

SPORTS HISTORY

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MAGAZINE



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WITH
**HALE
IRWIN**

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**BATTLE OF THE
SEXES**



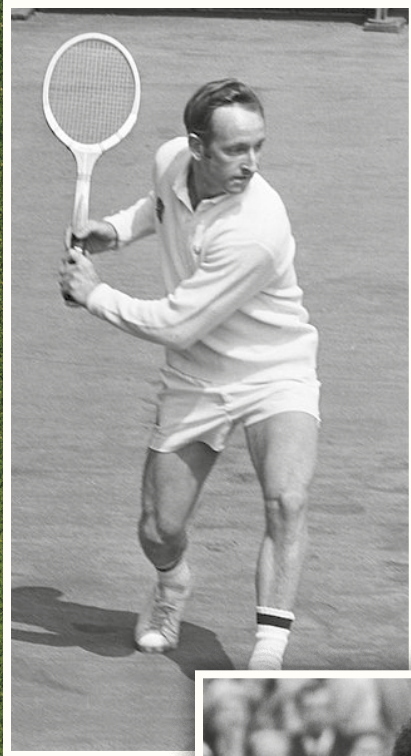
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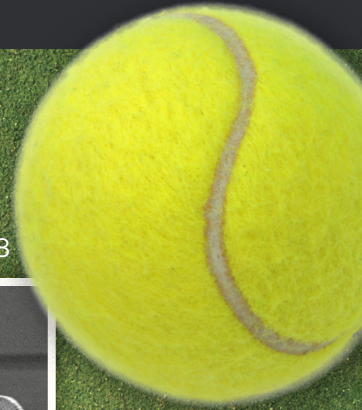
JIMMY CONNORS, CLASS OF 1998



ALTHEA GIBSON,
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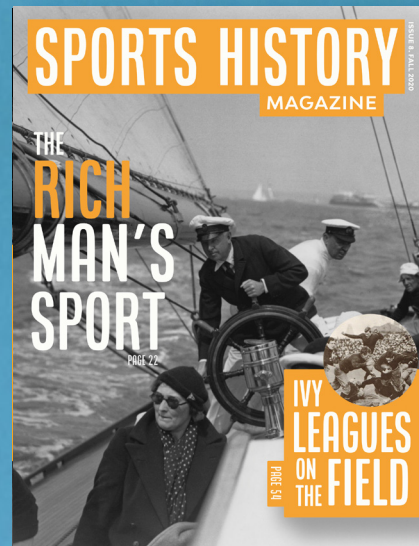
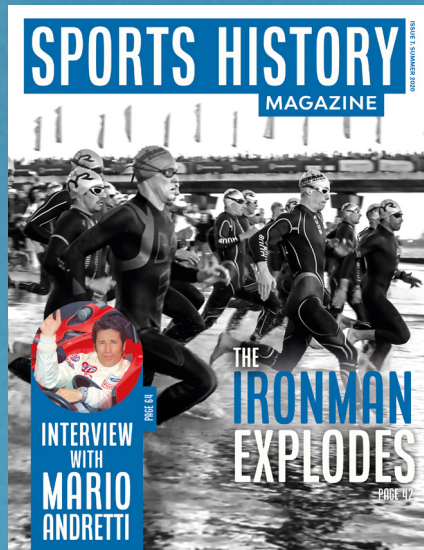
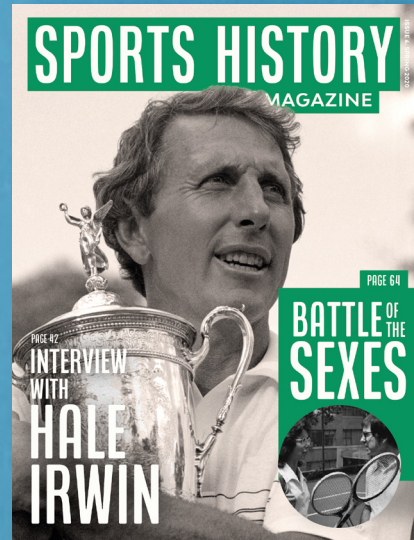
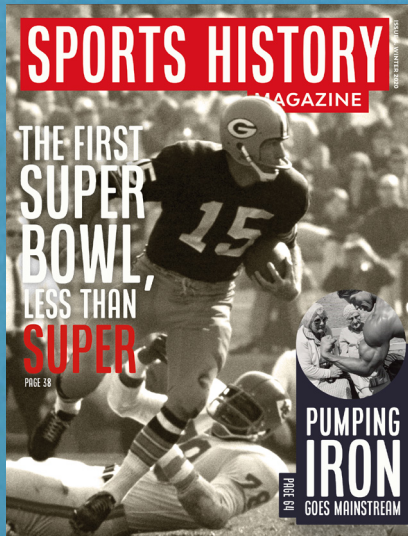
BILLIE JEAN KING, CLASS OF 1987



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Battle of the **Sexes**

SHMagazine

IT WAS THE TRASH-TALKING, MEDIA-hype event of the sexual revolution. On September 20, 1973, former tennis champion Bobby Riggs and the second ranked female player of the day, Billy Jean King, took to the tennis court to do battle. At stake was King's crusade for women's recognition in sports versus Riggs' unabashed proclamation that men are superior to women. In a watershed moment for women's tennis, King prevailed by winning the gender duel in three straight sets. However, speculation would linger that Riggs threw the match.

The highly-anticipated faceoff was on a scale tennis had never seen before. The event was organized by Jerry Perenchio, the entertainment executive who promoted the 1971 Muhammad Ali-Joe Frazier "Fight of

the Century". Over 30,000 attendees packed the Houston Astrodome in a party atmosphere that resembled the Super Bowl with Howard Cosell, cheerleaders and a marching band. King entered the arena seated like Cleopatra on a feather-adorned throne carried by warrior athletes. Riggs made his appearance on a rickshaw accompanied by young models and wearing a yellow jersey emblazoned with the words "Sugar Daddy". In an orchestrated display by both sides, Riggs presented King with a giant "Sugar Daddy" lollipop and she responded by handing him a squealing piglet for being a "male chauvinist pig".

The circus extravaganza at the Astrodome belied the actual athletic talent behind both tennis players. 55-year old Riggs came up in the 1930s, winning the National Junior Championships before taking Wimbledon in 1939 and the US Open twice, in 1939 and 1941. In the era before >>



the Grand Slam was open to professionals, Riggs claimed the US Pro tournament three times—1946, 1947, 1949. His biggest moment came at Wimbledon in 1939 when he placed first at the three finals: the singles, doubles, and mixed doubles. Standing at only 5 feet and 7 inches, Riggs did not exert power behind the racquet as much as he played a quick, shrewd, and tactful game. King was already an established legend. Twenty-six years younger than Riggs, she won her 5th singles Wimbledon title in July of that year and had been ranked #1 in the world in women’s

tennis for five years: 1966-1968 and 1971-1972. Despite her prodigious tennis skills and string of victories, King felt that the women’s game was under-recognized and under-remunerated. Only months earlier, to address the inequality issue in pay, she founded the Women’s Tennis Association (WTA), which eventually gave rise to a prestigious circuit of female professionals competing for lucrative prize-money.

King’s rival was anything but the typical straight-laced, white-outfitted, male tennis player. Riggs was a fast-talking, self-promoting hustler and gambler. Always looking to stage publicity stunts for a wager, the flamboyant California

Below: King arriving to the 'Battle of the Sexes' match at the Astrodome in Houston, Texas.



BILLIE JEAN KING

BORN

November 22, 1943
Long Beach,
California

PRO CAREER

1959-1983

HIGHEST RANKING

No. 1 (1966)

GRAND SLAM CHAMPIONSHIPS

	Singles	Doubles	Mixed
Wimbledon	6	10	4
US Open	4	5	4
French Open	1	1	2
Australian Open	1		1

Left: Riggs dressed in drag on the court in one of his many hustling gigs.

cover of Sports Illustrated with a heading that read: "Never Bet Against This Man".

King refused to let the high-profile "massacre" go unanswered. Radio announcers and TV commentators were reinforcing Riggs' claims of male dominance in sports, pushing back on everything she was fighting for. It was the height of the women's movement and colleges were also adopting the newly-enacted Title IX, which prohibited discrimination against women in federally-funded college programs. Tirelessly promoting the match on the airwaves and on the ground, Riggs continued motor-mouthing about

***FOR RIGGS, THE HUSTLE WAS
MAN VERSUS WOMAN AND
THE PRIZE WAS \$100,000.
FOR KING, IT WAS ALL ABOUT
CHAMPIONING THE WOMEN'S
LIBERATION MOVEMENT.***

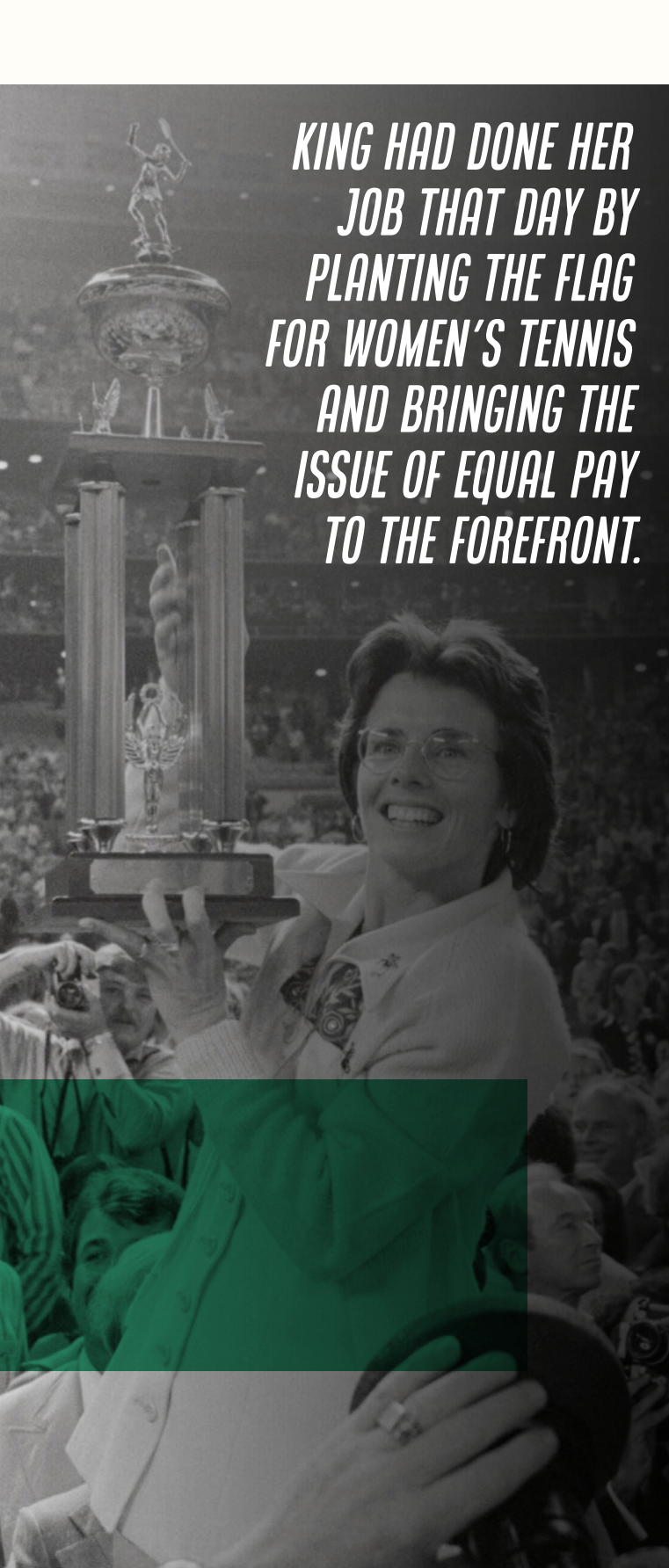
male supremacy. In one of his showmanship acts, he sold tickets for people to watch him hit tennis balls against a poster of King. For Riggs, the hustle was man versus woman and the prize was \$100,000. For King, it was all about championing the women's liberation movement.

