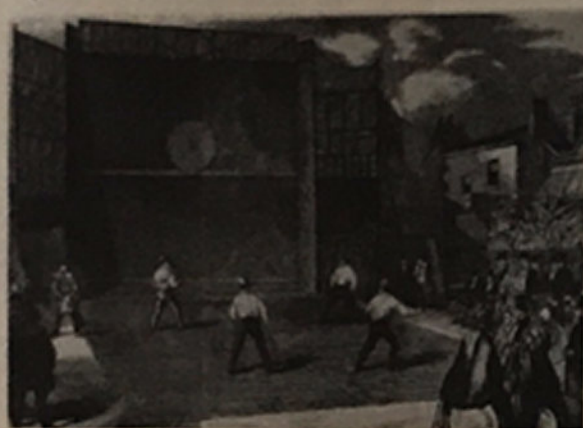


SQUASH RACQUETS AT HARROW
(9" x 12")

The Harrow School in England is credited with the invention of the game of squash racquets. In the late 1800's, while waiting to enter the hard racquets court, the boys playing in the courtyard of the Headmaster's house invented a soft "squashy" ball to avoid breaking windows.

THE BELVEDERE RACQUETS COURT
(16" x 12")

The single wall version of racquets quickly expanded outside of the Debtor's Prison and was most popular in the early 1800's in Ireland. This print depicts a 45' high wall and four men are playing within a designated area 45' x 60' long.



THE CHAMPIONSHIP COURT OF THE NEW YORK RACQUET CLUB
(12" x 9")

By the early part of this century, racquets and squash racquets were becoming firmly established as the excellent games they are now known to be. This print illustrates active play being observed by several interested observers in the gallery.



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government money is MONOPOLY money", says Miller. "We'll get as much of it as we can for salaries and administration and do the glamorous things with the corporate sector. That's not going to fly down the road".

The government wants everyone to recognize that it is a partnership. The sports structure is heavily subsidized by the Ministry. In a way, they are just another sponsor who wants to get serviced for the millions of dollars it pours into sport each year. The cost of pursuing sporting opportunities continues to climb and the Ministry is lucky to maintain its level of funding.

Beddington agrees that it is not easy for government to put a lot of money into sport. There are more needy areas but it does have a key place in the community. Squash is an excellent participatory sport and it's very good exercise. Government should be supporting that to some degree.

Inevitably, financial support will go to the sports that are doing a good job in supporting themselves. To that extent, squash can look forward to a bright and prosperous future. ○

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OTTAWA'S JENNIFER BIRCH-JONES NAMED 1990 RECIPIENT OF HEATHER MCKAY AWARD

Jennifer Birch-Jones has been chosen as the winner of the Heather McKay Bowl for 1990.

The award goes each season to the Ontario female squash player showing significant improvement in provincial and national rankings, coupled with results gained in national and international play.

Winners must also have demonstrated a desire to succeed and shown sportsmanship and deportment both on and off the court.

Jennifer achieved a sixth place Ontario ranking and a seventh place national ranking, both achievements a testament to her hard work and fine efforts during the 1989-90 season. She won the Ontario 30+ Women's Championship but chose to play in the open event in the National Championships where she achieved an eighth place finish. Jennifer also



Jennifer Birch-Jones

represented Ontario in the Inter-Provincial Team Championship

where, along with team mates Cathy Covernton and Barbara Diggins, she scored some excellent wins on the way to a second place finish for the province.

Off the court, Jennifer gives generously of her time, sitting as a member of the Squash Canada Tournament Committee. She is also involved in the Ottawa & District region, acting as Tournament Co-Ordinator for the district.

The Heather McKay Award was instituted in 1985. It was established in recognition of the 18-time World Champion's contributions to women's squash in Ontario during her twelve years in Toronto.

Jennifer joins an illustrious list of previous winners of the Heather McKay Award including Gail Pimm, Nancy Cranbury, Wendy Wontner, Lori Coleman, Shelley Harvey and Margo Green.○

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1991 CHARITY CHALLENGE

The annual Charity Challenge has been a source of both extreme pride for Squash Ontario and an event which has raised thousands of dollars for charity. However, at times, it has indeed been a "challenge" because it simply cannot run without major sponsorship to the tune of about \$40,000.00.

In the last few months we have, through Sherry Funston and other marketing professionals, been aggressively seeking such sponsorship, but have not been successful - who says we're not in a recession?

At the October 1st Board of Directors meeting much time was spent discussing the situation and exploring alternatives. It is with a great deal of sadness that I share with you, the players, the following decisions:

(1) The Charity Challenge will not be held in 1991 in its traditional format (i.e. culminating in a Provincial Championship weekend), due to the lack of adequate sponsorship.

(2) Regions and individual clubs are certainly encouraged to hold local events to support the Multiple Sclerosis Society of Ontario, but Squash Ontario's support to these will be restricted to the usual printing of flyers, office informational support and so on.

