Con man Don King charms in role of modern Barnum

It has never been clearly defined whether Muhammad Ali found Don King or vice-versa, but they got together somehow and, since they did, the boxing world hasn't been the same.

Maybe Muhammad went to the mountain. Maybe the mountain went to Muhammad. Whatever the order, there can be no denying that the champion boxer and the champion promoter certainly complement one another.

King was at the Capital Centre on Wednesday to reveal plans for switching much of his promotional activity to the Landover (Md.) arena.

The light impresario, who has replaced white domination in the business of staging the top boxing shows, announced that he and Capital Centre chairman Abe Pollin have agreed to join in promoting "a wide and varied series of entertainment shows" at the locale.

Boxing, which King calls "the only true universal sport," will of course highlight the program.

There will be a minimum of eight topline ring shows a year. Don declared, beginning with an all-heavyweight card of 46 rounds on April 5.

This event will be marked by the fact that five of the ten fighters involved come to Capital Centre with unbeaten records.

• • •

King, breaking off an unceasing ballyhoo that would make Ali's eyes blink, charmed the assembled writers with a confession, "sometimes I'm at a loss for words."

He said he had no fear of over-saturation in the relatively small area in which he plans to operate.

"The idea in promotion," he said, "is to arouse curiosity. If you get your people curious, you get them to come out. And once they come out and see what you're offering, they become more curious and come back.

"I can make them curious because I can give them people they've only heard about. And the reason I can give them the best there is, is that the best know what I offer I can deliver.

• • •

"And when I don't deliver a fight—such as the George Foreman versus Joe Frazier—it is because I've run the price up for them.

"Madison Square Garden started with offers of $500,000 to George and Joe. When the Garden learned that I might dicker for the fight, it went to $2.5 million for the fighters.

"George and Joe know that my presence in the woodpile got that extra dough for them.

• • •

"Saturation? That isn't going to happen any time I'm involved. I'm too versatile.

"When my public gets tired of rock and roll, I give 'em Bach and Beethoven.

"You can fool some of the people all of the time, and all of the people some of the time, but you can't fool all of the people all of the time. Abraham Lincoln said that," grinned King.

So did P. T. Barnum, said I under my breath . .

SAM LACY.

Don King
Muhammad's mountain

3 track stars to Hall of Fame

Three black athletes — two sprinters and a hurdles star — are among the nine inductees scheduled for enshrinement in the National Track and Field Hall of Fame at Charleston, West Va.

Dr. William "Bill" Exum, chairman of the Hall of Fame committee, announced Monday that ceremonies will be held at the shrine June 11-12.

The sprinters are Bob Hayes, a "fastest human" of the sixties, and Mrs. Mae (Faggs) Starr, who was an international standout from Tennessee State in the early Fifties.

The hurdler is Hayes Jones, a medalist in the 1964 and 1968 Olympics.

The other six are the late Steve Prefontaine, Charlie Paddock, Jole Ray, Forrest Townes, Billy Mills and publisher Dr. Kenneth Doherty.

MARCH 26

The University of Maryland School of Nursing's Continuing Education Service will present a seminar for nurses, "The Nursing Process in Action," Friday, March 26, 8:30 a.m.-4:30 p.m. at the Tidewater Inn, Easton

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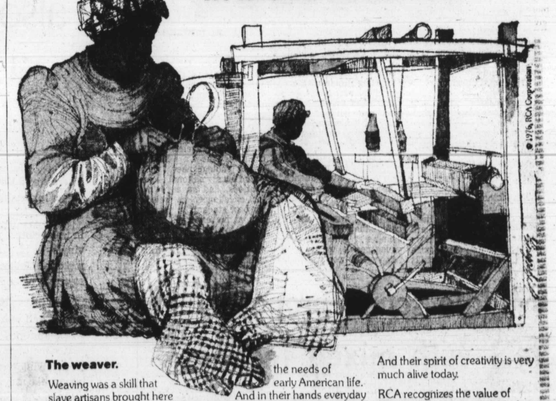

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RCA recognizes the value of innovative craftsmanship. And in this Bicentennial year, we feel it appropriate to call attention to those unheralded people who by their labors made meaningful contributions to the growth of this nation's commerce and industry.

