

American Champions and **BARRIER BREAKERS**

CELEBRATING THE LEGACIES OF JOE LOUIS, JACKIE ROBINSON AND ALTHEA GIBSON



American Champions and BARRIER BREAKERS

CHARACTER

Today, athletes of all races and backgrounds can compete and even become champions in any sport they want. Yet there was a time when African Americans couldn't play many sports recreationally, let alone compete in them professionally.

American Champions and Barrier Breakers celebrates the lives, athletic achievements and legacies of **Joe Louis**, **Jackie Robinson** and **Althea Gibson** and explores the character traits that led them to excel in their respective sports and shatter racial barriers. Their actions helped to open opportunities in professional sports for all minority athletes who followed.

THE COLOR BARRIER

Joe Louis, Jackie Robinson and Althea Gibson became heroes and role models to millions of Americans. Their influence went beyond breaking barriers in their primary sports. Each of them also had a deep love for the game of golf. All three used their fame and courage in the face of untold adversity to remove obstacles to blacks on golf courses and help athletes of all races gain access to professional careers.

Becoming a champion athlete takes more than just the ambition to be the best you can be. It takes

hard work, discipline and perseverance. For African-American athletes before the civil rights movement, it also meant confronting an obstacle that at times seemed impossible to overcome – racism.

AS YOU READ...

Imagine yourself living in the years prior to the civil rights era. Would you be able to react as Louis, Robinson and Gibson did as they fought for equality?

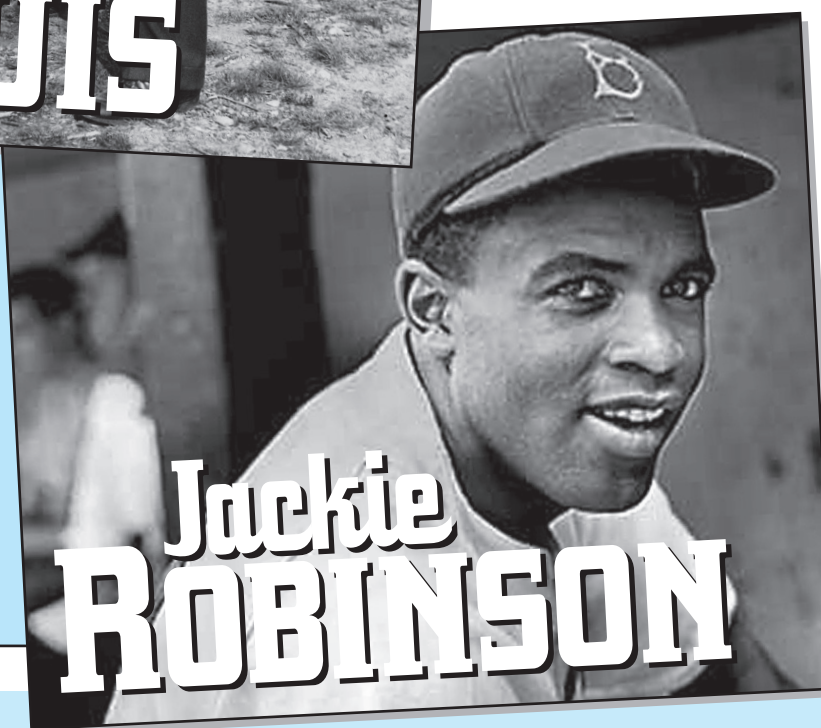
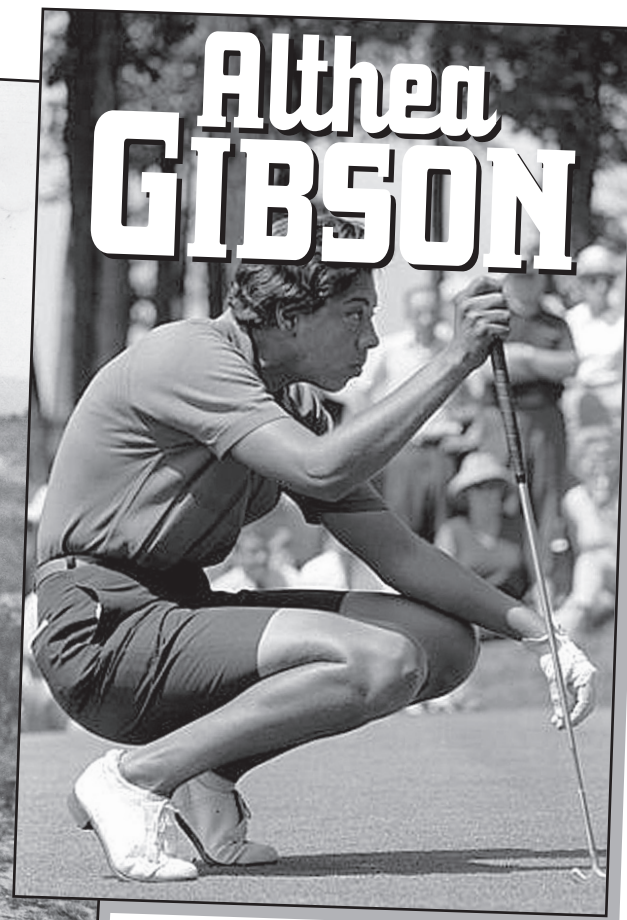
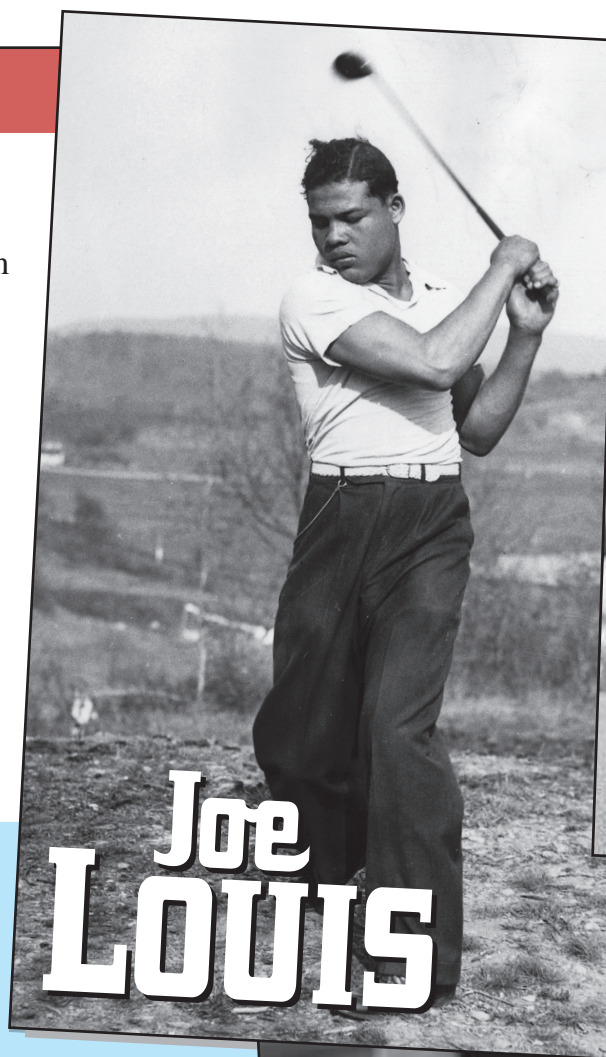


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“The right of every American to first-class citizenship is the most important issue of our time.”