Fifty million Americans tuned in to watch King try to close the gender gap in the "The Battle of the Sexes". Oddsmakers put the game at 5-2 against her but she ended up sweeping her opponent 6-4, 6-3, 6-3. Known for his accurate shots even in his later years, Riggs played an unusually poor tennis >>



native who retired in 1959 held bizarre theatrics like playing tennis matches in drag, tossing cards into a wastepaper basket and shooting basketball free throws. Four months before the showdown in Houston, Riggs challenged the world's #1 ranked female player, Margaret Court, to a three-set match on Mother's Day. Hollywood celebrities such as John Wayne and Bill Cosby, plus athletes OJ Simpson and others from the tennis establishment showed up to the remote grounds in Ramona, California. Riggs crushed Court 6-2, 6-1 and the outcome became known as the "Mother's Day Massacre". Riggs landed on the

***RIGGS PRESENTED KING
WITH A GIANT "SUGAR DADDY"
LOLLIPOP AND SHE RESPONDED
BY HANDING HIM A SQUEALING
PIGLET FOR BEING A
"MALE CHAUVINIST PIG".***



***KING HAD DONE HER
JOB THAT DAY BY
PLANTING THE FLAG
FOR WOMEN'S TENNIS
AND BRINGING THE
ISSUE OF EQUAL PAY
TO THE FOREFRONT.***

Left: King hoisting the trophy after defeating Riggs in three straight sets.

with flagrant blunders and unforced errors. He missed nearly half his first serves and double-faulted on key points. Some noticed that Riggs was in top shape when he played Margaret

***ODDSMAKERS PUT THE GAME
AT 5-2 AGAINST HER BUT
SHE ENDED UP SWEEPING HER
OPPONENT 6-4, 6-3, 6-3.***

Court, but leading up to the match against King he spent more time partying and hustling than practicing. Speculation grew that Riggs threw the match. The inveterate gambler had a habit of betting on himself so he could play his best on the court. He claimed he won \$108,000 in 1939 at Wimbledon when he put money on all three of his Grand Slam tournaments. Friends and family knew that his frequent gambling jaunts to Las Vegas and golf outings with unsavory characters brought him into contact with the mob. Decades later, stories emerged that Riggs ran up gambling debts with nefarious types and that he took advantage of the 5-2 odds against him to drop his game and erase the debt. Others brought up his hustling sophistication and pointed out that he was merely setting the stage for a re-match against King with fatter betting margins. Riggs did ask King for a re-match, but she refused.

Riggs died in 1995 and always dismissed allegations that he fixed the "Battle of the Sexes". King refuted them as well, claiming that Riggs was nervous on the court and tired out quickly. But to the sporting world's legacy, King had done her job that day by planting the flag for women's tennis and bringing the issue of equal pay to the forefront. ●

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Right: The Australian tennis pro was regarded as one of the greatest net players of all time.

Interview with Pat Cash

SHMagazine

A MASTER IN THE SERVE-AND-VOLLEY game, Pat Cash was one of the most prominent tennis figures of the 1980s. He won Wimbledon in 1987 and was the youngest player at the time when he claimed the Davis Cup tournament for Australia in 1983. That decade witnessed a parade of legendary tennis greats such as Jimmy Connors, John McEnroe, Boris Becker, Ivan Lendl, and many more. Cash battled them all and reached his peak in 1988 as the No. 4 ranked player in the world. He lost the Australian Open final twice in a row in front of his home crowd, an experience that left him with the biggest disappointment of his career. Cash is remembered for his remarkable athleticism and accomplishments on the court. Today, the man from 'Down Under' keeps busy with coaching, running charities, and spending time with his family. Sports History Magazine asked Cash to reminisce about his playing days.

You were ranked the No. 1 junior tennis player in the world in 1981. Who were your tennis heroes growing up? Well, being Australian I first saw John Newcombe and Ken Rosewall play in front of me. In those days, they used to let the kids sit on the grass next to centre court and I got to see Newk beat Jimmy Connors in the Australian Open final back in, '76 was it? Pretty exciting for an 11-year old.

At 18, you won a decisive match against Sweden to clinch the Davis Cup for Australia. How did it feel being the youngest player to ever participate in that tournament, let alone bring home the trophy? I was the youngest to play a final at the time. Nadal has since beaten that record. I have to say I was very nervous but luckily settled quickly. The match I needed to win was this one, the second singles match on the last day. Fortunately, I had the experience of being out on the court on the first day which helped. I had also won the >>



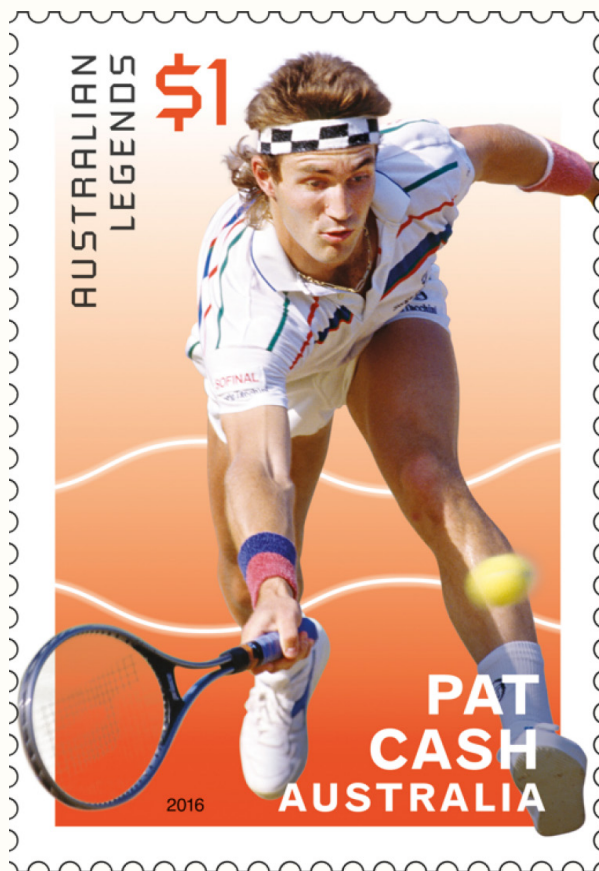


"I WAS NATURALLY QUICK AND IN FACT, RECORDED THE FASTEST EVER TIMED 10 METER SPRINT ON MY FIRST DAY OF PRE-SEASON BACK IN THE LATE 80S."

Victorian Open on the same court a year before but I had no pressure then and let me tell you, it's a whole different situation when the whole country is expecting a win.

The 1980s saw a wide range of great tennis players such as John McEnroe, Ivan Lendl, Jimmy Connors, Mats Wilander, Stefan Edberg and many others. Who in your mind stood out as an especially formidable opponent? All of the names you have mentioned plus the likes of Noah, Leconte, Mecir, and don't forget the most powerful hitter of them all, Becker. They all had very different styles and tactics every one of them. The courts and balls were different on every stretch of the tour and sometimes every week, so you had to adjust quickly which wasn't one of my strengths. Lendl did it well as did

Left: Cash's tremendous athleticism allowed him to take risks such as diving on the court. Below: In 2016, Cash was honored in the Legends series on Australian stamps.



McEnroe and that's why they were on the top for most of the mid-late 80s.

You won Wimbledon in 1987, but lost the Australian Open that same year and the next year as well. I'm sure the crowd was overwhelmingly behind you, but it must have been very frustrating to miss the title twice in a row and in your own home. Without a doubt, my greatest disappointment. It hurts every time I go into Melbourne Park and see all the winners' names and know I came so close twice. The only consolation is that I played just about as well as I could have in those finals. It just wasn't meant to be.

You've been described as one of the greatest net players of all time. Did you train especially hard for the net, or was that an athletic gift? Probably

both. I was naturally quick and in fact, recorded the fastest ever timed 10 meter sprint on my first day of pre-season back in the late 80s. This is a standard sprint test done by athletes around the world. However, I worked really hard on my agility. I was fortunate to have one of the world speed and agility trainers, Dr Ann Quinn, in my team. She invented all these crazy agility drills that are still in use today but were unheard of back then.

Did it affect your game when the Australian surface changed from grass to hard after 1987? Hard court definitely makes it easier for the returner or passer, so it meant I had to play at my very best if I was to continue attacking the net. I mixed it up more often with baseline rallies but I made the final the first year at Melbourne Park losing a thriller to Wilander 8-6 in the 5th set, so I continued to have results on hard court as well.

What is your most memorable singles match? It's hard to go past playing a Wimbledon final but for overall excitement, I think the Davis Cup in 1986 against Mikael Pernfors when I found myself two sets down and somehow ended up winning, and the Wilander match at the Australian Open final.

You were also a prolific doubles player. Who >>

PAT CASH	
BORN	May 27, 1965 Melbourne, Australia
PROFESSIONAL CAREER	1982-1997
HIGHEST RANKING	No. 4 (1988)



Left: Cash holding the trophy after winning Wimbledon in 1987.

did you enjoy partnering with the most? Aussies grow up loving to play doubles and learning from the greats that went before me. However, it took a back seat in the few years in between my injuries during the peak of my career. I played mainly with McNamee and Fitzgerald, both close friends and brilliant singles players as well as doubles.

Australia has always produced a lot of tennis talent, both male and female. Some of the older names that come to mind are Rod Laver, Roy Emerson, Margaret Court, Evonne Goolagong, etc. What do you attribute that to? Tennis was a bigger sport in the eyes of youngsters back in my day, but we are a sports loving nation. It's very hard to expect consistent success these days, though Rafter, Hewitt and more recently, Stosur and Barty, have brought us Grand Slam winners with every decade. There are many super talented athletes that go on to play our most loved domestic sports such as Aussie rules or netball for women, instead of tennis.

How do you compare the men's game today with the way it was played when you were competing? With the growing slower hard court surfaces around the world and string technology, we are seeing a battle of endurance and consistency. The game has lost some of its flare and variety of styles, but at the very top level it's mind-blowingly good.

SINGLES CHAMPIONSHIPS

WINNER
WIMBLEDON, 1987

FINALIST
AUSTRALIAN OPEN, 1987, 1988

SEMI-FINALIST
US OPEN, 1984

Some of the things players can do now we simply could not do with the technology back then.

Is it true you were the first to start the tradition of throwing wristbands and headbands to the stands during competitions? Yes, it all started at Wimbledon in 1985. I always remembered as a kid getting a wrist band from a player I was watching and I treasured it. I wanted to do the same for the fans supporting me. I've given away thousands of headbands since.

What do you enjoy doing most at this stage in your life? I have a passion for the game as a coach. I rebuilt my game technically towards the end of my career with a sports scientist, Brad Langevad. It was tricky but was perhaps the best thing I did as I came to understand modern technique and movement. I created a tennis academy in Australia for 10 years off the back of that knowledge and my experience on tour. There is some information and tennis tips on my website www.patcash.net and some also on youtube. As well as being father to four and grandpa to three beautiful children, in my spare time since 1990 I have founded several charities to help with the environmental issues and also providing sports and education to underprivileged children in Australian cities. I continue to support several others from men's cancer to indigenous Australians. This is very rewarding and takes up most of my time these days when I'm not on the court. ●

DOUBLES CHAMPIONSHIPS

WINNER
WIMBLEDON, 1984, 1985

SEMI-FINALIST
US OPEN, 1983
AUSTRALIAN OPEN, 1984

DAVIS CUP

WINNER
1983, 1986

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A Tennis Year to Remember

SHMagazine

THIRTY-TWO YEARS AGO, STEFFI GRAF turned in an unprecedented tennis season that still stands on its own today. In 1988, the West German prodigy captured all 4 major tournaments plus the Olympic gold to earn a Golden Grand Slam. In the same year, Sweden's Mats Wilander was battling for supremacy on the court, winning the Australian Open, the French Open and the US Open, but getting knocked out in the quarterfinals at Wimbledon. Had Wilander swung to victory in London, the tennis

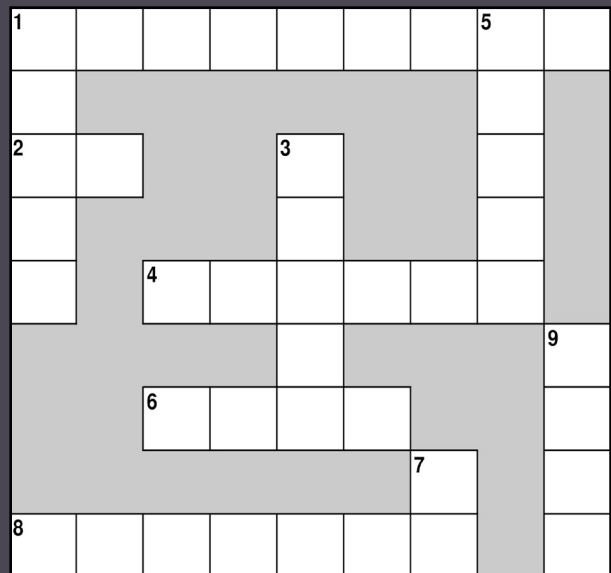
Above: Steffi Graf at Wimbledon in 1988, a banner year for her.

