

SPORTS

Don King's Due in Boxing

The world lauded a white promoter who came up with five million dollars for the first Ali-Frazier fight as a financial wizard and a promoter supreme. It did not matter that that promoter turned out to be a flash in the pan and boxing skidded in steady decline from that point until a black Don King resurrected it.

King more than doubled that five million figure in his Ali-Foremen venture but the world was loath to laud him. He continued to lift boxing from its doldrums and to raise the earnings and continual perpetuation of top bouts.

King opened up new viewers around the globe in his ventures and elevated blacks to new and unprecedented levels of participation. Through his successful stewardship, network television which had all be relegated boxing to file 13, suddenly renewed its interest in boxing.

His televised promotion of the Ali-Ron Lyle fight ushered in a new era of television boxing that has sent all three networks and syndication operations out scurrying for top bouts for television.

While few would doubt the worldwide popularity and charisma of Muhammad Ali, few who know, would fail to acknowledge that all the popularity and charisma of Ali did not payoff in high dividends until it was paired with the matchless skills of Don King.

The combination of King and Ali was a sound business combine and one to make black Americans and all third world people proud. Now at the peak of success the combination has been broken up.

The Dunn fight in Germany and the proposed

circus with a Japanese wrestler are being promoted through a white promoter and are serving to take boxing backwards again to the same old domination. The big one with Ken Norton this fall is reportedly signed to the same combine in association with Madison Square Garden.

This despite the fact that Don King came up with eleven million dollars for the fight. That is said to be a full million dollars more than those awarded the fight and King is said to have come up with his first.

Don King earned his way and deserved better treatment at the hands of Muhammad Ali and his manager Herbert Muhammad. For people whose rhetoric is full of mouthings of freedom, justice and equality and whose pronouncements speak of unity and togetherness they have added one ugly and historically untimely chapter to the proverbial crabs in the bucket tale.

It is difficult to bear such occurrences in 1976 but these and other things happening around him may one day force Muhammad Ali to realize that the multitudes throughout history have found it easy to turn on the idols they have adored and to stampede them into the dust.

UNLV To Host

"Sports and Society" Sessions

Some of the nation's top sports writers and experts in the field of sport and social research will take part in a four-part series on "Sport and Society" beginning June 17 at the University of Nevada,

Las Vegas.

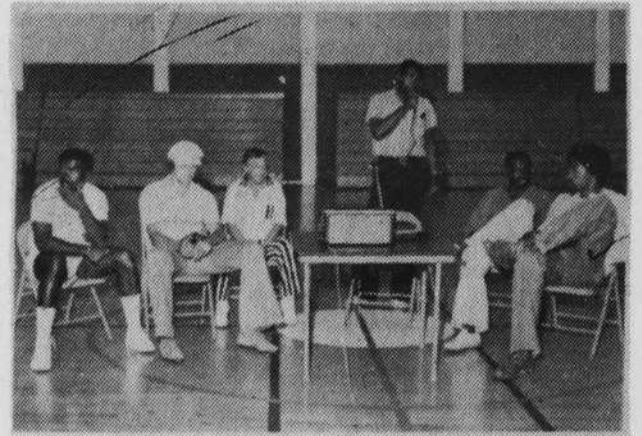
Football great Tom Harmon, sports activist Jack Scott, Olympic medal winner Olga Conolly, NFL Players Association President Kermit Alexander, San Francisco Chronicle sports writer Glenn Dickey and NFL Rookie of the Year Mike Thomas, and John Carlos, former world record holder in the 440, will be among the many participants in the series that will examine the tremendous impact of sport on American society.

Four sessions will cover "the meaning of sport to society," "bias in sport--both racism and sexism," "sport as big business" and "sport and the individual--does it really build character?"

Each of the sessions will begin at 7 p.m. in the Humanities Auditorium at the University. All are open to the public. The programs are set for June 17, 24, July 1, and 8.

Sponsored by the UNLV sociology department of the College of Arts and Letters, the series is funded by a grant from the Humanities Committee.

Pros Visit Doolittle Center



From L-R: James Harris, L.A. Rams; Rick Barry, Golden State Warriors (NBA); Toni Zoppi, publicity director, Riviera Hotel, Clyde Dawson, supervisor, Doolittle Center; Earl ("The Pearl") Monroe, New York Knicks (NBA); Julius ("Dr. J") Irving (ABA). Photos: C. Walker



James Harris, quarterback for the L.A. Rams signing autographs.

Four professional athletes took time out from a busy schedule to visit our community. Doolittle Center was the scene of the action. Representing the pros were: James Harris, quarterback for the L.A. Rams; Rick Barry, forward for the Golden State Warriors; Earl ("The Pearl") Monroe, guard for the New York Knicks and Julius ("Dr. J.") Irving, forward for the New York Nets of the ABA. All four are participating in the Dewar's Tennis Tournament at the Riviera Hotel.

When asked about being an "entertainer" on the court, Dr. J. replied, "...in a sense most players are entertainers, but their first priority is being a basketball player and playing to win." He went on to say that, "no one likes to lose."

Earl ("The Pearl") Monroe really stole the show when he called one of the youngsters from the audience for a "brother's handshake."

Both Rick Barry and James Harris had good advice for aspiring athletes. Harris advised the youth to "prepare for two careers." He said "being an athlete is fine, but be prepared for another career just in case."

Rick Barry urged all the youngsters to stay in school and get a good education. "Coaches are looking for good talent, but they are also looking for guys with good scholarship. Study and get a good background," said Barry. He went on to point out that "participation in sports is a team effort. It means getting along together; and that's what life is all about: getting along together."

Approximately 200 persons showed up to see the athletes. Enthusiasm was high as the youngsters got to see some of their favorite athletes. After speaking, Harris, Barry, Monroe and Irving were swamped by youngsters seeking autographs.



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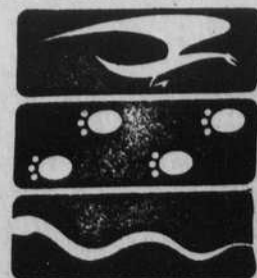
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