— Jackie Robinson

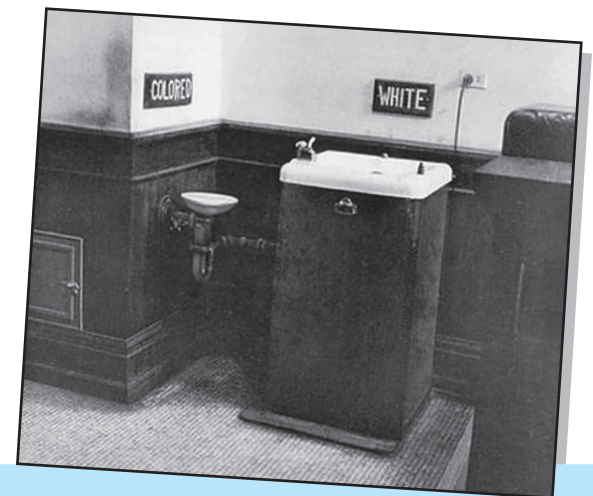
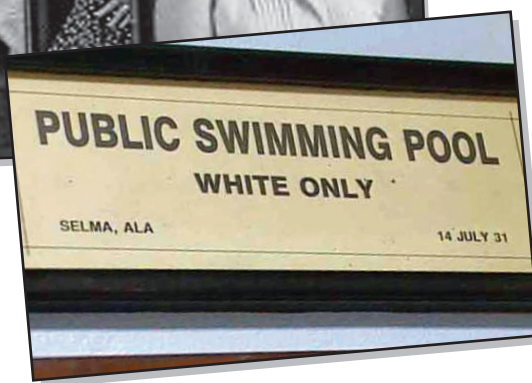
CHARACTER

When Joe Louis, Jackie Robinson and Althea Gibson were young, ambitious athletes, some parts of the country had “Jim Crow” laws that legalized the segregation of schools, hotels, trains, restaurants, buses, bathrooms and even drinking fountains.

Segregated means separated. In the southern United States, blacks and whites were often not allowed to use the same buildings or facilities until laws were overturned in the 1950s and 1960s.



African Americans in Florida sit in the rear of the bus in 1956.



Signs such as this one, preventing anyone other than white people from entering a theater, were once commonly seen in many states.

Use the News

Look through the newspaper for pictures and articles that illustrate one of the founding principles of this country—that people have the rights to life, liberty and the pursuit of happiness.

THE FIGHT TO RIGHT WRONGS

The Civil Rights Act of 1964 outlawed discrimination against African Americans. By then, Louis, Robinson and Gibson had already made major strides in overcoming and even helping to change discriminatory practices in boxing, baseball, tennis and golf. Many believe their activism also raised awareness of the inequalities in America at that time – injustice that contradicted the second

sentence of the Declaration of Independence. This sentence has been a guiding principle for citizens of the United States.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.



Let's
Talk It
Over

Star athletes are always in the spotlight. Everything they say and do is reported in the news and on TV.

Do you think star athletes have a responsibility to behave in certain ways?

What do you think a star athlete would say is the most difficult part of being famous?

What do you think is a valuable character trait for a famous athlete?

Joe Louis (1914-1981) THE BROWN BOMBER

PERSEVERANCE

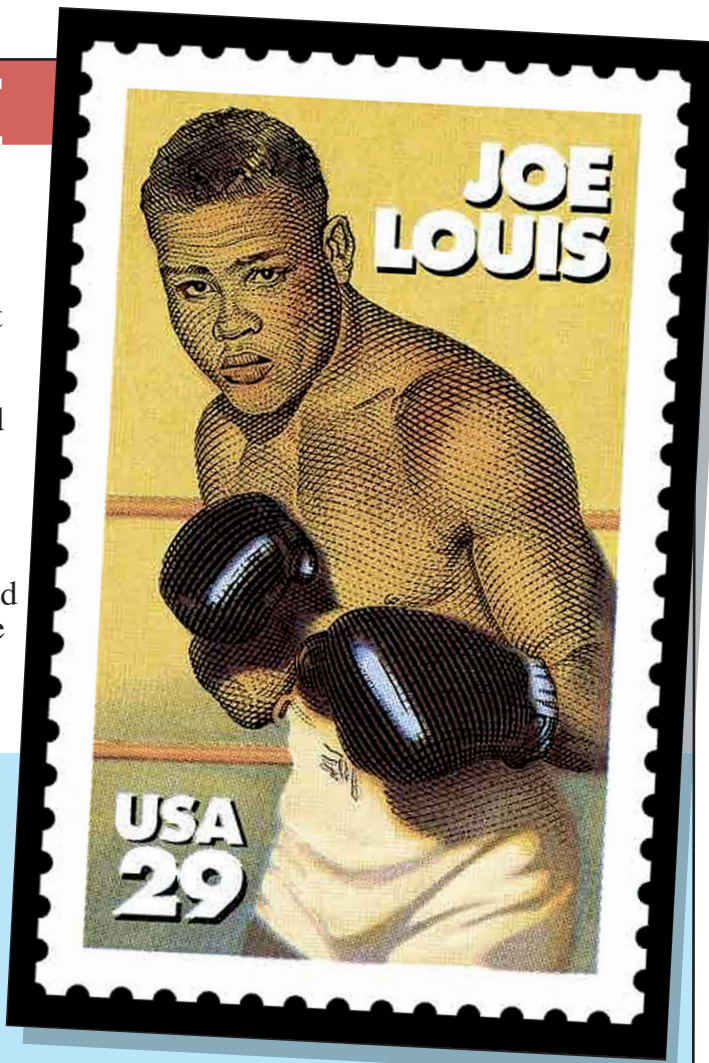
Joe Louis was the world heavyweight boxing champion from 1937 to 1948. He had 25 successful title defenses during that period. In 2005, Louis was named the greatest heavyweight of all time by the International Boxing Research Organization and was No. 1 on *The Ring* magazine's list of "100 Greatest Punchers of All-Time."

Louis' life had "punch" outside the ring as well. He was the first African American to be regarded as a national hero for his historic win against the German boxer Max Schmeling in 1938 and his influence on the civil rights movement.

EARLY LIFE

Born on May 13, 1914 in Lafayette, Ala., Joseph Louis Barrow was the seventh of eight children of Munroe Barrow and Lily Reese. His father died when Joe was young so his mother took in washing to support the family. When Joe was seven, his mother married Patrick Brooks.

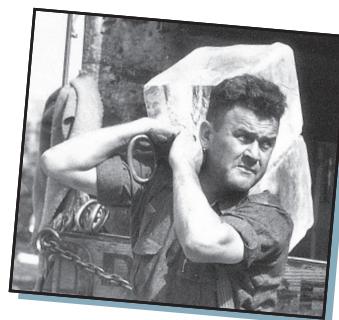
Life in Alabama was extremely difficult for a black family trying to make a living. An organization of white men called the Ku Klux Klan set fire to crosses in front of African-American homes. They dressed in white robes and pointed hoods, terrorizing families and causing violence.



In 1993, Joe Louis became the first professional boxer to be honored with a U.S. commemorative stamp. The issue date marked the 55th anniversary of his 1938 fight in which he knocked out his opponent, Max Schmeling, in the first round.

MOVING ON

In 1926, shaken by the Ku Klux Klan's threats, Louis' family moved to Detroit, Mich., for a fresh start at a better life.



Replace the missing vowels to complete this paragraph.

