

**BUT HE'S NO. 1 IN THE HEARTS OF ALL AMERICANS**

# Joe Louis is 66-years-old

On May 13th of this unassisted week, Joe Louis, "The Brown Bomber," reached his 66th birthday. The heartwarming thing about the day was that Joe was able to get out of bed and stand on his feet

when he faced James J. Braddock for the Heavyweight Championship of the World.

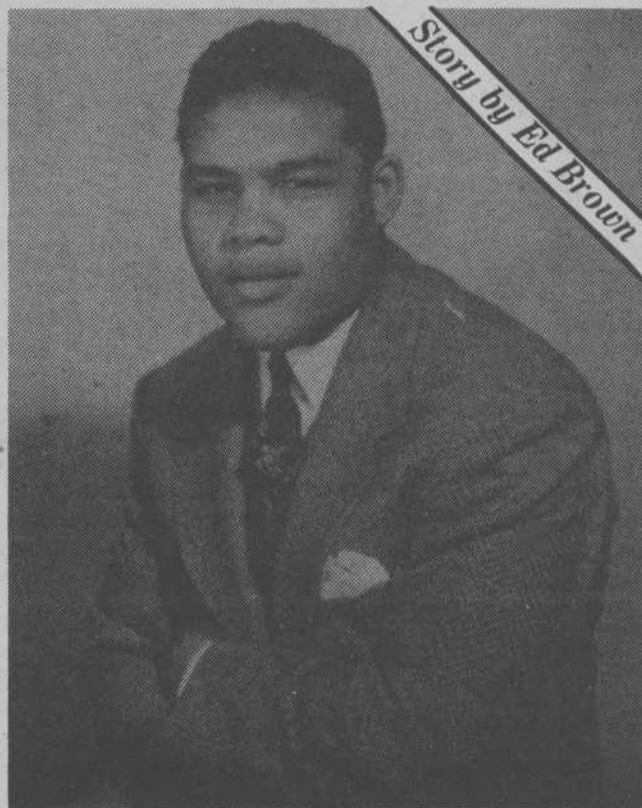
On both counts, Joe came out a winner.

There was also something special about Joe's birthday this past Tuesday. It was the fact that there was someone who was not too big to call Joe and to wish him well on his birthday.

It was Muhammad Ali calling from his Deer Lake, Pa., training camp. Joe popped a smile. Of course, throughout the day, there were literally hundreds of others who had either called or dropped by his Las Vegas home.

Why all this special attention for an individual who was born in 1914 in Lafayette, Alabama, among the cottonfields surrounded by practically helpless sharecroppers. Joe was born in poverty. He worked as a factory hand but pulled himself up by the bootstraps.

He was the first to admit, however, it was through the strong influence of his mother that he sought new ground to develop his natural abilities. Joe tries a hand in boxing as an outlet. It was a fluid body in motion.



BROWN BOMBER

The stage was set. He was to become a professional boxer.

Here is the way some of the leading journalists and contributors described Joe in the prime of his career:

Jim Murray, LA Times award-winning syndicated columnist asked, "Do you remember Joe Louis (30) years ago? Two hundred pounds of tawny

fury, the hands so fast they were a blur on cameras that would stop milli-seconds of action. Joe was the most awesome thing you ever saw in human form."

Bob Considine, now deceased, was one of the foremost sportswriters in the nation: "He was a big, lean, copper spring, tightened and retightened through

weeks of training until he was one pregnant package of coiled venom."

Melvin Durslag, Los Angeles Herald Examiner, regarded as one of America's top sports writers, describes Joe as "an unhurried, untroubled man, moving at an even pace, charmingly detached from mundane matters that beset the rest of us."

Hank Greenspun, Publisher, Las Vegas Sun, remembers Joe as one "never to waste a punch or a word. When he threw the first, it was meaningful; when he uttered the latter, it counted for something. In the entire history of pugilistic practice no man excelled him in after-the-fight commentary."

Actor Ryan O'Neal has a different analogy: "Americans — black and white — should emulate people like Joe Louis. He knew America, its assets and its failures, and he confronted them with controlled fear and controlled violence. He looked at it with the objective, detached eyes of a champ...and he was successful."

Nat Loubet, Editor & Publisher, RING (See Joe Louis, page 22)

E. Z. DUZZIT'S

## Sportin' Life

"Marvelous" Marvin Hagler, who is best remembered for his fantastic effort last November at Caesars Palace against then-Middleweight Champion Vito Antuofermo, returns to Caesars Sports Pavilion for a 10-round middleweight bout against Mexican Champion Marcos Geraldo on Saturday, May 17.

Hagler's performance with Antuofermo was a thrilling toe-to-toe slugging match which saw both boxers go the distance and ended in a draw. It was a match that showed the press carding a win for Hagler.

Geraldo's credentials show a career record of 42-13. Hailing from Mexico City, he is considered a deadly puncher and has been fighting professionally since the age of 16. This 25-year-old veteran has recorded 24 knockouts and has lost only once in his last 11 bouts... that one to Sugar Ray Leonard.

Of local interest will be a 10-round bout between Roxell Mosley, Jr. of Las Vegas and David Meadows, the former Hawaiian Champion now living in Las Vegas. Meadows, 10-2, defeated Agapito Ramirez on the Caesars Place Minter-Antuofermo card in March.

There will be another 10-round middleweight scrap between Joaquin Macias of Mexico City and Knoxville, Tennessee's Irwin Hines. Macias is the current No. 1 contender for the Mexican title with a ring mark of 26-2-1. Hines is a member of John Tate's boxing entourage compiling an impressive 9-2 record. Just two years ago, in 1978, Hines was the National AAU Champion.

Big Red Prieto will see action in a preliminary card. He last fought on the Caesars Palace Thursday Night Tournament Boxing card and scored a victory 38 seconds into the first round. The event will be nationally televised by ABC-TV. Doors open 12:00 noon; tickets range from \$50-\$10.

Hagler enters his fight with a powerful 48-2-2 record, including 40 knockouts. The Brockton, Massachusetts fighter has gone undefeated in his last 23 bouts.

The next Caesars Palace Thursday Night Tournament Boxing card will be held May 29.



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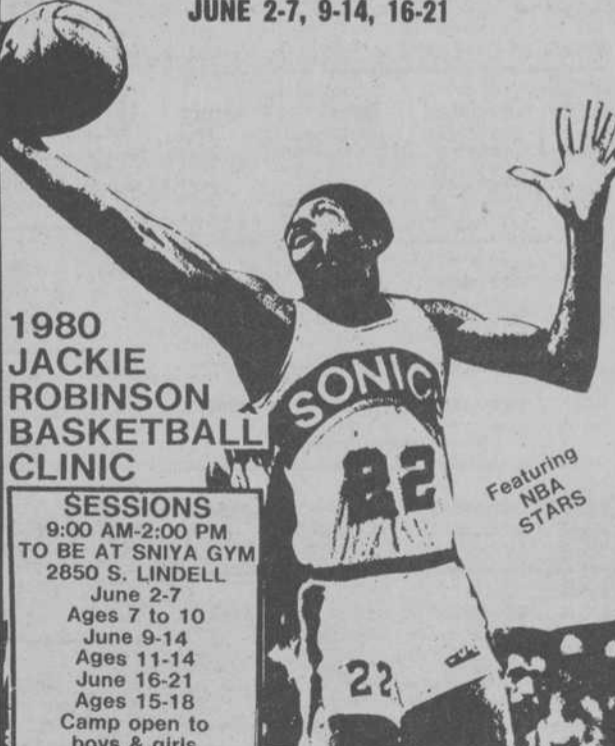
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