



Online Newsletter

Issue 20

May 15, 2015

The IBRO online newsletter is an extension of the Quarterly IBRO Journal and contains material not included in the latest issue of the Journal.

JJ Johnston sent me several interesting articles about hall of fame promoter Aileen Eaton that he asked me to share with the IBRO membership.

Here is her biography from the IBHOF.

"The first woman inducted into the Hall of Fame, Eaton was born in Vancouver, British Columbia. She was often called "The Redhead" and was the promoter at the legendary Olympic Auditorium in Los Angeles from 1942 to 1980.

She possessed a reputation for being tough but honest. Originally part of a dynamic promotional team with husband Cal Eaton, Aileen took over with flair and showmanship when Cal passed on in 1966. One of boxing's most consistent promoters, Eaton staged weekly boxing shows at the Olympic and during her career promoted more than 2500 fight cards, 100 title bouts and 10,000 matches.

Among the fighters Eaton promoted include Ray Robinson, Floyd Patterson, Danny Lopez, Carmen Basilio, George Foreman, Joe Frazier and Carlos Palomino.

Eaton was named to the California State Athletic Commission in 1982. She died at age 78 on November 7, 1987 in Los Angeles."

Aileen LeBell Eaton was born in Vancouver, British Columbia, Canada on February 5, 1909. She moved to the United States at a young age and attended Los Angeles High School.

Her second husband, Cal Eaton, was a boxing promoter in Los Angeles. She got involved in her husband's business in 1942. During her career as a promoter, Eaton would get involved with big name promoters and fighters, sometimes traveling to other states in search of business.



When Cal died in 1966 Aileen took over presidency of her husband's company and went on to stage more than 10,000 boxing bouts and as many wrestling matches at the L.A. Olympic Auditorium, promoting some of the greatest fighters of her generation.

Eaton is the mother of martial artist and professional wrestler Gene LeBell and professional wrestling promoter Mike LeBell.

Eaton was inducted into the International Boxing Hall of Fame in 2002, the first woman in the hall. In 2011, Eaton, along with her sons Gene and Mike LeBell, was inducted into National Wrestling Alliance's Hall of Fame.

A special thanks to JJ Johnston for his contribution to this issue of the IBRO Online Newsletter.

Keep Punching!

Dan Cuoco

**International Boxing Research Organization
199 State Route 101
Unit 4D (PO Box 6192)
Amherst, NH 03031**

**Dan Cuoco
Editor and Publisher
ibroresearch@gmail.com**

All material appearing herein represents the views of the respective authors and not necessarily those of the International Boxing Research Organization (IBRO). © 2015 IBRO (Original Material Only)

FOUNDERS

John Grasso and Herb Goldman

PRESIDENTS

John Grasso (1982-1987)
Tim Leone (1987-1994)
Ralph Citro (1994-2000)
Dan Cuoco (2000-2014)
Don Cogswell (2015 - Present)

IBRO BOARD OF DIRECTORS

Don Cogswell, Tracy Callis and Dan Cuoco

Organizational Objectives and By-Laws

Don Cogswell @ director.ibro@gmail.com

Historical Research

Tracy Callis @ ibro71@gmail.com

IBRO Journals and Online Newsletters

Dan Cuoco @ ibroresearch@gmail.com

IBRO Inquiry Desk

Carole Myer @ ibro1825@gmail.com

IBRO All-Time Rankings

Monte Cox @ coxscorner@gmail.com

IBRO Editorial Board

Colleen Aycok @ cka13705@aol.com
Gordon Marino @ marino@stolaf.edu

IBRO Webmaster

Paul Cuoco @ ibroresearch@gmail.com

Dear Dan,

Enclosed are some Aileen Eaton items. She was a great promoter.

1. **Boxing Boredom is Knocked Cold [Sports Illustrated, February 15, 1960]**
2. **The Lady is a Champ [Sports Illustrated, November 6, 1967]**
3. **Aileen Eaton's 30 Years at The Olympic Boxing Club (July 1942 - July 1972)**

Just look at all the greats who fought for her in the 30 years that she was at the helm of the Olympic Boxing Club.

Best wishes,

Your Pal

JJ Johnston



Boxing Boredom Is Knocked Cold

Two champions defended their titles the same night in a rare twin bill at Los Angeles. The result was a record gate, two superb fights and new hope for the sport

BY MARTIN KANE

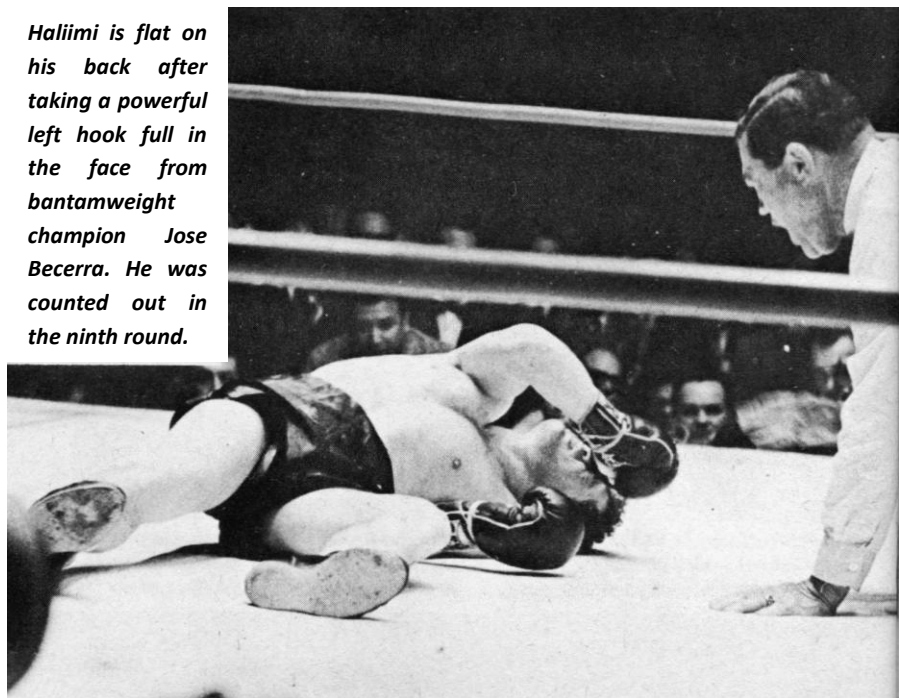
Sports Illustrated, Originally Posted: February 15, 1960

Prizefighting's tired, infected blood received an invigorating tonic last week in Los Angeles when two champions in blooming health defended their titles in the Memorial Coliseum, knocked out their challengers in spectacular battles and enriched the sport with a proud showing of the skill and courage it was designed to foster.

The multi-title fight card was the first in the United States since 1937—when Mike Jacobs audaciously presented in a single evening four championship bouts (bantam, welter, light and middleweight) and lost something like \$37,000 on the venture. But Los Angeles promoters Cal and Aileen Eaton, who have shrewdly made their city the nation's fight capital, by no means lost on their gamble. They attracted a record California gate of \$383,060 from 31,830 fans, surpassing their own previous high by \$146,539.

The title defenses were by Bantam-weight Champion Jose Becerra of Mexico and Junior Welterweight Champion Carlos Ortiz of New York. Their opponents were as worthy as any a fight announcer ever grandly introduced. Becerra defended against Alphonse Halimi of Algiers, the skilled former champion who had lost his title on a surprising knockout by Becerra last July. Ortiz fought Raymundo (Battling) Torres of Mexico, a remarkable 18-year-old who had been undefeated in 31 fights, all but a few of which he won by knockouts.

Haliimi is flat on his back after taking a powerful left hook full in the face from bantamweight champion Jose Becerra. He was counted out in the ninth round.



Before Halimi and Torres were downed, a top-coated and to some extent sombreroed crowd, huddling in the open Coliseum under a frosty half-moon, went hoarse with excitement. Drunk more on furious fighting than on smuggled tequila (alcoholic beverages are not permitted in the municipally owned Coliseum), Latin-American fans crowed like roosters, sounded sirens and pounded good neighbors in an ecstasy of joy.

Either fight alone would have made any card a success. Taken together, they made this one a fight night to remember.

The underdog Halimi (3 to 1 against him by ring time) dominated the early rounds and was ahead on all official score cards when Becerra crunched the definitive hook against his chin in the ninth. The underdog Torres (Ortiz was a 7 to 5 favorite) astonishingly survived a score of punches that might have finished a lesser man and still was persistently trying for his own knockout in the 10th, when Ortiz at last blasted him down with a left-right combination.

