Athletes at Risk Because of Gambling

By BILL DWYRE and LISA DILLMAN TIMES STAFF WRITERS

ATLANTA-The NCAA took perhaps its strongest public stance on sports gambling here Monday, putting on a session at the group's annual convention that was clearly designed to get the attention of member schools.

Among those speaking were Tom French, who said he has been with the FBI's Organized Crime Unit for 28½ years, and Michael Franzese, a self-proclaimed former member of the Colombo family of the New York Mafia.

French said that gambling is a \$170-billion-a-year industry, and that two-thirds of that number is wagered, illegally, on sports. Sports gambling is legal only in Nevada.

"Seven out of 10 [adult] Americans gamble," French said. "I'm not sure baseball is the national pastime anymore. I think it is gambling."

As jarring as French's statements were, the appearance of a former Mafia member before a gathering of collegiate educators and administrators was even more

"What amazed me more than anything else was how easy it was to reach out to your athletes and get them to accept money in violation of NCAA rules," said Franzese, who was released from Lompoc federal prison in 1994 after nearly a decade there for tax evasion.

Since his release, Franzese has been working with the NBA and major league baseball, delivering speeches and conducting seminars on the dangers of gambling leading to fixed games.

He said that his main connection with sports gambling was with former agents Norby Walters and Lloyd Bloom, who had taken over representation of more than 20 of the top players in the NFL in the Notre Dame Soccer Player Daws Is Woman College Athlete of Year

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Daws, who was not present because of a commitment with a Japanese pro team she plays for, joins Mia Hamm, who won in 1995, as a soccer honoree.

Daws scored 26 goals and had 20 assists as a senior, finishing her career-during which the Irish got to the NCAA title game three times—with 61 goals and 67 assists.

Daws was chosen over nine other candidates: gymnast Kim Arnold of Georgia, golfer Heather Bowie of Texas, basketball player Chamique Holdsclaw of Tennessee, softball player Trinity Johnson of South Carolina, volleyball player Angelica Ljungquist of Hawaii, tennis player Lilia Osterloh of Stanford, swimmer Kristine Quance of USC, cross-country/track and field runner Amy Skieresz of Arizona and field hockey player Cindy Werley of North Carolina. Quance is from Northridge and Skieresz from Westlake Village.

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"We are in danger of this getting out of control," he said. "Our coaches must stop talking about the line. We must ask lots of questions of the people who are around practice all the time. Our people must understand that it is a violation of our rule 10.3 to give out any sort of information that can help a gambler or gambling. And the NCAA will not hold convencasinos."

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DAILY REPORT

UCLA

Free-Throw Shooting Is on Decline

That dropped the Bruins to 62.5% for the season, near the bottom

The top free-throw shooting teams in the Pacific 10 Conference— Arizona State, Arizona and Stanford-are near 75%.

Balley, who was at a career-best 81.5% on Dec. 30 but has missed six of his last 12, dropping to 76%.

-TIM KAWAKAMI

PLASCHKE

Continued from C1

In a town with no stoplights. Ninety minutes before tipoff, the 3,300-seat gym is full.

"Is this the biggest thing we've ever had around here?" asks Joe Broussard, who works in waste removal in nearby Monticello.

"At least since 'Hoosiers,' " says his wife Sharon.

Sixty minutes before tipoff, logger Lewis Hites shakes his head. "This is the biggest thing around

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A song that comes to mind whenever you see someone twirling a basketball or dribbling between their legs.

A song played in the phone system of the team's corporate headquarters in Phoenix, making it a pleasure to be put on hold.

A song so powerful, the crowd gives it a standing ovation.

Old ladies sway. Toddlers swing rhythmically in parent's arms. Sno-cones are dropped and popcorn is spilled as everyone claps and stomps and waits.

When the Globetrotters waltz on to this hardwood floor in the heartland, Georgia Brown has never been so Sweet.

"Michael Jordan and Tiger Woods may own Madison Avenue," said team owner Mannie Jackson, eyes red. "But we still have Main Street."

Just so there is no misunder-

standing.

Not everybody in the nearby northwest Indiana towns of Remington (population 1,200) and Wolcott (population darn near the same) was at the game.

"You got tickets?" asks Emmma Hinkle, 71, sitting in Clark and Kathie's Country Inn in Wolcott. "I seen them a long time ago, would love to see them again, but went down to the grocery store and couldn't get tickets."

