



THE LOCKER ROOM

BY ULYSSES TUCKER, JR.



Congratulations! Peninsula League Camp



Front row: Jamal Goodlow, Brandon Hopson, DeAnthony Hale, Dyon Spencer, Andre Washington, Deandre Washington
 Second Row: Ryan Spaise, T.C. Cason, Russell Sykes, Rocco Washington, Anthony Washington
 Coaches: Chuck Washington, Terry Tims

NEWS OF SPORTS

Though the sport of polo dates back to ancient Persia, only more recently has the game become a popular spectator sport in the U.S. and Canada. Players from all over the world now come to compete at the great polo clubs in the States. In the past decade, American players have developed to become equal talents with the greats of Argentina, Mexico and Europe.

The development of American polo stars has been championed by Team Michelob and Team Michelob Dry based in St. Louis, Missouri. Captain Adolphus Busch IV has scouted the top polo clubs in the country, and contracted eight native American players who now tour exclusively for the Michelob teams throughout the year.

Owen Rinehart (photo), the top U.S. player with a nine-goal rating (players are rated from one to 10 goals based upon ability) is Michelob's star player. Mike Azarro (8 goals), Gary Eakin, Bobby Barry and Dale Smiklas (each rated at 6 goals), and the Busch brothers Andy (4 goals), Billy (3 goals), and captain, Adolphus (3 goals), make these two teams among the most potent all-American scoring machines in world polo.

This season the Michelob teams will compete in major tournaments in Houston, Dallas, St. Louis, Chicago, Atlantic City, and Palm Beach and numerous exhibition matches in other cities.

Lakers' Player Conducts Basketball Camp



A.C. Green

Where: Concordia College (288-9371)

When: July 9-13, 16-20 Los Angeles
 Lakers' star A.C. Green will be conducting his annual basketball camp at Concordia College.

Spots for sessions four, which begin July 16 along with session three, are still open and run until the 20th. Sold out sessions one and two are being held July 9-13.

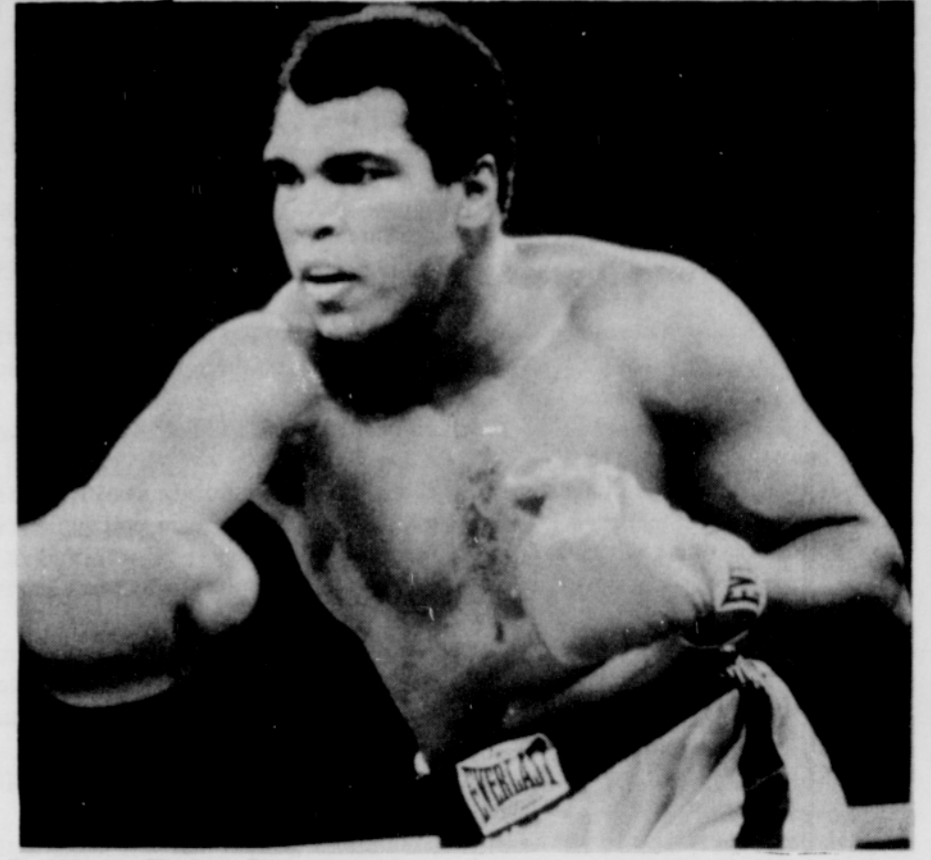
A.C. Green attended Benson High School here in Portland, where he was an all-state basketball player. Green went on to star for Oregon State before being drafted in the first round by the L.A. Lakers in 1986. Green has two N.B.S. titles.