VOLKSWAGEN AND TAMALES

The crowd was predominantly Mexican, drawn in part from Los Angeles' huge Latin population, in amazing part from Mexico itself. Airlines alone were reported to have ferried 5,000 into the U.S. Mexico is hungry for good fights but a solicitous government limits the price that may be charged for seats. The best fighters, therefore, are drawn to the U.S., where seat prices are unlimited. So Mexico's best fans traveled as many as 2,500 miles to Los Angeles to see Becerra and Torres in action. The day before the double-header a Volkswagen station wagon drew up before the box office and out of it crawled 17 cramped Mexican aficionados, each happily equipped to buy a \$7.50 seat in the upper rows of the Coliseum. Adaptable concessionaires peddled tamales as well as hot dogs, and sold out the tamales before the hot dogs. The Los Angeles Examiner, caught up in the happy international spirit, gave its entire first page, headlines and all, to a forecast of the fights in Spanish. The tribulations of Carole and Dr. Finch, though their murder trial was reaching a climax, were committed to inside pages by the prestige of this more important news. At the weighin, which drew more spectators than some fights at Madison Square Garden, Becerra was serenaded by nine guitarists and a bull fiddler; they played and sang *Corrida de José Becerra*, composed in his honor after he won the title.

The promotion thus had the gay aspect of a fiesta, until the fights began.

BECERRA THE STRONG

Becerra vs. Halimi preceded Ortiz vs. Torres. Becerra used his superior strength well against Halimi, forcing his way out of tight spots, boring into close quarters when Halimi sought to make it a stick-and-run affair. The Halimi jab, generally effective in staving off Becerra, often was nullified by a brutish rush. At such moments—when Becerra and Halimi stood head to head and slugged—Becerra was wild but impressively strong. Halimi, poised and efficient, was overpowered. In the end, power prevailed.



Despite a night chill that had steam blowing from the fighters' nostrils and rising off their sweaty shoulders, and induced Becerra to cover up with a quilted robe between rounds, neither man was slowed by the temperature.

Later there was some dispute as to what, if anything, set up the ninth-round knockout punch—whether it was a left to the liver, as Becerra insisted, or a right to the body, as seen by Referee Tommy Hart. At ringside it appeared that no punch of special significance preceded the long left hook that Becerra swung grandly from somewhere behind his hips, a swing that stopped on Halimi's mouth and chin, sent him staggering back and, after a momentary pause, dropped him flat on the canvas for the full count. Minutes later, when he was finally led from the ring, Halimi walked groggily, unseeing, up the aisle.

Becerra's hard-won victory left him weeping through a shy smile as he was crowned with a magnificent sombrero and draped in an elegant Indian blanket. The first to win the undisputed bantam title for Mexico, he follows in a tradition of hard-punching Mexican fighters brought to brief prominence by the Eatons and by Matchmaker George Parnassus, but he is also the first of the lot to show signs of combining the big punch with some defensive skill.

IRISH PUERTO RICAN

The unfortunate Battling Torres, on the other hand, displayed only hardihood against right hands. He caught punches on his head in every round. Ortiz, the pale-faced, blond Puerto Rican who sports the green of New York's Fighting 69th on his robe and trunks and is known to his fans in that traditionally Irish regiment as "Charlie O'Brien," banged Torres with a straight overhand right whenever it seemed opportune, and opportunity knocked with monotonous frequency.

Not that the fight was monotonous. For one thing, every one of those Ortiz right hands was a gasper; and, though the fight was one-sided, all bettors on Ortiz were terrorized by the everpresent menace of Torres' fists, by his willingness to throw them at every chance, by the hazard that one of them would land with the timing needed for a knockout. But Ortiz shook the punches off, picked them off and continued to throw his own. The ninth round revealed that Torres was tiring, and the start of the 10th proved he could no longer absorb blows without obvious effect. Ortiz slammed home a paralyzing left and right. Torres fell, and the screaming Mexican partisans went suddenly silent. The title of junior welterweight champion is not, of

course, worth much in itself. But Ortiz, conqueror of Kenny Lane, who had come within a point or two of beating Lightweight Champion Joe Brown, started a vigorous postfight campaign for a chance at Brown. Next day the Mexican caravan started homeward, happy that Becerra had retained his title, half-comforted that the double-title card had ended in a Mexican standoff.

At the invitation of the California boxing commission, recently resigned from the National Boxing Association in protest against NBA inadequacies, representatives of boxing commissions from Colorado, Hawaii, Idaho, Nevada, Utah, Washington, New York and Oregon convened in Los Angeles the day after the fights to consider informally some suggestions for ridding boxing of hoodlums and for developing an efficient national body to rule the sport.

The most original proposal came from Miles Rubin, deputy attorney general of California, who suggested that the principle of "interstate compacts" might be used to regulate boxing. Under this system, for instance, New York and New Jersey established the Port of New York Authority to regulate transportation systems between the states. An interstate authority regulating boxing might obviate the need for federal regulation and, if adopted by enough states, could prevent suspended managers and fighters from obtaining new licenses simply by moving from the state that suspended them.

Jack Bonomi, assistant counsel to Senator Kefauver's committee investigating boxing's monopolist-racketeers, urged more stringent licensing standards, pointing out that commission regulations do not now adequately define the functions of managers, matchmakers and promoters. He advocated enactment of laws to provide criminal penalties for undercover matchmaking and promoting. Present statutes in some states, he said, are so vague as to be almost unenforceable. Bonomi also suggested the possibility of federal licensing of participants in "interstate" matches—those involving television, movies, closed-circuit TV and radio—the big-money matches the racketeers are interested in. Under such a licensing provision, he said, it would be possible to enlist the facilities of the Federal Bureau of Investigation.

But the seminar adjourned sine die and, it seemed, sine hope. Most of the representatives confessed that they had neither the funds nor the investigative personnel to keep track of hidden hoodlum influence.

THE LADY IS A CHAMP

She is Aileen Eaton, a woman in a man's game—fight promotion—that abounds in stealth and triple trickery. Dictatorial yet feminine, she is loved by some, hated by others and feared by all

BY MARK KRAM

SPORTS ILLUSTRATED: Originally Posted: November 6, 1967

Now there she is sitting under an apple tree, like some sweet, aging lady who looks for unusual birds and thinks that *Oil for the Lamps of China* was the last great picture made. What a gentle, uncomplicated sweetheart she is, sitting there talking about the Indian summers of her Vancouver youth and the music that was made at twilight of every evening in her father's house. Next time, you think, you must take her for a nice long ride in the country so she can see the billboards and say: "My, how everything has changed."



Certainly this cannot be the feared Lady Aileen of boxing's gold coast, not the woman known by such names as Madame Nhu, The Dragon Lady, Ma Barker, The Man-Eating Lotus Flower and The Woman, the one who knows how to tape a hand or a fight manager's mouth, scale a house to the seat or shave a pitchman who thinks he has all the pitches? That's her, all right, under the apple tree: Aileen Eaton, the biggest and

maybe the most powerful boxing promoter in the world today, the same Aileen Eaton who last week staged the Jerry Quarry-Floyd Patterson heavyweight elimination fight in Los Angeles.



Mrs. Eaton, who has a rapport with boxers not enjoyed by many promoters, talks with Jerry Quarry as Floyd Patterson addresses diners during fight buildup.

So do not think of her as a delicately declining lady on the brink of warm milk and a shawl and nice long drives in the country. For one thing, no one takes Aileen Eaton for a ride. She does the driving, in the longest Cadillac in southern California, and usually to a place where you pick up cards and dice. The Lady moves, that is, when she

has time. Politically lethal, she has been a forceful figure in at least two campaigns, in one of which Attorney General Thomas Lynch won and Pierre Salinger lost. She once ran for the city council and lost, too, but that was the exception. Do not try to beat her on her own turf.

Currently, the major areas of boxing promotion in this country are New York, New England, Philadelphia, Miami and Los Angeles. The best of these is L.A. Monolithic Madison Square Garden is impersonal; Subway Sam Silverman of Boston, Worcester, Portland and points unforeseen in New England is a freebooting ferret who makes a score only occasionally; Herman Taylor, Philadelphia, a grumpy patriarch, is an anachronism; and Miami's Chris Dundee knows how to turn a dollar—any way he can.

All of these promoters are professional, meaning they are able to count, are sufficiently learned in the art of buncombe and have just the proper amount of probity in them to survive. Aileen Eaton is no different. She has all these qualities that are considered so necessary to the marksman in boxing, but she never cuts herself in on a fighter's earnings, an illegal practice for a promoter but one that is still rampant in the sport.

"A couple of her matchmakers used to have pieces of fighters or cut them," says Harry Kabakoff, alias Melville Himmelfarb or, as he calls himself, El Ruso Loco (The Mad Russian). Melville must be considered an authority on this subject. Once an assistant matchmaker for Mrs. Eaton but not unreasonably larcenous, Melville was never known in those days for his excessive charity. "But Ma Barker," he says, "never cuts a fighter. She has the power, she could have all kinds of fighters; you know, a manager comes up to her and says, 'Here, take my part of my boy. You can make him.' "

Aileen Eaton does not want part of any boy. She runs her polished operation like a business, one that is refreshingly interested in the people who allow her business to exist. Quite simply, she performs. Dictatorial and charming and often intolerant of imperfection, she is everywhere during her weekly shows at the Olympic Auditorium, an ancient, graying, high-ceiling fortress of boxing on South Grand Ave. She is on television selling her next show, or gently or un-gently reprimanding a customer for bad manners. Her security, despite a riot in 1964 that forced her to take out a bank loan so she could restore the Olympic, is the best one can attain at a fight. Sartorial untidiness—television is the influence—also distracts her. She constantly badgers referees to wear blue shirts and ties and insists ringside customers facing the cameras wear jackets.