RCA
"The weaver" is included in our booklet, "Craftsmanship: A tradition in Black America." For your free copy write RCA, Department 119N, 30 Rockefeller Plaza, New York, N.Y. 10020.

Black coaches reach 6 in college cage ranks

By Sam Lacy

When the University of Wisconsin appointed Bill Cofield to head its basketball program on Tuesday, the signs became unmistakable that there is a growing respect for black basketball coaches.

The 35 - year - old former assistant at the University of Virginia becomes the sixth in a gradually increasing number integrating the coaching ranks at major colleges throughout the nation.

Bill Cofield
6th first in Big 10

Cofield is the first to head a cage staff in the Big Ten, although several other important conferences have black coaches on their rolls for periods up to five years.

Six years ago, there were no black head coaches at predominately white schools. There are no black head coaches in football.

The other five men guiding the basketball fortunes in college circles are:

Tom Sanders at Harvard in the Ivy League, George Raveling of Washington State in the Pacific-8, Fred Snowden of Arizona in the Western Athletic Conference, John Thompson at Georgetown of the ECAC, and newly appointed Ray Scott of Eastern Michigan.

In a relative sense, Sanders, Raveling, Snowden and Thompson are veterans, each having completed five years on the job and all, without exception, being credited with turning around the programs at their respective institutions.

Cofield played college ball at Casper (Wyoming) Junior College and McKendree College in Illinois.

He coached high school teams until 1966, when he got a job as an assistant coach at the University of Kentucky where he earned his master's degree in physical education in 1967.

He coached at Lincoln (Pa.) University for two years then went to Prairie View for four years.

Upon leaving the Texas school, Cofield took the job of athletic director - basketball coach at College of Racine — 4½ years ago. There, he had a record of 179 wins against 83 losses.

Cofield moved to the Virginia job two years ago, and helped mold the Cavaliers team which scored stunning upsets of Maryland and North Carolina in the recent Atlantic Coast Conference tournament at Capital Centre.

Cofield replaces John Powless, who resigned Feb. 11 in the midst of a 14-game Wisconsin losing streak. The Badgers finished with a 10-16 season and in eight years under Powless had only two winning campaigns.

Cofield tried to play down the fact he is the Big Ten's first black coach.

"I guess it is a historical event whether I like it or not," he said following the announcement by Badger athletic director Elroy Hirsch.

He said while that may give him an advantage in recruiting black athletes, he would recruit players on the basis of how well they can play basketball and not the color of their skin.

"Let's don't get into this business of saying black or white," he said. "We want to recruit outstanding basketball players."

Lakers seek K of C title

Lake Clifton High School, the No. 1 ranking team in MSA basketball, begins play today (Friday) in quest of the Knights of Columbus tournament crown.

The Lakers will meet the Cardinal Dougherty High five in the 5 o'clock opener at Catholic University.

Dougherty became a surprise starter when, the original Philadelphia invitee, Bishop Kendrick High, was forced to withdraw.

Kendrick is scheduled to play West High for the Philly city title on March 21, the date of the K of C final.

Cop-in's Joe Pace All-America pick

Joe Pace, who led Coppin State College to the NAIA national title and was named tournament MVP, was relegated to the second unit in the Associated Press small-college All America selections.

The all-black first team was made up of Salem College's Archie Talley, Old Dominion's Wilson Washington, Grambling's Larry Wright, Alcorn's John McGill, and Wisconsin - Parkside's Gary Cole.

Morgan's Erick Evans and University of Baltimore's Ron Smith were given honorable mention.

Olympic coach minimizes gold medals to motivation

Dr. Leroy Walker, the track and field coach for the American Olympic team, believes the U.S. may send its best outfit ever to the games in Montreal this summer but win no more medals than as in the past.

"In 1975 only three Americans were ranked first in their events," said Walker. "That's because of the emergence of the rest of the world. Everyone else is better too. Though we may not win as many medals, we are not retrogressing.

"I'm not thinking about winning medals — and I tell the athletes not to worry about it either. I'm not thinking gold, silver or bronze. Instead, my goal is the motivation of the athlete. He shouldn't be worried about the medals."