Up on a TV above the bar, a local newscast appears with a Globetrotter and a basketball. A dozen men stop talking and look up from

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ing. "Now that's what I like!" Just so there is no misunder-

standing.

The Globetrotters didn't plan to play their historic game in this

Of all the acrobatics that have occurred in the franchise's 71-year history, nothing jumps around more than the schedule.

The team originally thought the game was going to be played in December at its Disneyland training camp. Only when some games were cancelled there did they real-

ize it would be here. That was a month ago. Some club officials immediately asked that it be moved to some place a little more appropriate . . . say,

Madison Square Garden? "From a marketing aspect, we would have loved to see what would have happened in a bigger arena," said marketing director Ray Davidson.

But being a former Globetrotter, Jackson understood that this was about more than simply money and exposure.

The tiny high school, which had cut a deal for this game nine months ago, was like the place in Hinckley, Ill., where Abe Saperstein's original Harlem Globetrot-

ters began touring in 1927.

"This was what brought us to the dance, they were our people," Jackson said. "This was where we belonged."

While his decision was not essential to filling the gym—all tickets at \$7 and \$12 were sold in two weeks last month—it did mean a slight change in the background.

For the first time in this area's history, an event would be broadcast live on national TV.

This may have accounted for the lack of subtlety in the signs held up by locals, such as the one demand-

ing, "Put Us On ESPN!" Unfortunately, the game was on

ESPN2. It was also, amazingly, the first time in Globetrotter history that a game would be televised live—all those "Wild World of Sports" telecasts were taped.

None of those facts was deemed pertinent, however, when Jackson gave his pregame speech.

"I told my players to remember that this was about saying 'Thank you." he said. "Thank you to the people who built us."

They say that a lot during a four-month period from December to April, when two Globetrotter teams play 100 games each in United States and Canada, at least 20% in small towns.

But they may have never said it like this.

By the time their two-hour show was over, they had pushed a child with cerebral palsy to center court and spun a basketball on her crooked finger to a standing ovation.

They had kissed a biology teacher and danced with her at the foul line.

They cheered 12-year-old Adam Kurtz, who almost never makes foul shots for his Remington grade school team, as he sank a foul shot.

"This is what America is supposed to be about," said Bob Kurtz, his father who works at a local radio station. "You see so many greedy athletes out there, and then you see these guys who will do anything to make you smile.

"Who would have thought they come here for this? Who would have thought?"

By the time the show was over, the Globetrotters had uncovered as many memories as smiles. They harrassed an exasperated

referee. They ran a dozen weaves with two dozen dunks around a New York National team featuring small guys with bad haircuts.

And, oh yes, they stuck a ball under the shirt of an opposing guard named Klotz-it was Morgan, and he's related to Red.

Of course, there are some new wrinkles, including Jackson moving the team headquarters from Hollywood to his Phoenix home three years ago. The players are better athletes—

the Globetrotters have the world's two record-holding vertical leapers, a 7-foot-6 center from Sudan, and former college starters from Memphis, Villanova and Pittsburgh. The music is no longer only old

jazz, but rap. And for the first time, some of the Globetrotters have tattoes. But some things will never change.

Thank goodness, they still brought out a bucket of water. And yes, they threw it in the crowd. And yes, turns out, it was only confetti.

Afterward, a middle-aged woman dropped the hands of her two children, walked up to Jackson, and hugged him. Just hugged him. She didn't say why. He didn't ask.

Said forward Matt Jackson: "The thing about playing for the Globetrotters is that you look in the eyes of the crowd, and every night you see Christmas."

Outside in the icy rain, the Harlem Globetrotters having improved their record to 19,668-332, Main Street laughed and hugged as it walked to its trucks and vans and solid blue Chevrolets.

The Bruins continue to struggle at the free-throw line. In two home games against the Oregon schools last week, UCLA made only 27 of 51 free throws, 52.9%.

of the conference and well below last season's 67.2%.

The recent UCLA troubles include a four-game slide by Toby

USC

Swillis Measures Up as Shot-Blocker

When it comes to blocking shots, 6-foot-6 freshman forward Shannon Swillis is holding his own with much taller shot blockers in the Pac-10. Swillis has 25 blocks in 14 games, second in the conference, and is

ahead of Stanford's 7-1 Tim Young and Washington's 7-0 Todd MacCulloch, fourth and fifth, respectively. Swillis will go head to head with Young when USC plays at

Stanford on Thursday. "I have no doubts that Shannon Swillis can hold his own against 7-foot guys," said USC Coach Henry Bibby, adding that Swillis has surpassed expectations. "We did not know how putting a guy that size into the [middle] like that would react, but he's done a good

Posting up against Long Beach State center Andrew Betts, Swillis rejected three shots by the 7-0 center and had eight rebounds. -GREG SANDOVAL

AROUND THE NATION

Oklahoma State Cracks the Top 25

At the start of the season, Eddie Sutton wasn't sure his team belonged in the upper division of the Big 12 Conference. Now Oklahoma State is among the top 25 teams in the nation.