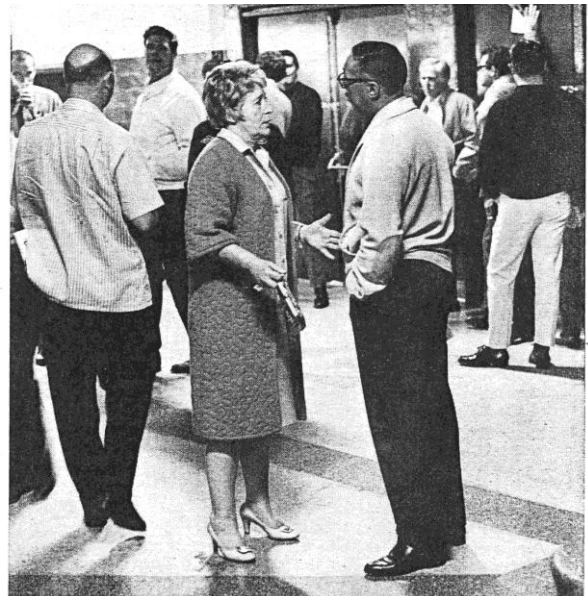
Before a show she is just as conscious of detail, busying herself with such things as seating comfort for her spectators. In the days preceding the first Quarry-Patterson bout at Memorial Coliseum, she could be seen on her hands and knees measuring the space between each chair with a tape; there was not a cramped seat in the house. On other days she hears complaints from customers concerning decisions, keeps club members (who get choice seats at \$1 off on each ticket) informed of forthcoming cards and schemes to build young fighters into attractions. Finally there is the relentless, daily jousting with managers who, with the skill of the best quarter horses, can cut a buck out

of the rubble of a city dump, and have robbery in their souls and disloyalty forever in their minds.

The treatment of these old pirates, a curiously likable tribe, is a delicate diplomacy, requiring at various times cajolery, intimidation, sabotage and tenacity. Be kind, a bit servile and honest, and the manager will be suspicious, if not repelled by your ignorance of his character and ethics. He is only confused briefly, though, and then you are relieved of your ignorance and your bank account. Be crude, profane and stealthy, and the manager is respectful because he knows that you understand the nature of his game, a deeply shadowed realm of migratory and marginal people who live lives of half-truths and no truths, tricks, double tricks and triple tricks.

"In the last 20 years," says Melville, now the manager of Jesus Pimentel, the No. 1 bantamweight behind Champion Fighting Harada, "I've seen her put fear into managers, many of them trying to give her hell. I've seen her attack managers with her purse, kick 'em downstairs and even raise her fist to them. But you always get a good count even if the lights are out, which no doubt she shot out in the first place arguing over a quarter."

Unlike Melville, most managers remain mute concerning Aileen Eaton. All managers must deal with her eventually, and in California, where there are more desperate and busted managers than anywhere else, they need The Woman if they are to survive. Survival comes in the form of a loan—\$100, \$300—and if



A woman who personally attends to the smallest details of her large operation, Aileen explains seat location to a favored old customer in Olympic Auditorium lobby.

and when the manager comes up with an interesting fighter, Aileen, smiling and charming, just reaches out like a giant squid and uses the boy without having to tolerate the usual preliminary gas from the manager. Says one: "When things get bad, I call her number in L.A. collect. I'm in bad shape and I say, 'I've got to have \$500.' She says, 'You'll take \$300.' She beats your brains out, I'll tell the world, but you get the money."

"Take this incident," says another manager. "There's this retired businessman who now manages fighters, and he also has a reputation for saving a buck. Well, the other day he tries to drive his car into the exit line of the coin parking lot outside the Olympic. Now, he's going the wrong way, maybe to save a few cents, see. Well, they've got these spikes, and they rip through two of his tires. He goes up to The Woman's office to see if she's got insurance for her parking gate. Hah! 'No,' she says, lookin' at him like he's crazy, 'but if your car is still there I'd appreciate the 50 cents.' "

"Sure," says Melville, secretly admiring her unruffled manner and boxing acumen, "she has the face of a rock, but she's not all rock. Just recently I go back to my room and all of a sudden I'm dying. I can't move one of my legs. Who do I call? Nobody's up at this

hour. Who's gonna help? Another fight manager? So I call Aileen. 'Aileen,' I says, 'I'm dyin'. I got to get to a hospital.' So she says, 'You ought to die, Melville, you're such a liar.' I say that I know all of that but she was the only one I could turn to. 'That's all right,' she says. 'I had to get up and turn the television off anyway.' So she gets somebody to pick me up and then pays all the bills. She's not all rock."

One guesses that often, perhaps more than ever before, she is relieved at those times when she is away from boxing, that she even is embarrassed that she is in the sport. She appears to have a deep contempt for the people she has to deal with, for those who have eroded The Lady she dreamed of in some long-ago time. "I am a lady away from boxing," she repeats often, as if no one really believes it. She is, though, fond of fighters, many of whom she consoles with a kiss on the cheek when she is not prodding them in an effort to help them capitalize on their short, violent careers in a sport not notable for any form of almsgiving.

Violence does not jar her, but its aftermath does. If a fighter is hurt, she will not leave the hospital until he is cleared by a neurologist. When Davey Moore was killed in 1963, she made all the mortuary arrangements and generally conducted herself like the stand-up person many insist she is. Although she never appears hurt by any comment, she does wince when someone quotes a line circulating around L.A., which goes: "Aileen said Davey Moore wasn't hurt. 'Oh,' she said, 'he just has a broken nose.'" Yeah, and Paret died of pneumonia."

Whether there is any truth or not in the line, Aileen Eaton is, as one manager put it, "very un stupid." Her weekly boxing shows gross close to \$1 million each year, and her wrestling shows, directed by her son Mike, do better yet. Even in her youth there were never any real problems, financial or domestic, unless you count the flutist who lived in her father's apartment house; he never did understand the meaning of pianissimo and often in her father's musical seances he sounded like he was in the front rank of an American Legion band. The apartment in Vancouver, B.C., the town in which Aileen was born to a Polish refugee father and a New Zealand mother, was warm and alive. "It was a happy life," says Aileen, "and a fine place for a little girl."

She would not always enjoy such solvency or happiness. Eventually her parents, who had taken to wintering in California, moved to Los Angeles. Aileen married Maurice LeBell after graduation from high school. Her husband became an osteopath, but she wanted a career of her own. She went to work in a law office and in the evenings studied law. When Mike became ill—there was another son, Gene, and later a stepson, Bob Eaton—she reluctantly chose to quit school. Her husband, paralyzed after a near drowning, died in 1941. Aileen was forced to start scrambling for a living, not any living, she decided, but a profitable one.

"We had no social security," she says, "and we didn't carry the insurance people do today. I had nothing left to take care of the children with. I finally put them in California Military Academy on a trade deal. I handled the academy's advertising in exchange for room and board for the boys."

It was through advertising that Aileen got into boxing. She landed an account with the owner of the Los Angeles Athletic Club, who also had the Olympic Auditorium. The promoter to whom the Olympic was leased was not doing well, and the Athletic Club had to support the arena. Aileen moved quickly. She brought the Olympic owner together with one Cal Eaton, who was an inspector for the state athletic commission. Eaton, a cultured Clifton Webb caricature who wore a thin mustache and his hat tilted at just the right angle, became the boxing promoter. Eaton divorced his wife in 1947, and he and Aileen married two years later.

The Eatons, along with Matchmaker Babe McCoy, cut up a lot of money together, despite the fact the '50s were dominated by Jim Norris' International Boxing Club, sometimes known as Octopus, Inc., and the now incarcerated Frankie Carbo, known variously as Mr. Gray, The Man or The Traveling Salesman. Everybody bought from The Salesman. In the mid-'50s the Cox investigation revealed Los Angeles to be a back-alley slum of boxing. McCoy, because of blatant chicanery and thievery, was in trouble. A beach ball of a man, vengeful and vicious, he hated and liked certain people with great excess. Though he had once been fond of Aileen, he went to his grave hating her, claiming that she and her husband Cal had tossed him to the wolves and that they never did honor a deal that sliced him in on part of the play at the Olympic after his enforced retirement. "I loved Babe," says Aileen. "I paid a lot of his attorney's fees and loaned him money. Why would he hate me?"

Maybe only Babe knew that, but the investigation found that boxing in California was an endless series of fixed fights, cheated boxers, indiscriminate licensing of criminals, monopoly and only the participants know what else. Now only monopoly is cried in Los Angeles, and most of that is done by Aileen Eaton's rival promoters. With assistance from them, she knocked them all out of the box.

