



by Roy Lee Jernigan
Sports Editor

SPORT TALK • SPORT TALK



LITE NBA PRO AM LEAGUE



WALLY SCALES

Our man behind the scenes

I have never been an avid fan of the Portland Trail Blazers basketball team, but I have always admired their business sense. When you look at the team in terms of dollars made, the Blazers should rank right up there in the Fortune 400. One of their better moves was when they hired Wally Scales to handle their special events and promotions. Wally is truly a man

behind the scenes that gets things done. If you choose to believe that those faithful 12,666 would show up anyway, that's your choice. If marketing and promotions didn't have some part in it, believe me, the Blazers would not be paying salaries to their marketing staff.

Wally Scales is now the Director of Community Relations and success has

followed him again. When the Kuz-ins tournament ended last summer, Byron, Tracy and Dennis approached Harry Glickman about sponsoring the tournament this summer. Wally recalled Harry's thoughts, "Harry believed in the project because of need, it provided a showcase for the N/E. community." The ball was then placed in Wally's capable hands

and the N/E. community has benefited already.

Irving Park underwent a few changes to prepare for the Lite/NBA Pro-Am. The Kuz-ins met with Rick Gunderson of the Park Bureau and received immediate satisfaction. The basketball courts were re-surfaced and painted. New backboards and baskets. A new drainage system was installed. Additional lights were added. A new scoreboard, a public address system and 24 clocks were installed.

"Portland is now one of 16 cities in the U.S. that has the Lite/NBA Pro-Am League," said Wally. "In 3-5 years this league can rival the Rucker League in New York." Wall further stated, "This summer league belongs to the Kuz-ins. Miller and the Trail Blazers are only subsidizing their efforts with funds that have been earmarked for this purpose." True enough, but it still took that man behind the scenes to locate that earmarked money.

Wally Scales has been in promotions for 12 years gaining the knowledge and his contacts. The contacts he has developed in that time have benefitted our community immensely. In upcoming articles, I will give you a complete breakdown of what this Pro-Am tournament is doing for the participating cities across the country.

Wally Scales is a young brother on the rise and our community is fortunate to share in his continuing success as a businessman. Those Kuz-ins must have some good business senses, too. They went to the right spot for the assistance that they needed. I just love it when the brothers work together and all the people around them benefit from their diligence.

INTERESTING FACTS

brought to you every week by

AMERICAN STATE BANK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Woodrow Wilson's picture was on the U.S. Treasury's \$100,000 bill.

You don't have to wait for lilacs or forsythia to bloom outdoors. In February or March, when buds start to appear, cut off some and put them in a vase of water to "force" them.

Cocaine is a very dangerous, addictive drug, robbing the lives of our youth.

We do not do business with South Africa.

American State Bank

AN INDEPENDENT BANK
Head Office
2737 N. E. Union
Portland, Oregon 97212

WIN

WIN
at the
Greyhounds

Send \$5 to:
Gro-Wise, Inc.
1115 Madison Ave. NE, Suite 236B
Salem, Oregon 97303
30-day Moneyback Satisfaction Guarantee

PLUS FREE 3 Days
2 Nights in Reno

and \$200 in Cash,
Chips, Meals, etc.

'85 SUMMER EXPOSURE CLASSES

DANCE/MOVEMENT FITNESS!!

- BALLET
- STREET & BREAK DANCING
- ETHNIC MOVEMENT
- AFRICAN DANCE
- JAZZ

AEROBICS!!

- LUNCH STRETCH

* SIGN-UP NOW THROUGH JUNE 29TH.

** CLASSES BEGINNING JULY 1ST

*** SPACE LIMITED!!!!

FOR MORE INFORMATION CONTACT: **287-9883**
1829 N.E. Alberta

produced in entirety by Debonaire Productions Advertising Company

Triaminic® Syrup
Triaminic® Tablets
or
Triaminic-12® Tablets

For Allergy Relief
that's nothing to
sneeze at.

© 1985 Dorrery Laboratories, Division of
Sandaz, Inc., Lincoln, Nebraska 68501



Kevin is acting up y'all

Leisure Hour's Kevin Newborne has already begun to work his game into shape for his junior year at Grant next year. Kevin was playing with the Men's Club at Broadmoor Thursday when he scored his first ace.

Young Newborne was playing from the back tees with the affable "Bums" and pulled out his 9-iron on the 143-yard par 3. The ball flew over the flag and sucked back about 4 feet, coming to rest at the bottom of the hole.

Kevin must have had that ball loaded with pro juice to suck it back in this part of the country. For as long as I have been playing around here, I've never see anyone consistently put that kind of juice on the ball. CONGRATULATIONS, KEVIN!

Portland Observer

The *Portland Observer* (USPS 959-680) is published every Thursday by Exie Publishing Company, Inc., 1463 N.E. Killingsworth, Portland, Oregon 97211, Post Office Box 3137, Portland, Oregon 97208. Second class postage paid at Portland, Oregon.

The *Portland Observer* was established in 1970.

Subscriptions: \$15.00 per year in the Tri-County area. Postmaster: Send address changes to the *Portland Observer*, P.O. Box 3137, Portland, Oregon 97208.

288-0033

MEMBER
NATIONAL NEWSPAPER
Association - Founded 1885

Alfred L. Henderson, Editor/Publisher
Al Williams, General Manager

National Advertising Representative
Amalgamated Publishers, Inc.
New York