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**The Dawn of Tomorrow
Publishing Co.**

Black Sports Magazine Brings Fourth Dimension to Readers

New York — A new magazine giving "fourth dimensional" treatment to stories by about Black athletes made its debut on the nation's newsstands March 11.

BLACK SPORTS, as the magazine is fittingly called, hopes to achieve that fourth dimensional effect with dynamic, in-depth reporting, says Allan P. Barron, publisher.

"There is that certain quality of understanding that can only come from being in the same family, experiencing the same problems," Barron said, in explaining only one of the reasons for the creation of BLACK SPORTS.

The publication is not another attempt at Black capitalism, Barron points out. He said a magazine such as Black Sports is designed to provide the Black athlete with a creditable medium for his expression, and the young with strong positive character identification symbols; and to provide exposure for the new major force (growing predominance of Black athletes) allowing for the development of the Black athlete's social impact. The ultimate goal, he indicated, "is to entertain."

"Entertainment" begins in

the inaugural edition with a stirring, exclusive cover story on the trade that made teammates of professional basketball superstars Lew Alcindor and Oscar Robertson.

While many sports critics envision a dynasty with the pairing of this duo, the feature, "The Big Two: Oscar and Lew," predicted a National Basketball Association title for the Milwaukee Bucks, but added: "The way the talent is spread out in the NBA, its doubtful any team can sustain championship form over a period of years."

John Mackey Joins Black Sports Team

John Mackey, voted the best tight end in professional football's first 50 years, and author of the controversial catch that sparked the Baltimore Colts to the 1971 Super Bowl championship, has joined BLACK SPORTS Magazine as a public relations specialist, Alan P. Barron, publisher, announced at a New York City press conference.

BLACK SPORTS, published by Black Sports Inc., with editorial offices at 386 Park Avenue South, New York City, hits the newsstands in mid-March in major cities around the country, with in-depth treatment of stories by and about Black athletes, including a cover feature on basketball superstars Lew Alcindor and Oscar Robertson of the Milwaukee Bucks.

Mackey, who has joined Barron on a coast-to-coast promotional tour, has been the focal point of post-football talk. The brilliant receiver caught a Johnny Unitas pass that was apparently tipped by a teammate and Dallas Cowboy defender and sped to paydirt. Cowboy dissenters insist, despite television reruns of the play, that their closest defender to the play, Mel Renfro, did not tip the ball, and that Mackey's catch was illegal. The officials ruled otherwise and kicker Jim O'Brien's last second field goal brought the Super Bowl prize to Baltimore.

Born in Queens, New York, and graduated from Hempstead High School, Long Island, Mackey won All-American acclaim in high school football and basketball and was Nassau County's outstanding pole vaulter in 1959.

Tried and Proven

"I've come to pay that bill I've owed you for so long," said Jones. "That letter you wrote me would get money out of a stone. How did you ever think it up?"

Replied his creditor: "I didn't. I selected the best part from letters my son sends me from college."

Friend: "I hear your daughter finally learned to drive. How long did it take her?"

Father: "About two cars and a half."

Fight Of The Champs

Miss Gwendolyn Brooks, the first Black American to win a Pulitzer prize and one of the country's most distinguished poets, has been commissioned to write a poem for the Muhammad Ali - Joe Frazier fight program, it was announced today by Fred Dale for the "Fight of the Champions."

Titled "Black Steel" the poem is a tribute to the historic significance of the fight of the century. It was included in the March 8th fight program.

"Miss Brooks' distinguished accomplishments are a monument to a growing Black legacy of excellence already represented by both Joe Frazier and Muhammad Ali," said Chuck Stone, press secretary for the fight.

"In their selection of Miss Brooks, the Black experience

is authenticated and the extended Black family is united," said Stone.

A two-time winner of Guggenheim Fellowship for creative writing in 1946 and 1947 Miss Brooks has published six volumes of poetry and a novel. In 1950, she was awarded the Pulitzer prize for poetry, for "Annie Allen" a collection of poems about the Chicago Black Life. In 1968 Miss Brooks was named Poet Laureate for the State of Illinois. She has been a professor at Northwestern Illinois State College, Columbia College in Chicago and Elmhurst College.

Married to Henry Blakely, she is the mother of two children, Nora and Henry, Jr. Moss Brooks' autobiography and future works will be published by Broadside Press of Detroit, one of the country's major Black publishing houses.

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Diagnosis Young

Toronto — Deborah, 12, had a heart condition when she flew into Toronto from the Virgin Islands to keep a hospital appointment, despite its importance, was almost entirely a result of chance.

Deborah, 12, had a heart condition when she flew into Toronto from the Virgin Islands to keep a hospital appointment, despite its importance, was almost entirely a result of chance.

Her condition was diagnosed by Dr. Campbell of Oakville, who was in Tortola last week saw her playing on the beach. He thought there

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