Her technique seldom varied. She would open with a pestiferous ploy by objecting to the commission in Sacramento (where she employed a lobbyist) to the licensing of another promoter. Then she would load up a show and schedule it near the opponent's. This, along with her constant scrapping with managers, made her one of the most vilified and acutely disliked figures in sports, and inspired various comment, ranging from base gossip about her personal life to charges that she controlled the commission and was more than adept at subtle bribery of the press.

"Goodness!" shouts Aileen, "the commission doesn't give me everything I want. Look at Governor Pat Brown. I campaigned for him, and he wanted to abolish boxing. And the press. If you give a man \$300, how do you know he won't take \$600 from your rival?"

The press, like many of the managers, would like to have another promoter in Los Angeles but, unfortunately, most of those who have pitched their tents have been promotional dolts. "A competent promoter who knows the business," says Melville, "could make money in this town. There's been a lot of promoters, but mostly gypsy groups who gave ridiculous guarantees. These guys were kids taking on a world

champion. O.K., you go with one of them, get your \$1,000 more than you would from Ma. Then the promoter goes out of business, and you have to crawl back on your hands and knees. Ma has flattened them all. It's the organization. The others were like three-ring circuses. Ma's like a machine."

One promoter whom many claim was flattened by Aileen is Leo Minskoff. Says Minskoff: "I consider Aileen to be one of the smartest promoters in the country. She's building up young fighters and making big paydays. I have no bitterness toward her." Yet, wasn't it true that he once did not feel so kindly toward her?

"Oh," he says, "that's right in a way, but I never blamed my failures on her. I partially blamed people like Don Fraser—he is now my friend—who I thought was spreading untruths about me [Fraser was Aileen's publicity man]. O.K., maybe she did go out of her way to hurt me sometimes. Like the night of the Quarry-Alongi fight, she ran a big wrestling show. This was a regular wrestling night but the commission should have done something about it. Then she tried to block me when my license came up for renewal. She said she was building up fighters and I was stealing them. I never did. I only used one of her fighters once, and that was Quarry. She held something against me that she was guilty of. Joe Louis was promoting and I loaned Joe some money. He brought in Cassius Clay to fight George Logan. Then she steals Clay to fight Lavorante and Archie Moore.

"But she withdrew her objections to our getting a license when she saw she wasn't getting anywhere. I know she tried to block Don Fraser, who went on his own. You know what I told him. I said he should see each of the commissioners individually and that he wouldn't have any trouble. His license was granted. One thing is for sure. Having a lot of money in this town won't help a promoter. She's got a 10,000-seat arena and, best of all, she's got a good television contract. She's a machine, all right." The Machine never stops. Except for a few trips to Las Vegas, occasional parties and a weekly trip to the beauty parlor, Aileen Eaton never breaks her routine. She leaves her house early in the morning, goes to the office, then to the bank and back to the office. She returns home late at night. On one such night an incident occurred that tells much about her. She was accosted in the driveway by a pair of bandits. The two slapped her in the mouth and ripped away her necklace and tore off her bracelet. Why not, they decided, tie her up and put her in the trunk and demand a ransom? "No, don't be stupid," she advised. Kidnapping, she told them, as if she were conducting a symposium, would get them gas, but robbery, well, they would only get a few years. The two thought and then agreed to loot only the house. They wanted her to direct the tour. "Not on your life," she said. "My husband is a very sick man and he can't be disturbed." Exasperated, they started arguing with each other and a neighbor hollered out. The pair fled and Aileen, her feet partially tied, got up and stumbled after them, waving her hands. She managed to get the license-plate number, and the bunglers were later caught. "If people are going to steal," says Aileen disdainfully, "they should know how."

So her life races into the 60s, and one wonders why—alone again, now that her second husband is dead—she persists in the face of so much abuse and what really pushes her

along this strange and dark side of sport. Greed seems beyond her, but she does appear, behind her mask, to enjoy power over people and situations, and maybe even secretly to like being called vicious and cunning and a ruthless old chick who is No. 1 in a game in which no woman may ever tread again. Or, perhaps, she delights in being the personification of the kind of woman once described by a 6¢-cigar smoker:

"Whatever their outward show of respect for a man's merit and authority, they always regard him secretly as an ass and with something akin to pity. His most gaudy sayings and doings seldom deceive them; they see the actual man within and know him for a shallow and pathetic fellow."

Yet, more than anything, she seems chased by loneliness and by the hope that the next deal, the next great bargaining caper, will ease away what it is that aches inside her. But it never does, and on many nights, very late and when the wind is softly stroking the guava and olive trees in her yard, she walks into the big, empty house littered with phones and toy dogs and there The Incomparable Buzzsaw gently releases her melancholy through a piano. It is a long time before a little girl standing in an Indian summer twilight envelops all the fighters with cut eyes and all the managers with won ton soup on their ties.



AILEEN EATON'S

30 YEARS AT THE OLYMPIC BOXING CLUB

July 1942 – July 1972



**SPECIAL ANNIVERSARY
COLLECTORS PROGRAM**

THURS., JULY 27th, 1972



**SUGAR RAY
ROBINSON**



**SONNY
LISTON**



**EMILE
GRIFFITH**



**CARMEN
BASILO**



**MUHAMMAD
ALI**



**JOE
FRAZIER**



**GENE
FULLMER**



**LAURO
SALAS**



**MANDO
RAMOS**



**HENRY
ARMSTRONG**



**VICENTE
SALDIVAR**



**MANUEL
ORTIZ**



**CHALKY
WRIGHT**



**JIMMY
CARTER**



**SUGAR
RAMOS**



**IKE
WILLIAMS**



**HIROYUKI
EBIHARA**



**CARLOS
ORTIZ**



**JOE
BROWN**



**ALPHONSE
HALIMI**



**JOE
BECERRA**



**BOB
MONTGOMERY**



**RAFAEL
HERRERA**



**FLOYD
PATTERSON**



**EDER
JOFRE**



**ARCHIE
MOORE**



**HAROLD
DADE**



**DAVEY
MOORE**



**DON
JORDAN**



**JUAN
ZURITA**



**RAUL
ROJAS**



**LUIS
RODRIGUEZ**

THE "30" YEARS WAR

AT THE OLYMPIC AUDITORIUM

IT IS JULY 21, 1942

It is the first show at the Olympic Auditorium for Promoter Cal Eaton. His wife to be, Aileen LeBell, is business manager. Babe McCoy is matchmaker. Babe McCoy's quotable quote: "Cal — get rid of the red head. I don't work with women!" Cal replies that he can't. "Aileen comes with the lease!"

Jack Chase wins the eight-round main from Big Boy Houge. The attendance is 2212; the gate \$1336.65. The prices, though, are reasonable, the lower balcony, 25 cents.

But it is World War II time. Cal and Aileen know they must take their bumps without shock absorbers. They run weekly, but it is a struggle.

On October 13 the Eatons schedule their first big names show. Henry Armstrong, who has been world's featherweight, world's welterweight and world's lightweight (in order named) is making a comeback (wins 11 straight). Armstrong fights Juan Zurita (who is going to be lightweight champion, in 1944).

Aileen has never seen any of the fights. But she is intrigued by the magic of Armstrong's name. She hurries to ringside. She arrives just in time to see Henry lower the boom, in the second round.

Attendance is 9,711. But there's not much silver lining for the promotion except in the satisfaction in allotting this fight to charity: American Women's Voluntary Service, Service Sports, Inc. and the U.S.O. But it gives the Eatons hope. The fans are beginning to sit up and take notice. On December 22 John Thomas (who will develop into a star, and is now one of our top referees) is in too deep this night. Lew Jenkins (who has been lightweight champion) stops John.

For the first half year the Eatons' promotions have attracted 58,435. The gate receipts: \$56,432.28 (not as much as they will later take in in one fight).

IT IS 1943

The June 22 program reveals some interesting personages. Gene Vinassa is publicity man (in English); Luis Magana (still with the firm) is publicity man (in Spanish). Jack Smith (as even to this day) is timekeeper. Dan Tobey, a rotund, jovial man, is the announcer.

Fast catching the attention of fans is a young Mexican, Enrique Bolanos, who wins from Curley St. Angelo. (Bolanos will go on to become probably the most popular Mexican boxer in the Los Angeles area). The boxing revival is on. Gate receipts for the year: \$308,198.

IT IS 1944

Manuel Ortiz of Corona, California, is bantamweight champion, the most illustrious of all champions of Mexican lineage, second only to Joe Louis in championship battles. Ortiz defends against Ernest Aguillar, Tony Olivera, Luis Castillo and Luis Castillo a second time. Art Aragon (who one day will be the Golden Boy who draws \$1,000,000 into the Olympic) is coming along. So is Lauro Salas. At the Olympic the year is good, gate receipts: \$477,249.58.



