

Bromo for the promo

On the top of the Chicago Tribune's front page is a message for anyone who doesn't already have the word. It reads, "The 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 match 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 with 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. After all, 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 winner-take-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.



DeJardin (right) listens as Irv Kosloff announces his firing

DeJardin fired by 76ers

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."

"That had to be the prime

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

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 replace DeJardin.

"I'll go out after one general manager," he said. "But I'm in no rush. Much of 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.

"The running of a franchise is a fulltime job," Kosloff said. "I've been through that coach-general manager with Jack Ramsey."

Kosloff also said Jack 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 team rather than a front office emphasis. "The coach is going to be a stronger person in the determination of talent," he noted.

NL owners ponder switch

CHICAGO (AP) — The 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 San Diego Padres to Washington, D.C.

League President Chub

Feeney said another meeting 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 Series.

Feeney disclosed the stalemate after club owners, or their representatives, had heard presentations by owner C. Arnholt, Smith of the Padres and Joseph Danzansky of the Washington group which tentatively has purchased the club for a reported \$12 million.

Feeney said no vote was taken on the transfer and

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.

Feeney disclosed that a letter seeking the San Diego franchise by Seattle was distributed after the meeting, but was not discussed. It was disclosed at Seattle Tuesday that Dave Cohn, a restaurateur, submitted an offer to Feeney of \$12 million. Seattle was the home of the ill-fated Pilots, who were moved to Milwaukee one week before the 1970 season.

The Match

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 off-guard.

But the wily master's best asset is his own craftiness. He softened Margaret Court with his verbal bombast before the first match and then finished the job on the court by expertly picking apart her failing game.

Although cool Billie Jean apparently isn't susceptible to Bobby's psyche tactics, she may find Riggs' mouth is

oddone only by his tennis skills.

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 tour after the war.

Jimmy the Greek has made him the strong favorite, and even Chris Evert has deserted loyal libbers to support Bobby.

Meanwhile, the chief inker of the male chauvinist pig club keeps spouting things like, "The best way to handle women is to keep them pregnant and barefoot." Proving that in this game it isn't how good you are but how loud and outlandish you can be, that determines how many dollars you'll bring home.

Bobby will sweep in three sets; 6-2, 6-2, 6-4, \$100,000. —Bill Guthrie

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 bettor's choice.

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

First, there is all the baloney concerning vitamin pills. According to a leading nutritional specialist, the whole thing is "90 per cent nonsense." Riggs can gobble plate after plate of Vitamin C and all he's really doing is running up a fat pharmacy bill.

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

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.

Finally, King has the added element of seeing Riggs' "tennis game" in action. One might speculate she has been practicing up on her junk returns, and remember, Bobby won't be able to sneak two fast sets by and then head for the couch.

In Houston, it's a best-of-five-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, 6-1. —Rick Starr

Major League Standings

American League					National League				
	W.	L.	Pct.	G.B.		W.	L.	Pct.	G.B.
Balt	89	62	.589	—	Pirates	75	74	.503	—
Boston	83	69	.546	6½	Montreal	75	76	.497	1
Detroit	80	71	.530	9	New York	75	77	.493	1½
New York	75	78	.490	15	St. Louis	75	77	.493	1½
Milwaukee	72	80	.474	17½	Chicago	72	79	.477	4
Cleveland	67	86	.438	23	Phillies	67	85	.441	9½
West					West				
Oakland	90	61	.596	—	Cincin	93	58	.616	—
Kan City	82	69	.543	8	Los Ang	88	64	.579	5½
Minn	73	77	.487	16½	San Fran	83	67	.553	9½
Chicago	73	78	.483	17	Houston	78	77	.503	17
Calif	70	79	.470	19	Atlanta	73	80	.477	21
Texas	53	97	.353	36½	San Diego	56	96	.368	37½

Results		Results	
Milwaukee 7, Cleveland 4	Chicago 8, Montreal 6		
California 6, Texas 2 1st	Houston 8, San Diego 5 1st		
California at Texas 2nd	San Diego 6, Houston 3 2nd		
Boston 3, New York 1	Philadelphia 3, St. Louis 2		
Detroit 10, Baltimore 1	New York 7, Pittsburgh 3		
Oakland 3, Minnesota 0	Atlanta at Los Angeles		
Chicago at Kansas City	Cincinnati at San Francisco		

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