(3) Squash Ontario will provide sweatshirts to any Region which runs a Regional Championship subject to the receipt of a report on such an event at the Squash Ontario office. (The cost of such sweatshirts is estimated at approximately \$2,000.00 if all regions were to hold such an event).

Obviously we feel badly about this situation, but recognize that it simply would be financially imprudent of the Board to approve the running of the event without the kind of sponsorship outlined above. Certainly, it is our hope that we can re-instate the Charity Challenge in its usual format in 1992.

Already, I have been advised that both Central Ontario and the Ottawa & District Regions have thrown down the gauntlet and have issued a "challenge" to other regions to see who can raise the most amount of money for the Multiple Sclerosis Society. We hope all other regions and many individual clubs will champion this most worthy cause and hold events to raise money to help find the cure for multiple sclerosis. ○

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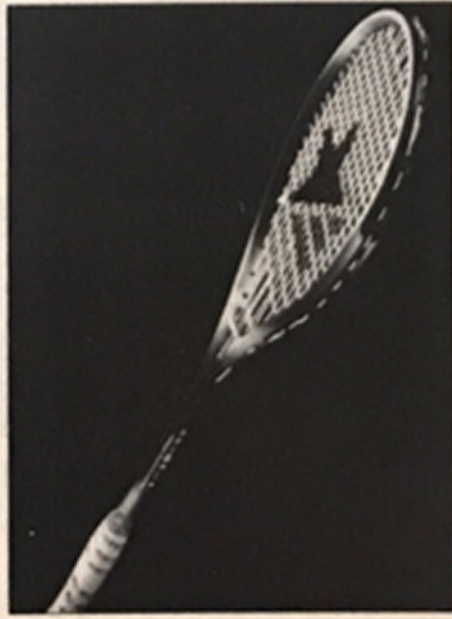
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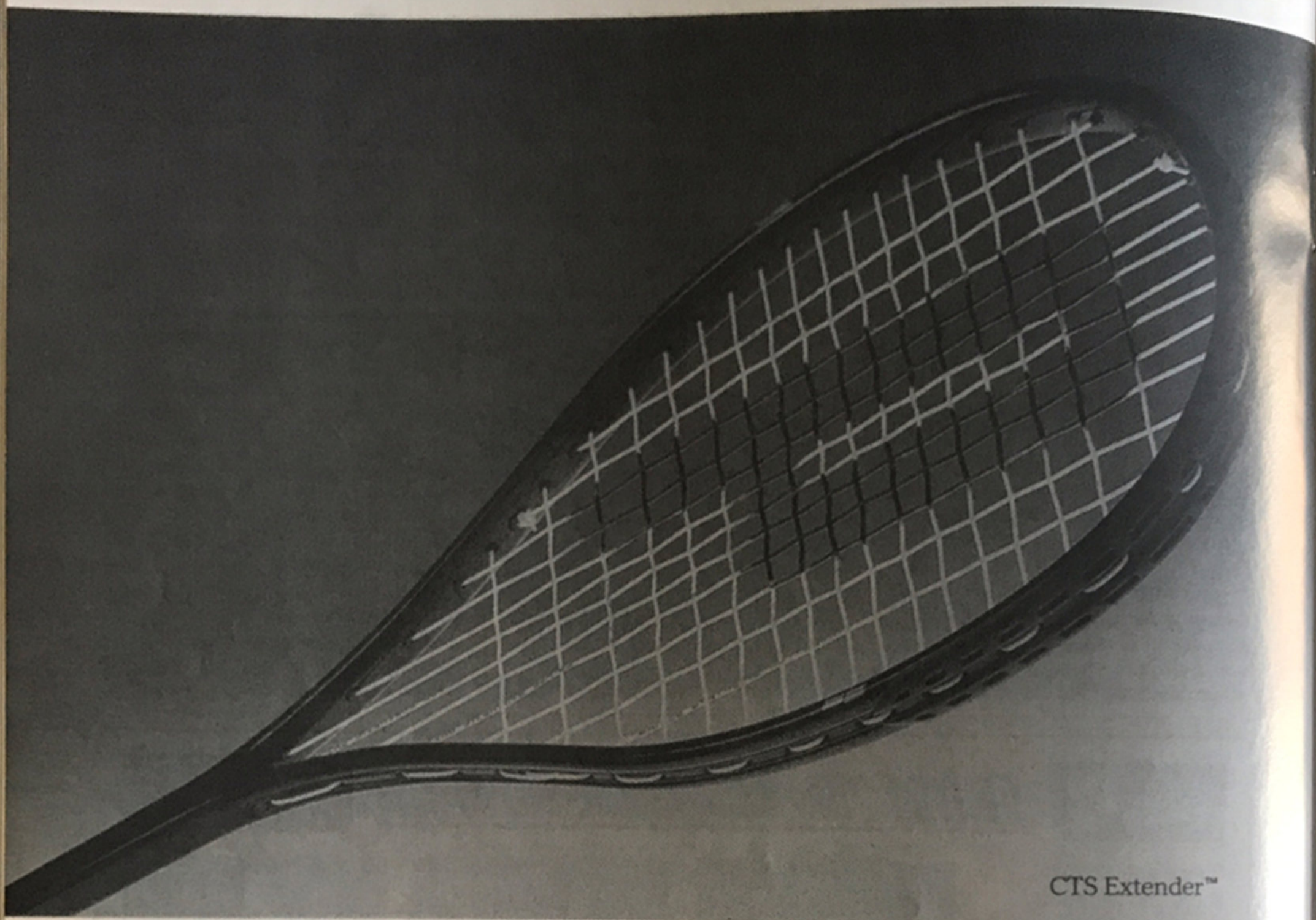


