Louis-Jacobs Partnership, Richest In Boxing History, Slated To End After June 1

NEW YORK, May 25 .- (P)-The richest partnership in prizelight history-that between Joe Louis, the Alabama Negro, and Mike Jacobs, the Broadway ticket man-will become just a fabulous memory after June 1.

That is the day when old Mike's retirement from the 20th Century Sporting Club, the near-monopoly he founded 15 years ago. becomes official. Actually, Jacobs has had no active hand in the club's promotions since he suffered a stroke two and a half years

Already the men who watched the great Louis-Jacobs combine brains are beginning to debate take over the fistic world on the the question of "who made



whom?"
Perhaps a majority hold that it was Louis, a mighty champion, who carried Jacobs into national headlines, established him as the undisputed exar of the boxing industry and made of him the most respected—if not loved—figure in the game.
"Where would Jacobs of been." they inquire, "without Louis? He would still of been peddling show tickets."

The Jacobs faction, on the other hand, contends that Louis got at least an even break when, fresh out of the golden gloves, he signed a personal contract to fight only for Mike.

"Of course, Joe would have



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Something New Has Been Added



weight champion in '37, and soor

forced the Garden directors to ac-cept him as a partner, in self defense.

"Made money on my first fight and never lost on but one," Jacobs volunteered recently.

been a great fighter under any circumstances," concedes one of Jacobs' closest associates. "But who can say for certain that he would have had a chance to win the title, much less defend it successfully 25 times, if Mike had not been guiding him?"

These was a superior to be a great fighter under any control way.

With the aid of an adroit attorney, Sol Straus, he outwitted the Madison Square crowd at every turn, landed the heavy-weight champlon in '37, and soon

There was no answering this question. Until Louis knocked out Jim Braddock in June '37, there had been no Negro heavyweight champion since Jack Lohnson.

"Another thing," continued the Jacobs adherent, "Mike never let Joe make any mistakes. He kept him on the right track. Probably the best example was when Joe got knocked out by Max Schmeling in '36.

Jacobs volunteered recently.

His lone loser was his big outdoor "carnival of champions" in
'37, when he displayed three titleholders on the same card. He
guaranteed Lou Ambers, the 135pound, champ, something like
880,000, and that was too tough
a nut even for Mike to crack.

ing in '36.

"It could have ruined Joe. He thought the world had come to an end. His confidence was shot. Mike was the only one who kept his head."

As quickly as he could he threw Joe into a fight with Jack Sharkey. a former champion. He figured Joe was like a filer who had been in a crack-up and needed to go right up again. So Joe knocked out Sharkey, got his confidence back, and went on from there.

"All the point I want to make."
he concluded, "is that Louis owes
a lot to Jacobs, too. They ran
as a pair."
Mike's Career Accidental

as pair."
Mike's Career Accidental
It was a strange chain of
events which eventually brought
Jacobs and Louis together. Mike,
in fact, never had a thought of
being a fight promoter until a
group who had been putting on
charity bouts here fell out with
the bosses of Madison Square
Garden and began looking for a
front man to buck the big house.
The group's first choice was
Jack Curley, a then famous promoter of wrestling matches and
other novelties. But Curley lacked the ready cash to finance the
venture, and the boys' next stop
was at Jacobs' door.
Mike consented reluctantly to
be tapped. His first show at the
Bronx Coliseum between Barney
Ross and Billy Petrolle was a
success. That was in '34. Ross
won, and out of the bout grew
a series of terrific scraps between
Ross and Jimmy McLarnin, a
baby-faced sensation from the



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This is the season when aima mater opens her fron gates. And out into an iron world she huris her annual tide of college graduates. It is always a trembling hour when mother deliberately unites the apron strings that bind her to her children. Freedom and responsibility—they are so strange and new.

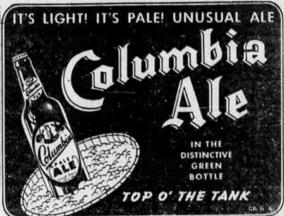
Goodbye to brackety-yackety-yack, Farewell dear campus so well beloved, but never so loved as now. Hello, world, so wide and terrible.

Oh, me!

Ah, me! Ah, youth! Ah, wilderness! Aw, hell! Don't look so for lorn son, Life isn't all fang and claw and a sharp tack in a tight shoe, You're just a freshman in a bigger university—a university in which it is terribly important to pick the right professors.

Stay With Nice Boys

Until now there has always been somebody ready with a handker-chile to wipe your nose. The first thing you have to tearn in this new university you are entering is to keep your nose out of places where people will make it bleed. There are tough kids around, who live by the creed that a gun in the hand is worth two in the head. Don't play with them, Stay with



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more than ambition to be an oak tree. It takes years. Ever hear of Spyros Skouras, the motion picture poohan? He makes more money that 'most anybody except Uncle Sam. Know how he got started; working as a busboy in a St. Louis hotel.

There is no future in being a hemoth, and a good wife is worth her weight in income tax exemptions worth having.

Whom to wed? A girl with a warm heart, my boy. Never mind St. Louis hotel.

Any job is better than no job. It isn't as important where you start as it is where you go from where you start as it is where you go from where you start. The nice thing about starting at the bottom is that there is only one way to go—up. Work and brains and friend-liness will get you anywhere. And honesty will help keep you there. Advice On Marriage

Of course, you can always marry a rich lady and live a life of illease. But experts in this field all agree there is nothing harder than working at matrimony for a

Whom to wed? A girl with a warm heart my boy. Never mind her face. It'll change. But a good heart doesn't krinkle.

Above all, my boy, don't marry a drinking woman—unless you want to spend your life listening to a talking hangover. Never mar-ry a woman to reform her.

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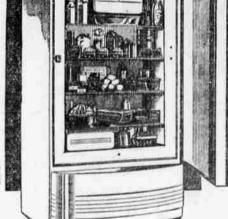
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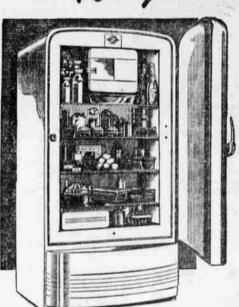
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