

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

By GAYLE TALBOT

NEW YORK, May 25.—(P)—The richest partnership in prizefight 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 ago.

Already the men who watched the great Louis-Jacobs combine take over the fist world on the strength of Joe's fists and Mike's

brains are beginning to debate 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 czar 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

# Something New Has Been Added



Gus Zernial, left, and Gordon Goldsberry are new faces lending a touch of respectability to the White Sox. Outfielder Zernial and 21-year-old First Baseman Goldsberry are among the early American League batting leaders with rousing .369 and .345 averages, respectively. Zernial is from Hollywood, Goldsberry up from Memphis.

# University Of Experience Awaits Torrent Of College Graduates

By HAL BOYLE

NEW YORK — (P) — Now is the golden time at end for many a rose-plipped maiden and many a light-foot lad.

This is the season when alma mater opens her iron gates. And out into an iron world she hurls her annual tide of college graduates.

It is always a trembling hour when mother deliberately unties 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, youth! Ah, wilderness! Aw, hell! Don't look so forlorn 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 handkerchief to wipe your nose. The first thing you have to learn 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

the nice boys.

There are cleared places in this age-old jungle that is your new campus. Work with the people that want to tear down some of the choking moss and chop down some of the dead trees that hide the sky. The best fun in life is to leave something better than you found it. And if you don't help clear the campus, the moss will smother you in time, as it has so many, and you will become a dead tree in a dying part of the forest.

Okay, son, I know that sounds highfalutin'. Get the glaze out of your eyes. I know what's on your mind—you want a job. Fine. Drop that sheepskin from your warm little hand. Here's a broom. Get busy.

What's that? You don't want to push a broom? Why not? Do you want the broom to push you? Oh, you'd hoped for something better? Well, so do we all. But you have to learn to saw wood before you can make a cabinet.

Listen, little acorn, it takes

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more than ambition to be an oak tree. It takes years. Ever hear of Spyros Skouras, the motion picture boobah? He makes more money than 'most anybody except Uncle Sam. Know how he got started? Working as a busboy in a 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. The nice thing about starting at the bottom is that there is only one way to go—up. Work and brains and friendliness 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 ill ease. But experts in this field all agree there is nothing harder than working at matrimony for a wealthy woman.

Do marry as soon as you have a job and are sure you can hold it.

There is no future in being a hemoth. And a good wife is worth her weight in income tax exemptions. And she can help you get more income tax exemptions worth having.

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

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

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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?"

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

"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.

"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 flier 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. 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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