In the d_ys before refr_g_r_tion, l_rge bl_cks of _ce w_r_d_liv_red to p__ple's h_m_s. One of the j_bs Joe L__is h_d was w_rk_ng as an __ss_st_nt to an _ce-w_gon dr_v_r. Lo__s said l_ter that c_rry_ng h__vy ice bl_cks h_lp_d d_v_lop his sh__lder m_scl_s.

"If we let Joe have his way, he would play golf every day in addition to his road work."

— John W. Roxborough,
Joe Louis' manager

JOE DISCOVERS BOXING

During the Great Depression of the 1930s, Louis' stepfather lost his job. Joe and his brothers shined shoes, ran errands and sold newspapers before and after school to help out the family.

To keep her son off the streets and away from bad influences, Joe's mother scraped together money for weekly violin lessons, but Joe used the 50 cents to join the Brewster Recreation Center in Detroit, where he took up boxing.

Fearing that his mother would discover where the "violin money" was going, Joe dropped the Barrow from his name and began boxing as Joe Louis. Interestingly, once she found out, his mother encouraged him to stick with boxing, seeing it as a chance for him to make something of himself.

How much money did Joe's weekly violin lessons cost?

To find out, add the two identical coins.



“Lots of things things [are] wrong with America, but Hitler ain’t going to fix them.”

— Joe Louis

PERSEVERANCE

Louis’ first professional fight was on July 4, 1934. Within 12 months, he had knocked out six of the top boxers in the country.

His first professional loss was in 1936, when he was beaten by German boxer Max Schmeling. Two years later, Louis met Schmeling again and knocked him out in the first round.

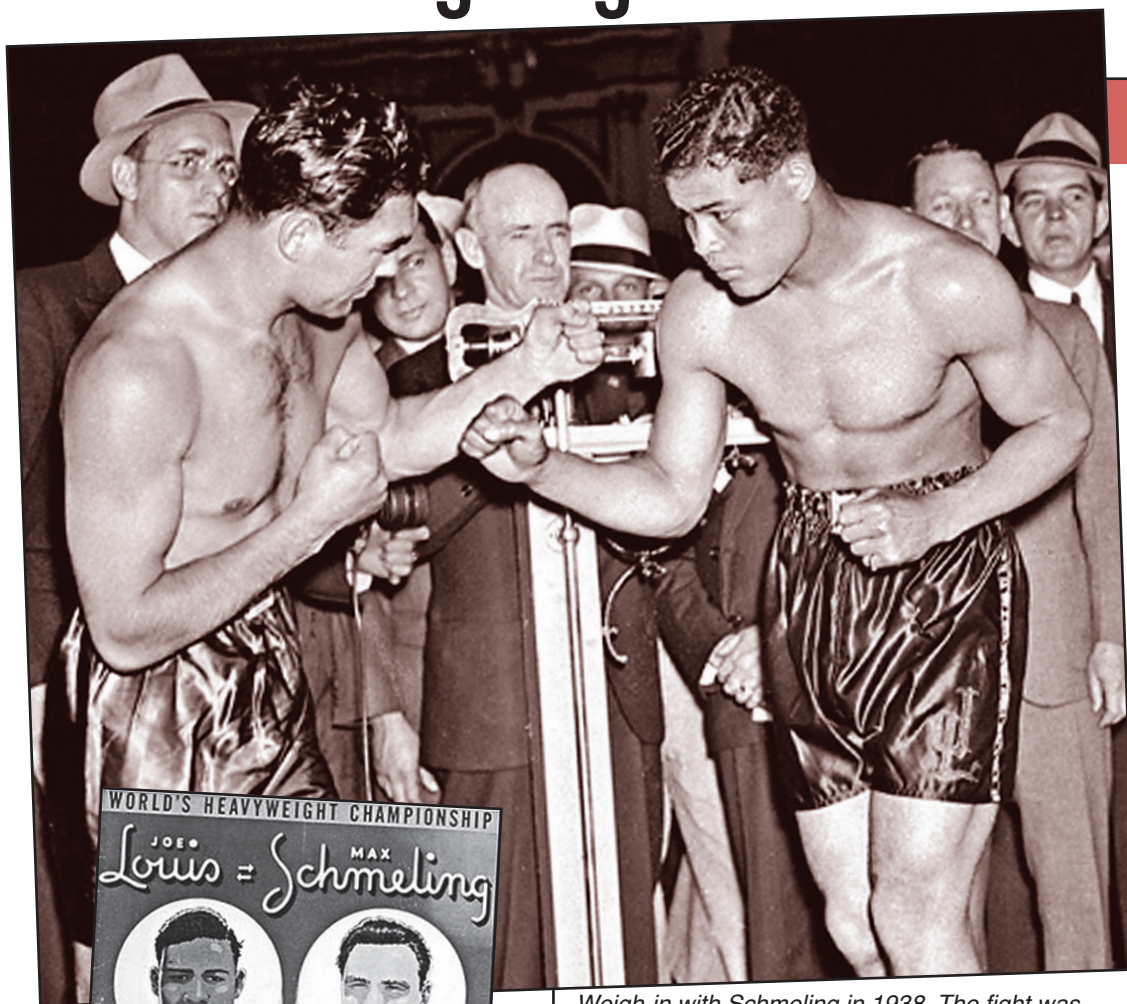
“THE GLOVE THAT FLOORED NAZI GERMANY”

The 1938 fight against Schmeling made Louis a national hero.

At that time, Adolf Hitler, the leader of Nazi Germany, was attempting to conquer Europe. Hitler wanted people to believe that certain Caucasian Europeans were superior to other races.

Louis’ defeat of Schmeling came to symbolize the struggle between democracy and fascism, as well as the fight against racism.

Louis was posthumously awarded the Congressional Gold Medal in 1982. Congress declared that Louis “did so much to bolster the spirit of the American people during one of the most crucial times in American history.”

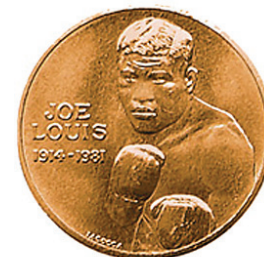


Weigh-in with Schmeling in 1938. The fight was held at a sold-out Yankee Stadium in New York City. Later in life, Louis and Schmeling became great friends.

JOE SERVES HIS COUNTRY IN WWII



After raising \$47,000 at a charity boxing match benefiting the Navy Relief Society, Joe Louis joined the Army in 1942 and was stationed at Fort Riley, Kan. He was assigned to the Special Services Division rather than being sent into combat and helped recruit African-American soldiers at a time when military units were still racially segregated. But Louis was popular with Americans of all races.



Use the News

Joe Louis didn’t let barriers prevent him from becoming a champion. Use today’s newspaper to find a picture or story about people working to be successful. What sentences or quotes describe their perseverance to make a difference in the world?

Let's
Talk It
Over

Becoming a professional athlete takes years of hard work, practice and experience. Perseverance helps star performers reach their goal.

What goals do you have for yourself? What must you do to reach these goals?

What steps can you take right now to start moving toward one of your long-term goals?

Write down your goals for tomorrow, then for next week and then for the month ahead.