NAIA CHAMPS—The Eagles, Coppin State College basketball team which recently won the 1976 National Association of Intercollegiate Athletics championship by beating Henderson (Ark.) State College 96-91 include from L-R Eric King, Gary Barnes, Mark Brandson, Dave Moaney, David Sheppard, Tony Carter, Alan Johnson, Joe Pace, Ralph Blunt, Mickey Heard, Ray Salters, Harry Strozier, Dorsey Evans, Eddie Taylor, and Coach John Bates.

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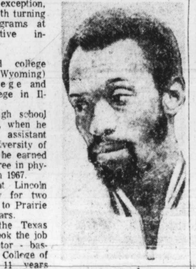
Warriors Clinch playoff berth

OAKLAND (UPI) — There was little celebrating in the Gilden Saite Warriors' dressing room even though the team had just mathematically clinched its second consecutive Pacific Division title.

"The taem really feels that it has not accomplished anything yet and there are a number of things we still have to achieve," coach Al Attles said quietly in reference to the forthcoming playoffs after Golden state had taken a 119-101 win over Detroit Tuesday night to cement the division title.

Attles did admit, however, that he was glad the warriors' 49-20 record meant that it would automatically have the home-court advantage in all Westers Conference playoffs.



Tom Sanders
Ivy League veteran

Howard signs 6 Virginians

WASHINGTON — Six Virginians, including three Richmonders, are among 22 high school football stars who have signed letters of intent to attend Howard University next season, according to Coech Douglas Porter.

Wide receiver Gregory Scott, defensive back Michael Liggins and lineman William Hewlett all hail from Richmond.

The other Virginians are wide receiver Michael A. Brown of Arlington and linebacker Larry Hamilton and defensive back Darryl K. Person, both of Portsmouth.

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(This introductory offer is good only for April passes. It does not apply to subsequent months.)

WHAT IS A MONTHLY PASS? The MTA Monthly Pass is good only for travel within Zone 1 or to and from Zone 1. It will enable you to ride MTA buses as often as you wish. Any time. Any day. From the 1st of the month through the last day of the month. Within the zone limits of the pass you purchase, you can travel an unlimited amount of rides for just one flat monthly fee. You'll find it super handy and convenient because you'll never again need exact change or tokens within the zone limits of the pass you buy.

WHICH PASS SHOULD I BUY?
FIRST — Determine in which zone you live. If you need help, consult the MTA brochure "TO EACH HIS ZONE." It's available at all MTA facilities and monthly pass sales centers. Then determine in which zone you work or travel to regularly. Now, go to any of the convenient monthly pass sales centers and purchase the appropriate pass.

For example:
• If you live/work in zone 1 and live/work or travel regularly in zone 1, then you should buy a zone 1 monthly pass.
• If you live/work in zone 3 and live/work or travel regularly to zone 1, then you should buy a zone 3 monthly pass.
• If you live/work in zone 1 and live/work or travel regularly to zone 4, then you should buy a zone 4 monthly pass.
• If you live/work in zone 3 and live/work or travel regularly to zone 3, AND TRAVEL THROUGH ZONE 1, then you should buy a zone 3 pass.

You'll find that there are two types of passes available to you. One pass is for use on Premium service, such as limited service, express service or premium express. This pass is marked with an "X" after the zone number. The other type of pass is for use on Regular type service. It doesn't have an "X" after the zone number.

For example: If you buy a zone 3 premium monthly pass, your pass will be marked with a large 3X on it. If you buy a zone 3 regular monthly pass, your pass will just have a "3" on it.

Within the zone limits of your pass you can use any "X" marked pass on regular service buses. But . . . you CANNOT USE a pass WITHOUT an "X" on Premium Service buses . . . unless you pay an extra
5¢ for limited service
10¢ for express service
15¢ for premium express

WHO SHOULD BUY A MONTHLY PASS? If you are a regular rider to and from zone 1, and you spend more per month for MTA services then is indicated on the "MONTHLY PASS CHART," then the MTA Monthly Pass is for YOU. Or if you spend less than indicated on the chart, but just want the convenience of a monthly pass, it may be for you, too. However you travel, the MTA Monthly Pass could mean substantial savings.

HOW MUCH WILL MY MONTHLY PASS COST? This chart will show you how much a monthly pass will cost, but more importantly, it will show you how much you can save.