world would have celebrated a dual-gender Calendar Grand Slam. That tantalizing prospect was reminiscent of 1969, the closest the sport had come to serving the same man and woman with all the singles trophies. Back then, racquet virtuoso Rod Laver basked in glory after winning all four competitions. Reigning queen Margaret Court claimed three of the prized events but succumbed at Wimbledon in the semifinals. But 1988 ruled supreme in the annals of professional tennis and young Steffi Graf made it happen. Nineteen years old at the time, the versatile power hitter started off the season with a major title already in hand. The wunderkind who had turned pro at a tender age of 13 defeated top-ranked Martina Navratilova at the 1987 French >>

Open. She closed out her breakthrough year with a 75-2 winning record to assume the world's #1 spot and held it for 186 consecutive weeks, still a record today though tied by Serena Williams in 2016. Taking center stage at the 1988 Australian Open Final, the baseline master faced another tennis veteran in the form of Chris Evert. She vanquished the American in two straight sets. Navratilova and Evert had dominated women's tennis the entire decade and "fraulein forehand" was the first to break their duopoly. Meanwhile, a seasoned Mats Wilander was struggling at the Final against local Australian hero Pat Cash, one of the greatest net players of all time. Wilander ultimately emerged victorious to notch his 5th career title. Following a traditional line of Swedish tennis stars, Wilander won his 4th Grand Slam singles at the age of 20, the youngest male in the pros to achieve that feat. Similar to Graf, 1988 proved to be the pinnacle of his professional career. Both sailed through the next competition at Roland-Garros. Graf shut out Natasha Zvereva 6-0,6-0 in a 32-minute Final, the shortest ever on the books. Wilander beat Henri Leconte in three straight sets. At Wimbledon, Graf and Navratilova squared off again and the youthful gun succeeded in overcoming her 32-year old European rival 5-7,6-2,6-1. The Czech-born player was no stranger either to the All England tennis club; she had won Wimbledon 6 years in a row leading up to 1988. Wilander, though, stumbled earlier and lost to Miloslav Mecir, effectively killing not just his chances of wearing all 4 crowns, but at being the first male to win on three court surfaces- hard, clay, and grass. At the U.S. Open in New York, the West German and Swedish duo once again reached the champions' podium. Wilander took out Ivan Lendl in a hard-fought, five-set duel that lasted 4 hours and 54 minutes, the longest Final ever played at the time. Graf defeated Gabriella Sabatini to become the second woman after Margaret Court to complete a Calendar Grand Slam. She then carried her triumph to new heights, beating the Argentine

again 6-3,6-3, this time for the gold medal at the Summer Olympics in Seoul. By all measures, 1988 was one of the most heralded years in professional tennis, blazoned by a rising female genius and complemented by an established male star. ●

WOMEN IN TENNIS



ACROSS

- 1 Won her first slam at Wimbledon in 2004
- 2 California native turned pro in 1993, abbr
- 4 Swiss prodigy, Martina _____
- 6 NY tennis center named after her, Billy Jean
- 8 Czech-born, _____ Navratilova

DOWN

- 1 Stabbed in 1993 by deranged German fan
- 3 Belgian who excelled at French Open, Justine
- 5 _____ Williams
- 7 American who won the 1979, '81 US Open, abbr
- 9 The only Golden Grand Slam winner, Steffi _____

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Right: With her mount Fathom in 1970, Diane Crump was the first female to ride the Kentucky Derby.

The Ladies of the Triple Crown

SHMagazine

THE LADY IS A CHAMP! SPEED, POWER

and grace are not the exclusive domains of male thoroughbreds at the Kentucky Derby. Since Churchill Downs launched its first race in 1875, three female horses have won the famed Run for the Roses: Winning Colors (1988), Genuine Risk (1980) and Regret (1915). Runners-up included Eight Belles (2008) and Lady Navarre (1906). In a heartbreaking scene that is still remembered today, Eight Belles collapsed with broken legs shortly after clearing the finish line and was euthanized immediately on the spot. Since 1903, 5 ladies also clinched the Preakness and 3 had managed to outrun the gents at Belmont. At Europe's most prestigious racing event, the Prix de l'Arc de Triomphe, fillies and mares took first place in five straight years between 1979

and 1983. All-in-all, females have run with the best of the males and are no strangers to the winner's circle, and that includes the lady jockeys and breeders.

Unlike humans, the gap in physical strength between male and female horses is narrow, though only 40 fillies have ever been entered into the Kentucky Derby. At age 2, males and females are similar in physical development but at age 3, colts spurt ahead while fillies only catch up later. However, only 3-year olds are allowed to compete at the top three marquee runs, a tradition that originated back in England. That stage in a horse's life was regarded as the optimal racing age for the thrills of grand stand viewing and wagering. But a more probable reason for seeing more guys than gals in the field is money. Females >>



FEMALES HAVE THEIR OWN UNOFFICIAL “FILLY TRIPLE CROWN” CONSISTING OF THE KENTUCKY OAKS, BLACK-EYED SUSAN STAKES AND THE ACORN STAKES.

have their own unofficial “Filly Triple Crown” consisting of the Kentucky Oaks, Black-Eyed Susan Stakes and the Acorn Stakes. With purses already running well into the six figures, owners prefer to enter their promising fillies at the lady competitions instead of going up against tough colts in the more competitive stakes. Money figures again in their post-racing careers. Mares only foal once a year, while stallions can breed regularly. Smarty Jones claimed the Kentucky Derby and Preakness in 2004 and upon retirement, commanded stud fees of \$100,000. American Pharoah, winner of the 2015 Triple Crown and Breeders’ Cup, doubled that amount to a princely sum of \$200,000. In 1982, owners and breeders hoped to strike genealogical gold by mating Genuine Risk with 1973 Triple Crown legend, Secretariat. The chestnut-colored mare not only claimed Churchill Downs in 1980, but she placed second at the other two crowns. Their union would have produced the first offspring in history of two Kentucky Derby winners. Unfortunately, Genuine Risk gave birth to a stillborn and subsequent breeding efforts with Secretariat failed. Over the next 17 years, she only delivered two living colts, neither of which became a racer.

On the saddle, female jockeys have succeeded in carving out their own stakes as well. In 1970, Diane Crump became the first woman jockey to

compete at the Kentucky Derby, piloting Fathom and placing 15th in a field of 17 competitors. Just a year earlier, opposition to female jockeys was so fierce that she required a police escort at Florida’s Hialeah Park when she made the historic debut as the first woman professional rider. A generation after Crump, Julie Krone broke ground as the first non-male jockey to win a Triple Crown run, capturing Belmont in 1993 aboard Colonial Affair. Twenty years on, Rosie Napravnik became the first ever female to participate in all three heats. But in the male-dominated business world of thoroughbreds, it was a woman who managed the most accomplished horse in American history. Penny Chenery, who died in 2017 at the age of 95, was the leading figure behind Secretariat, the legendary horse who captured the imagination of racing fans when he broke the longest dry spell at the time, 25 years, to become Triple Crown champion. His record finish at each of those three races still stands today. After finding

IN 1970, DIANE CRUMP BECAME THE FIRST WOMAN JOCKEY TO COMPETE AT THE KENTUCKY DERBY, PILOTING FATHOM AND PLACING 15TH IN A FIELD OF 17 COMPETITORS.

fame and glory with Secretariat, Chenery, a Columbia Business School graduate, went on to preside over the Thoroughbred Owners & Breeders Association and join the Executive Committee of the American Horse Council, the trade group in Washington, DC. >>





Above: Diane Crump making her professional jockey debut with a police escort at Florida's Hialeah Park in 1969.

Chenery held the highest executive position among women in horse racing but she wasn't the only influential female in the testosterone-filled world of owners, trainers and jockeys. High society ladies such as Allaire du Pont of the family of chemical manufacturers that bears her name, and Martha Gerry whose family was connected to Standard Oil and the Vanderbilt railroad empire, were active owners and breeders. In 1983, Penny, Allaire and Martha were the first women admitted to the Jockey Club, the prestigious 19th century body entrusted with the registry of all thoroughbreds in the U.S., Canada and Puerto Rico. Female owners of race horses were already

Below: Regret, the first fillie to win the Triple Crown (1915).

PENNY, ALLAIRE AND MARTHA WERE THE FIRST WOMEN ADMITTED TO THE JOCKEY CLUB, THE PRESTIGIOUS 19TH CENTURY BODY ENTRUSTED WITH THE REGISTRY OF ALL THOROUGHBREDS IN THE U.S., CANADA AND PUERTO RICO.



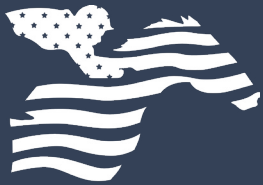
Below: Penny Chenery celebrating after her horse, Secretariat, made history at the 1973 Triple Crown.



common by the 1940's but in terms of conquering the jewels in the crown, only 4 of the 12 Triple Crown champions were associated with women. Fanny Hertz, wife of taxi and rental-car mogul John Hertz, was the first of that cadre when she won the three contests in 1943 with Count Fleet. Her colt swept Belmont in 25 lengths, a record margin that held until Secretariat blazed through the finish line in 31 lengths.

After Chenery's victory with Secretariat in 1973, Karen Taylor and Sally Hill stepped into the winner's circle with Seattle Slew. In partnership

and jointly with their husbands, the two paid \$17,500 for a yearling that became the only undefeated horse in 1977 to claim the Kentucky, Maryland and New York events. A year later in 1978, Patrice Wolfson lifted her three trophies with Affirmed, a chestnut horse bred at a Florida farm owned by her Wall Street financier husband, Louis Wolfson. Affirmed was the last Triple Crowner before American Pharoah took center stage. The National Museum of Racing & Hall of Fame already has a handful of female inductees, but no doubt more will join in the future. ●



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NORTHERN DANCER,
INDUCTED 1976



REGRET,
INDUCTED 1957



SEABISCUIT,
INDUCTED 1958



SECRETARIAT,
INDUCTED 1974



Death on the Racetrack

SHMagazine

ON AVERAGE, ABOUT 10 HORSES A WEEK died on American racetracks in 2018, a rate which was 2½ to 5 times greater than that of the rest of the racing world. Almost 40 perished alone in 2019 at the Santa Anita Park, one of the deadliest tracks in the country. Industry insiders agree that thoroughbred racing in the U.S. today is in a moral crisis, but the sport has come a long way since the old scrappy betting days when even jockeys met death on the dirt. Pushed to their physical limits by a wager-driven industry and compounded by performance-enhancing drugs, horses can break down on the track during training sessions or at an official chase. Even at Churchill Downs, home of the Kentucky Derby, the famed track lost dozens of thoroughbreds to racing injuries since 2016. Nobody can deny the heart-braking sight of Eight Belles collapsing just moments after her 2nd place finish at the 2008 Kentucky Derby. To the shock and horror of Derby revelers, the three-year old filly was euthanized on the spot due to the severity of her ankle injuries. The People for Ethical Treatment of Animals (PETA) even called for the jockey's suspension and cancellation of the prize money, but authorities found no evidence of wrongdoing by the rider. Eight Belles' fate was reminiscent of that of Barbaro, the colt who won the Run for the Roses two years earlier but then fractured three bones at the start of the Preakness Stakes. The accident ruined his racing career and months later, took his life as more complications developed. At Santa Anita, experts cited an unusual amount of rain that affected track conditions but the number of equines that were put to sleep in that particular park was alarmingly high. Exploring the reasons for the spike in fatalities, the national conversation also turned to modern-day overbreeding practices. Four-legged racing machines that gallop at 40 mph, pumped with drugs that mask the stress on their "champagne-glass ankles", are bound to become prone to serious injuries. All this comes at a period when horse racing as a sport is losing ground to alternative forms of entertainment and plenty of other gambling options. Certain marquee races like the Triple Crown continue to thrive, but the overall number of tracks and registered racing foals has dropped significantly over the past two decades. Wagering, currently at around \$11 billion, peaked at \$15 billion in 2003. Nevertheless, while the industry has shrunk considerably, it has succeeded in cleaning up the old negative stereotypes. Gone are the days when horse racing was associated with crooks, hustlers and underworld bookies. In a 1957 interview with ABC's Mike Wallace, Eddie Arcaro, the country's celebrity jockey who

was also President of the Jockeys' Guild, defended the sport against questions that touched on the immorality of gambling, the nefarious characters that were linked with betting, the drugs that were administered to horses, and the injuries that were sustained by jockeys. Arcaro was supporting his profession and the industry itself, but he was also one of the founders of the Jockeys' Guild. Launched in 1940, the Guild was organized by riders who felt exploited and underserved by horse owners and track managers. With annual dues of \$30 and mounting fees of \$0.25, the group raised a fund that provided its members with financial benefits in case of accidents. Over time, the Guild introduced ambulances at racing sites, goggles, safety helmets, vests and flak jackets. All these factors helped lower severe injuries and deaths in the dangerous occupation of steering half-ton beasts at full speed. As late as 1974, seven jockeys were killed racing on official tracks in the U.S. That statistic has fallen dramatically and the last time a racer was thrown off the saddle to his or her death was in 2014. Technology, improved regulations, and better oversight helped sanitize many of the unsavory characteristics of the horse racing business as