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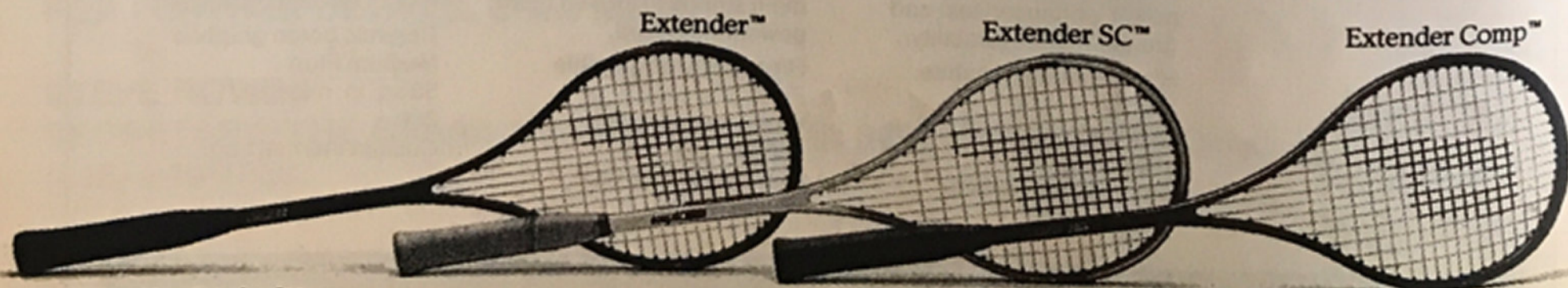
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PROGRAMMES' PROGRESS

The Black Knight Toronto & District Junior Mixed League was off and running on October 13th. The number of teams has doubled over the league's inaugural year and the addition of an Under 19 Division should add some spice to the finals. These will be hosted by Mayfair Lakeshore Racquet Club on March 18, 1991.

Competitors in the Under 19 Division include Pine Valley Racquets Club, Mayfair Lakeshore Racquet Club, Georgetown Racquet Club and Mayfair East Racquet Club. Competing in the Under 16 division are defending champions Pine Valley Racquets Club, Mayfair Lakeshore Racquet Club, Granite Club, Toronto Cricket, Skating & Curling Club, Royal Canadian Yacht Club and newcomer, Upper Canada College. Competing in the Under 14 Division will be Pine Valley Racquets Club, Mayfair Lakeshore Racquet Club, Royal Canadian Yacht Club, Toronto Cricket, Skating & Curling Club and newcomer, Appleby College.

The Ontario Mixed Doubles Championship, originally scheduled for December 7-9, 1990 will now be held January 18-20, 1991. The Oxford Club in Toronto will be hosting the event, its first time ever hosting a provincial championship.

ONTARIO CLOSED CHAMPIONSHIPS

Northfield and Northfield Doon Racquet Clubs, fresh on the heels of hosting the Canadian Nationals, will be playing host to the Ontario Closed Championships on the weekend of November 30 - 2 December 1990. Aside from declaring Ontario's Men's and Women's Champions for the season, the Closed is used to select this province's teams which will compete in the Inter-Provincial Team Championships. These are scheduled for January 25-27, 1991 and, for the first time in their history, the Men's and Women's Team Championships will be played together. Hosting this historic first is Mayfair Lakeshore Racquet Club in Toronto.

To be eligible to be selected to the Ontario Teams, a player must:

(1) Participate in the Ontario Closed Soft Ball Championships. The teams will be selected based on the top three finishers in the Ontario Closed;

(2) Be either a Canadian citizen, a landed immigrant or resident in Ontario for three (3) consecutive years;

(3) Have been resident in Ontario for a minimum of six out of the nine

months immediately preceding the Championships; or

(4) Be in full time attendance at a university or college, in which case the player may compete for either his/her home province or his/her resident province (subject to 3 above).

In order to compete in the Ontario Closed Championships, a player must be a Canadian resident, a landed immigrant or have resided in Ontario for three consecutive years.