BABE McCOY



JOHN THOMAS



ENRIQUE BOLANOS



FITZIE FITZPATRICK



JACK MCCOY



JIMMY LENNON



JOE BARNUM



MAXIE DOCUSEN

IT IS 1945

The Olympic begins weekly wrestling shows; Cal Eaton takes on the wrestling, leaving Aileen to concentrate on boxing. Wrestling stats weekly on television and is on television ever since, the longest weekly show in history. Dick Lane is the announcer (and still is).

The cards sparkle in boxing, with such a Fitzie Fitzpatrick, (a deaf mute, an exciting lighthweight, who at the vibration of the bell rushes out to destroy an opponent). Jimmy Bivins and Johnny Haynes; Kenny Watkins and Jack Chase; Bobby Jackson and Humberto Sierra top the cards. On December 18 our John Thomas is in there with Tony Chavez and wins (\$15,261). For the year gate receipts are: \$807,954.57.

* * *

IT IS 1946

Gate receipts pass the million dollar mark: \$1,175,210. Stars bouts: Joey Barnum and John Thomas; Fitzie Fitzpatrick destroys Pat Valentino; Enrique Bolanos and Carmine Fatta. Jackie McCoy (now an eminent manager, who will have several world champions: Don Jordan, Mando Ramos (twice) and Raul Rojas) fights Bobby Yeager; John Thomas and Larry Ciseneros; Memo Llanes; Enrique Bolanos and Chalky Wright; Carlos Chavez and Bobby Jackson; Maunel Ortiz and Carlos Chavez; Watson Jones and Walter (Popeye) Woods.

And at Wrigley Field, April 30, Ike Williams successfully defends against Enrique Bolanos for the lightweight title (\$108,236). (This is Bolanos' first of three title fights with Williams).

* * *

IT IS 1947

Bill Miller is publicity man (in English); Luis Magana (in Spanish). Babe McCoy is also Olympic program columnist. He enthuses: "We're off to a big start!" The man is right. Gate receipts for the year: \$1,164,300.03. The gladiatorial cast includes: Bob Montgomery and Joe Barnum; Fitzie Fitzpatrick beats Lee Savold. On June 3 the two whiz kids, Enrique Bolanos and John Thomas fight at Wrigley Field. Bolanos wins by tko in the 7th round. Manuel Ortiz regains the bantamweight title from Harold Dade (who owns the title for a short time by defeating Ortiz in San Francisco). And get this: Jimmy Lennon is announcing wrestling.

* * *

IT IS 1948

Jimmy Lennon announces that great personality Gorgeous George, who is wearing one of his beautiful (88) robes. Gorgeous George's hair-do is the envy of all women wrestling fans at ringside

(Continued On Page 3)



TURKEY THOMPSON



JIM McDANIELS



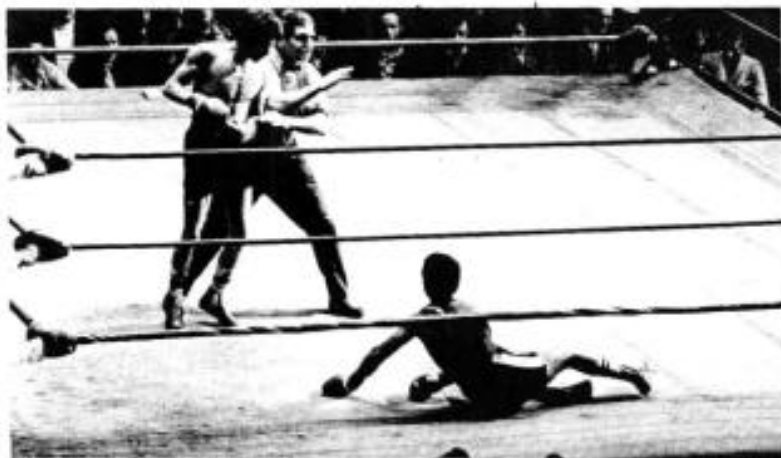
CARLOS CHAVEZ



FABELA CHAVEZ

OLYMPIC - HOME OF ACTION

IT IS 1948 (Cont. From Pg. 4)



DANNY LOPEZ STANDING OVER FALLEN JOSE ORANTES.



UNBEATEN PEDRO LOVELL KO'S CHARLIE HALL.



CHANGO CARMONA BATTERS MASHTAKA TAKAYAMA.

4

and millions who will see him on television. Aileen has taken this great wrestler (real name George Wagner) to the Frank and Joseph Beauty Salon to get a blond hair-do and a permanent, which help him to become the biggest money-maker in modern wrestling history.

Weekly boxing network begins at the Olympic. On January 27 Enrique Bolanos wins from Julio (Cesar) Jiminez. Art Aragon draws with Jimmy Shans, and kayoes Connie Smith and Richie Shinn. Gate receipts for the year: \$790,018.24.

IT IS 1949

On November 15 Maxie Docusen wins a split 12-round decision over California Lightweight Champion Enrique Bolanos (\$47,795.51). (Little Maxie returns for a visit to Louisiana. It is a tragic homecoming. His father drowns in the Bayous, and his body is never found. Maxie does not return to the ring). On December 20 Art Aragon loses to Mario Trigo — and blames heaters in the dressing room for his defeat. Year's gate receipts: \$599,498.

IT IS 1950

Art Aragon wins from Mario Trigo on January 24 (these guys are enemies and they will fight two more times for the Olympic, a draw and a kayo for Aragon). Aragon knocks out Enrique Bolanos in the 12th round (is well on his way to becoming the Golden Boy) and he knocks out Guillermo Jiminez and Tommy Campbell, loses to Carlos Chavez, kayoes Enrique Bolanos in 3. Aragon loses to John L. Davis, knocks out Carlos Chavez, 1, and ends the year with a 10-round draw with Mario Trigo. Aragon has the magic charisma: he can

(Continued On Page 6)



ISMAEL LAGUNA

PROMOTER CAL EATON CHECKS GLOVES OF
MIDDLEWEIGHT TITLE CONTESTANTS
SUGAR RAY ROBINSON AND GENE FULLMER
FOR DECEMBER 1960 BOUT.



TEO CRUZ

MORE WORLD CHAMPIONS



ALACRAN TORRES



KEN BUCHANAN



SHO SAIYO



VIRGIL AKINS



KID BASSEY

IT IS 1950 (Continued From Page 4)

lose 9 rounds and the fans know he still can kayo an opponent in the 10th.

On November 26, 1950 Cal Eaton receives an award from the Shrine Hospital for Crippled Children for donating proceeds of wrestling shows to build a room at the hospital. Gate receipts for the year: \$647,009.80.

* * *

IT IS 1951

Art Aragon kayoes El Conscripto, wins from Harold Jones, knocks out Mario Trigo, wins from Teddy Davis, wins from Johnny Gonsalves, wins from Jimmy Carter.

And this sets up the November 14 lightweight title bout in which Carter has to go the full 15 for the decision (\$74,490). (This fight is the first National TV fight emanating from the West Coast. Aragon is at ringside in late afternoon checking seat prices to determine the potential purse. Gate receipts for the year: \$646,365.81.

* * *

IT IS 1952

Mrs. Eaton's son, Mike LeBell, joins the Olympic staff as treasurer and business manager and works with Cal Eaton on wrestling promotions. January 29 Carlos Chavez wins from Chuchu Jiminez (\$47,937), and on June 9 (\$41,423) as Tommy Umeda stops Keeny Teran (one of their series). Aragon whips Manny Madrid. (Aragon and Lauro Salas meet in a highly publicized bar-room brawl, which Salas wins.) They later meet in the ring, a true grudge match and Aragon wins a split and disputed decision on March 4.

The Olympic begins it's long-running, annual "Fight For Lives" for the Sportsmen's Club, with profits to the City of Hope.

On May 14 Lauro Salas defeats Jimmy Carter for the lightweight title in a Nationally televised bout, but Carter regains the title a short time later at Chicago.

Cal Eaton presents the heavyweight wrestling championship between Lou Thesz and Baron Leone, and an all-time record crowd of 25,146 overflows Hollywood Ball Park.

* * *

IT IS 1953

An upswing. Star bouts: Billy Graham over Art Aragon (\$49,973); June 26 is "Fight for Lives" night and Aragon belts out Elmer Beltz in the first (\$41,423). On October 2 Ramon Fuentes decisions Art Aragon (\$45,236). Gate receipts up again, for the year: \$1,479,749.

* * *

IT IS 1954

The year begins encouragingly. Art Aragon decisions Chuck Davey (the TV personality). On July 1 there is a whopping gate (\$126,643.08) as Vince Martinez decisions Aragon at the old Hollywood Ball Park. Ramon Fuentes and Carmen Fiore (\$34,078) on July 12. Fuentes and Billy Graham, October 10 (\$24,853).

* * *

IT IS 1955

After winning the International Judo Championship, Aileen's son Gene LeBell begins his great pro-wrestling debut at the Olympic. Lauro Salas wins a 12-rounder and loses a 10 rounder in bouts with Cisco Andrade; on June 2 Art Aragon decisions Don Jordan (\$35,951). Aragon also knocks out Morris Leviege and Johnny McCray; loses to Joe Miceli; beats Woody Winslow, and again decisions Jordan.