Above: Eight Belles collapsing after finishing 2nd at the 2008 Kentucky Derby. She was euthanized on the spot.

it existed decades ago. Today, since horses can't form their own trade unions, the onus is on the owners, breeders, trainers and regulators to adopt uniform codes, medical and operational, to lower equine deaths. Once again, horse racing needs to clean up its image and even defend its 'raison d'être' in the face of a dubious public. With the sport already on the wane, failure to address the problem could spell the death of the industry itself. ●



Left: Bing Crosby, Bob Hope and Frank Sinatra horsing around at Crosby's annual Clam Bake golf outing at Pebble Beach.

Pebble Beach at 100

SHMagazine

THE MAJESTIC PUBLIC GOLF COURSE THAT hugs the California coastline and costs \$525 a round to play celebrated its 100th year last summer. With stunning ocean and mountain vistas coming off the pinched fairways, Pebble Beach Golf Links could easily fold into a national park. But the history of this trophy property hasn't always been as tranquil as the views. Until

UNTIL IT WAS RESCUED BY GOLF PRESERVATIONISTS IN 1999, PEBBLE BEACH WENT THROUGH A SERIES OF ECLECTIC OWNERS WITH MORE REAL ESTATE PROFIT IN MIND THAN GOLF.

it was rescued by golf preservationists in 1999, Pebble Beach went through a series of eclectic owners with more real estate profit in mind than golf. One of the most famous golf courses in the world, Pebble Beach has hosted six U.S. Opens (1972, '82, '92, '00, '10, '19), five U.S. Amateurs (1929, '47, '61, '99, '18), Bing Crosby's popular Clambake (now AT&T Pro-Am), and a multitude of other professional tournaments. The course was the setting of Jack Nicklaus' 1961 Amateur victory, Tom Watson's 1982 historic chip from the rough into the 17th, and Tiger Woods' monumental win in 2000 when he shot 272 (-12) and set a record winning margin of 15 strokes. It's not hard to imagine how real estate investors would be fired up walking the spellbinding cliffs of Pebble Beach and eyeing its surroundings. For decades, cadres of Hollywood glitterati, politicians, business executives and sports celebrities rubbed shoulders and swung golf clubs along this rugged coastline. "I fell in >>

love with Pebble Beach the moment I set foot there to prepare for the 1961 U.S. Amateur”, recalls Jack Nicklaus. Besides his Amateur title, the all-time golf champion won three Pro-Ams and the first U.S. Open held on the course in 1972. Twenty-five years later, Nicklaus would redesign his favorite hole at the site, the par-3 #5.

It was a group of railroad barons who first purchased the Monterrey stretch of land in 1880 for \$35,000. With the hope of attracting San Francisco’s elite by train to an oceanside resort, they built a golf course next to one of their hotels, though it featured more dirt than grass. Under resort manager and land salesman Sam Morse, the golf course was reworked to a figure-eight configuration that followed

Below: The majestic Pebble Beach Golf Links was as much a real estate play as a playing haven since its beginnings.

IN THE COMPANY’S 1920 ANNUAL REPORT, MORSE WROTE “THE LINKS WERE CONSTRUCTED PRIMARILY TO EXPLOIT THE REAL ESTATE”.

natural contours and with the maximum number of holes along the water. Morse went on to buy the property in 1919 for \$1.3 million and the Pebble Beach Golf Links officially opened. The autocratic Morse knew that golf was a big attraction, but it was still a real-estate play for him. In the company’s 1920 annual report, Morse wrote “The links were





constructed primarily to exploit the real estate”. By the late 1920’s, resort profits of \$1 million were dwarfed by land sales of \$4 million. After Pebble Beach succeeded in drawing the National Amateur Championship in 1929, the secret was out and it became a premier golf destination. The Great Depression crushed the resort and the land sales, but a sand mine operation further up the coast at Spanish Bay, part of Morse’s holdings, kept the

ISUTANI ACQUIRED PEBBLE BEACH FOR \$841 MILLION AND TO REALIZE A RETURN ON HIS INFLATED INVESTMENT, HE PLANNED TO SELL MEMBERSHIPS AT EXORBITANT FEES.

Above: Tiger Woods at the 2000 U.S. Open in Pebble Beach. He won the tournament with a monumental 15-stroke margin, shooting 272(-12).

owner out of the red. After Morse died in 1969, the properties passed on to the mining operator, Chicago-based Wedron Silica Company, which was more interested in extracting sand than developing and maintaining golf courses.

Next came Hollywood. Flush with cash from their blockbuster film “Star Wars”, Twentieth Century-Fox purchased the Pebble Beach Corporation in 1979 for \$72 million. The new owners had no particular vision for the golf grounds and were just looking for an investment to park their cash. Less than two years on, billionaire oilman Marvin Davis took over the studio, stripped it of its assets and kept Pebble Beach which was now valued at \$150 million. Davis added The Inn at Spanish Bay and its accompanying golf course, but he was still derided for neglecting the existing facilities and being focused on just setting up the next big flip. >>

*FLUSH WITH CASH FROM
THEIR BLOCKBUSTER
FILM "STAR WARS",
TWENTIETH CENTURY-FOX
PURCHASED THE PEBBLE
BEACH CORPORATION IN
1979 FOR \$72 MILLION.*



Left: Tom Watson chips in for birdie on No. 17 at Pebble Beach en route to winning the 1982 U.S. Open.

Right: Jack Nicklaus in Pebble Beach at the 1972 U.S. Open, which he won.

By the end of the decade, multiple offers placed the value of Pebble Beach at over \$700 million. Then, in 1990, Japanese investor Minoru Isutani arrived as part of the wave of Japanese money that poured into the U.S. and raised plenty of suspicious eyebrows. A shadowy businessman who got his start selling door-to-door frozen potatoes and encyclopedias, Isutani rose to own golf courses in Japan and ride the real estate boom of the 1980s. He acquired Pebble Beach for \$841 million and to realize a return on his inflated investment, he planned to sell memberships at exorbitant fees. The strategy failed when the California Coastal Commission, a watchdog agency in charge of regulating land use, voted down his proposal on the basis that it would privatize a public golf course. By the end of 1991, Pebble Beach and its owners hit financial straits and even the 1992 U.S. Open that was to take place on the grounds was in peril. Already sensitive to their deteriorating image in the U.S., several Japanese corporate titans arranged a backroom deal to buy out Pebble Beach for \$574 million, restoring the financial health of the famed playground. With the blessing and relief of the USGA, which oversees the U.S. Open and also helped force the sale, Sumitomo Credit and Teiheiyo Club, Inc. became the new owners. The hapless Isutani walked away with a \$267 million loss from his ill-fated venture.

By 1999, a diverse group of business, sports and entertainment executives were eyeing Pebble Beach with a mission towards golf preservation over financial gain. Led by Peter Ueberroth, former baseball commissioner, and Richard Ferris, former CEO of United Airlines, the two worked their rolodexes to raise \$820 million from over 100 individual investors and take the property off the auction block, permanently. A closed partnership since then, Pebble Beach would finally see more drama on the golf course than in the board room. ●



Right: Hale Irwin holding his trophy after winning the 1990 U.S. Open, his third and last.

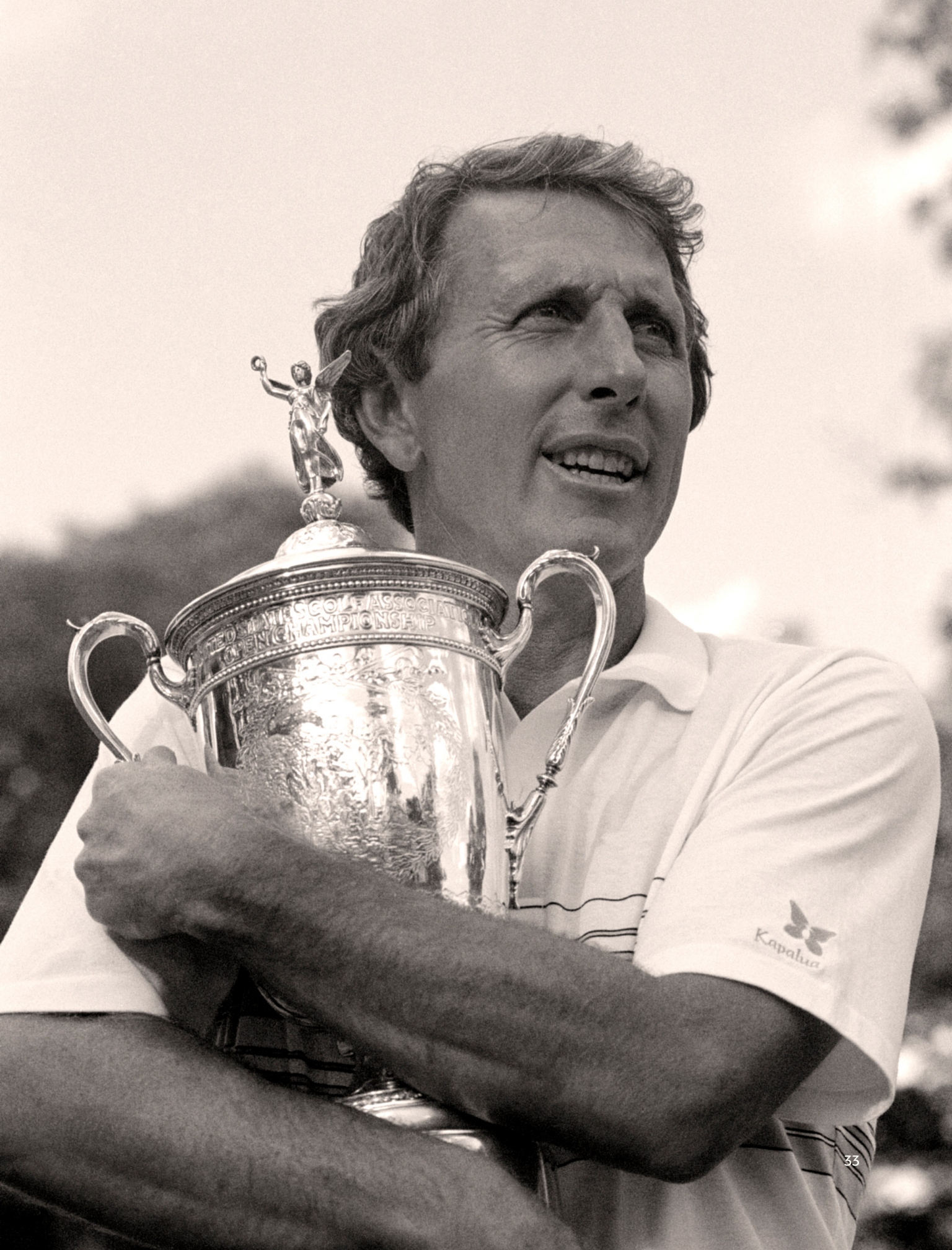
Interview with Hale Irwin, 3-time U.S. Open Champion

SHMagazine

HALE IRWIN IS ONE OF THE LEADING golfers of all time. A multi-talented athlete in high school, Irwin played college football and even caught the eye of the NFL before deciding to pursue professional golf in 1968. He won the U.S. Open championship three times and then aged like fine wine with the PGA Tour Champions. Irwin holds the all-time winning record for professional golfers over the age of 50. Today, he is also active in designing award-winning golf courses around the country. Sports History Magazine caught up with the veteran athlete whose wisdom and experience around professional golf span more than half a century.