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Date: Saturday, December 8,
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Time: 10:00 A.M. - 4:00 P.M.
Cost: \$25.00
(Includes clinic, manual,
and examination)
Contact: Squash Ontario
(416)495-4140 for
further information

Ottawa & District Certification Clinic

Location: RA Squash Club
2451 Riverside Drive
Ottawa, Ontario
Date: Saturday, December 8,
1990
Time: 10:00 A.M. - 4:00 P.M.
Cost: \$25.00 (Includes clinic,
manual, and examina-
tion)
Contact: Squash Ontario
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CANADA GAMES

At the recent Northern Ontario Junior Open, the question uppermost on the minds of the athletes, parents and coaches present was "who will represent Team Ontario at the Canada Winter Games in February?"

Selection to the team will be based on the best results attained at the first three Junior Regional Opens and if those results are inconclusive, the athletes in contention for the team will compete in a final round robin to select those much sought-after places. Thus, the Northern Ontario Junior Open, first of the three selection events, was well attended by athletes and parents alike and, if the quality of the squash was any indication of the fighting spirit of our juniors, Team Ontario will be a very feisty and determined group.

The Boys' Under 19 event was capped off by a final which featured Toronto's Duncan Peake and Ottawa's Jay Giachino. Jay took the first two games but Peake, showing great tenacity and perseverance, evened the match and then took the deciding fifth game. A very deter-

mined Nicole Garon of Clinton defeated Ottawa's Jo Thomas in the Girls' Under 19 with Tara Sharpe and Andrea Baptiste finishing third and fourth respectively.

The final of the Girl's Under 16 event pitted defending Canadian Girls' Under 14 Champion, Jan Wilson against Vicky Marrack of Sault Ste. Marie. In a repeat of the Boys' final, Wilson surged ahead to a two game lead only to have Marrack even the match. But the experience of Wilson prevailed and she went on to win the fifth and deciding game.

In the Boys' Under 16 event, Mark Chatterley clinched the victory by defeating Andrew Kruger.

Looming ahead for these young athletes is the Western Ontario Junior Open, the results of which should be a harbinger of how things will go for Team Ontario at the Canada Games. Alberta, Manitoba, Quebec, Nova Scotia and New Brunswick all plan to send their Canada Games teams to the competition. The final test will come in November at the Southwestern Ontario Junior Open in Sarnia, after which and baring the aforementioned "inconclusive results", we should be able to select and announce Team Ontario.

All the athletes who have been involved in the Canada Games programme over the past year have, hopefully, found it both rewarding and fun. They have benefited from the coaching and from participating and training in a team environment. The sense of solidarity and team loyalty has been fostered throughout all the training camps and that experience has served to forge lasting friendships. It is unfortunate that we

cannot select all athletes for the Team.

Much of this last year's programme could not have been accomplished without the financial support of MasterCard. The Ministry of Tourism and Recreation provides a grant to help support the Canada Games programme but those dollars do not cover all expenses and we are very grateful for the commitment of MasterCard in helping us develop and train these young people.

COACHING

The coaching programme in Ontario is off to a very strong start in this 1990/91 squash season with full level 1 clinics running in Toronto and New Liskeard. The level 1 clinic held at the Mayfair Lakeshore Racquet Club in October was expanded to accommodate the many people who were interested in attending. The level 2 clinic which was also held in October was just one person short of being full.

If you are interested in attending a level 1 technical clinic but haven't had the time available, consider attending the clinic scheduled for the weekend of January 11-13, 1991 at the Mayfair Lakeshore Racquet Club in Toronto.

The practical examination portion of the coaching programme relies on the availability of volunteers to assist our coaches attain their certification. We need people of any age and at all skill levels of play to receive instruction by those coaches working on their certification. If you would like to volunteer or would like further information, call Linda Henderson at Squash Ontario (416)495-4140.○

Help Wanted & Found

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CLUB is looking for a manager. Anyone interested should contact Heather MacLean at (416)884-6062.

SPORTS CLUBS OF CANADA

are looking for a programmer/squash professional. Full or part time. For further information, contact Tim Gardiner at (416)441-2085.

CEDAR SPRINGS ATHLETIC

CLUB has found Pat Cranbury. Pat has joined the staff as head of programming.

QUEENSVIEW RACQUET CLUB

has found Jeff Watts. Jeff has joined the staff as the squash professional.

EASTVIEW RACQUET CLUB has found Randy Blomme. Randy will head up programming.

METRO CENTRAL Y has found Stephanie Roth. Stephanie will be looking after the squash programming.

THE SKYDOME CLUB in Toronto is pleased to announce that Taylor Fawcett has accepted the position of squash professional.

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Rucanor



HERE'S TO THE WINNERS!

Northern Ontario Junior Open

By Stephanie Todd •••••

The Northern Ontario Junior Open, held October 12-14, and hosted by Cambrian College Squash Club was a blazing success. As a prelude for qualification for the Canada Games, the competition was second to none. A total of 73 participants from across the province and Quebec reached for top honours in each division. This tournament was also being used to assist the Northern Ontario coaches in the selection of the team to represent our region at the Ontario Winter Games.

