

Sugar Ray Leonard did not lose, he wasn't there

by Aaron Fentress

Sugar Ray Leonard did not lose to Terry Norris last Saturday night at Madison Square Garden. Sugar Ray Leonard wasn't even there. The man who was virtually shut out in the 12 round decision was indeed Ray Leonard. But not Sugar Ray Leonard.

For the last four years Ray Leonard has called on the "sugar man" to pull off a series of great boxing performances that have immortalized him as one of the greatest fighters of all-time. But last Saturday night the sweetness just wasn't there. Now Leonard will call it quits.

All though for Leonard fans watching last Saturday's fight may have hurt, it must be remembered that this is how Leonard wanted to go out. He wanted to be pushed out by another fighter. Not the press.

For years the press has been telling Leonard to stay out of boxing. And when Leonard didn't listen they played down his accomplishments and accused him of simply hand picking his opponents for easy pay days. Yet Leonard knew that none of his opponents were easy. Leonard always picked his opponents based on the challenge they presented him. There was no other motivation for Leonard. Why else would he elect to fight the younger and much quicker Norris?

For those who felt that Leonard's motivation was money are people who simply don't understand Leonard. When you have a \$100 million. What's another four million dollars, which is what Leonard was paid to fight Norris. ESPN reported that Leonard will not be able to spend the interest he makes on his money. Let alone touch the \$100 million. Leonard fought with pride and love of the sport. It's what he did. And nobody did it better or with more heart.

Before the Norris fight Leonard, the fighter of the eighties, said, "I just

have to prove to myself that I don't have it for the nineties. I don't want the press telling me when to quit. I want to know for myself that I just don't have it anymore."

Leonard found out against Norris that he doesn't have it anymore. Now he will quit. And he will do so with more class than Sonny Liston, Muhammad Ali or Larry Holmes ever did in their final fights, or Mike Tyson ever will. All four have been knocked out at some point in their careers. Leonard wasn't, he had the heart to survive even when he knew he was beaten.

One must have to wonder what it felt like for Leonard when he attempted frantically to call on the skills that carried him to victory so many times before. He called. But they wouldn't answer. Instead he was forced to try and simply survive from being knocked out by a fighter who did have the speed, quickness and marksmanship that once made Ray Leonard, Sugar Ray Leonard.

But skills or no skills the fact remains that Leonard did survive. He did not get knocked out. He exited his career on his feet, not on his back like Liston when Ali laid him out, or like Ali himself when he failed to answer the bell for the ninth round against Holmes who in turn was knocked out by Tyson, who although not old at the time like his predecessors, was KO'd himself just over a year ago by Buster Douglas. All these fighters have one thing in common with Leonard. They were champions. But the one thing they don't have in common with Leonard is that they all left the ring at one time or another dizzily.

For Leonard the end has finally come. He leaves boxing with a 36-2-1 record and five world championships. Norris and the young fighters of today may possess more skills than Ray Leonard. But they will never be able to match Sugar Ray Leonard.

General Foods Adds Burrell Advertising

Burrell Advertising Inc. has been selected as one of the advertising agencies for the Dinners and Enhancers Division of General Foods U.S.A., White Plains, N.Y.

Burrell has been assigned responsibility for Stove Top Stuffing Mix marketing programs targeted to African-American consumers. The activity will include marketing planning, creative development and media support programs.

Founded in 1971 by Thomas J. Burrell, Chicago-based Burrell Advertising Inc. is the nation's largest minor-

ity-owned advertising agency, and is a division of Burrell Communications Group, which includes Burrell Public Relations and Burrell Consumer Promotions.

Burrell Advertising Inc. also develops and implements advertising programs targeting special market segments for such major companies as McDonald's Corporation, Coca-Cola U.S.A. Ford Motor Company, The Procter & Gamble Company, the Quaker Oats Company, Polaroid Inc., The Stroh Brewery and First Chicago Corporation.

PDX Roadway Security Enforcement Update

To increase compliance with the Federal Aviation Administration's (FAA) security regulations regarding parking vehicles in front of the airport terminal, Portland International Airport (PDX) will station a tow truck on the terminal roadway beginning on Friday, February 1.

The tow truck will provide immediate enforcement capabilities of the FAA rule that no vehicles be left unattended within 100 feet of the terminal, according to Larry Rank, PDX's protective services manager.

Previously, the airport has relied on an off-site towing service which has response limitations. An increase in noncompliance by motorists with the FAA regulations prompted the change in enforcement efforts, Rank said.

The airport is using signage and a voice message to alert people to the terminal roadway parking policies.

