

OBSERVER SPORTS

Portland meets Seattle in alumni game

Basketball stars of the past will shine with stars of the future in Memorial Coliseum on Wednesday night, July 21, when the Portland Trail Blazers wind up their 1982 rookie camp.

In a double-header this year, the Portland Alumni team will meet the Seattle SuperSonics' Alumni in the first game starting at 7 o'clock.

This clash will be followed by Portland's annual Rookie Game, featuring, it is hoped, Lafayette Lever, Arizona State guard, who was Portland's No. 1 selection in the 1982 college draft.

The Trail Blazers' Alumni team includes such stars as Geoff Petri, highest scorer in Portland history, plus former Blazers Rick Adelman, LeRoy Ellis, Danny Anderson, Larue Martin, Dale Schlueter, Darrall Imhoff, Herm Gilliam and Greg Smith.

The Seattle Alumni squad is expected to include Charles Dudley, Al Fleming, Al Hairston, Slick Watts, Bruce Seals and a couple of "ringers"—Norm Van Lier, long a tough guard with the Chicago Bulls, and Zelmo Beaty, a star in both the National Basketball Association and the American Basketball Association.

Portland 1982 draft choices, most of whom are expected to play in the Rookie Game, are Levery; Linton Towners, 6-6 forward from James Madison; Audie Norris; 6-9 center from Jackson State; Phillip Lockett; 6-9 forward from Alabama; Eric Smith; 6-5 guard from Georgetown; Cherokee Rhone, 6-9 forward from Centenary; Leo Cunningham, 6-11 center from Utah State; Terry Long, 6-2 guard from Lamar; Dave

Porter, 6-9 center from Western Oregon; Mark Dearborn, 6-5 forward from St. Joseph's, and Grant Taylor, 6-8 forward from California at Irvine.

The Alumni teams will meet in a rematch on October 8 in Seattle.

The Alumni game will be played in four eight-minute quarters. The Rookie Game will be played in two 20-minute halves.

Portland's rookie camp workouts will begin July 19.

Tickets for the July 21 double-header are priced at \$5.00 for adults and \$3.00 for students through high school age.

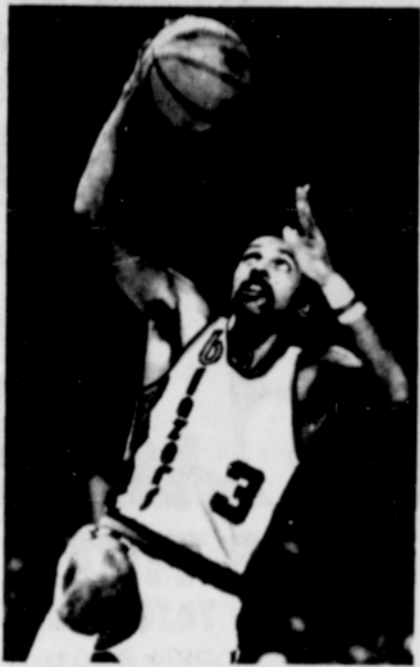
Tickets will go on sale Saturday at Memorial Coliseum and at Fred Meyer stores at Raleigh Hills, Tigard, Gresham, Interstate, S.E. Foster & 82 and Mill Plain.



DALE SCHLUETER



BRUCE SEALS



HERM GILLIAM



RICK ADELMAN



SLICK WATTS

Many pros, but no black owners

by Donnie R. Tuck

Black athletes comprise 50 per cent or more of the participants of the National Football League. Black players dominated the National Basketball Association and are numerous in major league baseball.

But, when it comes to ownership in professional sports, blacks have yet to scrape the surface.

In recent weeks, both the NBA's Houston Rockets and Denver Nuggets franchises were sold for roughly \$11 million each. The Denver sale was completed after the team had been on the market for almost a year.

This past May, the United States Football League (USFL) was born. It is a new 12-team professional football association which plans to begin play in March 1983.

The league already has a two-year television contract with ABC worth \$20 million and has a national cable contract. Its principal criterion for ownership is the ability to invest \$6 million in the team for two years.

"If there were a group of blacks with the economic wherewithal, now seems like the ideal time (to gain ownership) since they're peddling franchises," observes Spencer Boyer, a professor in the Howard University School of Law, who teaches entertainment and sports law.

Boyer points out that professional sports have expanded tremendously. "All of the leagues that are flourishing have a national television contract. Hockey is struggling because it doesn't have one.

He adds, "Blacks should be interested in the new league. I don't think the USFL would deny black ownership."

David Dixon, founder of the USFL, was even more positive about the league's receptiveness to black ownership.

"I think it is an excellent opportunity for blacks who are looking for ownership of a professional sports franchise. If you only knew how frustratingly I bounced my head off the wall trying to get black

ownership in Washington and in Houston."

With professional sports making new millionaires of black players every year, it would seem that some of them would be financially able and interested in becoming owners. Furthermore, with 100 black businesses having gross sales of more than \$6 million in 1981, according to *Black Enterprise* magazine, why haven't a group of blacks sought to purchase a pro franchise?

"Basically, there are three problems which have hindered black access to ownership," Boyer notes, who teaches one of the few courses in entertainment and sports law in the country. "One is the 'ole boy' network and the question of whether they will allow certain persons to come in.