Breaking Barriers in THE WORLD OF GOLF

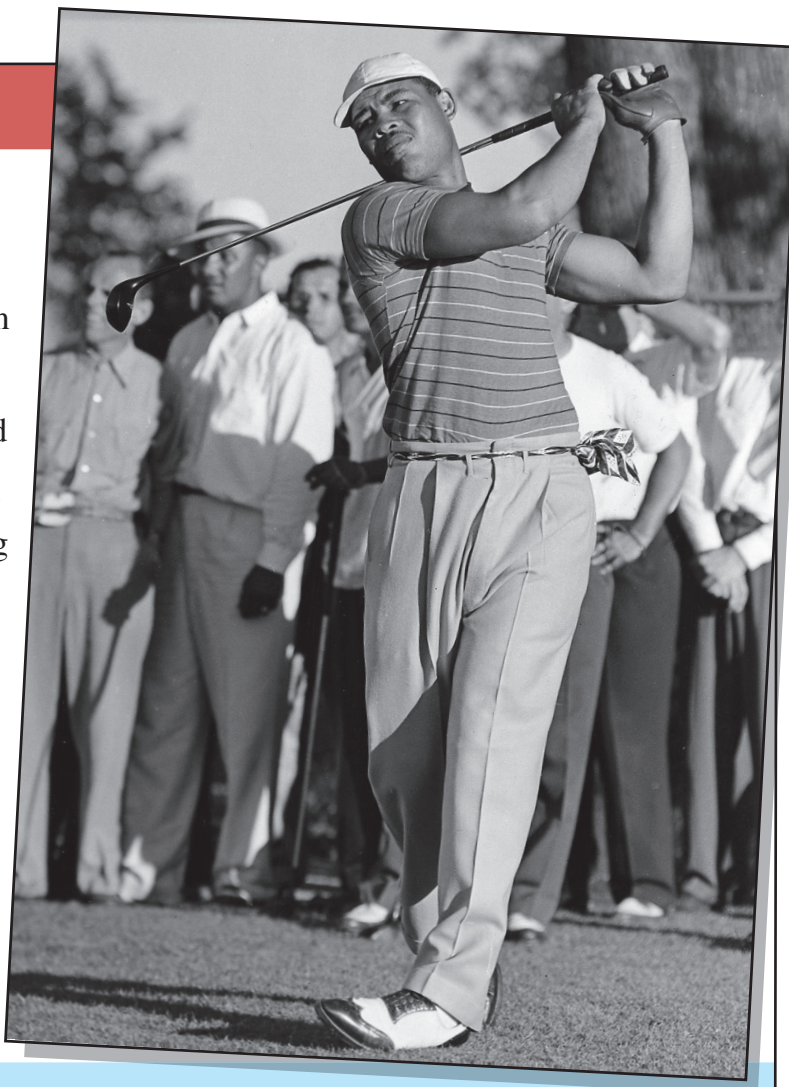
COURAGE

A champion like Joe Louis knew that a great athlete cannot reach his or her full potential without an opportunity to practice.

Because African Americans were excluded from many golf courses and could not compete in professional tournaments, they didn't have the opportunity to make a living as golfers. Louis wanted to change this.

In 1941, he sponsored the first Joe Louis Open at Detroit's Rackham Golf Course to give the best black golfers a chance to compete against each other. He played in the event and even put up the \$1,000 prize.

In 1952, Louis was invited to play in the San Diego Open on a sponsor's exemption, becoming the first African American to play in a PGA Tour event.



"If (black golfers) had been allowed to play in white tournaments, no telling where they'd have gone."

— Joe Louis

WORDSEARCH

Find the words in the puzzle below. Then find the words in the text.

ATHLETE
BARRIERS
CHAMPION
COMPETE
EXEMPTION
GOLF
OPPORTUNITY
POTENTIAL
PRACTICE
SUPPORTED

BREAKING BARRIERS IN THE WORLD OF GOLF

Joe Louis' fame and perseverance enabled him to bust down the barriers that had for years prevented African Americans from belonging to golf clubs or even playing on public courses.

White celebrities such as Clark Gable, Bing Crosby, Fred Astaire, Bob Hope, Ben Hogan and others invited Louis to play golf at many white-only country

clubs throughout the United States.

In 1940, when blacks couldn't join most country clubs, Louis played in the Eastern Golf Association Championships at Langston Golf Course in Washington, D.C. Two thousand people showed up to watch.

Louis financially supported the careers of several early black

professional golfers such as Bill Spiller, Ted Rhodes, Howard Wheeler, Clyde Martin and Charlie Sifford.

The fight to allow blacks to play in Professional Golfers' Association of America tournaments started a long, slow process that finally removed the Association's "Caucasian-only" clause in 1961.

Number these phrases in order to find out about the monument.

- sculptor Robert Graham and dedicated in Detroit
- inside and outside the ring.
- in 1986. The sculpture is a 24-foot-long arm with a
- A memorial tribute to Joe Louis was created by
- fist hand. It represents the power of his punch both



D	B	P	R	O	S	N	P
N	A	R	E	P	U	O	O
O	R	A	T	P	P	I	T
I	R	C	E	O	P	P	E
T	I	T	P	R	O	M	N
P	E	I	M	T	R	A	T
M	R	C	O	U	T	H	I
E	S	E	C	N	E	C	A
X	K	F	C	I	D	D	L
E	W	I	M	T	C	B	C
G	O	L	F	Y	M	L	H
A	T	H	L	E	T	E	N

HISTORY AS IT HAPPENED

Joe Louis' fight against exclusivity in golf made the news. Because Louis could make the news, an outcry over racism reached masses of Americans who began to question programs, rules and organizations that excluded people of color. You be the historian. Read these articles about the PGA and complete the activity.

Use the News

History is a chain of causes and effects – events cause other events to happen.

Read the two articles and then record some causes and effects of Joe Louis' struggle to overcome racism in golf.

Using the articles to help you, match each CAUSE with its EFFECT.

NEW YORK TIMES JANUARY 15, 1952

Joe Louis Insists On Entry In Golf

P.G.A. Group to Weigh Rule Barring Negroes, Co-sponsor Wants Them to Play

SAN DIEGO, Jan. 14 (UP).— Former heavyweight boxing champion Joe Louis today termed his battle with the Professional Golfers Association the "biggest fight" of his life. Despite the ban of Negro entrants, he expects to play in the San Diego invitational open golf tournament which starts on Thursday.

Louis was invited to compete in the \$10,000 tournament by the sponsors, then was told that a P.G.A. ruling did not permit Negroes to participate in P.G.A.-sponsored events.

Louis immediately leveled a blow at P.G.A. president Horton Smith.

"I want the people to know what the P.G.A. is," Louis said. "We've got another Hitler to get by."

Smith, who is with the touring golfers at Pebble Beach, said he would be in San Diego tomorrow and would try and iron out the difficulties.

"I do not know the exact situation," Smith said, "and we can make no ruling on anyone who wants to play in the tournament until I've talked with the other six members of the P.G.A. tournament committee and with the co-sponsors in San Diego."

NEW YORK TIMES JANUARY 16, 1952

P.G.A. Clears Way for Louis to Play

But Ban Continues on Another Negro Entered in San Diego Open Golf Tournament

SAN DIEGO, Calif., Jan. 15 (AP). The Professional Golfers Association today cleared the way for Joe Louis to play as an invited amateur in the San Diego open tournament Thursday.

P.G.A. President Horton Smith said that the organization's by-law ban against non-Caucasians would apply, however, in the case of another Negro, Professional Bill Spiller.

Louis said he would play in the tournament, but that he would continue his fight "to eliminate racial prejudice from golf, the last sport in which it now exists."

Louis thus won the right to play in the tournament, the first Negro ever to do so in a P.G.A. co-sponsored event—but apparently failed at least for the present in his announced effort to gain equal rights on the links for all Negroes.

Smith explained that Louis' entry was approved as one of ten allowed the local sponsors for invited amateurs exempt from qualification.

He declared the P.G.A. by-law and other qualification rules could not be waived in the case of Spiller except through changes in the P.G.A. constitution.