Vicki Marrack (Girls Under 16) of the Soo took second place after a five game match against Sarnia's Jan Wilson. Locally, Angela Matson (Girls' Under 14) and Ian Reilly (Boys' Under 12) won the plate event in their respective categories. An outstanding show was put on by Richard Yendall (Boys' Under 14) of the Soo who lost to Andrew Kruger of Ottawa 3-1. Richard was not intimidated by the fact that Andrew towers over him physically and that Kruger finished second to Mark Chatterley in the Boys' Under 16 event.

A surprise in the finalists for the Boys' Under 19 event did not make the match any less exciting for Duncan Peake and Jay Giachino as they went to five games, with Peake eventually eking out the victory.

Tara Sharpe of Peterborough was upset early in the event and Clinton's Nicole Caron took first place honours.

David Philips from Montreal swept the Boys' Under 12 event.

Congratulations to all the winners and a hearty thank you to all who participated in the tournament. A special thank you to Cathy Fiddes, who, on very short notice, was able to step in and co-ordinate this event. Thanks also to Dana Matson, Bryan Drew John Powers, Anne Gosselin and Todd Galardo. I can't end with-

out acknowledging the tremendous support of all those who helped us billet 51 juniors over the weekend - well done. Thanks also to our sponsors, Cambrian College, Hi-Tec Sports and Lakeland Beverages Inc. (Pepsi) for their generous support.

SEE YOU ALL NEXT YEAR.

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 Finalist: Todd Binns
 Men's A Champion: John MacRury
 Finalist: Patrick Ryding
 Women's A Champion: Lynn (Begg) Miller
 Finalist: Cathy Covernton
 Men's B Champion: Steve Blackadder
 Men's B Finalist: Adrian Ferreira
 Women's B Champion: Chris Lovett-Doust
 Finalist: Shelley MacDonell
 Men's C Champion: Tim Mallory
 Finalist: Pierre Sauve
 Women's C Champion: Brenda Garel
 Finalist: Lisa Palmer
 Men's D Champion: Charles Stacey
 Finalist: Paul Lemmon
 Women's D Champion: Sharon Ducharme
 Finalist: Nat Hetmanczuk
 Men's E Champion: Robert Vona
 Finalist: Lorrie Owen-Turner
 Women's E Champion: Carla Mann
 O'Callaghan
 Finalist: Debbie Durno
 Mixed Doubles Champions: Victor Harding & Lolly Gillen
 Finalists: Andrew Slater & Susan Smeaton
 Men's 40+ Champion: Carlo Esposito
 Finalist: Colin Syme
 Men's 50+ Champion: Gerry Shugar
 Finalist: Jim Adam
 Men's 40+ Hardball Champion: Michael Whelpton
 Finalist: Lov James
 Men's 50+ Hardball Champion: Gerry Shugar
 Finalist: Marty Goldhar

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IN TORONTO & DISTRICT, LEAGUE IS THE 'NAME OF THE GAME'

By Ed Bracht, Diana Moody,
Gord Robertson

During the past three years, the Toronto & District Women's Squash Association has made great strides in improving its profile and expanding its role in the region.

We are most fortunate to have a group of enthusiastic, hard-working women who are dedicated to improving women's squash in Toronto. The Executive has added two new faces this year. Jane Brooks is the League Co-Ordinator and has done an excellent job putting the schedule together. She worked closely with Ina Halket, the previous Co-Ordinator, to ensure a smooth transition, especially when juggling 55 teams. Jane is a member of The International Club and has been a team captain and convenor for the past several years. Lynn Begg, a Pine Valley A player and keen tournament competitor, joins the Executive as its Secretary. Both Jane and Lynn bring experience and enthusiasm to the league and have managed to fill the rather large shoes left behind by Ina and Fairlie Taylor. Back for another year on the Executive are Robin Kingsmill, Debbie McKinnon, Diana Moody, and Nancy Burns.

One of our goals this year was to try to secure sponsorship for the various league activities as well as our somewhat ambitious plans to promote women's squash in the city. We are very pleased to welcome back Dexters: The After Sport Drink, as one of our major sponsors. Michele D'Angelo, the National Manager of the Callitheke Company, has been unfailing in her support of the T&D women's squash league for the past two years. A very warm welcome is extended to Stellar: Racquets and Grips. This is Stellar's first year as a major sponsor and it is clearly committed to the women's squash league. We thank Stellar for its generous support. Our third major sponsor is Dunlop XX Balls and Ashaway Strings. This too, is Dunlop's first year as a sponsor for the women and we are very grateful for their contribution. The Dunlop XX is the offi-

cial ball of the Toronto & District Women's Squash Association.