THE MTA MONTHLY PASS: WHAT IT COSTS...WHAT IT SAVES

REGULAR PASS (WITHOUT X)

Zone	Cost of Pass	Without Pass Cash Fare Would Be	With Pass You Save
1	$14.00	$16.80	$2.80
2	17.50	21.00	3.50
3	21.00	25.20	4.20
4	24.50	29.40	4.90
5	28.00	33.60	5.60
6	31.50	37.80	6.30
7	35.00	42.00	7.00
8	38.50	46.20	7.70
9	42.00	50.40	8.40
10	45.50	54.60	9.10

The above cash fare figures are based upon 2 (two) peak hour trips per day for 21 (twenty-one) weekdays per month.
For example: If you ride regular service buses from Zone 3 to Zone 1 every week day, your cost per month is $25.20. If you buy a Zone 3 regular monthly pass, your cost per month is $21.00. That's a savings of $4.20 per month!
AND THE MORE YOU RIDE, THE MORE YOU SAVE.

PREMIUM PASS (MARKED X)

Cost of Pass	Without Pass Cash Fares Would Be: Limited Express	Express Service	Super Premium	You Save From
$17.50	$18.90	$21.00	$23.10	$1.40-5.60
21.00	23.10	25.20	27.30	2.10-6.30
24.50	27.30	29.40	31.50	2.80-7.00
28.00	31.50	33.60	35.70	3.50-7.70
31.50	35.70	37.80	39.90	4.20-8.40
35.00	39.90	42.00	44.10	4.90-9.10
38.50	44.10	46.20	48.30	5.60-9.80
42.00	46.30	50.40	52.50	6.30-10.50
45.50	52.50	54.60	56.70	7.00-11.20
49.00	56.70	58.80	60.90	7.70-11.90

The above cash fare figures are based upon 2 (two) peak hour trips per day for 21 (twenty-one) weekdays per month.
For example: If you ride premium service buses from Zone 3 to Zone 1 every week day, your cost per month for limited express is $27.30, for express service it is $29.40 and for premium express service it is $31.50. If you buy a Zone 3 premium monthly pass, your cost is $24.50. That's a savings from $2.80 to $7.00 per month depending on the kind of premium service you use.
AND THE MORE YOU RIDE, THE MORE YOU SAVE.

HOW DO I USE MY MTA MONTHLY PASS? It's really quite simple! First of all, be sure to read the information on the pass, print your name on the front, and sign your name on the back. That's it. Then when you board your bus, simply show it to the operator and ENJOY YOUR RIDE.

WHAT IF I TRAVEL BEYOND THE ZONE INDICATED ON MY PASS?
INBOUND If you have, for example, a zone 3 pass and you board the bus in zone 4, for any reason, the operator will charge you an extra 10¢ for riding that extra zone.
Remember . . . you will be charged an extra 10¢ for each zone you travel until you reach the zone for which your pass is valid.
OUTBOUND If you have, for example, a zone 3 pass and for any reason you travel to zone 4, the operator will charge you an extra 10¢ for riding that extra zone.
Remember . . . you will be charged an extra 10¢ for each zone you travel past the zone for which your pass is valid.

WHAT ELSE SHOULD I KNOW ABOUT THE MTA MONTHLY PASS?
• The monthly pass is NOT transferrable or redeemable.
• It expires at midnight on the last day of the month indicated on the pass.
• No discount will be given to persons purchasing passes after the first day of the month.
• Passes will not be replaced for any reason.
• Transfers are not required.
• Monthly passes sold at MTA facilities will only be sold on a cash basis.
• Monthly passes cannot be used for Stadium Specials, Pony Expresses or any other non-regular route scheduled service.

WHERE CAN I GET MORE INFORMATION? If you'd like more information, just call 539-5000, we'll be happy to help you!
Or you can write or visit:
THE MASS TRANSIT ADMINISTRATION
109 EAST REDWOOD STREET
BALTIMORE, MARYLAND 21202

WHERE TO BUY MTA MONTHLY PASSES. You can purchase your convenient, easy to use MTA pass at any one of the locations listed below.
The MTA monthly pass will go on sale on the 20th of each month prior to the month for which it will be used through the first business day of the month for which the pass will be valid.
If the 20th of the month falls on a weekend, passes will go on sale the first business day following the 20th.
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Holliday & Lexington Streets
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