"I am simply applying the rules," he said.

Smith emphasized that the rules would apply to all professionals, including Spiller, and not simply against the Negro.

"But," he added, "Spiller cannot play." He added that, aside from the racial issue, Spiller was not an approved P.G.A. professional.

Smith, who Louis had called "another Hitler" for sticking to the P.G.A. rules in the controversy, said he bore no ill feeling against the former ring champion.

He declared he would be "glad to play with Joe Louis" if they were paired to play together in the tournament. He predicted that the P.G.A. at its next annual meeting would consider the non-Caucasian rule with a view to its modification or elimination.

The present controversy started when Louis and Spiller and another Los Angeles professional, Eural Clark, arrived Sunday and were told by the local committee that a nonwhite clause in the P.G.A. contract would bar them.

Louis opened the challenging fight by declaring his aim was to bring the matter into the open and at least put a wedge into the P.G.A. non-Negro rule.

CAUSE	EFFECT
A Because Louis received a sponsor's invitation in 1952,	1 Americans questioned organizations that excluded people of color.
B Because Louis fought the PGA rule that banned African Americans,	2 Horton Smith predicted that the PGA would modify its rules.
C Because Louis wanted to attract public attention to racial inequality,	3 the ban on African-American players did not apply to them.
D Because Louis vowed to continue his fight against racial prejudice,	4 he became the first African American to play a PGA Tour event.
E Even though Spiller and Clark arrived in San Diego with Louis,	5 he played in the tournament despite Spiller being prevented from playing.
F Because PGA sponsors were allowed to invite amateur players as guests,	6 the local PGA committee barred them from playing.

ANSWERS: A4, B1, C5, D2, E6, F3.

Let's Talk It Over

Joe Louis was a champion boxer who faced barriers when he wanted to play golf. Some golf clubs also excluded women and people of certain religious groups.

Is it ever fair to exclude people from joining organizations for any reason?

How might you have advised Joe Louis to proceed in the face of prejudice?

What role did newspapers play in changing attitudes about racial discrimination?

Jackie Robinson (1919-1972)

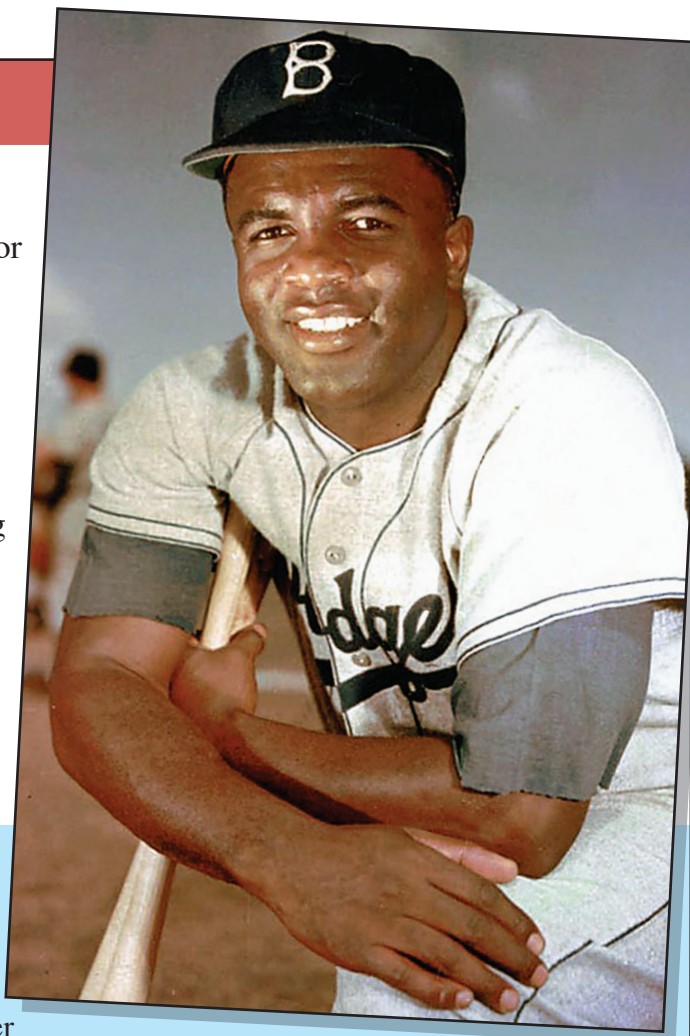
BREAKING BARRIERS

INTEGRITY

Jackie Robinson is famous for breaking Major League Baseball's color barrier, but the power-hitting, base-stealing, slick-fielding second baseman for the Brooklyn Dodgers was also a champion for civil rights and early efforts to integrate the game of golf.

He wrote a series of powerful columns in *The Chicago Defender* in the early 1960s challenging racial prejudice and the exclusion of African Americans from PGA tournaments.

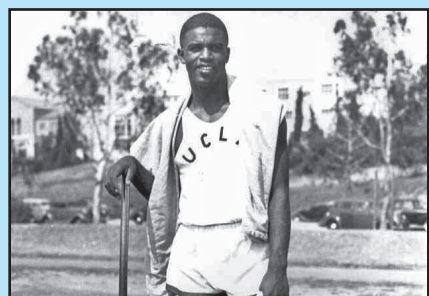
Robinson had achieved fame only after years of struggling to pursue a pro-baseball career. Eventually, his celebrity status offered him the freedom of playing golf wherever he wished.



Robinson joined the Brooklyn Dodgers in 1947, ending over 50 years of segregated baseball.

BEGINNING IN THE ROUGH

Robinson, the youngest of five children, was born on January 31, 1919 into a family of sharecroppers in Cairo, Ga. After Robinson's father left in 1920, his mother moved the family to Pasadena, Calif., where she worked odd jobs.



A gifted athlete, Robinson made sports history at UCLA by becoming the first varsity letter holder in four sports: football, basketball, track and baseball.

When financial difficulties during his senior year forced Robinson to leave UCLA, he became an assistant athletic director in a government program for disadvantaged children.

BASEBALL STAR

Robinson started his professional baseball career with the Kansas

City Monarchs of the Negro Leagues in 1945.

That summer, Brooklyn Dodgers general manager Branch Rickey made Robinson a stunning offer. Determined to integrate Major League Baseball, Rickey was searching for a great black ballplayer with the talent and courage to break baseball's color barrier.

"We beg for nothing. We ask no special privilege."

— Jackie Robinson

JACKIE AND BRANCH RICKEY

In a famous three-hour conversation on August 28, 1945, Rickey asked Robinson if he could face the racial attacks without reacting violently.



At first, Robinson was shocked at this request, asking, "Are you looking for a Negro who is afraid to fight back?" Rickey replied that he needed a player "with guts enough *not* to fight back." After obtaining a commitment from Robinson to "turn the other cheek" to racial antagonism, Rickey agreed to sign him to a contract for \$600 a month, equal to \$7,322 today.

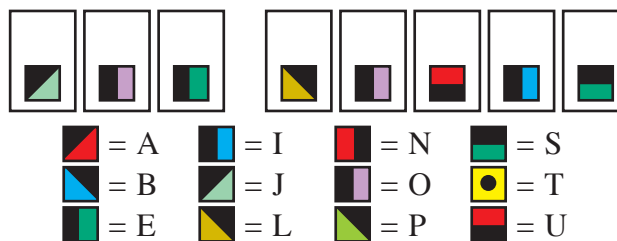
"Jackie, we've got no army," said Rickey. "There's virtually nobody on our side. No owners, no umpires, very few newspapermen. And I'm afraid that many fans will be hostile. We'll be in a tough position. We can win only if we can convince the world that I'm doing this because you're a great ball player, a fine gentleman."