Most people don't know that in high school you were a multi-tool athlete, excelling in football, baseball and golf. Did you ever imagine that golf would be your destiny? Since I was a young boy golf has always been one of my favorite activities. As a mid-teenager I had hopes that I could play in the U.S. Open someday, but never did I imagine that it would be a dream come true experience. A lot of things go into "destiny", and I was lucky to have many of those things go my way.

At the University of Colorado where you attended, you played defensive back on the football team and also won the NCAA >>





Division I golf championship. How does a football player transfer brute skills into a delicate game like golf? Golf and football certainly require a different set of skills. The one crossover that does prevail throughout sport, perhaps life, is the willingness to be disciplined in your decision making and stay true to your heart. There are no shortcuts to success in any walk of life. Success doesn't come looking for you. A person has to go out and make it happen on their own, exemplified by any person that we define as successful.

Did you get calls from the NFL or any other sports leagues before you decided to become a professional golfer? When I finished college football I received 8-10 letters of interest from

WITHOUT QUESTION IT IS MY OPINION THAT THE EQUIPMENT THAT IS NOW BEING USED IN TODAY'S GAME HAS BEEN THE GREATEST INFLUENCE IN HOW THE GAME IS PLAYED, IN HOW PLAYERS ARE TAUGHT, AND IN HOW THEY PREPARE.

Above Left: Irwin at the Piccadilly World Match Golf Championship in Wentworth, England, 1974.

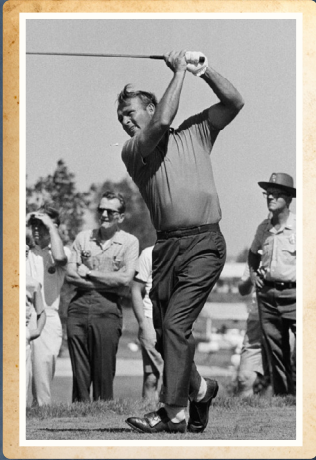
various NFL teams with the St. Louis Cardinals football club following up with a second letter to see if I would be interested in meeting with their scout. By then, I had had enough of football, especially with my golf skills becoming better and my interest in a career in golf increasing.

The 1974 U.S. Open was your first victory at a major but you also shot a +7, one of the highest scores ever to win a tournament. Do you remember why that game was so difficult? The 1974 U.S. Open was played at Winged Foot in New York. By any standard, that is a marvelous and difficult golf course. But the USGA had

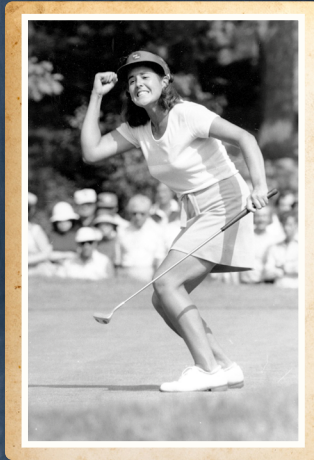
prepared the course to very exacting conditions. The fairways were narrow and bordered by very dense and long rough grasses. The greens were very quick, even for those times. All in all, it has been the most difficult golf course that I have ever played without weather being an issue.

You won three U.S. Opens and tied for 2nd at the British Open in 1983. That missed opportunity was marred by a 2-inch whiff that could have sent you into a playoff with Tom Watson. If you have any career disappointments, is that one of the biggest? Well, the 2" whiff was really more like 6"! The greatest disappointment was that I was very careless at a time that I should have been more focused. I don't recommend going to hole out a putt of any length left-handed while >>

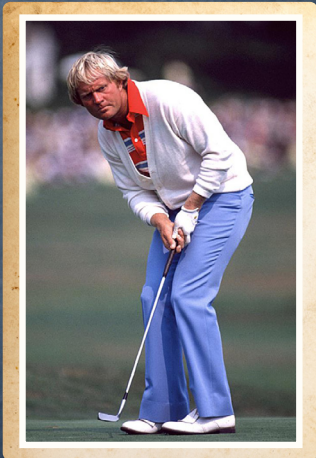
Arnold Palmer,
Inducted 1974



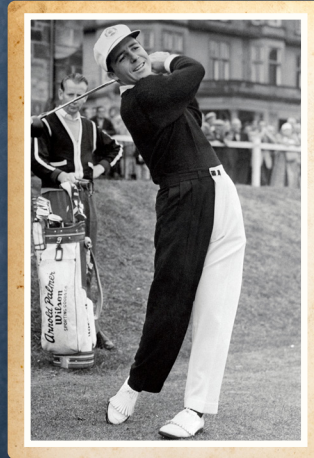
Nancy Lopez,
Inducted 1987



Jack Nicklaus,
Inducted 1974



Gary Player,
Inducted 1974

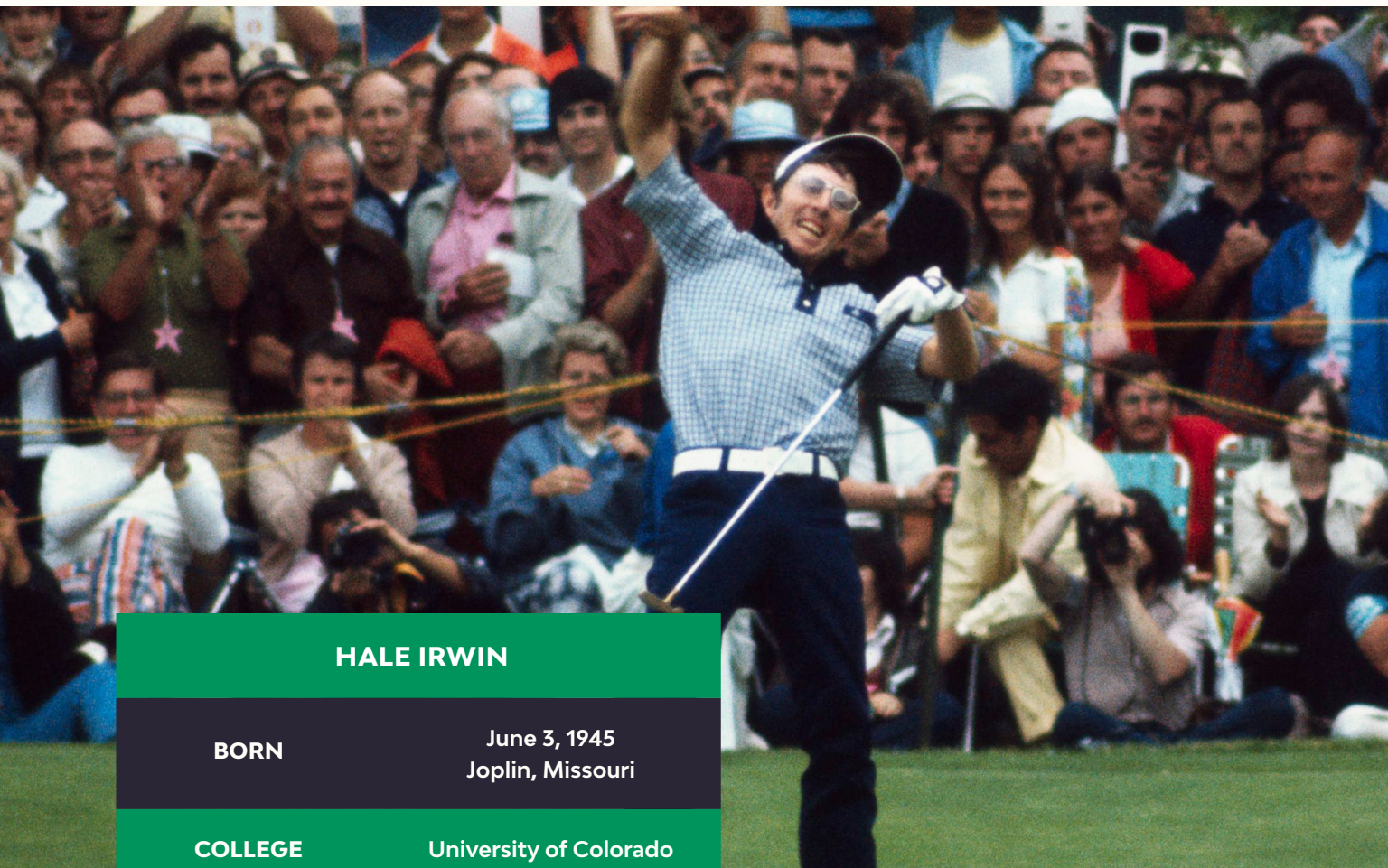


WORLD GOLF HALL OF FAME & MUSEUM

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worldgolfhalloffame.org

Below: After winning the 1974 US Open, Hale Irwin tosses his golf ball skyward in celebration.



HALE IRWIN	
BORN	June 3, 1945 Joplin, Missouri
COLLEGE	University of Colorado
TURNED PRO	1968
TOP RANKING	7 (1991)
WINS BY TOUR	PGA, 20 PGA Champions, 45
MASTERS	T4: 1974, 1975
PGA	T5: 1975
U.S. OPEN	Won: 1974, 1979, 1990
BRITISH OPEN	T2: 1983

still moving when you have a right-handed putter! This was on the Saturday round, and really didn't manifest itself until the finish on Sunday. Sometimes doing something like this brings a greater awareness of the magnitude of each and every effort to do the right things.

Throughout the 1970s and 1980s you played in a field of legendary golfers such as Jack Nicklaus, Arnold Palmer, Gary Player, Tom Watson, and many others. Are there any players that you admired most? My career has been blessed with the opportunity to play with and become friends with some of golf's greatest players and people, both men and women. The magnetism of Arnold Palmer was unbelievable, and the focus and skills of Jack Nicklaus were >>

**MY DESIGN
PHILOSOPHY IS
RATHER SIMPLE:
DESIGN COURSES THAT
PEOPLE CAN ENJOY!**



awesome. Gary Player brought tremendous effort, and Tom Watson showed us what the future was going to be with his talents. Nancy Lopez and Annika Sorenstam were two of the LPGA's greatest stars and wonderful women. It is impossible to pick out just one of the players of the past that was more distinctive than another. But the one person that I did admire more than any other was my father who taught me so many things that were more of life skills than athletic ones.

Did you have any particular strategies that you embraced that worked best for you? My efforts to have a successful outcome when playing were to keep things simple. Rather than trying something that was not comfortable nor natural, forsaking what I could do best given the situation, was a recipe for a bad result. Hence, I played with a determined grit that often was better than the miraculous shot that one hopes to hit.

You also played all over the world and won tournaments on every continent. What are

some of your favorite golf courses? Some of my favorite courses are the ones on which I won a tournament! Royal Melbourne in Australia, Muirfield in Scotland, Cypress Point in Pebble Beach, Pinehurst in North Carolina, Winged Foot in NY, or any of the golf courses from days of yore which have a more traditional design are always fun and interesting to play.

You hold the record for most wins in Champions Tour history, so it seems that you aged and improved on the golf course like fine wine. What do you attribute that to? One can only hope to be born with good genetics, but I think that is only one of the ingredients to my success. My willingness to put in the time, both physically and mentally, to be the best that I can be without compromising my spirit and beliefs is a fundamental ingredient as well. My father once told me to never start something that I couldn't finish, and that has been a directional mainstay throughout my career.

Besides the big money that rolled into the game,



how has the sport of golf changed in the past 40-50 years in terms of the training, the strategy, the competition? Without question it is my opinion that the equipment that is now being used in today's game has been the greatest influence in how the game is played, in how players are taught, and in how they prepare. Strength and distance have won out over shot-making and finesse. The best in the game are now harder to identify because of the forgiveness built into much of the equipment that we now have available in today's game which allows those with, perhaps, lesser skills to stay in the mix near the top.

Your son is a professional golfer too. What advice do you give him when he's out there battling a tough field? My son was once upon a time a professional but got his amateur status reinstated about 20 years ago. As I would tell anyone that is in a tough condition, you can't do what you can't do! Stay with what you can do well and naturally, don't make the mistakes that others might make, and stay focused and confident.