Robin Kingsmill, the League's Classification and Play-Off Co-Ordinator, and Nancy Burns, have put a great deal of time and energy into establishing the ranking and classification of the women A players. The result has been a standing compilation which is published twice a year, and distributed to all the clubs for posting. Robin and Nancy are now working on the B classification.

In order to earn points for ranking and classification, the League has established a Circuit Tournament Schedule. All T&D players are encouraged to participate in these exciting events. Check your club bulleting board for flyers or refer to the Squash Ontario Yearbook for dates and locations. These tournaments are a great way to meet and play other league players.

The Toronto & District Women's league has a new logo. Congratulations to Debbie Nichols of Partners Squash Club for designing the award winning entry. For her artistic talents, she is the proud new owner of an A Henkel squash racquet, courtesy of On Court Sports Limited.

The League would also like to extend a warm thank you to Rob Brooks, the General Manager of the Pine Valley Racquet Club. Rob made a very generous donation to the Association. He is a strong supporter of women's squash. His D team won the championship for Fall/Winter, while his C team won the Summer Championship. Thanks again, Rob.

The Toronto & District Women's Squash Association has been in existence for almost 20 years. Participating in league is a great way to meet new players and enjoy an evening of hard play and friendship. We encourage clubs who have women squash players to join the League. You don't have to be a Susan DeVoy, Danielle Drady or Heather McKay to play - all you have to do is enjoy the game. The teams cover one end of the region to the other...from Georgetown in the West, to Durham in the North and Oshawa in the East.

As we roll into the 1990's, the

Toronto & District Women's Squash Association continues to break new ground. Be a part of the action!

The Toronto & District Men's B League has attracted 15 teams this year, including two from the Hamilton Thistle, two from the Toronto Racquet Club, and two from the Royal Canadian Yacht Club. The traditional standard bearers of doubles, the Cricket, the Granite, the Badminton & Racquet Club, the Cambridge and the K-W, are joined by teams from the Fitness Downtown and the Fitness Willowdale as well as from the new Oxford Club and Mayfair Lakeshore.

The standard of play is excellent, improving every year and it looks as though it will be a very tight race to the play-offs.

Another successful summer season for the Toronto & District Men's Squash League was completed on Wednesday, Sept. 19th with the play off finals being hosted at the recently renovated Toronto Athletic Club.

Strong clubs this summer were Pine Valley and Duffinch, each with four teams making the play off rounds. Pine Valley qualified 2 D teams, a C team and its A team whereas Duffinch had a representative at each level. Two clubs, Sharif Khan and the Toronto Athletic, each had 3 teams in the play offs at D, B and A and D, C, and B levels respectively.

The only final to extend the full five matches for a result was, fittingly, the A final where Canada's #1 and currently world ranked #39, Sabir Butt from Duffinch proved too strong for Pine Valley's Chris Hussey.○

<p>Finals Markvale defeated Toronto Athletic 4-1</p> <p>Finals Richmond Hill defeated Duffinch 4-1</p> <p>B Finals Valhalla defeated Sharif Khan 4-1</p> <p>A Finals Duffinch defeated Pine Valley 3-2</p>
--

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COMING ATTRACTIONS

CANADIAN HARDBALL CHAMPIONSHIPS

The 1991 Canadian Hardball Championships will be held at the Toronto Cricket, Skating & Curling Club on the February 1-3, 1991 weekend. These Championships have not been held at the Cricket Club since the early seventies and the Tournament Committee, headed by Jim Adam, is planning an active event. Friday will feature an opening reception and social evening. There will be a gala dinner dance on the Saturday evening and a participants' brunch on Sunday before the finals. In addition to the open events for both men and women, there will be age category tournaments for male and female entrants. In a break with tradition, the Canadian Championships will be held two weeks before the U.S. Championships rather than the customary one week. It is hoped that this will attract more entries from south of the border. Full details of the tournament will be released in December. Information can be obtained from Pat Richardson at the Cricket Club (416-487-4581 ext.25).