ARMY DAYS

Robinson joined the Army in 1941 and was assigned to a segregated unit in Fort Riley, Kansas. Here, he met another famous athlete.

Robinson and other qualified black soldiers applied to an Officer Candidate School (OCS) at Fort Riley, but their applications were delayed until the famous athlete protested. When the men eventually entered the OCS, he and Robinson struck a close friendship.

Use the code to discover the famous athlete Jackie met in the army.



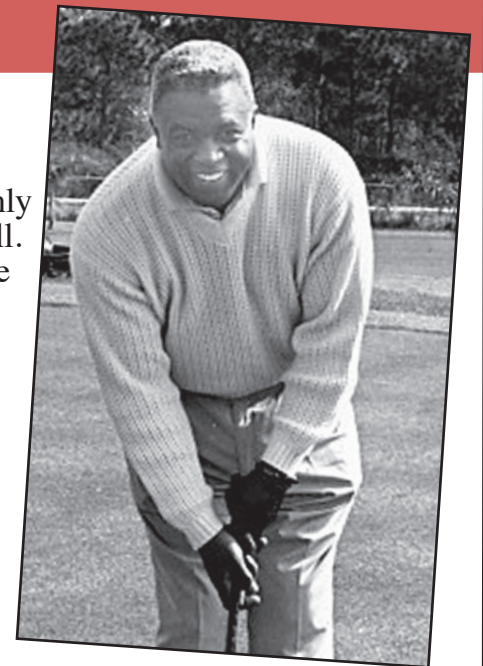
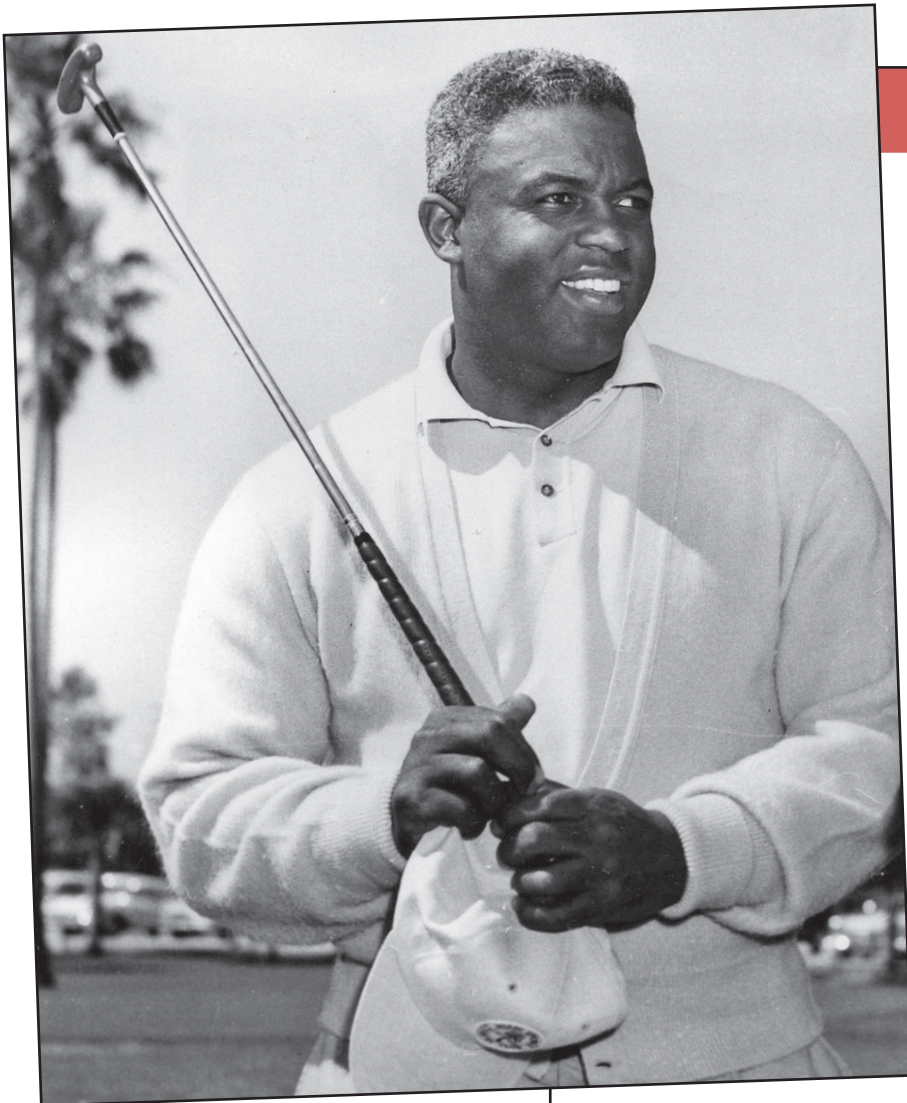
Branch Rickey saw "not" fighting back at racial antagonism as:

- a. strength
- b. bravery
- c. cowardly
- d. denial
- e. both a. and b.

ANSWER: e

"Golf is a great game. I may even rate it ahead of baseball in a couple of years."

— Jackie Robinson



INTEGRITY

Robinson broke barriers not only in baseball, but in golf as well. An avid golfer, he would rise as early as 4:30 a.m. to complete a round before white golfers showed up to play.

Robinson wrote regularly in his newspaper column about the unfair treatment of black people. In 1960, he wrote a column in *The Chicago Defender* responding to golfer Charlie Sifford's exclusion from a PGA tournament. He wrote:

"Undoubtedly the time has come for action. A number of golfers with less of a record than Sifford's were admitted to the Palm Springs tournament, and there is no reason other than his race that Charlie was refused. Since Charlie is endeavoring to make a living at his chosen craft, it constitutes a basic denial of economic opportunity when he is barred from membership in the PGA and from participating in many of the money tournaments."

Robinson retired from baseball in 1956. He is seen here in 1958 playing golf at the Miami Country Club.

Use the News

Jackie Robinson demonstrated integrity by speaking honestly to others to gain their trust and support. Look through today's newspaper for advertisements. Identify words describing items for sale. Do these ads use any words that might mislead the consumer? How would you rewrite the ad to show more integrity?

BREAKING BARRIERS ON THE GOLF COURSE

Charlie Sifford is sometimes called the "Jackie Robinson of golf." Shortly after deciding to play golf professionally, he ran into Robinson. Sifford remembered the conversation almost word for word.

Robinson asked Sifford if he was a quitter. Sifford responded: "No, I'm not a quitter."

Robinson said, "If you're not a quitter, go ahead and take the challenge. If you're a quitter, there are going to be a lot of obstacles you're going to have to go through to be successful in what you're trying to do."



**Let's
Talk It
Over**

Jackie Robinson fought back against prejudice without using violence by expressing his opinion and thoughts in writing and through peaceful demonstrations.

Is it always better to fight back using words?

What character traits did Robinson display by his actions?

What might you do if you were ever in a situation where you met discrimination or prejudice?

Going to Bat for Golf

CHANGING ATTITUDES

INTEGRITY

During Jackie Robinson's decade with the Dodgers, which included six trips to the World Series, he used his fame to fight for the rights of others. He insisted that any hotel or restaurant that wanted his business had to serve other black customers as well. Applying economic pressure to spur change became a powerful tool in the civil rights movement.