Today, you're still touring professionally but you're also designing award-winning golf courses around the country. What special features can players expect on your greens? My design philosophy is rather simple—design courses that people can enjoy!

I've seen too many ego-designed courses that miss the mark in providing an enjoyable and entertaining experience. Designing a golf course that is difficult to play is really rather simple. But designing one that brings out the fun of playing is far more challenging. My green designs are basically fit to the existing contours of the land. There need not be elephant mounds in a green complex to make it interesting. Subtle hints and minimal contours are often the most difficult to navigate. Designing in more than necessary is often counterproductive. But then again mystery is part of the fun! ●



Rise of Americans at the British Open

SHMagazine

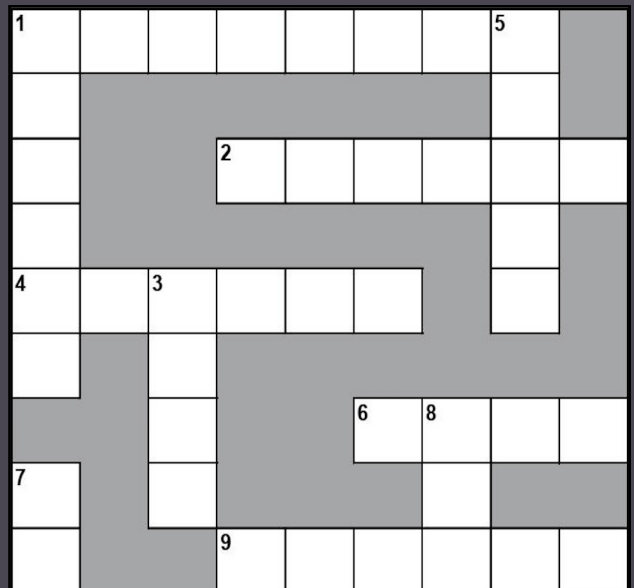
IN 2013, AMERICANS OVERTOOK THE SCOTTS AS the winningest nation at the British Open. It all began 92 years earlier with a steamship voyage across the ocean. The oldest of the four golf majors, the Open dates back to 1860 but it wasn't until after WWI that Americans made their mark on the British Isles. Prior to the "roaring 20s", Americans had never hoisted the tournament's famed Claret Jug. European talent was deep and the prohibitive costs of traveling overseas kept even the best of the pros at home. Philadelphia native John McDermott, top player of his day and the first American-born golfer to claim the U.S. Open in 1911, came closest when

Left: Walter Hagen, the first American-born golfer to win the British Open.

he tied 5th at the Royal Liverpool Golf Club in 1913. But in 1921, "Golf Illustrated" magazine helped finance the steamship transportation of 11 American professionals to try and crack the competition at St Andrews in Scotland. Ahead of the actual Open, a friendly match between the Americans and their British hosts turned into what became the forerunner of the Ryder Cup, officially launched six years later. The Open itself was won by Jock Hutchison, a Scottish-born American who took the title and a £75 cash prize. Hutchinson shot 296, tying English amateur Roger Wethered but then sealed his victory in a 36-hole playoff. But it was Walter Hagen who became the first American-born player to raise the coveted Trophy. In 1922 at the Royal St George's Golf Club, Hagen fired 300 to defeat Scotland's George Duncan and England's Jim Barnes who were both tied 1 stroke behind. For the rest of the decade, Hagen and amateur prodigy Bobby Jones would dominate the Scotsmen and Englishmen in their own game and at their own links courses. Prior to the Americans' arrival, the average winning score at the Open hovered around 300 and Bobby Jones was the first to drop it below 291 when he carded 285 to win at the Old Course in 1927. Hagen ended his career with 4 Opens and Jones with 3. The Great Depression in the early 1930s coincided with the end of the American onslaught and the beginning of an impressive stretch of victories by English golfers. The Scotts, having last won in 1920, remained absent from the championship until 1985 when Sandy Lyle swung 282 to win at the Royal St George. The tournament's catalogue of winners became internationalized in the 1950s as South Africa's Bobby Locke and Australia's Peter Thomson took first place finishes multiple times. Notwithstanding Arnold Palmer's back-to-back wins in 1961 and 1962, the next wave of victories from across the Atlantic came in the 1970s and early 1980s with Tom Watson, Jack Nicklaus and Lee Trevino. That period in turn was followed by the mid-1990s to mid-2000s with a parade of American newcomers, including the

star-powered Tiger Woods who set a record at St. Andrews in 2000 with a score of 269. By the time Phil Mickelson claimed the event in 2013, the U.S. surpassed Scotland as the tournament's leader. Americans currently hold 45 British Open titles, ahead of the Scotts who rank second at 41 and the English third at 28. ●

GREATEST GOLFERS



ACROSS

- 1 Most Majors, Jack _____
- 2 South African, Gary _____
- 4 Died in 2016, _____ Palmer
- 6 Spaniard, _____ Ballesteros
- 9 Five British Opens, Tom _____

DOWN

- 1 Australia's "The Shark", Greg _____
- 3 Englishman, _____ Faldo
- 5 Masters in 1949, '52, '54, Sam _____
- 7 14 Majors and on a come-back (abbr)
- 8 South Africa's "The Big Easy", Ernie _____

Right: D.C. United celebrating their 3-2 victory over LA Galaxy in the first ever MLS championship game on October 20, 1996.

The Incredible Comeback of Major League Soccer

SHMagazine

TWENTY YEARS AGO, MAJOR LEAGUE Soccer (MLS), the premier North American soccer league, was on life support. Financial losses were racking up, teams were folding, and fans were disenchanted with the game's caliber. Today, MLS is popular, profitable and on its way to adding 4 more franchises to the 26-team federation. What made the turnaround possible was a combination of factors that included financial patience from a small group of dedicated investors, the construction of soccer-specific stadiums, and a new generation of American fans who came to embrace the world's most popular sport.

For most of the 20th century, soccer drew a big yawn in the American sporting landscape, which was rooted in baseball, football, and basketball. It was an immigrant's game and just a few colleges such as the University of St. Louis excelled in it. After languishing in the dark ages, the sport took off in 1968 with the formation of the North American Soccer League (NASL). The impetus was the surprisingly large American TV audience that tuned in to the 1966 World Cup and the subsequent documentary titled "Goal!", the first World Cup film released in color. Sports Illustrated featured the first soccer player on its September, 1973 cover issue with the heading >>





COLUMBUS CREW (1996)
D.C. UNITED (1996)
NE REVOLUTION (1996)
TORONTO FC (1997)
NY RED BULLS (1996)
CHICAGO FIRE (1998)

1996

COLORADO RAPIDS (1996)
FC DALLAS (1996)
SJ EARTHQUAKES (1996)
SPORTING KC (1996)
LA GALAXY (1996)

MAPFRE STADIUM OPENS (1999)
U.S. PLACES LAST AT WORLD CUP (1998)

2000

TAMPA BAY MUTINY,
MIAMI BAY FOLD (2001)

MLS TOTAL LOSSES
REACH \$250 MIL (2001)

U.S. MAKES QF AT
WORLD CUP (2002)

DAVID BECKHAM JOINS
LA GALAXY (2007)

2004

REAL SALT LAKE
(2005)

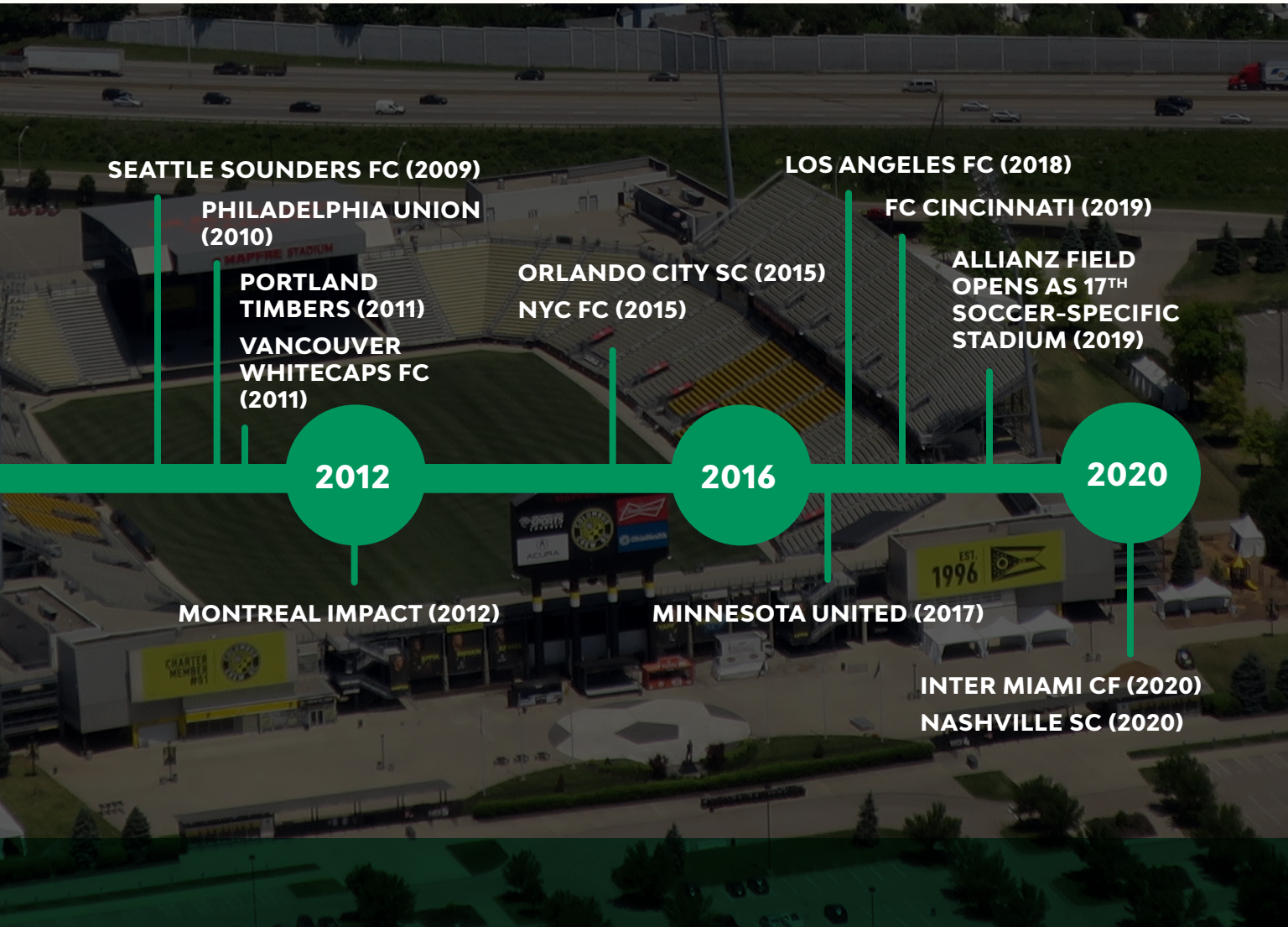
HOUSTON DYNAMO (2006)

2008

*FOR MOST OF THE 20TH
CENTURY, SOCCER DREW A
BIG YAWN IN THE AMERICAN
SPORTING LANDSCAPE, WHICH
WAS ROOTED IN BASEBALL,
FOOTBALL, AND BASKETBALL.*

“Soccer Goes American”. Stars like Brazil’s Pele, Germany’s Franz Beckenbauer and Holland’s Johan Cruyff were brought out of retirement and signed onto the field to help stimulate interest in the game. NASL grew to 24 teams at its peak but the media buzz around America’s new sport belied the financial health of the league. They had over-expanded and over-spent to recruit talent. By 1984, the league that introduced soccer to the nation collapsed, weighed down by red ink and team contractions. But NASL didn’t disappear without leaving a legacy. It planted the seeds for youth soccer and the lessons of the

Below: Mapfre Stadium, the first soccer-specific venue built by MLS (1999).



SEATTLE SOUNDERS FC (2009)

PHILADELPHIA UNION (2010)

PORTLAND TIMBERS (2011)

VANCOUVER WHITECAPS FC (2011)

2012

MONTREAL IMPACT (2012)

ORLANDO CITY SC (2015)

NYC FC (2015)

2016

MINNESOTA UNITED (2017)

LOS ANGELES FC (2018)

FC CINCINNATI (2019)

ALLIANZ FIELD OPENS AS 17TH SOCCER-SPECIFIC STADIUM (2019)

2020

INTER MIAMI CF (2020)
NASHVILLE SC (2020)

need for financial restraint.