"Another is getting the line of credit together. It takes an awful lot of money to run a pro franchise. Most sports organizations will take a loss for the first couple of years.

"Still another problem is that sports is really show business. Blacks have most been interested in

the entertainment part and not the business part of it."

According to Dr. Gattis Nowell, a professor in the Howard School of Business, the reason blacks have been apprehensive about purchasing pro sports franchises is that it is an extremely high-risk proposition.

"It is purely an economic decision. There are blacks with money, but not the kind of money that they can afford to lose millions of dollars by investing in a franchise."

Boyer says a way of minimizing one's losses is by forming a syndicate. For instance, the owner of the USFL's Washington franchise has said he expects to have 20-25 general and limited partners to help provide financing for his team.

David Dixon says he still hopes that black majority ownership will materialize in the expansion policy of the USFL, which plans to add two new teams a year.

"I am hoping that a real qualified black group will purchase a franchise. By 'qualified' I mean they need to be able to lose \$6-10 million."



Frank Wade Jr., owner of Wade's Tire Center and Sandy Barr, owner of the Flea Market and Wrestling Arena. Celebrate a great Night of Success. (Photo: ViAnee Easter)

Wade night at raceway

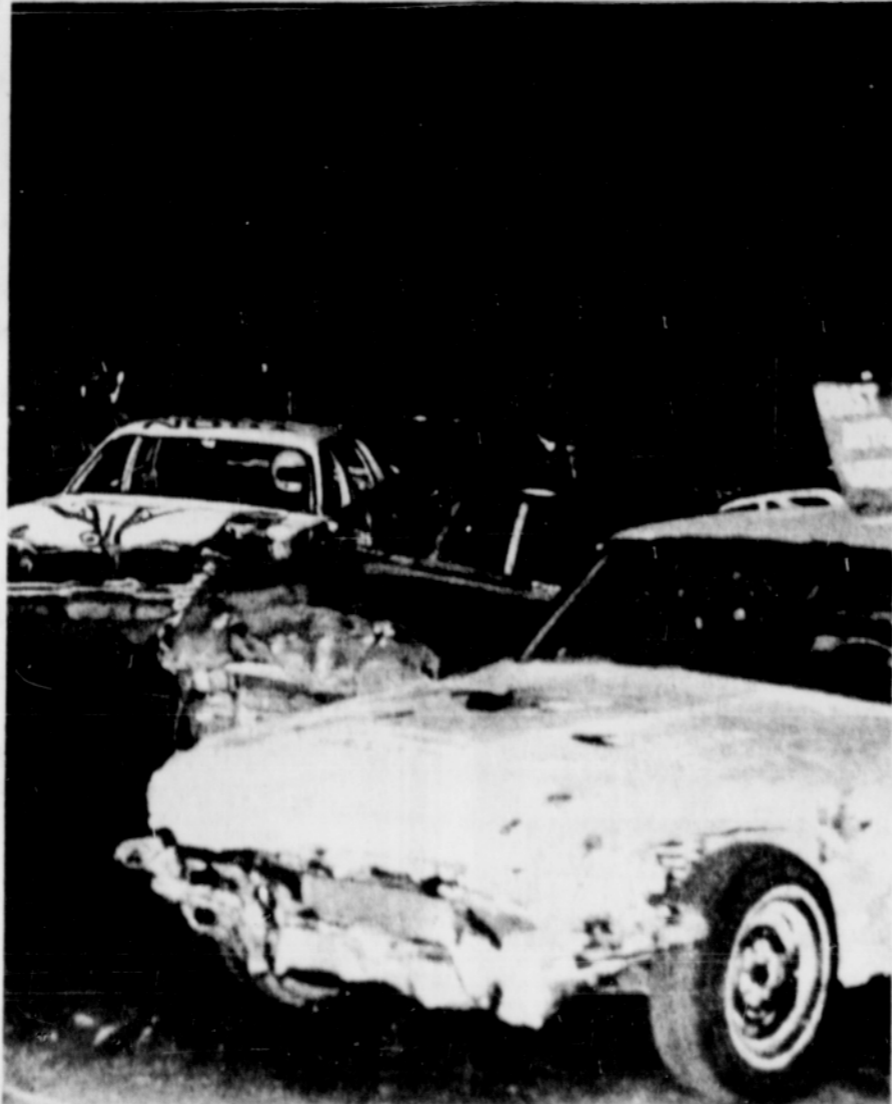
by ViAnee Easter

Saturday night was Frank Wade Jr. night at Rose City Raceway. Wade is owner of Wade's Tire Center in St. Johns.

The big celebrations started with an exciting Destruction Derby sponsored by Sandy Barr and Boyd Phelps, owner of the Flea Market at Portland Arena. Trophies and spe-

cial honors for drivers were sponsored by Wade's Tire Center. The top 14 best timers in six races qualified for the finals held that evening.

To highlight the evening Frank Wade displayed a generous amount of musical talent with his Country & Western Band, singing songs from the past and present that drove the racing fans wild.



Drivers and starters at the starting line preparing for big race. (Photo: ViAnee Easter)

INTERESTING FACTS

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The first phonograph record in history to sell over 1 million copies was Enrico Caruso's "Vesta Las Guibba."

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