After retiring from baseball in 1956, Robinson regularly wrote newspaper columns about racism. In his writing, he reminded people of the power of refusing to purchase services and products from companies that barred people of color. He used his influence to advocate integration in both business and athletics.



"A life is not important except in the impact it has on other lives."

— Jackie Robinson

FIGHTING FOR EQUALITY

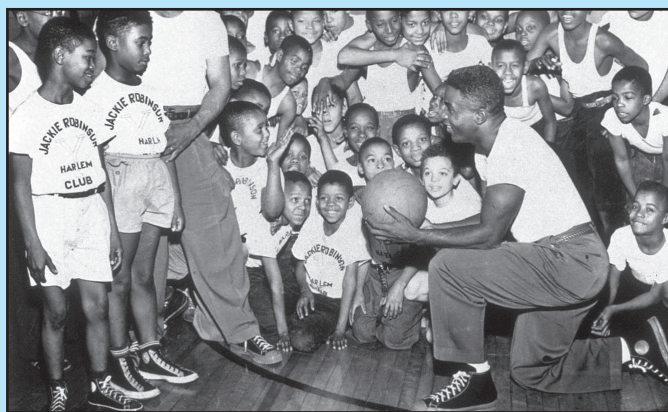
In 1961, Joe Louis' outcry finally led to the PGA removing its "Caucasian-only" clause. For the first time, talented African Americans like Charlie Sifford got the chance to play and make a living as professional golfers.

But the barrier of racism was not completely eliminated. Like Louis, Robinson used his fame to continue to shed light on the need for change.

Before and After

Answer each question below BEFORE reading the columns on page 13. Then answer them AFTER reading.

- In what year did Robinson write these columns?
- Do you think one person can cause changes in people's attitudes about race? What did Robinson want to see changed?
- How did he make this change?
- Are African Americans included in golf events and programming today? What impact did Jackie Robinson have on this?



Jackie Robinson worked as a coach and Youth Leader at a YMCA in Harlem, N.Y.

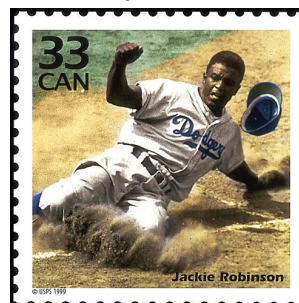
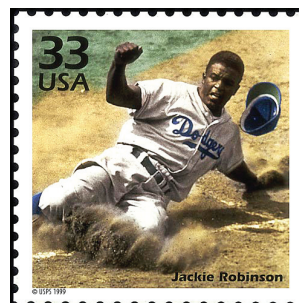
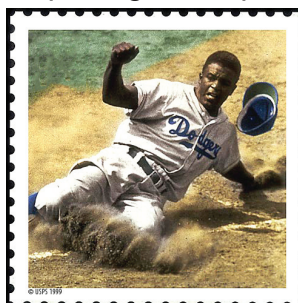
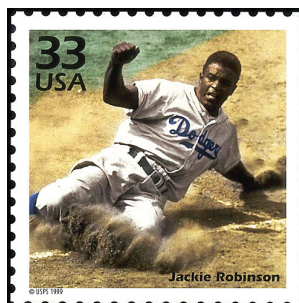
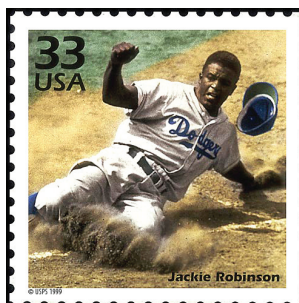
Robinson joined a picket line in front of a Cleveland store which had refused to serve blacks.

MAKING AN IMPACT

Robinson used his fame to raise funds for the National Association for the Advancement of Colored People (NAACP). He walked with Dr. Martin Luther King, Jr. in protest marches and helped establish the first black-owned bank in New York City.

Robinson's legacy is a demonstration of the strength of the human spirit to stand up to injustice and use life's opportunities to better not only one's own life, but the lives of all people.

Jackie Robinson was featured on a commemorative USPS postage stamp in 1997. Find the two identical stamps.



POWER OF THE PRESS

Jackie Robinson used his columns in *The Chicago Defender* to persuade people to take actions that would make the world of golf equal for all.

The Chicago Defender February 23, 1963

Top TV Golf Shows Snub Professionals Of Color

By Jackie Robinson

Like many thousands of enthusiasts, I often watch two network television shows; one called "All Star Golf" and the other "Challenge Golf."

Well-known and highly rated golf pros appear on these shows. Since there is national sponsorship, guests are very well compensated. On "Challenge Golf" for instance, even a losing player can count on earning \$1,000.

We have yet to see a Negro golfer on either show.

Just in case you might mistakenly believe that there are no Negroes of national stature in golf who could qualify, allow me to name one.

Sifford is Topflight

CHARLIE SIFFORD is a topflight professional who has won national Negro championships eight times. Last year Sifford finished second in the Canadian Open.

Sifford has certainly done as well in the game as players like George Bayer who is often featured on All-Star Golf which is hosted by James Demaret.

Sifford could be perfectly at home with other pros like Bayer. Yet, it is my understanding that no Negro golfer has ever been invited to appear on this show.

I'd like to know why this failure to recognize Negro golfers. I once played a foursome in Hartford with Arnold Palmer, who hosts the "Challenge" show. Palmer seemed to me to be a pretty decent fellow.

It is hard for me to understand why seemingly it has never occurred to Palmer to suggest that a Negro pro like Sifford be invited to participate.

Buy the Products

NEGROES PLAY golf and watch television matches. They also buy tires like the tires sold by General Tire Company, one of the sponsors of "Challenge" and Ford and Lincoln-Mercury cars whose manufacturers co-sponsor the "Challenge" show.

We also purchase aluminum products like those sold by Reynolds Aluminum which picks up the tab for "All Star Golf."

The Chicago Defender

March 16, 1963

Selective Buying Over Racial Snubs Get Boost

By Jackie Robinson

IN A RECENT column we referred to network television golf matches which, although they are sponsored by national products, ignore such ace Negro golfers as Charlie Sifford. These sponsors include Ford and Lincoln-Mercury, General Tire and the Reynolds Aluminum Company.

We suggested that Negro people boycott sponsors who boycott us on television and radio.

The response to that column has really encouraged us that the Negro is awakening to an awareness that he can and must use his purchasing dollar to defeat discrimination.

Popular Luther "Red" Randolph, the Harlem clubman, wrote to say he has been buying a new Lincoln-Mercury annually for a number of years. If "Challenge

Golf" does not integrate immediately, "Red" says, he is not buying Lincoln-Mercury this year.

A Miss Mary Allen of Mount Vernon, writes in to commend our stand: "I have been watching the program "College Bowl" and I have never seen a Negro college represented on this show. Negroes buy lots of General Electric products. We should stop buying them."

Negro Awakening

NOT ONLY is the Negro awakening to the value of his economic power; the world of industry is also beginning to realize that it can no longer get away with ringing us up on its cash registers and making believe we don't exist in employment and other areas of human activity.

Why should the buying power of our race be used to support manufacturers who do not give just due to the Negro?

If the people who use these television shows to sell their products want to run Jim-Crow shows, that's their business. But Negro people are suckers if they continue to invest their spending

dollars in Jim Crow. The Negro people of Philadelphia have demonstrated what unity can do. Under the leadership of their ministers, the Negro community boycotted daily newspapers which refused to hire Negroes. It wasn't long before the papers gave in. They couldn't stand the economic pressure.