African American Festival Association

The African American Festival Association will present its first FUNDRAISER DANCE to be held at the SHERATON INN-PORTLAND Airport. The festive occasion will begin at 9PM-Saturday, June 30, 1990 and will continue until 2 AM. All proceeds will help finance the AAFA's coronation and press reception to be held on July 18, 6:30-10:30 PM also at the Sheraton Inn-Portland Airport. Tickets are available for a donation of \$10 per person. Come out Saturday night and enjoy an evening of fun and entertainment. There will be elaborate door prizes donated by businesses in the community. Featured artist-will be:

- D.J. DeJa Vu
- Sweet Dreams
- Richard Greer and Crystal Rose

THE GREATEST: MUHAMMAD ALI



By Ulysses Tucker, Jr.

Harry Merlo, the Chief Executive Officer for the Louisiana Pacific Corporation (Portland, Oregon), is not only a class act, he is one of the most supportive community leaders of the cities recently adopted Police Activities league.

Merlo is a man of compassion, commitment, and sensitivity. He has a very strong sense of social responsibility and he gives back to the community in leaps and bounds. He gives from the heart, not for attention or media glorification. However, sometimes Merlo's big heart creeps into the limelight.

Case in point: last week the Police Activities

League kicked off their summer program by inviting boxing promoter Butch Lewis, former heavyweight champ Micheal Spinks, light heavyweight legend Archie "The Mongoose" Moore, and Muhammad Ali.

Knowing that Muhammed Ali has been slowed by the medication he takes for Parkinson's disease (a progressive nervous disease of later life, characterized by muscular tremors, slowing of movement, partial facial paralysis, and impaired muscular control), Merlo sent a lear jet to South Bend, Indiana to pick up Ali and later had a LP helicopter meet him at PDX. Ali, a modern day hero, was delivered promptly to the grounds of Merlo's home. Paul Brown Productions did an excellent job of promoting the P.A.L. events around and exposing the media/public to the boxers.

To anticipate the arrival of Ali by helicopter was simply magical and ex-

citing. To see the "chopper" land on the grounds of Merlo's beautiful estate was breathtaking, an arrival suited for great kings and great people. Ali was and still the greatest fighter to ever live. Merlo spared no expense. He had a boxing ring set up, hired the Blazer Dancers to assist as hostesses and "ring card ladies" to introduce special guests in the ring. The guests feasted on a wide variety of appetizers and fruit in addition to cocktails. Merlo raised over \$25,000 at his party for the P.A.L. Many of the cities respected leaders in the media, government, and business mingled with the guest of honor.

All of the fighters signed countless autographs and took part in photo sessions.

Like Paul Brown, President of Paul Brown Productions and many associated with the P.A.L. program, Merlo believes that young people need to grow up with a healthy respect for the law. He wants to help bring "Cops and Kids" closer together by bridging the gaps of cultural isolation and stereotyping. Brown and Merlo want to help break the cycle of criminal activities by catching youngsters early and showing them positive role models. Hats off to all of the officers who volunteered their time and energy to pull off some wonderful events. Special thanks to all the businesses and corporate community for donations and services provided. "Cops and Kids" working together sounds like a bright future.

Be A P.A.L.