(Continued On Page 8)



JERRY QUARRY



CISCO ANDRADE



RUDY JORDAN



HEDGEMON LEWIS



GIL CADILLI



KEENY TERAN



JIMMY ROBERTSON



GEORGE PARNASSUS



MICKEY DAVIES



SHOTGUN ALBARADO



JESUS PIMENTEL



ON MAY 14, 1952, LAURO SALAS FROM MONTERREY, MEXICO, SCORED A STUNNING UPSET WHEN THE 12 TO 1 UNDERDOG CAPTURED LIGHTWEIGHT CHAMPION JIMMY CARTER'S TITLE AT THE OLYMPIC.

IT IS 1956

Aragon decisions Jimmy Carter and stops Cisco Andrade. Lauzo Salas loses to Jimmy Carter and Ruben Salazar. On November 13 Kid Gavilan decisions Chico Vejar.

* * *

IT IS 1957

Gate receipts for the year: \$580,614.14. Late in the year George Parnassus joins the Olympic staff as matchmaker. The big bout: November 6 as Alphonse Halimi successfully defends the bantamweight title against Raton Macias (\$209,271) at Wrigley Field.

* * *

IT IS 1958

Sharp increase: Gate receipts: \$875,842.84. On April 1 Hogan (Kid) Bassey successfully defends his featherweight title against Ricardo (Pajorito) Moreno at Wrigley Field. (It pours, but there are many Mexican Nationals standing in line in the rain for tickets with only a 24-hour pass. Sawdust is spread and boards are put on the field for the customers' convenience and a canvas top is put over the ring. The sun comes out at 5 p.m. and stays out for Bassey who knocks out Moreno in the third round). Receipts for the fight: \$215,048.

Floyd Patterson and Roy Harris of Cut 'n' Shoot, Texas, another promoter announces, will fight for Patterson's heavyweight championship at Wrigley Field, August 18. Carmen Basilio and Art Aragon are already set by the Olympic for a Wrigley Field promotion September 5. There's an argument as to which will out-draw the other, and a little sporting bet is made between the other promoter and Mrs. Eaton - \$5,000, the loser to give the \$5,000 to the City of Hope. Sid Ziff, Sports Editor of Daily Mirror, nervously becomes the stakeholder. Basilio and Aragon (Aragon is knocked out but gains the admiration of the crowd for his gameness) draw \$263,521, out-drawing the fight in which Patterson had to go 12 to knockout Harris. City of Hopes benefits by \$5,000.

On December 5 Don Jordan wins the welterweight championship from Virgil Akins at the Olympic in another Nationally televised match. In a featherweight elimination battle Davey Moore knocks out Pajorito Moreno.

* * *

IT IS 1959

Don Fraser joins the Olympic as head publicist (and remains until 1967 when he goes into the promotion field for himself). Jose Becerra kayoes Mario D'Agata, the little deaf mute former champ from Italy. This starts Becerra on the road to the bantamweight title. On March 18, the great Davey Moore kayoes Hogan (Kid) Bassey for the featherweight championship (\$65,707), as Bassey "retires" in the 13th.

The Los Angeles Sports Arena opens and Cal and Aileen Eaton are the first tennant to open that great complex. Jose Becerra dethrones Alphonse Halimi for the bantamweight title (\$128,000).

On July 7, 1959 Cal and Aileen Eaton receive an award from the Los Angeles County Board of Supervisors for their outstanding role in the development of Los Angeles as the Sports Capital of the World.

Davey Moore successfully defends his featherweight title against Hogan (Kid) Bassey on August 19. Bassey "retires" in the 11th. All title fights are telecast nationally. Gate Receipts: \$678,285.81

* * *

IT IS 1960

Cal and Aileen try another "First". The Los Angeles Coliseum is used Feb. 12 for a doubleheader (\$371,270, still the all-time California gate and attendance record) as Junior Welterweight Champion Carlos Ortiz defends successfully against Battling Torres, and Jose Becerra retains his bantamweight title against Alphonse Halimi.

Other notable bouts: Lightweight Champion Joe Brown decisions Cisco Andrade (15 rounds) to retain his lightweight title, the house \$51,685. On November 18 Eder Jofre successfully defends NBA banty title, knocking out Eloy Sanchez. With a final flourish Sugar Ray Robinson and Gene Fullmer fight a draw 15 rounds for Fullmer's NBA middleweight crown. Gate Receipts for year:

8 \$930,475.64

IT IS 1961

Carlos Ortiz decisions Cisco Andrade; Gaspar Ortega wins from Benny (Kid) Paret; Davey Moore successfully defends his title, knocking out Danny Valdez in the annual "Fight For Lives" charity show. Zora Folley fights Alejandro Lavorante, and Battling Torres and Cisco Andrade meet. Gate Receipts: \$507,212.53

* * *

IT IS 1962

Archie Moore kayoes Alejandro Lavorante (\$122,677) in the 10th at the Sports Arena; Cassius Clay kayoes Lavorante at the Sprots Arena in the annual "Fight for Lives" for City of Hope. Clay (as he was then known) returns November 15 to knock out the great Archie Moore (\$182,397). (Moore is the greatest lighthweight of all time and even to this day leads the knockout record with 140. This fight starts Clay (now Muhammad Ali) on his fabulous career to the heavyweight title). Gate Receipts: \$766,062.68).

* * *

IT IS 1963

Another "First" for the Eatons: a tripleheader title card, first and only, to date at the Dodgers' Baseball Stadium. On March 21: Luis Rodriquez dethrones Emile Griffith for the welterweight title; Ultiminio (Sugar) Ramos dethrones Davey Moore for the featherweight title, and Roberto Cruz dethrones Battling Torres for the junior welterweight title. Receipts for this night: \$267,126. (These fights are originally scheduled four days earlier, but again the March rains come; the postponement costs the promotion \$70,000 in TV money). August. The Fight for Lives. Jesus Pimentel stops Jose Lopez in eight rounds of war. Gate Receipts: \$603,237.33.

* * *

IT IS 1964

"Fight for Lives" night does \$21,566. Hiroyuki Ebihara of Japan and Alacron Torres of Mexico meet. (This is the night Ebihara wins on a split decision over Torres, and disgrunted fans destroy most of the seats, signs, plumbing and anything else they can get their hands on. It takes over six months to completely refurbish the Olympic, at a cost of \$150,000 Ramps and risers are installed to elevate the arena, which makes the Olympic the only large arena in the country built especially for boxing and wrestling). With the exception of a technical draw, Raul Rojas is unbeaten; he fights eight times at the Olympic, wins them all: Al Medrano, Ray Coleman, Pepino Morales, Joey Olquin, Eloy Sanchez, Danny Kid, Eloy Sanchez (a second time), Porfirio Zamora and Chuchu Garcia. Gate Receipts were at an all time low because of reconstruction of the arena.

* * *

IT IS 1965

Weekly boxing television is resumed, and becomes the most highly rated sports show in the Los Angeles market. Bouts feature Andy Heilman, Jerry Quarry, Joey Orbillo, Amos (Big Train) Lincoln, Orlando de la Fuente and Raul Rojas.

At the Coliseum May 7, Rojas challenges for the featherweight championship, lasts into the final 15 seconds of the 15th round, still on his feet, against Vicente Saldivar who retains the title (\$106,539).

Luis Rodriquez decisions Rubin Carter; Jerry Quarry, Golden Gloves champion, fights his first pro bout on the May 7th title card, a prelim in which he decisions Gene Hamilton. (Jerry goes on to earn over \$1,000,000). This is the year Mickey Davies takes over from George Parnassus as Olympic matchmaker. Dick Enberg announces weekly fight telecasts, and goes on to be the Voice of the Angels and Rams.

* * *

(Continued On Page 10)



CAL EATON WEIGHS IN JIMMY CARTER (L) AND ART ARAGON

IT IS 1966

Cal Eaton passes away. Aileen Eaton is sole promoter. Mike LeBell takes over wrestling promotions. Raul Rojas decisions Alton Colter and knocks out Pajorito Moreno. (This was the first sell-out, so far in advance that for the first time in Los Angeles the fight was closed-circuited to theaters in the Los Angeles area). In a rematch June 3, Rojas again knocks out the "Little Bird", at the Sports Arena (\$99,888).

(Don Chargin joins the Olympic family as Associate Matchmaker).

For the first time Joe Frazier fights in Los Angeles. On March 19 he kayoes Chuck Leslie, and on May 26, Al Jones. Eddie Machen loses to Manuel Ramos, but returns to outsmart Joey Orbillo and hand Jerry Quarry his first defeat. (The dejected Quarry wants to quit boxing).

In November Joe Frazier knocks out Machen at the Olympic. (The fight has such appeal that there is closed circuit telecast into the Sports Arena).