Use the News

Joe Louis and Jackie Robinson used persuasion and logic to lead change. Look through the Opinion section of today's newspaper. Find letters to the editor or editorial commentary. Underline examples of persuasive writing.

Let's
Talk It
Over

It has been said that you can't be a leader if no one is following you. What conclusions can you draw about people who are leaders?

What are some things leaders do that make others want to follow?

What role does the media play in bringing out leadership?

How do leaders get their message to others?

Althea Gibson (1927-2003) ENERGY TO SPARE

AMBITION

In the 1950s, no doubt helped by the successes of Joe Louis and Jackie Robinson, the spirited and ambitious Althea Gibson pushed past color barriers in tennis and golf. Sports were her passion and she simply wanted the opportunity to make a living doing what she loved.

While many people dream of a career in sports, their skills aren't strong enough. Althea had the ability, but it was the color of her skin that initially prevented her from making a living as an athlete.

LIFE IN HARLEM

Althea Gibson was born on August 25, 1927 in Silver, S.C. When she was three, her family moved to Harlem, a New York City neighborhood that was a hub of African-American culture.

The streets of Harlem were Gibson's training ground. She didn't much care for school, instead preferring to be outdoors. She loved all sports, especially basketball, but "any kind of ball would do."



Children playing leapfrog in New York's Harlem neighborhood.

NOT ALLOWED

In 1950, Gibson became the first African-American player, male or female, to compete in the U.S. National Tennis Championships.

Despite exclusion from the locker room, poor court placement and even cancelled matches, Gibson persevered, competing in

tennis tournaments throughout the United States and abroad. From 1956 to 1958, she was a world-class champion, rising to number one in the world rankings. Gibson won five Grand Slam singles titles, including back-to-back victories at both Wimbledon and the U.S. Nationals in 1957 and 1958.

"Shaking hands with the Queen of England was a long way from being forced to sit in the colored section of the bus."

— Althea Gibson

COURT ATTENTION

Through a Police Athletic League program, Gibson started competing in paddleball, a game similar to tennis but with a different racket on a smaller court. By age 12, she was winning citywide championships.

At age 15, just a year after picking up tennis, Gibson won her first local tournament and became the New York State African-American Girls' Singles champion. This tournament was hosted by the American Tennis Association (ATA), an organization created to support and promote African-American athletes. She won two more ATA tournaments in 1944 and 1945.

Althea Gibson accomplished many goals on her way to becoming a star athlete in tennis and golf. Complete the grid by using all the letters in the word **GOALS** once in each row and column.

G	O	A	L	S
S	G	L		
			S	
			G	O
	S			G

Althea Gibson wrote a book published in 1968. Unscramble the words to reveal the title of the book.

OS CHMU OT VEIL ORF

— — — — —
— — — — —



“(Althea Gibson) virtually explodes with energy. Her desire to excel is insatiable.”

— **Jim Obert,**
Sportswriter



AMBITION

Gibson’s skill caught the attention of Florida A&M University, which awarded her an athletic scholarship in 1950. But even with her growing list of wins in African-American and international tournaments, Gibson continued to be barred from the most important competitions, which at that time were all-white events. Frustrated, Gibson considered quitting tennis altogether and joining the Army. “I was tired of never having any money,” Gibson said. She won many trophies, but needed to support herself.

ALICE MARBLE ROCKS THE TENNIS WORLD

The first time Gibson played tennis, she was so good that others stopped to watch her.

In 1950, Alice Marble, a former tennis star, wrote an article chastising her sport for closing itself off to talented players based on race. Marble’s article changed things for Gibson. Later that year, she was invited to compete in the U.S. National Tennis Championships. She was the first African-American athlete allowed to play.

Marble wrote: “[Gibson] is not being judged by the yardstick of ability, but by the fact that her pigmentation is somewhat different. She is a fellow tennis player and, as such, deserving of the chance I had to prove myself. I’ve never met Miss Gibson, but, to me, she is a fellow human being to whom equal privileges ought to be extended.”

Use the News

Star athletes work to be the best at their sport, but they must also be prepared for a lifetime in the spotlight. We read about celebrities in magazines, newspapers and on the Internet every day. Find an article in today’s newspaper about a famous person (political figure, athlete, movie star, etc.). Why is he or she in the news today? Is it good news or bad news?

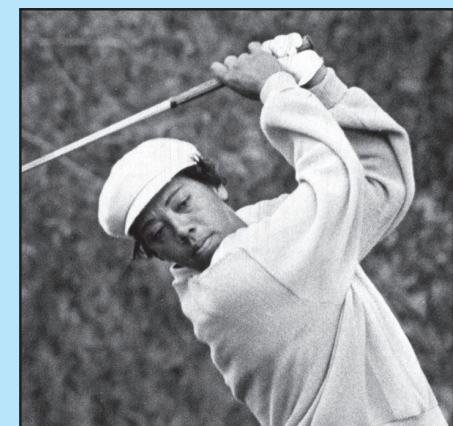
PLAY LIKE A GIRL

In the 1960s, Gibson turned her athletic prowess to golf. Along with playing tennis at college, Gibson took up golf as well, regularly beating her athletic director and golf coach at Florida A&M.

Saying that someone played like a girl used to be an insult, but

Althea Gibson put a new spin on that idea. Althea excelled at every sport she tried. She even toured with the Harlem Globetrotters.

In 1964, Gibson was the first African-American woman accepted into the Ladies Professional Golf Association (LPGA).



**Let's
Talk It
Over**

Ambition motivates you to practice something to get better at it. Sometimes practicing means passing up other more frivolous activities.

How does ambition help you to stay motivated?

Do you reward yourself for sticking to your goals?

Did you set another goal once you achieved your first goal?



American Champions and Barrier Breakers: Joe Louis, Jackie Robinson and Althea Gibson.

The USGA is proud to announce an exhibit that celebrates the lives, achievements and legacies of Joe Louis, Jackie Robinson and Althea Gibson. *American Champions and Barrier Breakers* features artifacts, photographs and documents of these three American icons and will run until the end of June 2012.

This exhibit has been developed from the African-American Golf Archive, which was formed in 2010 by the United States Golf Association and the PGA of America and is housed at the USGA Museum and Arnold Palmer Center for Golf History. The archive seeks to recognize, honor and celebrate the numerous contributions African Americans have made to golf for more than a century.



USGA MUSEUM ARNOLD PALMER CENTER FOR GOLF HISTORY

77 Liberty Corner Road, Far Hills, NJ 07931
(908) 234-2300 • www.usgamuseum.com
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Closed Mondays and major holidays

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The MYSTERY SPOT

Fill in the missing words, then match the letters to the numbers and spell the answer to the Mystery Spot question.

MYSTERY QUESTION

Who was the President of the United States the year the Civil Rights Act was passed by Congress?

6 7 5 1 8 5 2 3 8 4 5 9 8 5

- In 1947, Jackie Robinson broke 50 years of racial segregation in professional baseball by becoming a player for the Brooklyn

_____ 1 _____

- Joe Louis' nickname was the Brown

_____ 2 _____

- The first African American to play in the U.S. Open was

_____ 3 _____ 4 _____

- This African American invented the golf tee.

_____ 5 _____

- Althea Gibson grew up in

_____ 6 _____

- As a young man, Joe Louis delivered ice to people's homes in order to earn

_____ 7 _____

- Jackie Robinson encouraged people to boycott companies that didn't treat all people equally by not buying their

_____ 8 _____

- Both Joe Louis and Jackie Robinson have been honored by being pictured on postage

_____ 9 _____