

Don King Plan To Tie-In Cigarette Advertising With Fight Cancelled

Boxing promoter Don King's plan to have Camel cigarettes logo painted on the Caesars Palace ring mat, four Camel decals installed on each ring post, and similar camouflaged ads for the cigarette sewn on the outfits of the ring card girls has been foiled by the House Subcommittee on Health and Environ-

ment chaired by Rep. Henry Waxman (D. Calif.)

A report was made to Waxman on the advertising plan and he stepped in to assure that the 11-year-old banishment of cigarette commercials was not violated. Waxman contacted some Justice Department lawyers who promptly advised Camel

cigarettes to drop the idea of using the logos, decals and slogans at the Holmes-Cooney fight.

The plan, if used, would have cost R.J. Reynolds tobacco company approximately \$250,000.

In the meantime, Momentum Enterprises promoting the closed-circuit and pay-TV tele-

EARNIE SHAVERS AGAINST JAMES "QUICK" TILLIS ON JUNE 11 CARD

CAESARS PALACE — Another major heavyweight fight — a 10-round battle between Earnie Shavers, of War-

casts of the fight, already has sold 500,000 of the 770,000 seats available at closed-circuit theater and arena locations across the country. Tickets for the closed-circuit viewings range from \$25 to \$100.

ren, Ohio and James "Quick" Tillis, of Chicago has been added to the "Pride and the Glory" Spectacular featuring undefeated World Heavyweight Champion Larry Holmes against unbeaten Gerry Cooney here on Friday, June 11th. The fight is a joint promotion between Don King Productions, Tiffany Promotions and Caesars Palace.

Co-promoter Don King, making the announcement, pointed out that the card, when completed, will be the best in the modern history of Boxing.

Previously announced fights included: GREG PAGE, of Louisville, Ky., No. 3 heavyweight in the world, against TREVOR BERBICK, Canadian champion from Halifax, Nova Scotia, ranked No. 4 for ten rounds. WILFRED "BAZOOKA" GOMEZ, of Puerto Rico, making his 15th title defense in the Super Bantamweight class, against ROBERTO RUBINALDO, of Mexico, the world's No. 6 contender for a 15-round world title bout.

The fight between Shavers, the 37-year-old gladiator who is probably the hardest puncher in all boxing and perhaps of all time, and the 24-year-old Tillis, rated 7th in the world, is one of the most interesting on the card.

Shavers, in his last fight, stopped Joe Bugner in Dallas on cuts in two rounds after dropping the tall Englishman with a right hand. He is one of the few ever to drop Larry Holmes and he did it in his title fight with Holmes at Caesars Palace on Sept. 28, 1979. The Ohio devastator has won 65 of 76 fights, 62 of them by knockout and he has lost only ten, with one draw.

Tillis got his chance for a title when he fought Mike Weaver, the WBA king, on Oct. 3, 1981 in Rosemont, Illinois, and lost a controversial decision. He is still somewhat of a mystery. In his only 1982 fight, he stopped Jerry Williams in three rounds in Las Vegas. He has won 21, lost only 1, and has knocked out 17.

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