PROFESSIONAL BOXING

RETURNS TO PORTLAND July 6, 1990

CORDELL PROMOTIONS presents
A BOXING EXTRAVAGANZA
 32 Rounds of Boxing

MAIN EVENT - LIGHTWEIGHTS

Billy Martinez Albany, OR vs. Pablo Montano Tucson, AZ

Ten rounds
 and an additional four bouts
 Doors open at 6:00 p.m.
 Fights begin at 8:00 p.m.
 Portland Armory
 10,000 NE 33rd
 General admission: \$15.00
 Ringside: \$25.00

Call 249-1893 for tickets

Jordan Endorsed Shoes Too Expensive

By Aaron Fentress

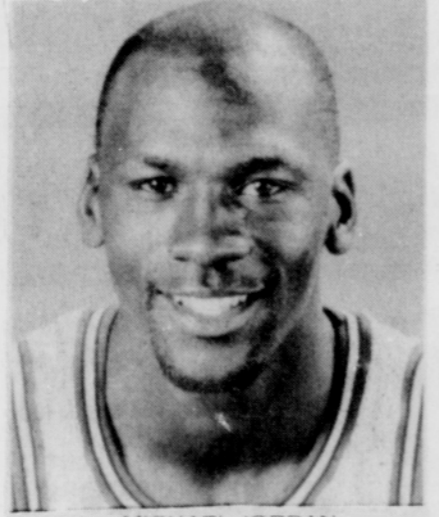
In the high rising world of the athletic shoe business many African-American athletes are jumping on the spokesman bandwagon. Although making what you're worth is no crime, many of these shoe spokesmen are endorsing products their own communities cannot afford.

Air Jordan and Bo Knows (everything from football to Didley), are very successful ad campaigns for Nike. And you can bet Nike knows dollar signs.

Of all the sportswear endorsers it shouldn't be a mystery as to who is the most valuable spokesman to the business. Michael Jordan single handedly brings Nike millions of dollars himself in sales of Jordan shoes, shorts, socks, sweatsuits, t-shirts, posters etc. According to a statistic revealed by CBS sports Nike sales have risen 587 percent since Jordan joined the company. Although other athletes, and the general upgrade in Nike products, hasn't hurt Nike, it's reasonable to say that Nike needs Jordan more than Jordan needs Nike.

If you look at a pair of Air Jordans, by Nike, you will notice the absence of the Nike trademark swooshed on their sides. From this fact alone it is safe to say that most people who buy Air Jordans are buying a piece of Michael Jordan, not Nike. There also exist the reasoning that shoes are shoes. What exactly separates Air Jordans from Air Bounds, Air Flights, or Air Force? Jordan, the biggest money-making marketing tool in the history of athletic sportswear. Although the difference in quality of the four mentioned shoes is open for debate there is no doubt what separates their sales rates is Jordan. Other companies have also benefited

from Jordans help. General Mills and Coke, makers of Wheaties and Coca-Cola, have experienced a 30% rise in sales since Jordan became their spokes-



MICHAEL JORDAN

man. So with this much marketing power should Jordan allow Nike to sell \$125 shoes and \$180 sweatsuits when African-American communities, like the one Jordan himself comes from, are being priced out? Do you know? Do you know? Do you know?

"It upsets me a little to see white kids with Air Jordans while my little brother can't have a pair because they are too expensive," says Jay Carter, of North Portland. "I think it's a bit ridiculous that blacks cannot afford shoes endorsed by other blacks, but whites can."

An interesting statistic would be to find out what percentage of Michael Jordan apparel is purchased by white-Americans compared to that purchased by African-Americans. There's no denying that the majority of NBA ticket holders are white. Take a Trail Blazer

game for instance. It's quite noticeable that eight of 10 players on the court are African-Americans while nine of 10 people in the seats are white. Many African-Americans simply cannot afford tickets (\$450 to \$1,400 per season seat) to a game and are forced to break their backs, or someone else's, to get a pair of Jordan's shoes. In fact, African-Americans are breaking each others backs to get a pair of Air Jordans and other high-priced basketball shoes.

Several incidents have been reported involving muggings and murders over basketball shoes. Although the problems in the African-American communities that cause such crimes are no direct fault of athletes like Jordan, maybe they could eliminate themselves from the problems all together.

In a *SPORTS ILLUSTRATED* article (SENSELESS, Rick Telander, May 14 1990) the issue of crimes involving basketball shoes is discussed in length. In the article information involving the strangulation of a Maryland ninth-grader, by his friend no less, for his Air Jordans is passed on to Jordan himself.

"I thought I'd be helping out others and everything would be positive," said Jordan, responding in shock to the story. "I thought people would try to emulate the good things I do, they'd try to achieve, to be better, nothing bad. I never thought because of my endorsements of a shoe, or any product, that people would harm each other. Everyone likes to be admired, but when it comes to kids actually killing each other, then you have to reevaluate things."

Maybe Jordan should start with the price.