

# SPORTS BOARD

SPORTS, GAMING, HORSERACING

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## DAVILA PREDICTS VICTORY AT CAESARS

LAS VEGAS — Alberto Davila has been called a 'boxer,' quick hands with excellent boxing skills — but lacking the big punch, the power to make him what one would call a "crowd pleaser."

"That's a bad rap," said Davila, the world's top ranked bantamweight contender from Pomona, California. "I've had five fights this year and won them all by knockout. Does that sound like I can't punch?"

Friday night, December 19, at Caesars Palace, Davila will get a third chance to disprove the "bad rap," as he puts it. He'll go for "the charm," his third crack at the world's bantamweight championship against Mexico's devastating puncher Lupe Pintor.

"Let Pintor stick his chin out and see what will happen. I'll flatten him. If Owen could punch he'd have stopped Pintor when they fought. Owen hit Pintor easily but couldn't hurt him. I know I can hit Pintor, that's no problem — and you can bet I'll hurt him. I think I have an ex-

cellent chance to stop him on cuts in the 12th or 13th round."

The Owen-Pintor match Davila speaks of was the September 19 match at the Olympic Auditorium in Los Angeles that saw Pintor, with bad cuts over both eyes, rally to stop Owen in the 12th round. Owen died as a result of injuries from that match.



DAVILA

"Pintor is still mad because of my win over him in 1976. I feel I won at least seven of the 10 rounds. He's still crying. This time, though, it's for all the marbles. Pintor is not in my class as a boxer and my recent knockout record proves I can hold my own with him as a puncher."

Davila, mild mannered and soft spoken, claims he should have worn the 118 pound crown in

1978. Twice he fought for the crown, twice he lost, although in New

Orleans against WBA champ Jorge Lujan on September 15 he lost on

a 15 round split decision. February 25 that same year he was

stopped in eight rounds by WBC king Carlos Zarate in Los Angeles.



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## Muhammad Ali Joins Econo-Car

LAS VEGAS — Muhammad Ali announced today at a Caesars Palace press conference that his next fight will be in the promotional ring against O.J. Simpson.

Ali has accepted the position of "Business Ambassador" of Econo Rent-A-Car. In that position, he will challenge O.J., the champion of the rent-a-car business, to a fight and Ali predicts he will deliver a knockout punch.

Ali was in Las Vegas

for the National Sales Meeting of Econo Rent-A-Car and spoke to the licensees at an afternoon meeting at the Riviera.

George A. Butler, Chairman of Econo-Car Worldwide, stated that the Boston-based company had conducted a survey that showed Muhammad Ali as being the most famous and recognized and popular figure in the world.

Econo Rent-A-Car is planning a national multi-million dollar advertising program centered around Ali.