

# DON KING PRESENTS GREATEST BOXING SHOW ON EARTH

The stage is set for one of the greatest boxing shows ever promoted. Such is the thinking of many who are regularly on the fistic scene. We are referring to Don King's finest classic on Friday, Sept. 28 at Caesars Palace Sports Pavilion. There will be five superb main events. It is Don King's proudest moment.

Here's Don King's letter to the press which amply describes how he feels about this great production:

"Dear Friend:

Throughout my career as a boxing promoter I have always promised to bring you the best in quality shows. I consider it my privilege to have been able to do so, and the list of super boxing extravaganzas has been extensive. From the "Rumble In The Jungle" (Ali-Foreman); "Thrilla In Manila" (Ali-Frazier); "Battle Of The Little Giants" (Duran-DeJesus); "Duel In The Sunset" (Arguello-Escalera); to "The New Deal" (Holmes-Norton); to name a few. However, this is a paramount special. Never have I been able to provide for your entertainment such a spectacular boxing card featuring so many great fighters. It is with extreme pride that I call this my "Epic Explosion...Punchout at Caesars Palace"; **Two World Champions-The Top Two Ranked Heavyweights-The top Two Ranked Welterweights.**

More superstars of the fistic world will touch gloves on this night than on any other night that I can recall. Never before have fans been treated to such a classic boxing evening.

The undefeated sensational heavyweight champion Larry Holmes, The brightest star on the heavyweight horizon, a real people's champion, is fast becoming a fighting champion taking on all challengers. He wears the WBC Heavyweight crown with distinction. Come September he will be in the fight of his life taking on the awesome and devastating puncher Earnie Shavers, the KO artist.

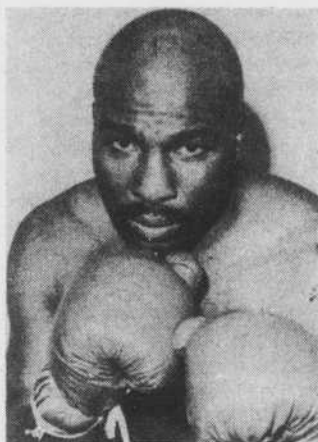
True to my convictions, my word is my bond....integrity, commitment and performance have been my hallmark. So it seems only fitting and proper as I continue to ascend the ladder of success, that I should have the privilege and opportunity to bring both Larry and Earnie into the ring for this, the academy award of sports, the heavyweight championship of the world. These fighters were my beginning and the fact that they are still with me gives additional credibility to the theme by which I live, work and pray. They were there as I began to climb the ladder of success and on September 28th, they will be there to join me at the top of the rung as the heavyweight champion and everybody's number one contender. It is a profoundly proud moment for me and a true testimony to integrity and performance.

Leading up to the dramatic rematch between Holmes and Shavers will be a Superbantamweight Championship fight featuring Wilfredo Gomez against the number three contender Carlos Mendoza. Gomez made believers of the world of his ring prowess when he stopped the mighty Carlos Zarate. Holmes and Gomez shared the honor of being WBC fighters of the year in 1978.

The two hottest names in the welterweight class, Roberto Duran and Sugar Ray Leonard will take on hungry challengers hoping to make headlines by upsetting these two stars. Duran who was formidable as the lightweight champion gains more status in the heavier class with every fight. He comes to this card off a classic victory over Carlos Palomino.

From the moment the 1976 Olympics began, Sugar Ray Leonard has been the darling of the boxing world. He has outclassed all comers without a blemish to his record.

Jimmy Young, the number three heavyweight contender, is eyeing another title shot. In his last outing he KO'd a promising slugger. Now, Michael Dokes



EARNIE SHAVERS



SUGAR RAY LEONARD

has nothing but spoiler on his mind. It's "Dynamite" Dokes' opportunity to move into the contender class.

No one has to sell anyone on this show...It's a super sensational card that you will not want to miss. The place to be is Caesars Palace but if you can't join us in person you can't afford to miss your ring-side seat before the tube. It's an ABC prime time boxing classic.

Sincerely,

Don King

## SPORTS APPETIZERS

On this "Epic Explosion" card, Duran is matched against Zeferino Gonzalez while Sugar Ray Leonard faces popular singer Marvin Gaye's pride and joy Andy "Hawk" Price. The punchout starts at 5 p.m.

Michael Landon, star of TV's "Little House on the

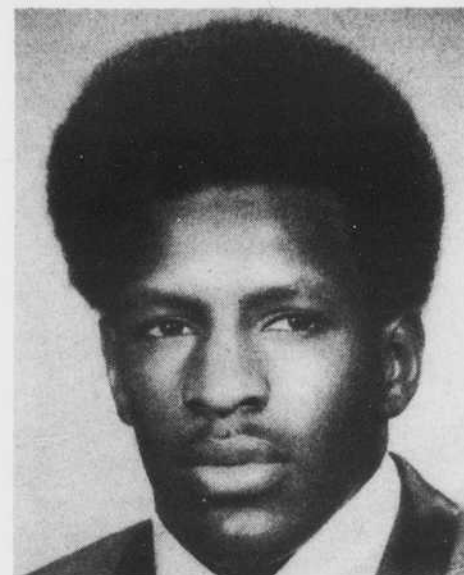
**Burbank, Calif.,** --Subcontracts awarded by Lockheed Corporation to minority business enterprises during the first six months of 1979 totaled \$10.5 million, an increase of 69% over the \$6.2 million value of contracts let to minority enterprises in the comparable period of 1978.

Warren K. Deem, Lockheed's administrator for small business and minority enterprises, said today that 483 minority owned businesses had received more than 9000 contracts from the Burbank-based aerospace firm in the first half of the year.

Approximately 85 percent of the subcontract dollar volume to minority firms represented awards let by the corporation's three largest manufacturing divisions: Lockheed-California Company, Burbank, California; Lockheed Missiles & Space Company, Sunnyvale, California; and Lockheed-Georgia Company, Marietta, Georgia.

Prairie," goes against football commentator Don Meridith and "M.A.S.H." star Wayne Rogers tackles defending champion Lyle Waggoner, "The Carol Burnett Show", in the opening round of the David Jansen Celebrity Tennis tournament at the Riviera Hotel. The 3-day event, which starts at 10 a.m. Friday, Sept. 28, is open to the public free of charge.

The National Veterans Boxing Association 1979 Convention will be held at the Aladdin Hotel Oct. 5, 6 and 7. The central theme for this year's fete will be a **Tribute To Joe Louis.** The local Ring #711, Veterans Boxing Association will be this year's host. Members from all over the nation will be present to pay homage to this truly great champion. We'll have more details on this in our column next week...and don't forget to listen to my program **Ed Brown Around Town** daily on **K1280** Radio at 3:20 p.m.



MICHAEL A. DAVIS

MICHAEL A. DAVIS (Mike) to UNLV fans who remember his days of "gridiron glory" here....Mike's mother, Mrs. Earnestine Davis of Monroe street in West Las Vegas was so appreciative of the **Voice** feature (Sept.13) on our Youth Away at School which reported Mike will be graduating from Howard University Law School in June '80, she brought Mike's picture into the office. Mrs. Davis said she has four other children, one of whom is attending Community College. She also noted her very real gratitude to U.S. Attorney Mahlon Brown for his interest and help in Mike's career goals. Mrs. Davis, whose husband is deceased, said that Brown is too young to be a "father" to Mike, but he has certainly tried to be, and is the best big brother in the world.



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