

S P O R T S

Segregated golf courses

By Max Millard

Sunday, Aug. 25, was by any measure one of the most revolutionary dates in the history of golf. That day, in a thrilling, come-from-behind victory, 20-year-old Tiger Woods became the first man ever to win three straight U.S. amateur gold championships.

Hailed as the hottest new talent in golf since Jack Nicklaus 35 years ago, and the greatest amateur since Bobby Jones in the 1920s, Woods announced Aug. 28 that he had turned professional. Simultaneously, Nike signed him to a five-year contract for \$40 million—

unprecedented for a golfer—to promote its golf shoes and clothing.

Woods, who has an African-American father and Thai mother, let loose a final bombshell on Aug. 29, when the *Wall Street Journal* ran a three-page ad titled "Hello World" that was repeated on network television. The ad said: "I shot in the 60s when I was eight. I shot in the 70s when I was 12. I won the U.S. Junior Amateur when I was 14...I played in the Masters when I was 19...There are still golf courses in the United States that I cannot play because of the color of my skin. I'm told I'm not

ready for you. Are you ready for me?"

Nike, the world's leading seller of athletic footwear, clothing and accessories, was soon flooded with calls from the media, asking if the statement was true. Reports surfaced that the Oregon-based company had identified at least 23 private golf courses in the country where African Americans could not play. The U.S. has approximately 15,000 golf courses, of which almost 5000 are private.

In a telephone interview, Donna Gibbs, Nike's director of corporate communications said, "We had an independent research company verify that information. "But, the ads were also based on some of Wood's own experiences. "He received death threats at the Los Angeles Open in 1992," Gibbs said "and at the Byron Nelson Classic in Irving, Texas two years ago, two women armed with pistols were arrested at the course where Woods was practicing."

Gibbs added that though Nike was willing to name particular clubs that are suspected for being racially exclusive, it was not releasing a full list of clubs.

She did, however, name Cypress Point Golf Club in Pebble Beach, Calif. located between Monterey and Carmel. "In 1991, the Cypress Point Golf Club was taken off the Pebble

Nike's record with black businesses

In 1990, Nike was the subject of a boycott by Jesse Jackson's PUSH organization because of the company's failure to do business with black-owned companies, despite reaping an estimated 30 percent of its profits from African-American customers.

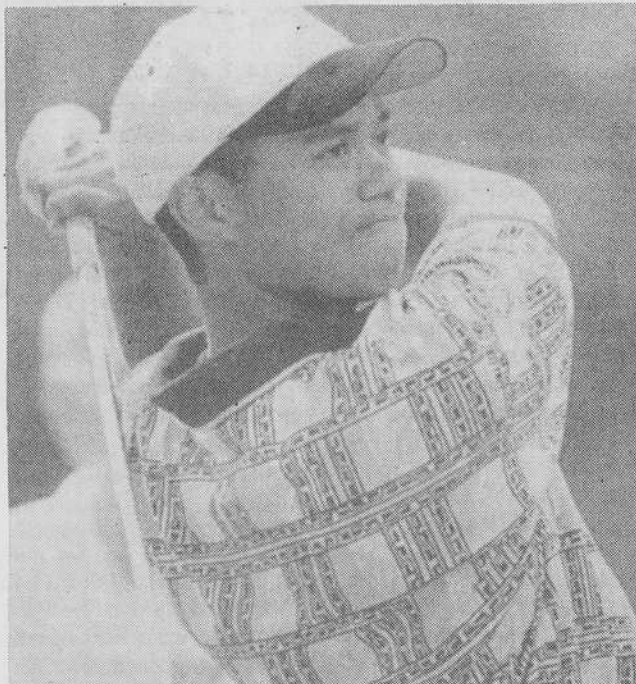
But Jim Small, Nike's public relations manager said, "We felt then and we feel now that this company gives a great deal back to communities. We donate millions of dollars in our PLAY programs....So as the company has grown, so too it has given back."

According to Michael House, president of New York-based Amalgamated Publishers, Inc., an independent agency that sells ads for many

of the country's African-American owned newspapers, Nike has done very little business with the black press.

"Even in the past when they did something, it was maybe eight or 10 markets — \$40,000 or \$50,000. Nothing of major importance.

We have called on Nike forever, have been to the headquarters, have been to their advertising agency, made presentations to them, showing them that Black consumers spend millions and millions of dollars on their shoes, and our readers represent those consumers, and they have not seen fit to advertise in the black media, and in black newspapers in particular," House said.