Oklahoma State (12-1) moved into the Associated Press rankings at No. 25 this week-its first appearance in the poll since the 1994-95 season. North Carolina remained No. 1, getting all but two of the 70

two spots to No. 8. Oklahoma State went 17-15 last season after Sutton had spoken

first-place votes from the national media panel. UCLA moved up

glowingly about the team's prospects. Four Oklahoma State starters are double-figure scorers, led by junior guard Adrian Peterson at 16 points a game. Center Brett Roblsch has six games in double-figure rebounding and scoring, but perhaps the major reason for the Cowboys' turnaround has been point guard Doug Gottlleb, a sophomore transfer from Notre Dame. Gottlieb, out of Tustin High, leads the Big 12 with 7.2 assists a game and has given Oklahoma State the true point guard it lacked last

Sutton can get career victory No. 600 on Wednesday when Oklahoma State plays at Missouri.

WOMEN

Tough Week for Many Ranked Teams

Tennessee remained a unanimous No. 1 and the next five ranked teams held their spots in the AP women's basketball poll, but for a majority of the Top 25 teams, last week was a tough one.

Thirteen ranked teams lost, with four getting beat twice, but Clemson was the only newcomer in the poll, replacing Tulane.

No. 9 Arizona (10-3, 4-1) snapped No. 11 Stanford's 48-game Pac-10 winning streak with a last-second shot by Reshea Bristol to give the Wildcats a 91-90 victory at Tucson. Stanford (6-5, 3-1) had last lost a league game on Feb. 9, 1995 against Oregon State.

AP WOMEN'S TOP 25 Rank Team Monday's Results **Next Game** Did not play at Georgia, Wed. 2. Old Dominion at James Madison, Fri. Did not play at Pittsburgh, Wed. 3. Connecticut Did not play d. South Alabama, 115-44 4. Louisiana Tech Lamar, Sat. Oklahoma St., Wed. 5. Texas Tech Did not play 6. Vanderbilt Did not play at South Carolina, Wed. 7. North Carolina d. Duke, 83-74 Virginia, Thu. Did not play 8. Illinois Penn St., Fri. d. Stanford, 91-90 9. Arizona at Arizona St., Sat. 10. North Carolina St. Did not play at Maryland, Thu. 11. Stanford lost to Arizona, 91-90 at USC, Fri. 12. Florida Did not play Auburn, Wed. 13. Washington Did not play Oregon, Thu. at Northwestern, Fri. Did not play 14. Wisconsin Did not play at North Carolina, Thu. 15. Virginia 16. SW Missouri St. Did not play at Wichita St., Sat. 17. Utah Did not play at Wyoming, Thu. Texas Pan American, Thu. 18. W. Kentucky Did not play 19. Georgia Dld not play Tennessee, Wed. 20. Nebraska Did not play Texas A&M, Wed. 21. Aubum 11-3 Did not play Florida, Wed. 21. Florida Inter. Did not play at Troy St., Thu. Did not play 23. Clemson Wake Forest, Thu. at Northwestern, tonight Did not play 24. Purdue lost to North Carolina, 83-74 25. Duke 10-5 Florida St, Frl.

L.A. Marathon More Credible With New Sponsor

Running: Saucony will double prize money to \$150,000 as race organizers aim for elite status.

By JIM HODGES TIMES STAFF WRITER

The Los Angeles Marathon, long disparaged in elite runners' circles for a carnival atmosphere not considered conducive to serious competition, will receive a boost today with the announcement of a new

sponsor. Saucony, a 100-year-old athletic shoe and apparel company in Peabody, Mass., has signed on for five years, and the money from the deal will be plowed back into the mara-

thon. Prize money for this year's race. March 29, will be doubled, to

\$150,000. "After last year's race, I sat down with Marie [Patrick, the marathon's vice president] and said, 'If we don't get more serious about the race, we're going to lose the sports section," said Bill Burke, the race's president and owner.

"We either had to restructure the budget or sit down with some major sponsors [to get better runners]."

