

Sports Beat

BY BILL JOHNSON



Grambling's Quarterback

Doug Williams Is

Heisman Candidate?

By Collier J. Nicholson
Special To The Post

GRAMBLING, LA.—More than a dozen crack sports writers from the nation's outstanding newspapers have joined multiplying boosters of Grambling quarterback Doug Williams as a Heisman Trophy candidate in recent weeks.

Williams, an astute judge of personalities, has used the interviews, television appearances, filming and radio exposure, to acquaint himself intimately with a broad collection of media representatives.

He has compiled his own profile list. "I have met some of the most respected reporters and network people in sports coverage. It has been both interesting and rewarding," he said in a manner that indicates he will not fall into a trap of personal vanity so fatal to athletes infected.

Media representatives have presented pictures, facts, stories and figures on Williams with a view of bringing him closer to the man in the stands.

Their attention has projected the 6-4, 214-pound senior into a position of prominence never before attained by a black college player.

Doug calls the experience provocative.

Invariably, when quarterbacks are mentioned this season, the first name to pop into the mind of football fans is the record-shattering senior signal caller. In eight games, he has amassed 2,426 yards passing and 29 touchdowns.

Williams said he is indebted to writers and fans alike.

He credited Norm Miller, New York Daily News, who labeled him "a black Joe Namath;" Al Harvin, New York Times; Larry Carmody, Newsday; Dick Schapp, NBC-TV Sports; A.S. "Doc" Young, Los Angeles Sentinel; Jim Lampley and Curt Gowdy, Jr. ABC Sports; Dr. Frank Bannister, National Black Network; Ron Pinkney, Mutual Black Network; Paul Attner, Washington Post; Howie Evans, New York Amsterdam News; Tom Brokaw, NBC Sports; Wayne Betha, Washington Star; Brad Pye, Los Angeles Sentinel; Bill Nunn, Jr., New Pittsburgh Courier; Howard Cosell, ABC-TV; and Skip Bayless, Los Angeles Times, for much of the national credit.

Doug has also attracted attention from state and area newspapers, radio and television stations, in a manner usually reserved for big-name titans from other sections of the country.

It started with Jerry Byrd, sports editor of the Shreveport Journal and Buddy Davis, sports editor of the Ruston Daily Leader, two of the states most respected writers.

Williams insists that their efforts brought about a remarkable transformation in his life. "Read their sports sections, they provided indisputable testimony," he pointed out. "Mr. Byrd is a remarkable man."

Early in the season, the Journal's focus of "Doug Williams, Heisman Trophy Candidate," on a two-page spread, was the initial eye-catcher.

The in-depth story, illustrated by photos, was written by Jeff Rude.

Davis wrote a penetrating piece for Gridweek and later

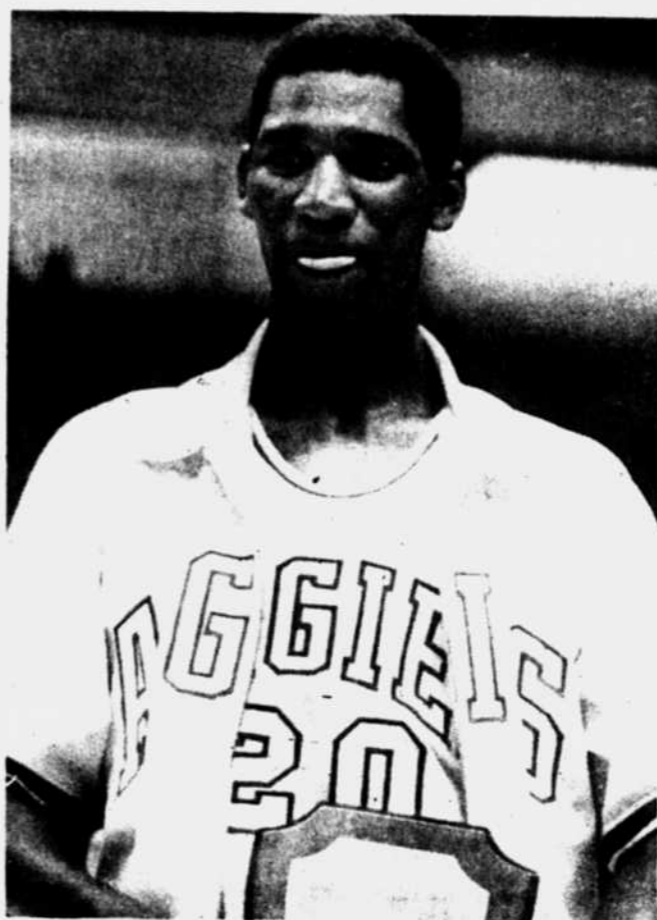
introduced the Grambling gridders as a Heisman candidate to readers of The Sporting News.

