

## Jessie Owens: Leading story

Jesse Owens' winning four gold medals and the treatment he received at the 1936 Olympics was the most important sports story of the past 75 years, according to a nationwide poll of sports writers and broadcasters recently completed by Pepsi-Cola Company.

The poll was conducted by Pepsi-Cola as part of its 75th Anniversary celebration. Its objective was to determine the ten top sports events of the past three-quarters of a century.

The ten winning events in the Pepsi-Cola Sports Poll were:

1) Jesse Owens' 4 Gold Medals and treatment '36



Jesse Owens' winning four gold medals and the treatment he received at the 1936 Olympics in Berlin has been named the most important sports story of the past 75 years in the Pepsi-Cola Sports Poll, a nationwide survey of sports writers and broadcasters. Owens is shown here during one of the heats of the 200-meter run at the '36 Olympics. The Pepsi-Cola Sports Poll is part of the company's 75th Anniversary celebration.

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Olympics; 2) Roger Bannister's 4-minute mile; 3) Bobby Thomson's '51 series Home Run; 4) Mark Spitz Wins 7 Gold Medals '72 Olympics; 5) UCLA Basketball Dynasty; 6) Don Larson's Perfect Series Game '56; 7) Tied, Ali-Frazier Fight and Jets Upset Colts Superbowl III '69; 8) Babe Ruth's 60 Home Run Record; 9) Dempsey-Tunney Long Count Fight; 10) Roger Maris' 61 Home Run Record. Five runners-up were the second Louis-Schmeling fight (1938 in 11th position); Colts-Giants sudden death NFL title (1958) and Bobby Jones' Golf Grand Slam tied for 12th position; Mets 1969 World Series victory and the first Super bowl game (1967) tied for 13th position; 1972 Olympic Israeli Massacre in 14th position; and Jackie Robinson's breaking the color line in baseball (1947) came in 15th position.

Baseball was the sport which figured most often in the balloting with 444 references.

Baseball was trailed by football (319), track and field (275), boxing (224), basketball (206), swimming (88), golf (73), horse racing (25), hockey (10), auto racing (8), tennis (5), wrestling (4), skiing, boating, chess (2 each) and soft ball (1).

Jesse Owens was the athlete noted most frequently by the sports experts with a total of 112 mentions. Owens was followed by Roger Bannister (105), Bobby Thomson (93), Babe Ruth (90), Muhammad Ali (82), Joe Frazier (74), Jack Dempsey (66), Don Larson (61) and Gene Tunney (60).

## Boombattle seeks Black owners

by Jay Claborn

"Boombattle is the roughest and most entertaining sport in the world!"

The speaker is Franklin Jefferson, Black inventor, world champion athlete, businessman, sports promoter, and a young man destined to become the Lamar Hunt of the exciting new sport of boombattle. In less than two years Jefferson has worked his way from the bottom to executive vice president of the Denver-based Boombattle Corporation, owner of the patented and trademarked sport of boombattle. Jefferson is also the world champion boombattler in his class.

"I participated in all sports while in high school and college," Jefferson said. "Boombattle is in a class by itself. Even the casualty rate among boombattlers is more than triple that in any other sport. Boombattle started several centuries as a pirate death game and, though it isn't as fatal now as it was then, it is the deadliest of all modern sports. In a recent contest between Denver and Milwaukee, seven of the twelve battlers ended up in a hospital. Fortunately I've received no serious injuries in more than 200 rough battles. Sports writers say I'm too rugged to get hurt, but I let the record do my talking."

Jefferson continued his praise of boombattle: "The most attractive part of boombattle, to me at least, is the opportunity it offers Black Americans." The perpetual smile on his handsome face turned deadly serious. "When I was recruited into the sport of boombattle I was told that the sky was the limit. Naturally I had reservations and the usual wait-and-see attitude. I soon

learned that I had been told the truth. Black citizens have a better chance to coach and to become franchise owners than they do in any other sport. I have advanced rapidly in the front office and now own options which could put me in control of the corporation. Athletes with ability advance accordingly. The athlete who shows coaching ability gets a chance. A Black promoter with the money to buy a franchise gets the deal. I'm working to make boombattle the world's most popular sport... a sport controlled by Black Americans.

"If we can duplicate what has been done in basketball and hockey, and I'm confident we can do much better, boombattle will be a billion dollar property in less than ten years. We are currently working on a TV series

which will give us the initial exposure we need. We expect to establish more than 200 franchises throughout the world. A dozen leagues will be organized and a world championship team will be crowned each and every year. Plans are underway to beam all league and world championship battles to the world via closed circuit TV. We are confident that our dozen or more subsidiaries will be financial bonanzas. Fat's Off, a revolutionary new reducing method used by boombattlers, will be on the market within a month. Mini-Boombattle, a toy replica of competitive boombattle, is being developed and will be on the market before Christmas. Equipment and other boombattle products will be on the market soon and should gross millions annually.



Sergeant Lawrence is shown being presented the George Washington Honor Medal by Captain J.W. Moffett, Inspector-Instructor of Company M, 3d Battalion, 23d Marines, San Rafael, California.