IT IS 1967

Aileen Eaton receives the New York Boxing Writers Award for the nation's outstanding Boxing Promoter — a double honor because this is the first time in history that a woman is allowed in their sacred halls. Year's Gate Receipts: \$791,770.03.

In 1967, the USS Yorktown, "The Fighting Lady", presents an award to Aileen Eaton, "The Fighting Lady of Sports" for contricutions to the ship's athletic program.

Gate Receipts up: \$998,199.00. Jerry Quarry over Brian London (\$59,029); Raul Rojas wins World's Junior Lightweight title in bout with Vicente Derado.

At the Coliseum Jerry Quarry and Floyd Patterson fight a draw (\$149,211). Mando Ramos is upset by Suh Kang IL (\$49,899); Rojas trims Suh Kang IL, and Mando loses to Frankie Crawford (\$55,452). Quarry and Patterson (heavyweight elimination tournament at the Olympic on the Wide World of Sports television). Quarry wins, to go into the finals. Rojas defeats Antonio Herrera (\$38,195) for the WBA featherweight title. In May "Scrapiron" Johnson amazez the boxing world by going 10 tough rounds with Joe Frazier. (The wire stories following Frazier's Olympic professional fights vault him into national prominence again, as has his great gold medal win at the Tokyo Olympic Games).

Van Barbieri, Sports Editor of the San Pedro News Pilot, joins the Olympic as publicist, and Al Santoro, former Sports Editor of the Los Angeles Examiner, joins the Olympic family as Boxing Researcher.

REMEMBER THIS?

IT'S THE CARD THAT SET THE ALL - TIME CALIFORNIA GATE RECORD OF \$371,270



FEB. 4 ,1960 LOS ANGELES COLISEUM

IT IS 1968

Shozo Saijyo defeats Tony Alvarado (\$36,840); Mando Ramos wins rematch from Crawford (\$59,006); Rajoas wins from Enrique Higgins for WBA featherweight title (\$63,706); Jose Pimentel narrowly loses to Saijyo, the bout earning Pimentel a title shot in Japan. Sonny Liston is pressed to defeat Billy Joiner (\$43,658); Rojas loses to Saijyo in a 10-round non-title bout at the Olympic (\$46,842); Mando Ramos wins from Hiroshi Kobayashi (\$43,337); Joey Orbillo loses to Big Train Lincoln; Buster Mathis kayoes Lincoln.

On Setpember 27 at the Coliseum the gate is \$181,216 as Carlos (Teo) Cruz retains lightweight championship in bout with Mando Ramos, and Saijyo dethrones Rojas for the featherweight crown. Gate Receipts for year: \$1,110,497.00

IT IS 1969

At the Sports Arena February 18 Mando Ramos, 20 years old, becomes the youngest ever to win the lgithweight title as he knocks out Carlos (Teo) Cruz (\$140,232). Indian Red Lopez kayoes Raul Soriano (\$34,294); Indian Red Lopez trims Hedgemon Lewis (\$77,870) in one of three they will fight, the second a disputed decision for Lewis.

At the Sprots Arena Mando Ramos successfully defends lightweight title as he knockouts Yosh

(Continued On Page 16)

BOXING'S "FIRST LADY"



MRS. EATON WITH (L TO R): ZORRO GONZALEZ, ELOY SANCHEZ, RAUL ROJAS AND ALACRAN TORRES



LIGHTWEIGHT CHAMPION KEN BUCHANAN



LIGHTWEIGHT CHAMPION MANDO RAMOS

AILEEN AND CAL EATON



A MESSAGE

FROM

AILEEN EATON

There are so many pleasant memories to recall in the last thirty years. Mr. Frank A Garbutt, the President of the Los Angeles Athletic Club which owned the Olympic Auditorium, had enough confidence to let Cal and me take over boxing and later, wrestling. I owe my ever-lasting gratitude for his faith.

It was difficult for a woman entering a "man's world" but my husband-to-be, Cal Eaton, and matchmaker, Babe McCoy helped me jump the hurdles. They painstakingly, with great patience, taught me the business from the bottom up. Everything that I learned, I learned from them. Fortunately, previous experience in advertising and my stint in law school have helped since.

However, matchmakers and promoters mean nothing without the fans! Fortunately, we had a lot of friends who started coming down to the Olympic regularly to help us out and because of the great matches, they continued to come and increased in number. Oddly enough, many of the offspring of the original customers have still retained the same seats which their parents had in 1942.

Many of the employees have been with us since we started and most of them have a tenure of fifteen years. It's a family group.

I would like to express my gratitude again for all the loyal fans who consider the Olympic their home for sports. We try to provide the best in boxing and wrestling weekly and to us, the customer is always right. We have always maintained reasonable prices for our weekly shows for those on a sports budget and will continue to do so.

Sincerely,
Aileen Eaton

IT IS 1969 (Continued From Page 11)

Numata of Japan in the sixth, and Indian Red knocks out Hedgemon Lewis on the same card (\$161,047). Tom Harmon, Heisman Trophy winner and a distinguished member of the football Hall of Fame returns to broadcast our weekly shows. Gate Receipts for the year: \$1,074,134.

IT IS 1970

Gene LeBell joins in as wrestling TV comentator and announcer, making the Olympic promotion a complete family operation. Don Chargin becomes Olympic head matchmaker. On March 3 at the Sports Arena Ismael Laguna dethrones Mando Ramos for the lightweight championship (\$150,081). Ultiminio (Sugar) Ramos wins from Raul Rojas; Mac Foster kayoes Jack O'Halloran (\$38,663); Ruben -Navarro wins North American Federation lightweight title in bout with Arturo Lomeli (+2,146). Four-times Golden Mike Winner Jim Healy becomes the Voice of Thursday night televised fights. Jim previously announced Olympic fights telecasts as early as 1959.

Jose Luis Garcia gains world attention as he stops undefeated Ken Norton. Ultiminio (Sugar) Ramos defeats Rojas; Mando Ramos decisions Sugar Ramos (\$91,037.50): This is an all-time indoor record for a non-title fight at the Olympic). Mando knocks out Raul Rojas (\$54,441). Gate Receipts for the year are \$1,112,196.20, up with Don Chargin as boxing matchmaker and Mike LeBell doing an exceptional job promoting wrestling.

IT IS 1971

At the Sports Arena February 12 Ruben Navarro, on 76 hours notice subs for the ailing Mando Ramos against WBA lightweight champion Ken Buchanan who is defending his title the first time. Buchanan wins decision in 15 rounds. Jimmy Robertson lifts the North American Federation lightweight championship in 12 rounds from Ruben Navarro (\$58,056). Jose Luis Garcia defeats James J. Woody. Vicente Saldivar whips Frankie Crawford (\$80,859). Mando Ramos closely shades Ruben Navarro (\$71,697), and Jimmy Robertson and Ultiminio (Sugar) Ramos fight a draw.

Aileen Eaton has another "First" when son Mike LeBell presents the first wrestling extravaganza at the Los Angeles Coliseum. Year's Gate Receipts: \$1,359,282.00

IT IS 1972

February 18 at the Sports Arena Mando Ramos wins the WBC lightweight title in a split decision over Pedro Carrasco of Spain, only to have the title


taken away by the WBC which demands a rematch, with neutral officials. (On June 28 Mando wins the title in a rematch with Carrasco in Spain and is again world's lightweight champion and will defend soon under the Olympic banner). Bill Caplan joins the publicity staff as feature writer.



Indian Red Lopez tries the middleweight division and finishes second in a tough, close fight with Emile Griffith. But the big developments are Arturo (Tury) Pineda, managed by Harry Kabakoff, and Danny (Little Red) Lopez, managed by Howie Steindler, who is also Indian Red's manager.

Pineda wins 13 in a row, 11 by knockout, looks unbeatable. Danny, winning all 10, all by knockout, looks likewise. These immovables are brought together on March 9. Lopez "rocks" Pineda in the first; Pineda "rocks" Lopez, and in the fourth Lopez "rocks" Pineda out.

It is an amazing Olympic development by Matchmaker Don Chargin. These boys are practically novices, yet the house is filled to capacity. The gate is \$94,392, beating the Mando Ramos-Sugar Ramos record. Pedro Lvoell, whose father wins the Olympic Gold Medal at the Olympic Auditorium in 1932, is another exciting development, winning all bouts.

In summary the Olympic is the longest-running weekly club in history and most successful, due to untiring efforts by the management to bring fans the best in boxing.