MLS picked up the broken pieces as part the United States' successful bid to the host the 1994 World Cup. The problem wasn't the game, but the right marketing and the proper financial management. Ironically, the same man who helped promote NASL in the 1960s was now back in the game with MLS in the 1990s. A businessman and heir to his father's oil fortune, Lamar Hunt was better known as the founder of the AFL and owner of the Kansas City Chiefs. But the brilliant sports visionary was also a >>

ADDING TO THE BLOW WAS THE U.S. NATIONAL TEAM'S MISERABLE PERFORMANCE AT THE 1998 WORLD CUP IN FRANCE, WHICH SAW THE AMERICANS FALL TO THE BOTTOM OF THE TABLE.

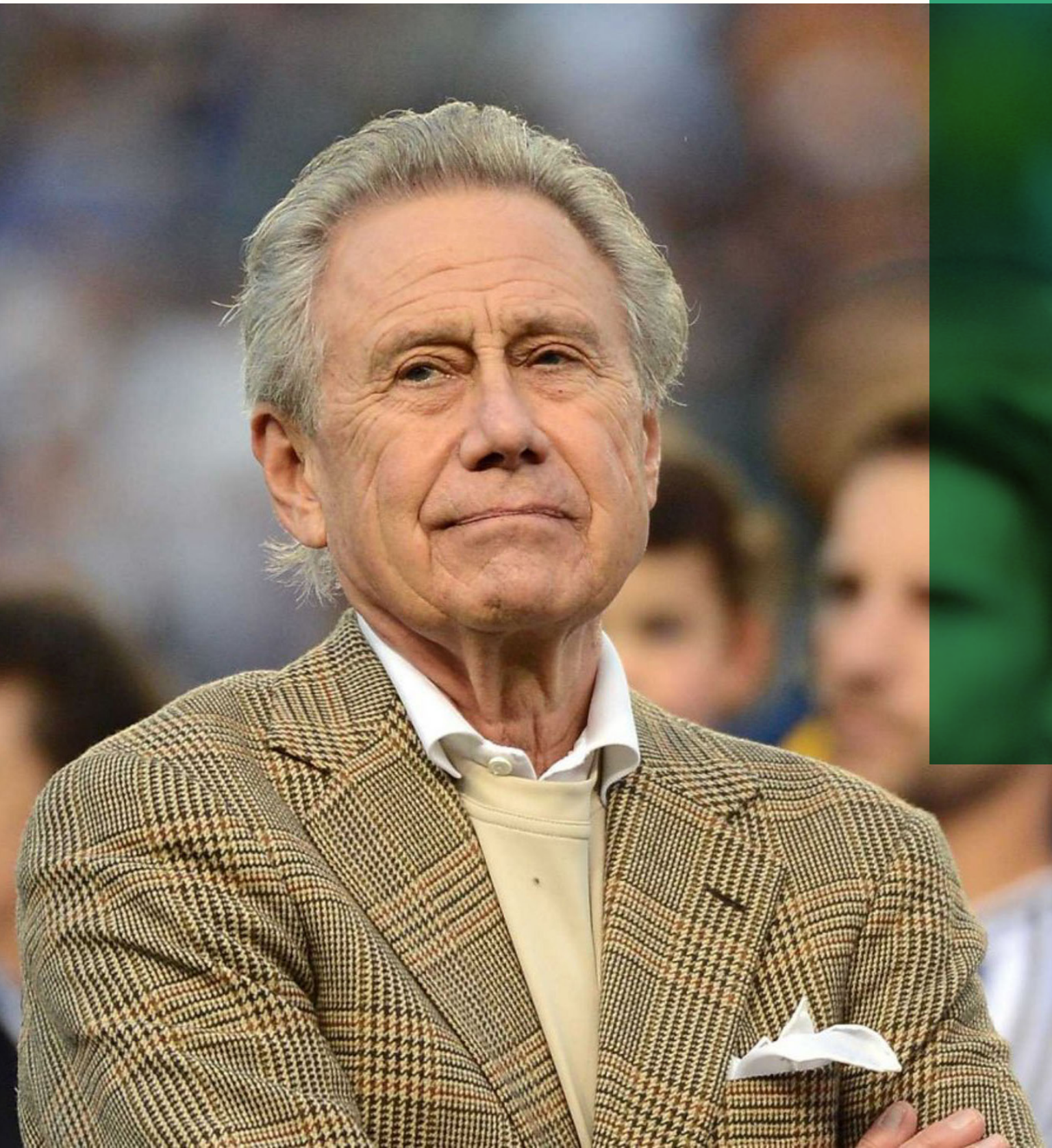


Left: David Beckham, the first international soccer star to join MLS under the Designated Player Rule (2007).

quiet pioneer of American soccer. On trips to Ireland and England he witnessed the spectator euphoria around soccer matches, especially the 1966 World Cup which he also attended. In 1996, Hunt launched the Columbus Crew and the Kansas City Wizards (now Sporting Kansas

AT THE START OF THE NEW MILLENNIUM, MLS WAS DOWN TO JUST 3 COMMITTED OWNERS WHO WERE BANKROLLING THE LEAGUE.

City) as one of the original investors in MLS. Most importantly, a few years later, he financed the construction of the first soccer-specific stadium in America since 1913, the Mapfre Stadium, home of the Columbus Crew. But the renewed experiment in American soccer was not without its challenges. Sports lovers still balked at a low scoring game that was also being played in shared stadiums. Eight of the original ten MLS squads were chasing the ball in large American football venues. Purists also derided the poor quality they saw on the field and the modified rules that were supposedly tailored to American tastes, such as shootouts used to settle tied games and the half-time countdown clock. The coming out party for MLS took place in the Spring of 1996 between the San Jose Clash and D.C. United in front of a crowd of 32,000 at Spartan Stadium in San Jose, California. However, the euphoria was short-lived and attendance quickly dropped over the next several seasons. Adding to the blow was the U.S. national team's miserable performance >>



Above: Phil Anschutz, the man who saved MLS.



NATIONAL SOCCER HALL OF FAME

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MICHELLE AKERS,
ENSHRINED 2004



MIA HAMM,
ENSHRINED 2007



EDDIE POPE,
ENSHRINED 2011



ALEXI LALAS,
ENSHRINED 2006



at the 1998 World Cup in France, which saw the Americans fall to the bottom of the table.

Fans continued to flee the league and teams kept running operating losses. In 1999, MLS commissioner Doug Logan was out the door and replaced by former NFL executive, Don Garber. The league now set out to refocus its mission amid questions about the organization's long-term viability. Expansion plans were halted as the Tampa Bay Mutiny and Miami Fusion franchises were contracted and the earlier attempts to 'Americanize' the sport were also reversed. At the start of the new millennium, MLS was down to just 3 committed owners who were bankrolling

the league. Collectively, they had accumulated \$250 million in losses since the inaugural kickoff in 1996. They were: Lamar Hunt (Columbus Crew, Sporting Kansas City, FC Dallas), Robert Kraft (New England Revolution, San Jose Earthquakes), and Phil Anschutz (Chicago Fire, Colorado Rapids, D.C. United, Houston Dynamo, LA Galaxy, New York Red Bulls). By supporting 6 franchises through the trying times, Anschutz would later be referred to as "the man who saved MLS". Another \$100 million would be hemorrhaged through 2004, but at that point the "beautiful game" started to look more beautiful on the pitch and in the boardroom. The opening of the league's first soccer-specific >>



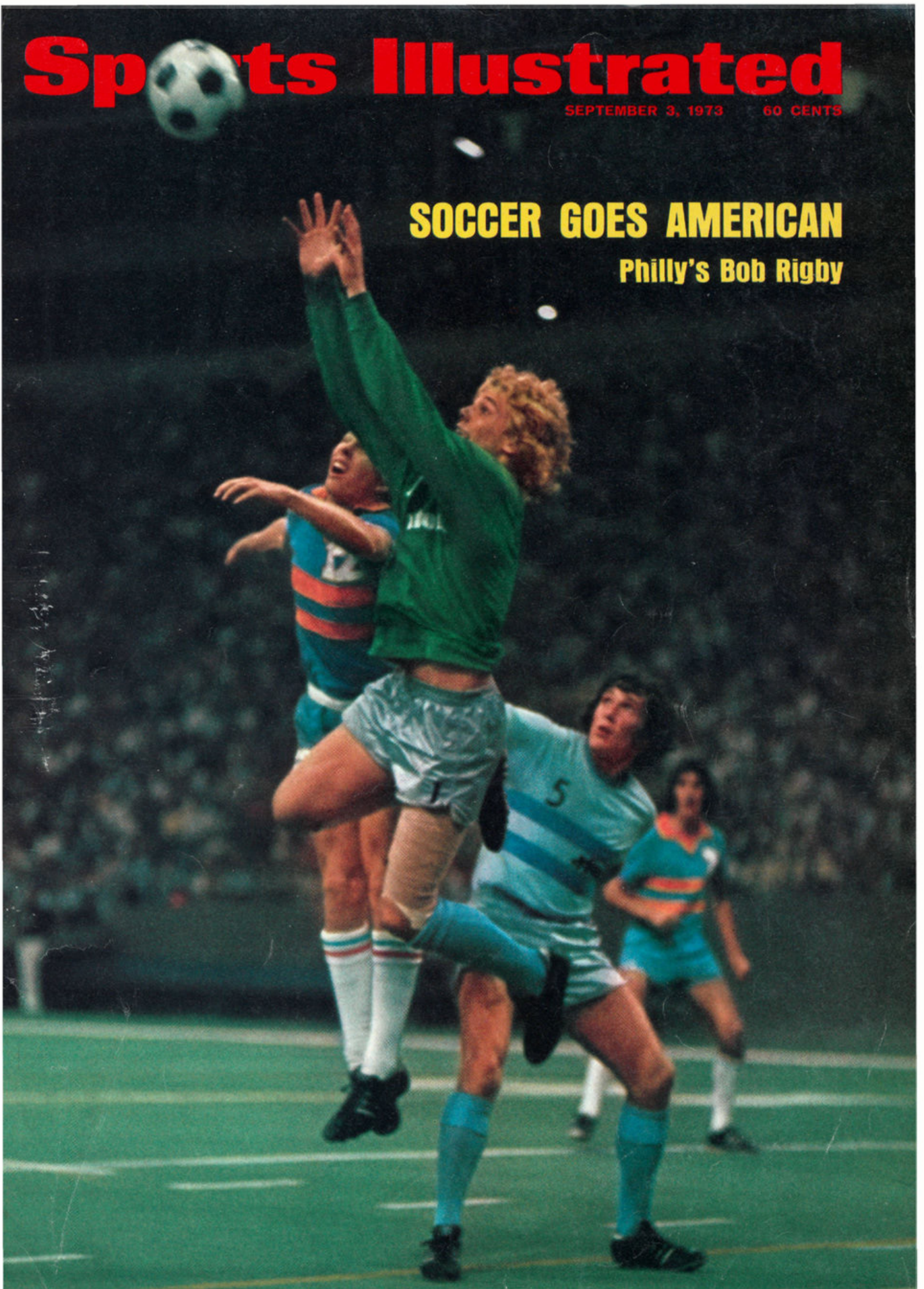
Above: LA Galaxy celebrate their first ever MLS Cup win over New England Revolution on October 20, 2002. 49

Sports Illustrated

SEPTEMBER 3, 1973 60 CENTS

SOCCKER GOES AMERICAN

Philly's Bob Rigby



Left: 'Soccer Goes American', the first Sports Illustrated cover to feature a soccer player (September, 1973).

stadium in 1999 in Columbus, Ohio spurred a trend among other teams to pursue their own playing venues instead of leasing football fields. Hunt and Anschutz oversaw the addition of six more soccer-specific stadiums so that by 2008, the majority of teams were playing on their own turfs. Also, underpinning the cost control program was the league's centralized structure, which avoided bidding wars between teams and kept player salaries capped. Instead of functioning as an association of independently-owned franchises, the league itself owned the teams, which were then operated by individual league investors. The business model was further reinforced after MLS won an antitrust lawsuit filed by players who were dissatisfied with their salary restrictions.