Other poetic responses have come from Bob Roesler, New Orleans Times Picayune; Pete Finney, New Orleans States-Item; Bud Montet, Baton Rouge Morning Advocate; Mike Richey, Monroe News Star; Byron Botler, Monroe Morning World; Dan Hardsley, Baton Rouge State-Time; R.L. Stockard, Louisiana Weekly; Gerry Robichaux, Shreveport Times; Bill Carter, Alexander Daily Town Talk; and Austin Wilson, Associated Press.

Sports Illustrated paid tribute to his take-charge temperament with a story entitled "He's Already in the Big Leagues" in its Oct. 31 issue.

Newsweek joins the national magazine list this week, which also includes Jet and Black Sports.

Williams was featured Tuesday morning on NBC-TV's "Today Show" as "College Football Player of the Week" for throwing seven touchdown passes against Langston University Saturday.



JAMES "THE BIRD" SPARROW
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Aggies Expect To

Restore Tradition

GREENSBORO—The return of guard, James "The Bird" Sparrow, the Mid-Eastern Athletic Conference's Most Valuable Player during the 1975-76 season, along with seven lettermen from the 1976-77 team will restore the winning tradition at North Carolina A&T during the 1977-78 basketball season.

Last year's team suffered through a frustrating 3-24 campaign plagued by inexperience, the academic ineligibility of Sparrow, and a rigorous schedule which included national powers North Carolina State, Oral Roberts, and North Texas State.

Gene Littles, former stand-out guard with the Carolina Cougars of the American Basketball Association, will take over the A&T head coaching job replacing Warren Reynolds, who resigned following the conclusion of the 76-77 season. Littles will be assisted by George Felton, who played his college ball under Frank McGuire at the University of South Carolina and spent the 1976-77 season as a graduate assistant at Appalachian State University.

If the 6-6 Sparrow can retain his All-American form of the 1975-76 season when he averaged 21 points, 6 rebounds,

and 5 assists per contest from his guard post, the Aggies should be able to regain their championship form.

Coach Little is also high on 6-8, 210-pound transfer Marvin Brown, who had an outstanding prep career at Philadelphia's Simon Gratz High School, a junior, is a strong rebounder he was awarded the Top Rebounder Award in Philly's famed Sonny Hill League) and has a good jumper inside 15 feet of the basket.

At 6-9, junior L.J. Pipkin is perhaps the best pure shooter on the team. He's thin at 185-pounds but will probably play center for the Aggies this season. He was the top scorer and rebounder for the Aggies last season averaging 15.6 points and 8.6 rebounds per outing.

Other frontcourt players expected to see action include 6-8 Harold Royster, a highly sought after freshman prospect from Yonkers, New York; 6-8 Steve Cassell (4.6 ppg and 6.1 reb.); 6-10 sophomore Melvin Palmer (4.2 ppg and 4.3 reb.) and transfer Cleveland Smith.

Read the Charlotte Post Each Week. It's your best source of news about the people you know.

SAY YOU SAW IT HERE.....