Unattended vehicles will be towed to the airport's long-term parking lot. A \$25 ticket for parking in a tow zone will be levied in addition to a \$50 towing charge.

Networking Support Meeting

A networking, support and discussion meeting for parents of draft age children who are concerned about their kids possibly going to war.

This group meets every Thursday at 7:00 p.m. at the Freemont Unified Methodist Church, 2620 NE Freemont. (Across from Alameda School). For more information call Chris Boberg, Oregon Peace Institute, 228-8563.

Junior Achievement Fund Drive

Gayle Whitehurst, Human Resources Manager for Tektronix, Inc. will chair the Junior Achievement-Columbia Empire, Inc. 1991 General Gifts Fund Drive which will run through the month of February.

Whitehurst began volunteering with Junior Achievement fifteen years ago as a Junior Achievement adviser. She has been on the Board of Directors for the past two years and currently serves as secretary.

As Chairman, Whitehurst will coordinate more than 140 volunteers who

will solicit contributions from the Portland/Vancouver Metro area businesses, service clubs, professionals and individuals. The goal this year is \$100,000.

Junior Achievement, Inc. is a national not-for-profit organization that provides young people with practical education and experience in the free enterprise system, through a partnership with business and education communities. Junior Achievement gives youth a hands-on learning experience of "how America works".

Gasoline Prices Continue To Drop

The average price of gasoline in the state dropped significantly again this week, according to a fuel price survey conducted by Oregon AAA.

A 2.7 per gallon decrease in the average price (an average of all mini service grades of gas) over the past week means the average has dropped by a substantial 5.5 cents per gallon in the last two weeks.

The price of leaded Regular dropped 2.5 cents per gallon while Regular Un-

leaded fell by 2.6 cents per gallon. Super Unleaded dropped by 3.1 cents.

The highest price recorded in the survey was \$1.769 for Super Unleaded in Portland. The lowest price was \$1.159 for leaded Regular in Salem.

Price asre listed below by grade:

Regular: \$1.297

Unleaded: \$1.325

Super Unleaded: \$1.454

Motorists are encouraged to conserve fuel.

Portland General Electric Rates Increase

Portland General Electric Co. (PGE) has received approval from the Oregon Public Utility Commission (PUC) to increase electricity prices an average of 3.4 percent.

This is PGE's first price increase since 1984. The primary reasons for the price increase include the effects of inflation, programs to maintain and improve the distribution system, the need to keep up with customer growth, improved and expanded operations at generating plants, and a commitment to expand energy efficiency programs.

"This rate order culminates a year-long public process," says Kay Stepp,

PGE President. "We've arrived at an outcome that we believe is fair for our customers and shareholders."

As a result of the price increase, PGE residential customers will see their bills rise an average of 4.6 percent, from 4.6 cents to 4.8 per kilowatt-hour. Commercial and industrial prices will rise an average of 1.6 percent.

"The rate increase allows us to continue providing excellent service to our customers," says Stepp. "At the same time, we will continue to look for ways to maintain, and where possible reduce, operating costs to keep prices competitive."

City Of Portland Energy Office Forms Partnerships With Electric Utilities

approval of a contract with PP&L.

Under the terms of the contract, PP&L will pay the Portland Energy Office for successfully assisting owners of PP&L electric heated, low-income apartment buildings through the process of weatherizing their rental properties. PP&L is offering a generous rebate of up to \$1000 for each low income unit weatherized. City Council approved a similar contract in November 1990, between the Energy Office and PGE.

The Portland Energy Office expects to receive approximately \$90,000 in General Fund revenue in 1991-92 and plans to raise another \$250,000 from grants and contracts from other

sources, including PGE and PP&L.

In the past, the Energy Office has received a grant from the Oregon Department of Energy (ODOE) to run the Multi-Family Weatherization Program, however reduced funding levels from the state are anticipated. In response, the Energy Office has been hard at work identifying new private and public funding sources to supplement the program.

The Energy Office was founded in 1979 when Portland became the first major U.S. City to adopt an Energy Policy. A decade later the Energy Office is now recognized nationwide as a leader on energy issues. The Multi-Family Weatherization Program will

assist in weatherizing 1500 apartment units this year and the Block by Block Weatherization Program will weatherize 200 low income homes. The Energy Office also manages programs related to alternative fuels, recycling, transportation, and energy efficiency for businesses and City facilities.

Mike Lindberg, Commissioner in charge of the Energy Office says, "These new partnerships make everyone a winner. Tenants save money and stay warmer, property owners improve their buildings, the electric utilities conserve energy, and the Energy Office earns a new source of funding."

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