TIGER WOODS

Beach National Pro-Am after 45 years because the exclusive club had no ethnic minority members and it remains off the PGA tour list for that reason."

A spokesperson for Cypress Point admitted that the club has no Black members, but declined to answer further questions.

According to Art Teitelbaum, a spokesman for the Anti-Defamation League of B'nai B'rith, Under Title II of the Civil Rights Act of 1964, public golf courses may not discriminate on the basis of race, sex, or religion. But, private courses are not affected by the act and "have the right to behave obnoxiously, in their membership policies and practices, and their use facilities...even though the number of clubs which maintain restrictions is gratefully diminished from where it was 15 years ago."

At that time, Teitelbaum said, "clubs, because their bigoted behavior was exposed, began to rewrite by-laws and drop ugly (See *Golf*, Page 16)

SPORT BRIEFS

OLYMPIC TRADEMARK BAN IRKS UTAH OFFICIALS

OGDEN, Utah — Tourism officials in northern Utah say they're increasingly frustrated by the ban on the use of the "O" word. "We can't use the word 'Olympics' in our advertising. We can't use '2002.' We can't use the Olympic rings," said Shelleice Stokes, director of the Convention and Visitors Bureau at The Chamber Ogden-Weber. The international, U.S. and Salt Lake Olympic committees control the Olympics trademarks and have warned companies and tourism agencies they face lawsuits if the words are used without authorization. Even the phrases "The World is Welcome Here" and "Salt Lake City 2002" are protected trademarks.

FORMER NBA ALL-STAR REMAINS JAILED

SAN ANTONIO — Alvin Robertson remained jailed after a judge rejected a plea bargain that would have given the former NBA All-Star a 10-year probated sentence for burglary of his former girlfriend's apartment. Robertson, 34, withdrew his guilty plea after state District Judge Raymond Angelini rejected the plea agreement because of Robertson's recent behavior.

PRAIRIE VIEW EXTENDS LOSING STREAK

ABILENE, Texas — A 42-12 loss to Hardin-Simmons earlier this month extended Prairie View's NCAA-record losing streak to 60 games. The Panthers haven't won since beating Mississippi Valley State on October 28, 1989. Hardin-Simmons was the only non-scholarship opponent on their schedule this season.

WOODS LOSES LEAD, TOURNEY IN FINAL ROUND

COAL VALLEY, Ill. — A quadruple bogey on the fourth hole and a quadruple put-putt green on No. 7 did in Tiger Woods, who first lost his composure and then lost his chance to the Quad City Classic two weeks ago. Trying to get his first tournament victory as a professional in only his third try, Woods shot a shaky 72 and finished — what else? — four strokes behind Ed Fiori, who for the first time since 1982. Woods was long off the tee as usual — consistently hitting the ball around 340 yards — but length alone does not win PGA Tour events. Too many bad shots, too many bad decisions and too many bad putts had Woods slamming clubs, muttering to himself and at one time nearly hitting his caddie with a carelessly tossed club.

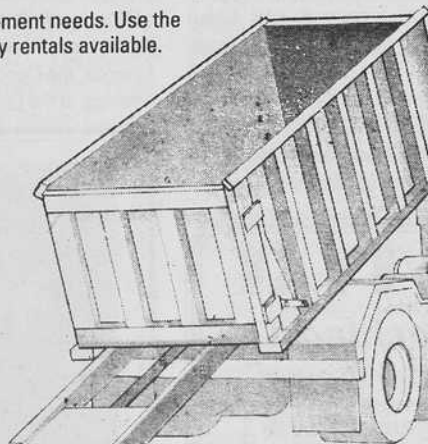
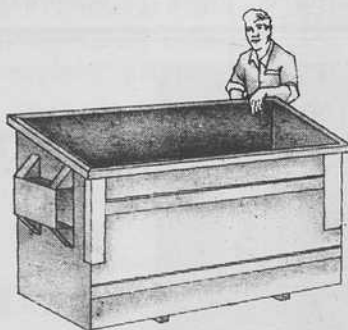
ALI'S BOXING MENTOR DEAD AT 80

LOUISVILLE, Ky. — Joe Martin, the policeman who introduced Muhammad Ali to boxing, died earlier this month at his home. He was 80. Ali has said that Martin "started me out in boxing" and that story has become one of the sport's best and most well-known. Martin, a Louisville police officer, became a boxing coach at the Colombia gym at the old Louisville Service Club in 1938. The gym was run by the Louisville Park Department to help keep children off the streets and one of Martin's first acts was to integrate separate gyms for blacks and whites into one.

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