## Portland Marine earns Freedom award

Sergeant Richard D. Lawrence, U.S. Marine Corps, currently serving with the Inspector-Instructor Staff of Company M, 3d Battalion, 23d Marines, U.S. Marine Corps Reserve unit in San Rafael, California, received a George Washington Honor Medal Award for his Armed Forces letter on Freedom Has A Price.

Each year Freedoms Foundation at Valley Forge sponsors an essay category for servicemen and women on active duty and for those serving in the reserve components to encourage men and women to think about

and to speak up for Freedom. This year marked the 24th Annual National Awards program by the Freedom Foundation.

Sergeant Lawrence's award winning essay read in part: "The price that I feel must be paid in terms of Freedom is that every American must first realize that 'Freedom Lost is Seldom Restored'."

Sergeant Lawrence is a resident of Portland and is a 1966 graduate of Grant High School. He attended UCLA in 1970, and now he and his wife, Barbara, currently reside in Larkspur, California.

## Disabled eligible for Tri-Met discount

Certified disabled citizens will be eligible for reduced fares on all Tri-Met buses, the Tri-Met board decided recently.

Those persons who are certified disabled by the Social Security Administration through the Oregon Vo-

cal Rehabilitation Division and issued Medicare cards will join those 65 and the legally blind among Tri-Met's honored citizens who may ride for 10 cents less than the full fare, according to General Manager Tom King.

## Africa beckons Black travellers

Look at a world map and you will discover that Dakar is closer to the eastern shores of the United States than Paris. But Dakar, the modern capital of West African nation of Senegal, seems far more remote and exotic to most Americans than any place in Europe.

Exotic, yes. Remote, no. Air Afrique's new 14-day "West African Escapade" tour jets to Dakar in six hours to begin a journey through centuries as well as countries.

After visiting the city's important IFAN Museum, colorful native markets and mosques, the program moves to Accra, the sophisticated, English-speaking capital of Ghana. The chief sight here is Christiansburg Castle. But there's lots more. From Ghana, it's off to

Dahomey, once the center of a great African kingdom. Just outside the capital of Cotonou, there's a still house village of lake dwellers called Ganvie to explore. Canoes, rafts and dugout boats create the traffic jams here.

Lagos is the capital of Nigeria, among the largest and most populous nations of Africa. It's National Museum contains one of the best collections of the continent's art. Especially interesting is the Oba's Palace, built in 1704 by Portuguese slave traders.

The Ivory Coast's great port of Abidjan, located on a handsome lagoon, is next, followed by monrovia, capital of Liberia, a nation founded by former American slaves. The tour is priced at \$899 plus ten percent additional

for taxes and service. It includes round-trip air fare from New York, deluxe or first class hotel accommodations, two meals daily, transfers and sightseeing. Departures are scheduled monthly.

For a broader look at Africa, there's the "Escapade in East-West Africa" program. Twenty-nine days in length, it includes visits to all of the nations named above as well as Ethiopia and Kenya on the opposite side of the continent. It is priced at \$1,899 plus ten percent additional for taxes and service.

For more information on Air Afrique's Escapade tours, see your travel agent, or write Air Afrique, 683 Fifth Avenue, New York, N.Y. 10022.

## Oregon Guard selected

Oregon's Adjutant General, Colonel Richard A. Miller, announced recently that the Oregon Army National Guard has been selected as one of 16 states to pilot a ninety day test of a new enlistment option for Non-Prior Servicemen, starting July 1. The option, referred to as the REP-63 (3x3) Enlistment Option, will permit nonprior service personnel to enlist for six years with the option of serving three years in an Army Guard unit and three years in the Individual Ready Reserve (IRR) Control Group for Annual Training only.

The purpose of this test is to determine if there would be any significant increase in the number of enlistments as opposed to the straight six year enlistment program of the Reserve Forces. The six year program will still re-

main in effect. Test results will be evaluated at the end of each 30 day period to determine results.

Colonel Miller stated that the Oregon Army National Guard has an authorized strength of 6,446 officers and enlisted members and is currently at 6,020 members, 93.39 percent of authorized strength. Oregon was chosen as a result of its outstanding increase in strength since January 1, 1973 while operating in a voluntary Army concept. He also stated that "The citizens of Oregon can be proud of the record of our Army and Air National Guard units and members in their support of not only the Reserve Readiness Posture but of the many and varied community activities in which the Guard is participating in daily."

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Brenda and Hall Jones (right), from Saginaw, Michigan, visit Brother William Jones while relaxing at Geneva's with Laverne Hudson.

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## Heart victims sought

The Oregon Heart Association announced recently that a state-by-state campaign has been launched to find an estimated 11.5 million Americans suspected of having undiagnosed high blood pressure, and to get them under effective treatment. In Oregon, this could total 100,000 persons who do not know they have high blood pressure.

High blood pressure is a major factor in heart attacks, strokes and kidney diseases. In recent years, scientists have developed many drugs that can control most cases of high blood pressure when detected. Also, treating even mildly elevated levels of blood pressure can be effective in reducing the risk of stroke and other major complications.