8-The Daily Collegian Thursday, September 20, 1973

## Bromo for the promo

On the top of the Chicago Tribune's front page is a message for anyone who doesn't World's Greatest Newspaper," right there in black and white. You know what they say about fooling all the people all the time.

The Tennis Match of the Century is what the promoters of tonight's Bobby Riggs-Billie Jean King contest are calling their money tree, and the matchup promises to be the best Beverly Hills, Las Vegas and Madison Ave. have to offer.

Tonight at 8 p.m., 20 million people will turn on ABC for the show because they have been told to do so.

Only Watergate rates above the match for media oversaturation, and the gullible who still buy all the roller derby type publicity are dwindling in number. Indeed, the promotion is beginning to resemble a heavyweight fight pitch

Pity the unsuspecting viewer who stumbles onto the match. What he has in store for him is Bobby Riggs, a flamboyant man with an ego roughly the size of the Goodyear Blimp and a lip to complement it. And Billie Jean King, who yesterday called Riggs, of all things-a creep, but seems to have abandoned her better sense to participate in the match, or at least in the payday.

Don't go away friends, there's lots more. Howard Cosell.

Of all the sportscasters in the country, you just knew it had to be him. And this time even Howard may be put out to lay a few of his observations on the fans.

Along for the ride wiht Humble Howard will be Rosie (Riggs-is-an-idiot) Casals and Jack Kramer, a good buddy of Bobby's. One can envision Howard.in the role of referee Izzy Model, trying to keep Casals and

Kramer from fighting the battle of the sexes in the booth. It couldn't happen to a nicer fella.

But what goes on above certainly won't overshadow the tennis spectacle on the field. Afterall, even the Astros were given the bum's rush for the match and forced to play a doubleheader last night. That never happens except in case of rain under the dome, world war and, now, sexually integrated tennis matches.

A live crowd of 40,000 should be on hand, the largest throng to witness a tennis match in the game's history, and at last word TV time was being sold to the tune of 90,000 dollars a minute. The winner will take away 100,000 dollars,

about 10 years' pay for a mortal working

rick starr assistant sports editor

man, but that figure probably better describes the loser's share in the winnertake-all match. ABC forked up 700,000 bucks for the TV rights.

CBS is mad about ABC getting the match, so they're on the warpath now and have decided to run "Bonnie and Clyde" during the match, a first-time-on-TV-movie.

Riggs offered to wear a dress for the contest, but Billie Jean said it was immaterial. "For all I care, you can wear your jockstrap," she said. Watch the movie.

PHILADELPHIA (AP) -Don DeJardin has been fired as general manager of the National Basketball Association's Philadelphia 76ers, who won only 9 of 82 games last season to qualify as the worst team in the

history of pro basketball. The firing was somewhat of a surprise, since 76ers' owner Irv Kosloff had indicated on numerous occasions that he planned to rehire his general manager. DeJardin's contract actually expired last month.

"All the good things I ever said about him are true," Kosloff said of DeJardin. "As an administrator and in the business phase, he did an excellent job. But it keeps coming back to the performance of the team and its record.

National League club owners,

asserting that they wanted

more time to study "the entire situation," recessed

their meeting yesterday on the proposed transfer of the

League President Chub

Washington, D.C.

Diego Padres to

consideration, even though I can't credit all the things that happened to him. Most were due to previous administrations.

Dejardin fired by 76ers

DeJardin (right) listens as Irv Kosloff announces his firing

The 76ers, only half a dozen years ago the best team in pro basketball, began to sink out of sight after former general manager coach Jack Ramsey traded away Wilt Chamberlain and Chet Walker, and Luke Jackson suffered an injury that virtually ended his career.

DeJardin disposed of Wally Jones and Hal Greer grew old. DeJardin tried to rebuild with draft choices, but in four straight years not one of the team's top selections remained beyond

his initial contract. Kosloff said he has absolutely no one in mind to



on the transfer would be held

within a month at his call, but

added that he did not think it would be during the World

stalemate after club owners,

or their representatives, had

heard presentations by owner

disclosed the

the team's personnel is finally in the hands of the coach.' Kosloff said that Coach Gene Shue is not a candidate for the job.

"I'll go out after one

general manager," he said.

'But I'm in no rush. Much of

is a fulltime job," Kosloff said. "I've been through that coach-general manager with

McMahon, the team's newly appointed director of player personnel, would not be considered. "He will continue to work under Shue," the owner said.

Kosloff did say that he plans to lean more to a teamrather than a front office emphasis. "The coach is going to be a stronger person in the determination of talent," he noted.

move to Washington, where

two American League clubs

have failed previously since

1960. A vote of nine of the 12 clubs is needed for approval.

letter seeking the San Diego

franchise by Seattle was distributed after the meeting,

but was not discussed. It was

Feeney disclosed that a

The Match

skills.

outdone only by his cennis

Just about anyone in a

position to know has put their

support and bucks on Riggs.