Ever thought of this?...If Rick Monday of the Los Angeles Dodgers married actress Tuesday Weld, she'd be Tuesday Monday.

If all of the people in the Charlotte area, who say they're going to Richmond for the second annual Gold Bowl Football Game, show up in Richmond, Va. a week from Saturday, CIAA commissioner Bob Moorman would be more than happy.

Seven Charlotteans will make the Gold Bowl scene. Randy Bolton, Andre Douglas and Robert Weeks are members of the Winston-Salem State squad. Native sons of the S.C. State roster are David Brown, Walt Sullivan and freshman Aaron Cunningham and Tommy Green.

Baseball great, Joe DiMaggio, and football star, Jim Brown, are working on a plan to promote an annual "Hall of Fame Invitational Golf Tournament" in Las Vegas with hopes of obtaining TV network coverage. They say every athlete who participates will be paid expenses and "come away with some money."

Don Pearce, former starting center with the UNCC 49'ers, is in his first year as graduate assistant to the Mean Green basketball program.

Among the superstars Willie Jeffries will unveil in Richmond on December 3 is fullback Rickey Anderson, who owns the majority of S.C. State's rushing records.

Here we go again - Joe Buggs, who will assist first-year head basketball coach Gene Little with the basketball duties at North Carolina A&T this season, predicts "we (A&T) will make tremendous progress from last year's 3-24 season." We wholeheartedly agree simply because up is the only avenue available to a 3-24 campaign.

Rumors are mounting that Frank Robinson, the first black man to manage a major league baseball team, will be the next skipper of the Atlanta Braves. List this writer among those who hope and pray for Joe Louis to make a speedy recovery. The Brown Bomber is still the heavyweight champ in the popularity polls.

Joe Faust, the able sports information director at A&T, has flooded newspaper offices with a listing of outstanding Aggie football players who deserve to be honored with all-conference and/or all-American ranking. Charlottean Clayton Pri-

or is named MEAC "Lineman of the Week" twice this season.

Those knowledgeable gentlemen, who compose what is more widely known as the "CIAA Sportswriters Association," have chosen St. Augustine's as the No. 1 basketball team in the conference's southern division. They pick Winston-Salem State to finish second and J.C. Smith third. Virginia Union was a unanimous choice to capture the northern division crown, with Hampton rated second, Norfolk State third, and Virginia State a distant fourth.

St. Augustine's talented Falcons will be in town the weekend of December 16-17 to compete in the annual Tip-Off Basketball Tournament, sponsored by the Charlotte Chapter of the Johnson C. Smith University Alumni Association.

Muhammad Ali has taped two lengthy interviews for the television series "For You...Black Woman."

Your Stake in Money and Economics



Not a day passes that the average American does not make decisions regarding money. Insurance, tuition, rent, bills, taxes—all these require some knowledge of money matters.

Yet too many Americans do not understand economics and too many do not realize that economics and money are really different ways of talking about the same thing.

Economic institutions with esoteric sounding names often affect us personally but many of us don't realize it. For example, most people couldn't care less about Federal Reserve Bank rates until they discover that rates set by the Federal Reserve will determine how much interest will be paid on their auto loans.

Because Champion International Corporation is concerned about the low level of economic literacy in this country, it is sponsoring a nationwide competition which is being administered solely and independently by the Amos Tuck School of Business Administration at Dartmouth College.

Called the 1977 Media

Awards For The Advancement of Economic Understanding, the \$100,000 award program is directed toward working newspaper, radio and television professionals. The competition's aim is to encourage reporting and programming of all kinds that will increase the public's knowledge and understanding of economics. It seeks to encourage newspaper and broadcast reporters to effectively explain how the economic system works to the average consumer and how it affects him.

Most Americans get a major part of their information from the media. A single story in a big city newspaper or on national television reaches more people than a teacher will instruct in his lifetime.

Therefore, the Awards program has been structured to reward excellence in economic reporting in the media as it is this group that must lead the way in translating the often confusing economic terminology into a language we can all understand.

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