AMERICAN SOCCER GOT A BOOST WHEN THE U.S. MEN'S TEAM UNEXPECTEDLY MADE THE QUARTERFINALS AT THE 2002 WORLD CUP.

But just like any other modern professional sport, it's the fan reaction that ultimately lends credence and permanence to the game. American soccer got a boost when the U.S. men's team unexpectedly made the quarterfinals at the 2002 World Cup, beating out powerhouse Portugal and rival Mexico with the home-grown talents of Brian McBride, Claudio Reyna, DaMarcus Beasley and Landon Donovan, all of whom either played professionally in Europe, or would later be recruited overseas. Within several months, a record 61,000 spectators crammed Gillette Stadium to watch LA Galaxy claim their first MLS Cup. American talent was now visible and

AMERICAN TALENT WAS NOW VISIBLE AND ON THE UPSWING.

on the upswing. Fearing the loss of top players to European clubs and recognizing the need for star power on the field, MLS implemented the Designated Player Rule, which allowed each team to shop for up to 3 players outside the salary cap. The first to join and make celebrity headlines was England's David Beckham, who left Real Madrid in 2007 to sign up with LA Galaxy. Media broadcasters recognized the new soccer upsurge too. MLS had originally signed TV contracts with no guaranteed fees and just a share of the advertising revenues, but in 2007 the league was sufficiently proven that it was able to ink rights deals with ESPN and Univision for \$18 million a year. The contracts were renewed in 2015 for \$90 million a year, a five-fold increase. MLS was now expanding and the pay-to-play franchise fee was kicked up by multiples as well. The \$10 million that Toronto FC had forked over in 2007 to join the exclusive club grew to \$40 million by the time the Montreal Impact arrived in 2012, and \$100 million when NYC FC came on board in 2015. By the time Cincinnati FC started playing in 2019, the entrance fee into the league was up to \$150 million. That year, Minnesota United opened the gates to Allianz Field, the 17th soccer-specific stadium added to MLS.

Their place immortalized in American soccer, Anschutz, Hunt and Kraft sold their stakes and trimmed their holdings to a single team each. Following a long and arduous journey, MLS had succeeded in building the 3rd highest average number of stadium goers after the NFL and MLB, and ahead of the NBA and NHL. It is a remarkable tale of the world's most popular sport struggling and finally digging its cleats on North American soil. ●

Right: Salvadorian nationals who were residing in Honduras arrive at the Red Cross headquarters in San Miguel on July 7, 1969.

When Soccer Triggered an Armed Conflict

SHMagazine

SOCCER VIOLENCE ON AND OFF THE FIELD

is universal like the game itself, but in 1969 the world's most popular sport triggered an actual war between two countries. Though the tensions between El Salvador and Honduras were historically rooted, it was a series of World Cup qualifiers that finally sent the Central American nations into armed conflict. In June, 1969, Honduras and El Salvador met in a two-leg qualifier for the 1970 FIFA World Cup. The first match took place in Tegucigalpa, capital of Honduras. The visiting team arrived on June 8th and spent a sleepless night in their hotel after local fans kept them up with hostile chants, car horns and firecrackers. The next

day, the hosts won the game 1-0. A week later, it was the Honduran squad that endured fan rancor when the second match moved to El Salvador. The violence was even more pronounced as local supporters broke the hotel's windows, threw rotten eggs, dead rats, and stinking rags. At game time, the Honduran players were forced to be transported to the stadium in armored vehicles, which also whisked them away to the airport after they lost the faceoff 3-0. Events turned deadly at the border when two visiting fans from Honduras were beaten and killed, scores were hospitalized, and a hundred and fifty cars were burned. For a few hours, officials closed the frontier between the two countries. >>



Brewing at the surface was more than just soccer passion and national pride. For generations, El Salvador and neighboring Honduras struggled with issues of demographics and land reform. More than five times the size of El Salvador, Honduras was home to 300,000 Salvadoran immigrants who made up 20% of its population. In the early 1960's, newly-enacted land reforms stripped away the rights of Salvadoran squatters and granted Honduran citizens property that was both legally and illegally occupied by foreigners. By the end of the decade, thousands of Salvadoran laborers, migrants, and long-term settlers were expelled from the country. Tensions boiled over as the 1970 World Cup approached. Two years earlier, El Salvador qualified for the Olympic Games in Mexico City for the first time. For a variety of reasons, mostly due to travel costs, the country had

Below: The El Salvador national soccer team before their match against Honduras (1969).

BREWING AT THE SURFACE WAS MORE THAN JUST SOCCER PASSION AND NATIONAL PRIDE.

never bothered participating in a World Cup qualification. Similarly, Honduras had never been to the World Cup even though it joined FIFA in 1946. But the quadrennial event had now arrived to North America for the first time and after Mexico received automatic entry as host, only one other slot was open in the group.

The battle lines were drawn to see which of the regional national teams would head to the Cup. In the early rounds of those matches, El Salvador defeated Guyana and the Netherland





Above: The Honduras national soccer team (1969).

Antilles, while Honduras dispatched Costa Rica and Jamaica. The border foes were now facing each other. After playing two matches to a 1-1 tie in their respective turfs, the third game in the series moved to neutral grounds in Mexico City on June 27, 1969. Running the pitch under the watch of 1,700 police officers at the stadium, El Salvador prevailed 3-2 in overtime. They would move on to face Haiti, while Honduras was out of contention. Following the game and on the same day, despite spirited handshakes and embraces between the opposing players, the winning team's government back home broke diplomatic relations with its counterpart. El Salvador claimed that 11,700 Salvadorans were recently chased out of Honduras in an atmosphere of intense violence with no protection or compensation. As the problems

THE BATTLE LINES WERE DRAWN TO SEE WHICH OF THE REGIONAL NATIONAL TEAMS WOULD HEAD TO THE CUP.

next door deteriorated, El Salvador resorted to military action on July 14, 1969 by launching air raids and a ground invasion into Honduras. The conflict lasted 100 hours before the Organization of American States ("OAS") was called in to intervene and force a cease fire.

Fought mostly on Honduran soil, the "Soccer War" was responsible for an estimated 900 civilian deaths on the Salvadoran side and >>



**HUYE
HONDURAS**

Trinden siete c

Victoriosa actuación de la FAS —
El ejército revolucionario salvadoreño le muestra al mundo la victoria conseguida en el combate del 12 de agosto de 1979 en el cerro de la Cruz, contra el ejército salvadoreño.

Pueblo salvadoreño



FOUGHT MOSTLY ON HONDURAN SOIL, THE "SOCCER WAR" WAS RESPONSIBLE FOR AN ESTIMATED 900 CIVILIAN DEATHS ON THE SALVADORAN SIDE AND OVER 2,000 IN THE HONDURAN CAMP.

Above: A collage of newspaper headlines and images depicting the 'Soccer War' between El Salvador and Honduras in 1969.

over 2,000 in the Honduran camp. In addition, several hundred thousand people were displaced, exacerbating the social and economic conditions of both countries. In October, El Salvador went on to overtake Haiti for a berth in Mexico City the following summer. While the troubled Central American nation ended up at the bottom of Group A in the opening rounds of the Games, it was their first time qualifying and first time making the Cup. ●



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PAT SUMMITT
HEAD COACH
OF TENNESSEE
LADY VOLUNTEERS,
1974-2012.
INDUCTED 1999.

SENDA BERENSON ABBOTT
AUTHOR OF FIRST BASKETBALL GUIDE FOR
WOMEN, 1901-07. INDUCTED 1999.



SUE GUNTER
COACH OF 1976 U.S.
WOMEN'S OLYMPIC
BASKETBALL TEAM.
INDUCTED 2000.



**CYNTHIA
COOPER-DYKE**
PLAYER FOR HOUSTON
COMETS, 1997-2000.
INDUCTED 2009.



HOW WELL DO YOU KNOW YOUR SPORTS HISTORY?

TAKE OUR SPRING ISSUE QUIZ...



1. 1987 WIMBLEDON CHAMPION PAT CASH IS A NATIVE OF...

- (A) ENGLAND
- (B) U.S.
- (C) AUSTRALIA
- (D) SOUTH AFRICA

2. DIANE CRUMP IS FAMOUS FOR BEING THE FIRST WOMAN TO...

- (A) RIDE THE KENTUCKY DERBY
- (B) WIN ALL FOUR GRAND SLAM EVENTS IN TENNIS
- (C) SINK A HOLE-IN-ONE AT A WOMEN'S PGA CHAMPIONSHIP
- (D) CAPTAIN THE U.S. WOMEN'S SOCCER TEAM AT THE WORLD CUP FINAL

3. THE 'CLAMBAKE' GOLF TOURNAMENT WAS ASSOCIATED WITH THIS CELEBRITY...

- (A) JOHN WAYNE
- (B) JACK NICKLAUS
- (C) FRANK SINATRA
- (D) BING CROSBY

4. THE 1969 'SOCCER WAR' WAS FOUGHT BETWEEN HONDURAS AND...

- (A) PANAMA
- (B) GUATEMALA
- (C) EL SALVADOR
- (D) MEXICO

5. IN THE 1973 'BATTLE OF THE SEXES', BILLY JEAN KING DEFEATED...

- (A) JIMMY CONNORS
- (B) BOBBY RIGGS
- (C) JOHN MCENROE
- (D) ROD LAVER

6. IN 2000, TIGER WOODS CLAIMED THE U.S. OPEN AT...

- (A) PEBBLE BEACH
- (B) WINGED FOOT GOLF CLUB
- (C) OAKMONT COUNTRY CLUB
- (D) PINEHURST

7. PENNY CHENERY WAS THE LEADING FIGURE BEHIND THIS FAMOUS HORSE...

- (A) AMERICAN PHARAOH
- (B) CITATION
- (C) SECRETARIAT
- (D) SEATTLE SLEW

8. THE TRIUMPHANT TEAM AT THE FIRST MLS CHAMPIONSHIP IN 1996 WAS...

- (A) LA GALAXY
- (B) NY RED BULLS
- (C) COLUMBUS CREW
- (D) D.C. UNITED

9. IN 1988, STEFFI GRAF WON THE...

- (A) GRAND SLAM
- (B) GOLDEN GRAND SLAM
- (C) CALENDAR GRAND SLAM
- (D) JUST THE FRENCH AND U.S. OPENS

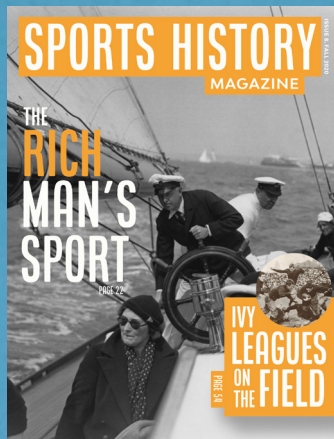
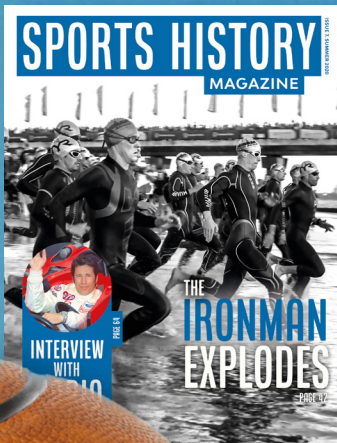
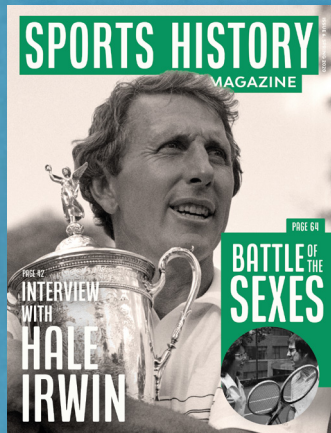
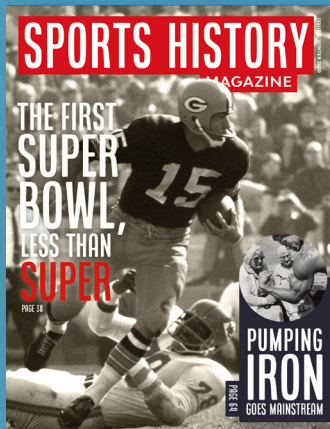
10. HALE IRWIN'S 3 CAREER MAJORS WERE IN THIS EVENT...

- (A) MASTERS
- (B) BRITISH OPEN
- (C) U.S. OPEN
- (D) PGA CHAMPIONSHIP



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