Penn State tennis coach

Holmes Cathrall came out for

Bobby in July. Cathrall is in a

position to know, since he and

Riggs played on the same

Jimmy the Greek has made

him the strong favorite, and even Chris Evert has

deserted loyal libbers to

treads on his tennies because

King is going to make him burn rubber.

Also, on the matter of

publicity, if Riggs thinks he can knock King off balance

before the match even starts

like he succeeded in doing

against Margaret Court, well

then he is senile as well as old.

Meanwhile, the chief oinker

tour after the war.

support Bobby.

Riggs: Why he will win...

Bobby Riggs will win tonight but it won't be because he shovels in vitamins by the fistful or shovels out male chauvinist platitudes and slogans by the barrelful.

The dean of the washed-up athlete set will crush the confident Billie Jean with his arsenal of spinners and bloopers. If not, he can release his secret weapon, a credible array of passing shots and a powerful wide serve that could catch King offguard.

of the male chauvinist pig But the wily master's best asset is his own craftiness. He club keeps spouting things like, "The best way to handle women is to keep them softened Margaret Court with pregnant and barefoot.' his verbal bombast before the Proving that in this game it first match and then finished isn't how good you are but the job on the court by how loud and outlandish you expertly picking apart her can be, that determines how failing game.

many dollars you'll bring Although cool Billie Jean home Bobby will sweep in three apparently isn't susceptible to Bobby's psyche tactics, she may find Rigg's mouth is Bobby win Sweep ... sets; 6-2, 6-2, 6-4, \$100,000. —Bill Guthlein

King: Why she will win...

If it is indeed possible to look objectively at the Bobby Riggs-Billie Jean King tennis bonanza, scheduled to be aired tonight, Billie Jean King has to be tagged as the sane bettors choice.

There are a variety of reasons that support such an unpopular selection.

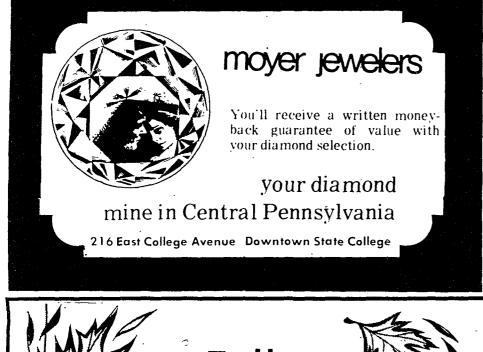
First, there is all the Finally, King has the added element of seeing Riggs' baloney concerning vitamin pills. According to a leading "tennis game" in action. One nutritional specialist, the might speculate she has been whole thing is "90 per cent practicing up on her junk nonsense." Riggs can gobble returns, and remember, plate after plate of Vitamin C Bobby won't be able to sneak and all he's really doing is two fast sets by and then head running up a fat pharmacy

Next, there is the matter of age. Fifty-five year old men, especially those who waste all their energy blabbering into microphones and reporters notebooks, are not the stuff of five-set tennis contests. Hopefully, he will have thick

for the couch. In Houston, it's a best-offive-sets contest, so the quickest he can hope to dispose of King is three sets. Not fast enough. King will win going away in the fifth set, 2-6, 6-4, 1-6, 6-3, 6-

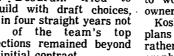
- Rick Starr

Major League Standings										
	American League					National League				
	East					East				
		W.	L.	Pct.	G.B.		W.	L.	Pct.	G.B.
	Balt	89	62	.589		Pirates	75	74	.503	<u> </u>
	Boston	83	69	.546	6 <sup>1</sup> /2	Montreal	75	76	.497	1
	Detroit	80	71	.530	9	New York	75	77	.493	11/2
	New York	75	78	.490	15	St. Louis	75	77	.493	11.2 %
	Milwaukee	2 72	80	.474	171/2	Chicago	· 72	79	.477	4
	Cleveland	67	86	.438	23	Phillies	67	85	.441	91/2
,	West					West				
	Oakland	90	61	.596		Cincin	93	58	.616	
	Kan City	82	69	.543	8	Los Ang	88	64	.579	5 <sup>1</sup> 2
	Minn	73	77	.487	16 <sup>1</sup> /2	San Fran	83	67	.553	9 <sup>1</sup> 2 .
	Chicago	73	78	.483	17	Houston	78	77	.503	17 (
	Calif	70	79	.470	19	Atlanta	73	80	.477	21 '
	Texas	53	97	.353	3612	San Diogo	56	96	368	371.





"The running of a franchise Jack Ramsey. Kosloff also said Jack



CHICAGO (AP) - The Feeney said another meeting

Series.

Feeney