<p>CONGRATULATIONS TO AILEEN EATON FROM</p> <p>BOXING ILLUSTRATED</p> <p>FROM "THE VOICE OF BOXING"</p> <p>LEW ESKIN, GENE FULLMER, FLOYD PATTERSON, MARSHALL REED, JOSE TORRES, LESTER BROMBERG, REG GUTTERIDGE, DON DUNPHY, AND BERT RANDOLPH SUGAR.</p>		<p>"WITH OUR DEEPEST RESPECT & LOVE"</p> <p>"YOUR OTHER CHILDREN" THE OLYMPIC STAFF</p>
<p>CONGRATULATIONS</p> <p>BANK OF AMERICA </p> <p>Broadway — Washington Branch</p>	<p>"CONGRATULATIONS TO A WONDERFUL FRIEND"</p> <p>METROPOLITAN THEATRES CORP.</p> <p>SHERRILL C CORWIN BRUCE C CORWIN</p>	<p>"YOU'VE EARNED YOUR SUCCESS"</p> <p>DICK CLEVELAND</p> <p>CLEVELAND ICE CO. HO - 3 - 9627</p>
<p>"CONGRATULATIONS TO THE BEST, AILEEN EATON"</p> <p>AL BROOKS & NATHAN SCHNITT 626- 5863</p>	<p>"30 YEARS OF LOVE AND AFFECTION"</p> <p>BEN CREASON</p> <p>COLISEUM & ARENA TICKET SERVICE 232- 4355</p>	<p>"CONGRATULATIONS, AILEEN. YOU'VE ALWAYS BEEN A CHAMPION WITH US"</p> <p>TONY PSALTIS GUARENTEE PEST CONTROL 665 - 5195</p>

<p>CONGRATULATIONS, AILEEN</p> <p>CROWD MANAGEMENT</p> <p>836-0837</p>	<p>CONGRATULATIONS,</p> <p>MRS. EATON</p> <p>FRANK 'WHITEY' ZRODLO</p> <p>CHIEF USHER 30 YEARS</p>	<p>'HAPPY ANIVERSARY TO A GREAT LADY'</p> <p>HOBART, BANTA, HARDY & DROGE</p> <p>PENN GENERAL AGENCIES</p> <p>2500 WILSHIRE, LOS ANGELES 381-3381</p>
<p>"CONTINUED LUCK & GOOD HEALTH"</p> <p>SID GREEN</p> <p>VALLI HI COCKTAIL LOUNGE</p> <p>TAMPA & SATICOX, RESEDA</p>		<p>"TO A LADY THAT'S TOPS"</p> <p>L.A. JOINT EXECUTIVE BOARD OF HOTEL & RESTAURANT EMPLOYEES & BARTENDERS UNION</p> <p>A.F.L. - C.I.O.</p>
<p>"CONGRATULATIONS TO AN AMAZING LADY"</p> <p>OZZIE'S COFFEE SHOP & KEG 'N KETTLE</p> <p>TELEGRAPH RD. & SLAUSON AVE. COMMERCE</p>		<p>"HAVE SUCCESS FOR ANOTHER 30 YEARS"</p> <p>DUNES HOTEL</p> <p>LEW FRIEDMAN</p> <p>9427 WILSHIRE BLVD. BEVERLY HILLS 272-9961</p>
<p>"AILEEN EATON, NUMBER ONE THE WORLD OVER"</p>  <p>SURL KIM</p> <p>MADISON 2-9760</p> <p>900 WILSHIRE BOULEVARD, SUITE 1536 LOS ANGELES, CALIFORNIA 90017</p>	<p>THE FIGHTING LOPEZ BROTHERS</p> <p>DANNY AND INDIAN RED</p>	<p>"CONGRATULATIONS AND BEST WISHES TO OUR GOOD FRIEND OF BOXING, AILEEN EATON"</p> <p>LOCKWOOD'S INDUSTRIAL SERVICE STATION</p> <p>"WHERE MEMBERS OF THE SPORTS WORLD MEET"</p> <p>1935 E. 7th. , LOS ANGELES</p>
<p>"ORCHIDS TO YOU, AILEEN EATON "</p> <p>SAM BERLAND</p> <p>PIC FAIR FLORIST</p> <p>272- 2123</p>	<p>"HAPPY ANNIVERSARY"</p> <p>RUSSELL & RUSSELL, INC.</p> <p>WARREN & CLEO</p> <p>3226 E. WASHINGTON, VERNON</p>	<p>"BEST WISHES, MRS. EATON"</p> <p>COLBY POSTER PRINTING</p> <p>1332 W. 12th. PL. L.A. 90015</p>

"TO OUR
CHERISHED FRIEND"

HARRY AND
BARBARA REICHMAN

CONGRATULATIONS
TO AILEEN EATON
ON YOUR
30th. ANNIVERSARY



"IT'S BEEN AN HONOR....

CONTINUED SUCCESS"

INDIVIDUAL
PAPER PRODUCTS
5333 DOWNEY RD.

VERNON 583 - 4121

DOUBLE DYNAMITE



PEDRO LOVELL



TURI PINEDA

	1	2	3	4	5	6	7	8	9	10	won	lost	even
PEDRO LOVELL													
RICH GOSHA													
TURI PINEDA													
JUAN FAVALA													


PACIFIC THEATRES
CONGRATULATES
AILEEN EATON
ON HER
THIRTIETH ANNIVERSARY

"BEST WISHES
TO A WINNER"

MIKE'S SANDWICH SHOP
WASHINGTON & SOTO

"ALOHA....BEST WISHES
FOR CONTINUED SUCCESS"

SAD SAM ICHINOSE
AND RALPH YEMPUKU
HAWAIIAN BOXING
ENTERPRISES

<p>"CONGRATULATIONS TO A BEST FRIEND"</p> <p>LOU BONDI</p>	<p>"CONGRATULATIONS, AILEEN , LET'S TRY FOR 30 MORE"</p> <p>GITTELSON BROS. MAYFLOWER HOTEL</p>	<p>"TO MRS. EATON, THE BEST PROMOTER IN THE WORLD"</p> <p>JESUS PIMENTEL</p>
<p>"HAPPY ANNIVERSARY ON THE 30th. LET'S ALL CELEBRATE THE 50th. TOGETHER"</p> <p>HARRY KABAKOFF</p> <p>WORLD BOXING ENTERPRISES</p>	<p>WORLD'S NO. 1 MATCHMAKER</p>	<p>"GOOD LUCK AND CONTINUED SUCCESS"</p> <p>JACKIE McCOY LEE PRILA</p> <p>MANDO RAMOS, WORLD LIGHTWEIGHT CHAMPION</p> <p>BENNY RODRIQUEZ JOE MEDRANO</p>
<p>"CONGRATULATIONS, AILEEN, ALL THE BEST TO THE BEST."</p> <p>WILLIE KETCHUM</p> <p>JOSE LUIS MARTIN DEL CAMPO</p> <p>PEDRO LOVELL</p> <p>ALFREDO MARCANO</p>		<p>"CONGRATULATIONS"</p> <p>COCA COLA PEPSI COLA</p> <p>4 - 5 BAKERIES</p> <p>YOUNG'S MARKET CO.</p>
<p>"CONGRATULATIONS ON YOUR FIRST 30 YEARS. WISHING YOU CONTINUED SUCCESS"</p> <p>MICKEY DUFF, INTERNATIONAL BOXING PROMOTER.</p> <p>LONDON OI 734 - 1041</p>	<p>DON "WAR A WEEK" CHAGRIN</p>	<p>"CONGRATULATIONS ON 30 GREAT YEARS. CONTINUED GOOD HEALTH & GOOD YEARS"</p> <p>MIKE BARRETT , INTERNATIONAL BOXING PROMOTER</p> <p>LONDON O1 437 - 5956</p>
<p>"CONGRATULATIONS TO A WONDERFUL LADY"</p> <p>GEORGINO BROS.</p> <p>BAIL BONDS</p>	<p>"WITH MUCH APPRECIATION AND THANKS. CONGRATULATIONS AND BEST WISHES, AILEEN"</p> <p>HOWIE STEINDLER MAIN STREET GYM MANAGER OF: ERNIE "INDIAN RED" LOPEZ DANNY "LIL INDIAN" LOPEZ</p>	<p>"OMEDETO , 30 NEN"</p> <p>YAMASA BOXING CLUB</p> <p>NORI, JIMMY & FRANK</p>



GORGEOUS GEORGE

*** BE IT EVER SO HUMBLE -**

THERE'S NO PLACE LIKE *
THE OLYMPIC FOR
BOXING & WRESTLING

T.V. - ALWAYS NEW - ALWAYS ACTION - ON T.V.



LUIS MAGANA

CHAMPIONSHIP WRESTLING - WED - CH. 34 - 8:P.M.



JIM HEALY

CHAMPIONSHIP BOXING - THURS - CH. 13 - 8:P.M.



DICK LANE

CHAMPIONSHIP WRESTLING - SAT - CH. 13 - 8:P.M.

"Watch Them With Someone You Love"



MIKE LeBELL



GENE LeBELL

COMING SOON
WORLD'S LIGHTWEIGHT
TITLE
OF THE DECADE

**Mando
Ramos**

WORLD CHAMPION



CHAMPION

**Chango
Carmona**

MEXICAN AND NORTH AMERICAN CHAMPION



CHALLENGER

PROMOTED
BY
MRS. AILEEN EATON

Produced by Champion Sports Publishing Corp.