SPECTACLE BOUTIQUE

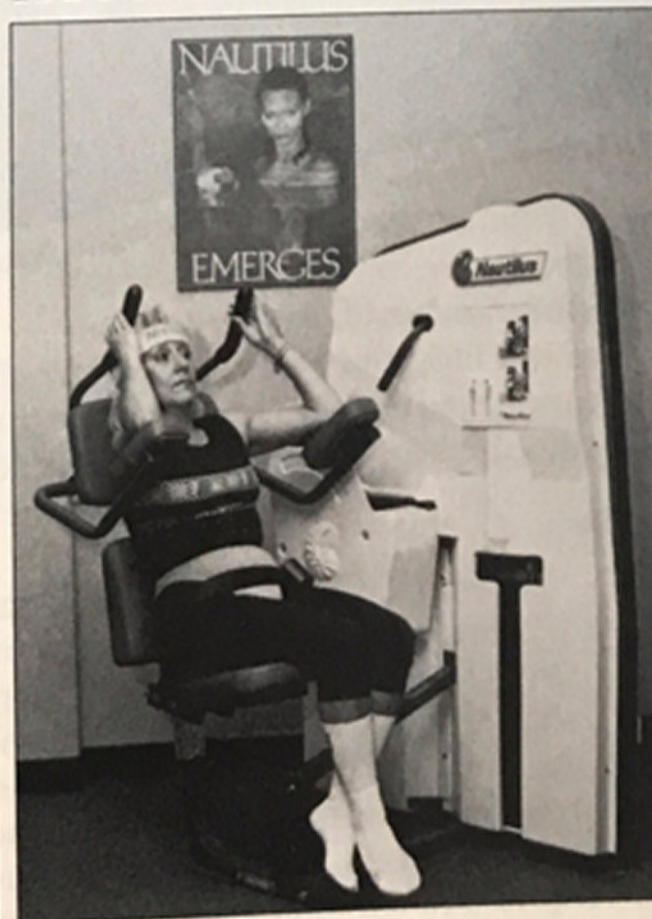
Ten years ago, the idea of a different type of tournament came to some of Peterborough's more mature players. As they do not have many ideas, it was felt this one should be pursued with vigour! Hence, the birth of an American scoring handicap tournament with a very wide variety of divisions, ranging from the more usual plate and classic plate to the more unusual Cup and Saucer and Knife and Fork Divisions. What this really means is that everyone gets at least four matches. It is hard to get knocked out of this event. The Spectacle Boutique of

Peterborough has been the main sponsor of this event during its lifetime and for this, the Peterborough squash community is very appreciative to its President, Mr. Gerry White. To mark the 10th Anniversary, a number of special features will be included in this year's extravaganza. It is anticipated that a 16-draw division (no handicap) with cash prizes featuring as many former winners as possible will be held. These would include Ross Hainsworth, Tony O'Dell, Peter Robson, Geoff Mitchell, John Wilson and Greg Lahey. A 10th Anniversary dinner will be held at Trent University featuring an auction of paintings and other cultural items. Special invita-

tions will be sent to players who have made significant contributions in both off and on court situations over the years - Lewis Frape in the Special Shot category; Darryl Scollard in the area of dress; Steve Flude in the most consistent Toronto entry category. Each year the proceeds of the tournament are donated to a charity. This year, it is anticipated that a considerable donation will be made to the Multiple Sclerosis Society of Ontario. So...mark your calendars now - November 30 - December 2nd. All interested players are asked to call Paul Wilson at Trent University (705-748-1252) or West Shaver at #1 Nautilus (705-743-9439).○

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Although nestled beneath the Niagara Escarpment in scenic Niagara-on-the-Lake, the convenience of being directly adjacent to the Q.E.W. allows White Oaks to service the whole Niagara Peninsula, including St. Catharines, Niagara Falls, Niagara-on-the-Lake, Fort Erie and as far away as Hamilton and Lewiston, New York.

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The Inn boasts rooms of uncommon elegance and charm and suites feature natural fireplaces, whirlpool baths, separate showers, wall mount hair dryers and a treasure of amenities. Whether it is a wholesome breakfast, a light meal or a long, lavish dinner, Court View Dining Room and Lounge offers a very comfortable and friendly atmosphere. The interior of the club is currently in the final stages of getting a new face lift with an upscale decorating scheme which is a delight to all who enter the facilities.

The club offers the recent addition of a "sprung floor" aerobics studio and a comprehensive cardiovascular

centre that has enhanced the ability to do cross training for our many racquet players as well as introducing state of the art health equipment to the fitness enthusiasts. A qualified fitness director and her energetic staff offer high and low impact aerobics, fitness testing and personal pro-

district leagues, clinics junior excellence programmes, round robins and flight ladders for all our racquet sports.