The race had a record 19,998 entrants last year, and the winning time was 2 hours 14 minutes 16 seconds, by El-Maati Chaham of Morocco. Lornah Kiplagat of Kenya ran 2:33:50 in the women's division and was declared the winner after Nadezhda Ilyina of Russia was disqualified for leaving the

course in the 22nd mile. Both times are considered pedestrian in elite runners' circles. and are a product of a bargainbasement approach to recruiting

top-echelon athletes. That is changing with the addi-

tion of Ann Roberts, who is signing elite runners for Los Angeles as she has for many years for the New York Marathon. And it is also changing with the addition of Saucony's runners, among whom are Kiplagat and Simon Lopuyet, who has run 2:08:27.

Burke said Los Angeles was embarking on a five-year plan to become one of the world's best marathons. "The first year, we are doubling

the prize money," he said. "Next year, we will increase the appearance money [necessary to lure elite athletes] and then the third year, we will increase both." Plans for Years 4 and 5 have yet

to be revealed. In the mating of the Los Angeles Marathon and Saucony, Burke said, "We got lucky. I wish I could say it was a brilliant stroke of genius by Burke, but they were looking for a major city event that did not have

an identification with a shoe com-

pany."

Saucony has long sponsored shorter races and triathlons and was looking to move into the land of Nike, which sponsors the New York Marathon, and Adidas, which sponsors the Boston Marathon.

"We're a kind of David in a world of Goliaths, and we started taking a look at different races about eight months ago, and liked Los Angeles," said Art Rogers, the company's vice president of marketing. "It's the first major marathon of the year, and we believe it's a race that has been overlooked by

other athletic companies. Rogers added that four to six Saucony runners are expected to

compete in Los Angeles. In another attempt to make the Los Angeles Marathon a more serious event, Burke said that the in-line skating race, a popular feature among participants but disparaged by runners, was being

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The Globetrotters didn't plan to play their historic game in this

Of all the acrobatics that have occurred in the franchise's 71-year history, nothing jumps around more than the schedule.

The team originally thought the game was going to be played in December at its Disneyland training camp. Only when some games were cancelled there did they realize it would be here.

That was a month ago. Some club officials immediately asked that it be moved to some place a little more appropriate . . . say, Madison Square Garden?

"From a marketing aspect, we would have loved to see what would have happened in a bigger arena," said marketing director Ray Davidson.

But being a former Globetrotter, Jackson understood that this was about more than simply money and

exposure. The tiny high school, which had cut a deal for this game nine months ago, was like the place in Hinckley, Ill., where Abe Saperstein's original Harlem Globetrotters began touring in 1927.

"This was what brought us to the dance, they were our people," Jackson said. "This was where we belonged."

tions or formal meetings of any

While his decision was not essential to filling the gym—all tickets at \$7 and \$12 were sold in two weeks last month—it did mean a slight change in the background.

For the first time in this area's history, an event would be broadcast live on national TV.

This may have accounted for the lack of subtlety in the signs held up by locals, such as the one demanding, "Put Us On ESPN!"

Unfortunately, the game was on ESPN2.

It was also, amazingly, the first time in Globetrotter history that a game would be televised live-all those "Wild World of Sports" telecasts were taped.

None of those facts was deemed pertinent, however, when Jackson gave his pregame speech.

"I told my players to remember that this was about saying 'Thank you." he said. "Thank you to the people who built us."

They say that a lot during a four-month period from December to April, when two Globetrotter teams play 100 games each in United States and Canada, at least 20% in small towns.

But they may have never said it like this.

By the time their two-hour show was over, they had pushed a child with cerebral palsy to center court and spun a basketball on her crooked finger to a standing ovation.

They had kissed a biology teacher and danced with her at the foul line.

They cheered 12-year-old Adam Kurtz, who almost never makes foul shots for his Remington grade school team, as he sank a foul shot.

"This is what America is supposed to be about," said Bob Kurtz, his father who works at a local radio station. "You see so many greedy athletes out there, and then you see these guys who will do anything to make you smile.

"Who would have thought they come here for this? Who would have thought?"

By the time the show was over, the Globetrotters had uncovered as many memories as smiles.

They harrassed an exasperated referee. They ran a dozen weaves with two dozen dunks around a New York National team featuring small guys with bad haircuts.

And, oh yes, they stuck a ball under the shirt of an opposing guard named Klotz-it was Morgan, and he's related to Red.

