

(SID ZIFF, veteran sports columnist of the Los Angeles Times, sits in as guest conducter of 'Sports Roundup' this week and discusses a well-known personality who always makes "good copy.")

Sonny Liston Holds His Own

No matter how you feel about Sonny Liston, the guy's a panic at a press conference. He's a real sharp cookie, a fast man with a comeback. He has a sense of humor, but it's the irritating kind. He can brush a fact aside with utter indifference. For a guy who never went to school, you have to be amazed by his mental agility.

He'll make mistakes in his words, occasionally, but considering his disadvantages they're not too often. For instance, when asked how he expected to beat Cassius Clay in the rematch, he wouldn't say. "Clay might hear and he'll be repaired for me," he answered.

I was the one who asked him his age here the other day. "Thirty one," he said, challenging me to make something of it. "When did you stop counting?" Iasked him. I'm. convinced he's 40 if he's a day. Sonny pierced me with a lethal glare. "Would you want to see my birth certificate and the lady who was there?" he sneered.

Sonny doesn't think the press is fair to him and cited among several examples the time he gave his wife a birthday party and there was a lot of food left over. He brought it to Skid Row. He thinks it makes him a hero because he didn't just throw it away. Sure, it was a nice thing to do, but why not?

Everybody has to pay income tax but Sonny thinks he's the only one who suffers. He says money means a lot to him but thinks it means more to the government. "They're trying to make me pay out Joe Louis,' the Beatles' and Joe-hannah-son's debt," he complained witting

He's Pretty Fast With the Repartee

He still believes Clay is afraid of him, though why, he didn't volunteer. A reporter asked him how come he couldn't put Clay away when Cassius said he couldn't

"Just because he said he couldn't see doesn't mean he couldn't see." Liston answered logically. "I thought he could see pretty good. I could say I couldn't see you," he told the reporter. "I can though," he added, deftly settling that point.

Sonny said if he regains the title he'd like to fight the No. 1 contender, whoever he may be. Someone said it was Ernie Terrell. "Then I'd LOVE to fight the No. 1 contender." Sonny said, allowing himself a swift smile.

A reporter missed his answer and a few minutes later innocently asked him again if he'd fight Terrell.

"What do you THINK Tipe been saying all this time?"

"What do you THINK I've been saying all this time?" snapped Sonny nastily.

Sonny insisted he did not want to quit at Miami Beach. "I would have wanted to go further. My trainer stopped it," he said.

Nonsense! He had everyone in his camp completely buffaloed. They were as cowed a lot as ever I saw. They wouldn't have dared go against him. They were perrified of him. If he had wanted to continue he could have brushed them aside and answered the bell.

Sonny Takes a Ribbing From Comic Friend

Sonny says he didn't land one solid punch. Ringsiders thought he landed some real good ones in the early rounds but Clay was able to take them.

Comic Jack Leonard, a friend of Liston's, took in the confab and kept teasing him with smart cracks, like: "Sonny, you want to say a few words about Gov. Wallace before you leave." And, "Why don't you buy a chain

of police departments, Charles?"

Coming from anyone else, Liston would have crowned him on the spot. But from Leonard, he enjoyed it all. He smiled from car to ear.

Sonny looks in fine shape and says he's kept in condition ever since the postponement. He wore a silk suit, with just the right color tie and handkerchief to offset it. It was in excellent taste.

The conference was jointly staged by Hal Conrad, for the outfit that will put the title fight in the theaters, and Bill Sargent, who is producing the movie, "Harlow." They had quite a salty exchange, each accusing the other of trying to hog the stage. Sargent indicated pointedly that he was baying for the refreshments, etc.

"I'll remember this, I'll remember it," he warned Conrad. "So, remember it," replied Conrad nonchalantly.

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