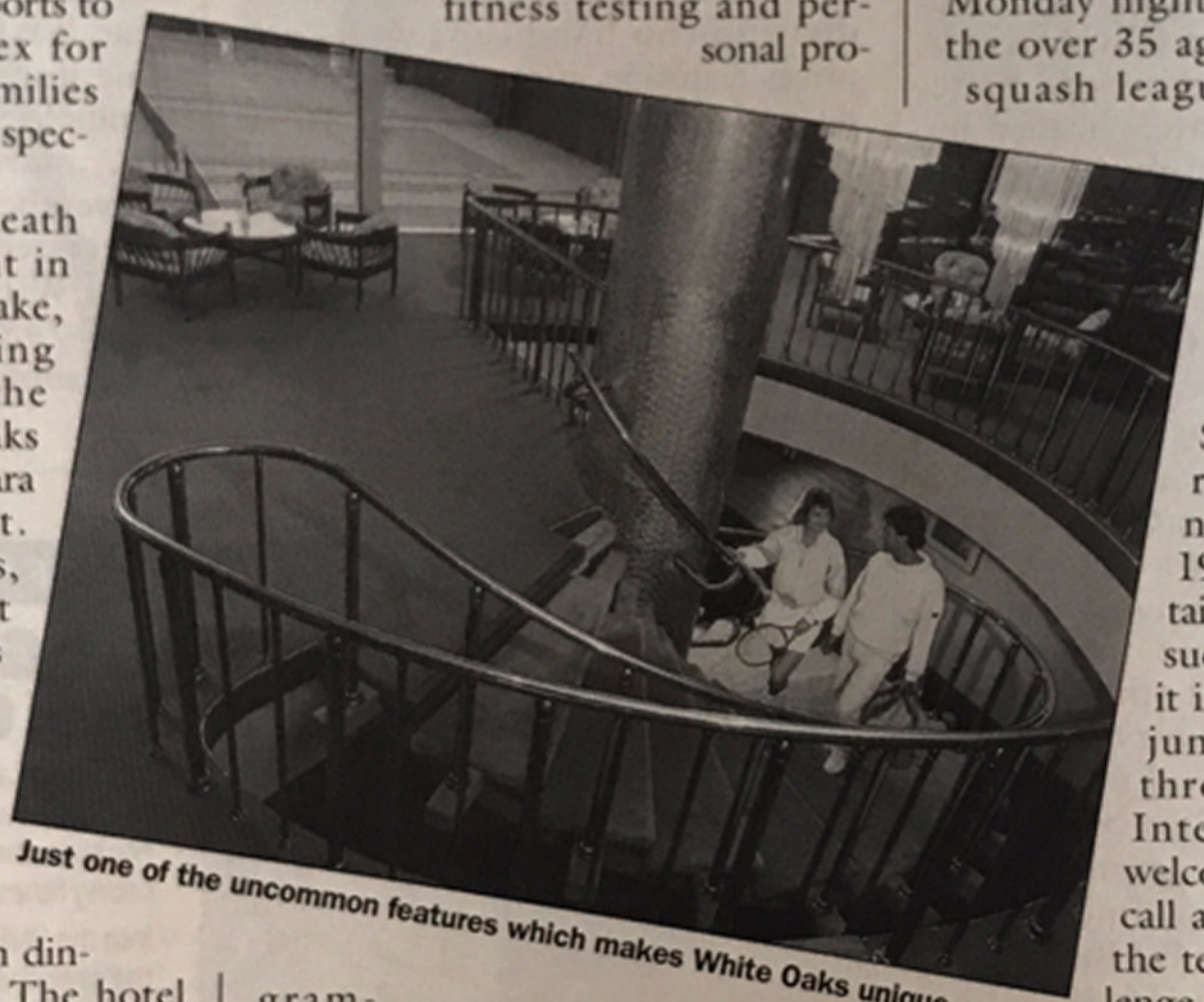
The squash houseleagues are extremely popular with over 300 members participating. Whether the Monday night veterans league for the over 35 age group, the mixed squash league or the Saturday morning elite players...White Oaks offers something for all.

The junior squash team, under the direction of Mark Sachvie, has grown rapidly from its beginnings 5 years ago. The 1990/91 season is certain to bring even more success for the team as it intends to compete in junior tournaments throughout Ontario. Interclub matches are welcome, and just a phone call away (416)688-6800; the team welcomes a challenge from any other junior team in Ontario.

Canadians in the '90s are more aware of the detriments of stress and poor diet and therefore strive to keep their fitness levels in check. A multipurpose club such as White Oaks can offer many different and varied programmes to maintain motivation, hence promoting the continued use of the club to mould a healthy body and spirit.

No wonder we feel that our new name describes our facility better!

This space is reserved for member clubs of Squash Ontario. We invite clubs to participate by sending in a short write-up and photograph to Squash Life. Reprints are available at minimal cost. For more information, please contact Sherry Funston, Squash Ontario, (416)495-4140. ○



Just one of the uncommon features which makes White Oaks unique.

gramming and orientation to our lifecycle, lifestep, liferower and nautilus equipment. The indoor pool also offers an alternative of water aerobics or lane swimming all year round.

Committed and enthusiastic racquet professionals offer and organize many competitive, instructional and social programmes on the 6 international squash courts, 8 indoor Dynaturf tennis courts, 4 outdoor tennis courts and 3 racquetball courts. For sublime relaxation, sauna, massage therapy, tanning beds and whirlpools are available. As an added convenience, we offer a fully serviced child care centre.

The dedicated league co-ordinators organize many activities including houseleagues, tournaments,



The Hi-Tec squash shoe range has been nominated as the official shoe range for

SQUASH
CANADA



1



2

The principal feature of the shoes is the *Airball Cylinder** - "ABC" - a patented air-pressurized polyurethane-skin cylinder which is positioned in the midsole of the heel section (1) and (2). The "ABC" is replaceable and available in two different pressure ratings to satisfy individual requirements and body-weight ratios.



Ross Norman, Del Harris and Steve Wren

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