Of course, there are some new wrinkles, including Jackson moving the team headquarters from Hollywood to his Phoenix home three years ago.

The players are better athletes—

the Globetrotters have the world's two record-holding vertical leapers, a 7-foot-6 center from Sudan, and former college starters from Memphis, Villanova and Pittsburgh. The music is no longer only old

some of the Globetrotters have tattoes. But some things will never change. Thank goodness, they still brought out a bucket of water. And

jazz, but rap. And for the first time,

yes, they threw it in the crowd. And yes, turns out, it was only confetti. Afterward, a middle-aged woman dropped the hands of her two chil-

dren, walked up to Jackson, and hugged him. Just hugged him. She didn't say why. He didn't ask. Said forward Matt Jackson: "The

thing about playing for the Globetrotters is that you look in the eyes of the crowd, and every night you see Christmas."

Outside in the icy rain, the Harlem Globetrotters having improved their record to 19,668-332, Main Street laughed and hugged as it walked to its trucks and vans and solid blue Chevrolets.

DAILY REPORT

UCLA

home games against the Oregon schools last week, UCLA made only 27 of 51 free throws, 52.9%.

USC

of his last 12, dropping to 76%.

Swillis Measures Up as Shot-Blocker

When it comes to blocking shots, 6-foot-6 freshman forward Shannon Swillis is holding his own with much taller shot blockers in the Pac-10.

Swillis has 25 blocks in 14 games, second in the conference, and is ahead of Stanford's 7-1 Tim Young and Washington's 7-0 Todd MacCulloch, fourth and fifth, respectively.

Swillis will go head to head with Young when USC plays at Stanford on Thursday.

"I have no doubts that Shannon Swillis can hold his own against 7-foot guys," said USC Coach Henry Bibby, adding that Swillis has surpassed expectations. "We did not know how putting a guy that size into the [middle] like that would react, but he's done a good

Posting up against Long Beach State center Andrew Betts, Swillis rejected three shots by the 7-0 center and had eight rebounds.

-GREG SANDOVAL

AROUND THE NATION

No. 15 New Mexico Beats Colorado State

Kenny Thomas had 23 points and 10 rebounds and Royce Olney had 21 points as No. 15 New Mexico ended Colorado State's winning streak at 10 games with a 78-64 Western Athletic Conference victory at Fort Collins.

New Mexico, 12-2 overall and 2-1 in the WAC, defeated Colorado State (12-2, 1-1) for the sixth consecutive time. Jameel Mahmud scored 13 points and Bryan Christiansen 12 for the Rams.

Corey Brewer scored a career-high 36 points as Oklahoma (13-4, 4-0) was a 91-75 winner over Texas (6-9, 0-4) in a Big 12 game at Norman, Okla. There were five technical fouls in the game. Brewer and Michael Johnson had two three-pointers apiece in a 13-3 run that broke a tie at 57. . . . Trez Klipatrick had 19 points and former Compton Dominguez High standout Kenny Brunner had 13 points and nine assists for Georgetown (9-5, 3-4) in a 67-61 Big East victory over Villanova (7-7, 4-2) at Washington. Howard Brown led Villanova with 19 points. . . . Norman Nolan scored 20 points and grabbed 11 rebounds and Colin

Ducharme made 10 of 11 free throws to lead Virginia (9-7) to a 69-55 nonconference victory over Virginia Tech (6-6) at Roanoke, Va. . . . The Citadel (8-6) overcame a four-point deficit in the final eight seconds of a 64-63 nonconference victory over College of Charleston (10-3) at Charleston, S.C. With The Citadel down, 63-59, Jamle Jenkins made a three-point basket with 2.2 seconds left and Charleston turned it over on an inbounds violation. Virgil Stevens scored the winning basket with a 12-foot shot at the buzzer. It was The Citadel's third victory on Jan. 12 over Charleston in the last 14 years. The Citadel hadn't beaten its city rival since Jan. 12, 1989 and its last previous win was Jan. 12, 1984.

WOMEN

Arizona Ends Stanford's Pac-10 Streak

No. 9 Arizona (10-3, 4-1) snapped No. 11 Stanford's 48-game Pac-10 winning streak with a last-second shot by Reshea Bristol to give the Wildcats a 91-90 victory at Tucson. Stanford (6-5, 3-1) had last lost a league game on Feb. 9, 1995 against Oregon State.

Rank Team	Record	Monday's Results	Next Game
1. Tennessee	17-0	Did not play	at Georgia, Wed
2. Old Dominion	13-0	Did not play	at James Madison, Fri
3. Connecticut	15-1	Did not play	at Pittsburgh, Wed
4. Louislana Jech	13-2	d. South Alabama, 115-44	Lamar, Sat
5. Texas Tech	10-2	Did not play	Oklahoma St., Wed
6. Vanderbilt	13-1	Did not play	at South Carolina, Wed
7. North Carolina	13-2	d. Duke, 83-74	Virginia, Thu
8. Illinois	12-4	Did not play	Penn St., Fri
9. Arizona	10-3	d. Stanford, 91-90	at Arizona St., Sat
10. North Carolina St	. 14-1	Did not play	at Maryland, Thu
11. Stanford	6-5	lost to Arizona, 91-90	at USC, Fri
12. Florida	11-4	Did not play	Auburn, Wed
13. Washington	10-2	Did not play	Oregon, Thu
14. Wisconsin	13-3	Did not play	at Northwestern, Fri
15. Virginia	11-3	Did not play	at North Carolina, Thu
16. SW Missouri St.	12-1	Did not play	at Wichita St., Sat
17. Utah	12-0	Did not play	at Wyoming, Thu
18. W. Kentucky	13-4	Did not play	Texas Pan American, Thu
19. Georgia	10-4	Did not play	Tennessee, Wed
20. Nebraska	12-5	Did not play	Texas A&M, Wed
21. Aubum	11-3	Did not play	Florida, Wed
21. Florida Inter.	13-1	Did not play	at Troy St., Thu
23. Clemson	13-3	Did not play	Wake Forest, Thu
24. Purdue	10-5	Did not play	at Northwestern, tonigh
25. Duke	10-5	lost to North Carolina, 83-74	Florida St, Fri

L.A. Marathon More Credible With New Sponsor

Running: Saucony will double prize money to \$150,000 as race organizers aim for elite status.

By JIM HODGES TIMES STAFF WRITER

The Los Angeles Marathon, long disparaged in elite runners' circles for a carnival atmosphere not considered conducive to serious competition, will receive a boost today with the announcement of a new

sponsor. Saucony, a 100-year-old athletic shoe and apparel company in Peabody, Mass., has signed on for five years, and the money from the deal will be plowed back into the mara-

Prize money for this year's race, March 29, will be doubled, to \$150,000.

"After last year's race, I sat

down with Marie [Patrick, the marathon's vice president] and said, 'If we don't get more serious about the race, we're going to lose the sports section," said Bill Burke, the race's president and owner.

"We either had to restructure the budget or sit down with some major sponsors [to get better run-

The race had a record 19,998 entrants last year, and the winning time was 2 hours 14 minutes 16 seconds, by El-Maati Chaham of Morocco. Lornah Kiplagat of Kenya ran 2:33:50 in the women's division and was declared the winner after Nadezhda Ilyina of Russia was disqualified for leaving the course in the 22nd mile.

Both times are considered pedestrian in elite runners' circles, and are a product of a bargainbasement approach to recruiting top-echelon athletes.

That is changing with the addi-

tion of Ann Roberts, who is signing elite runners for Los Angeles as she has for many years for the New York Marathon. And it is also changing with the addition of Saucony's runners, among whom are Kiplagat and Simon Lopuyet, who has run 2:08:27.

Burke said Los Angeles was embarking on a five-year plan to become one of the world's best marathons.

"The first year, we are doubling the prize money," he said. "Next year, we will increase the appearance money [necessary to lure elite athletes] and then the third year, we will increase both."

Plans for Years 4 and 5 have yet to be revealed.

In the mating of the Los Angeles Marathon and Saucony, Burke said, "We got lucky. I wish I could say it was a brilliant stroke of genius by Burke, but they were looking for a major city event that did not have an identification with a shoe com-

Saucony has long sponsored shorter races and triathlons and was looking to move into the land of Nike, which sponsors the New York Marathon, and Adidas, which sponsors the Boston Marathon.

pany."

"We're a kind of David in a world of Goliaths, and we started taking a look at different races about eight months ago, and liked Los Angeles," said Art Rogers, the company's vice president of marketing. "It's the first major marathon of the year, and we believe it's a race that has been overlooked by

other athletic companies. Rogers added that four to six Saucony runners are expected to

compete in Los Angeles. In another attempt to make the Los Angeles Marathon a more serious event, Burke said that the in-line skating race, a popular feature among participants but disparaged by runners, was being

dropped.