

New Ring Syndicate Head Is Old Hand at Promoting

By FRANK ECK
(AP Newsfeature Sports Editor)

New York—It seems strange to see anyone but Mike Jacobs sitting in one of the chairs from which he promoted 26 world heavyweight title fights. But James D. Norris sits there these days.

Detroit millionaire Norris is the new president of the International Boxing club of New York. And if anybody thinks the son of James Norris, a native of St. Catharines, Ontario, who made his fortune in wheat, is a new hand at promoting he's all wet.

Norris, who looks much younger than his 42 years, has been connected with various sports promotions "for about 17 years," as he puts it.

"We promoted Joe Louis fights before Mike Jacobs ever heard of him," says Jim rather modestly. "We put on about six or eight of his fights in Chicago and Detroit before Joe became champion.

Promoted Dempsey Fight
"We also promoted Jack Dempsey's last fight in Chicago. It was a four-round exhibition with King Levinsky in 1932, the second year of Dempsey's first comeback."

The "we" Norris talks about includes his father who is president of both the \$6,500,000 Chicago stadium and the \$5,000,000 Olympia Arena in Detroit and has owned the Detroit Red Wings of the National Hockey League since 1933, and Arthur M. Wirtz, Young Jim is executive vice president and secretary of both arenas.

Wirtz, more famous for his Sonja Henle ice productions, is in a number of business ventures with young Norris. They have the Indianapolis Capitols of the American Hockey League and the Omaha Knights of the U.S. Hockey League. They also operate New York's Center Theatre and both are in the IBC.

In Detroit it's the IBC of Michigan and in Chicago it's the IBC of Illinois. Here in the big city the boxing writers refer to the IBC as the OBHM (One Big Happy Monopoly). But Jim Norris takes it all in stride, even to the extent of joking with the boys who say this is a bigger boxing monopoly than Uncle Mike Jacobs ever dreamed of.

Norris' right hand man in New York is Harry Markson, who ran the Twentieth Century S. C. during its final year of existence. He is the IBC's managing director here while Al Weill, former fight manager, is matchmaker.

Although Norris and the IBC



Joe Louis

Arthur M. Wirtz



James D. Norris



Ned Irish

gained much prestige by promoting the Ezzard Charles-Joe Walcott heavyweight title fight in Chicago, he says his biggest promotion was the second Rocky Graziano-Tony Zale fight indoors in Chicago Stadium in 1947. The bout drew \$422,918.

The IBC, he says, made about \$50,000 on the Charles-Walcott bout but "lost a couple of thousand dollars" when Jake LaMotta recently stopped Marcel Cerdan of Casablanca for the middleweight crown in Detroit.

Norris believes the IBC, despite cries of monopoly, will be a boon to boxing. He thinks there's still time this summer for "three or four big outdoor shows."

The big attraction, of course, is the heavyweight battle between Charles and Gus Lesnevich in Yankee Stadium on Aug. 10, even though New York's boxing commission remains firm in refusing to recognize the winner as champion.



Ezzard Charles Gus Lesnevich Lee Savold Bruce Woodcock

Robinson Holds Wide Margin in National Batting

New York, Aug. 2 (AP)—Nearly every week, it seems, another challenger looms up to take a whirl at Jackie Robinson, but the star Brooklyn second baseman still holds a wide margin in the battle for the National league batting title.

Six men now have tried to dislodge Jackie, since he took over the lead late in May. The latest being Enos Slaughter of the St. Louis Cardinals.

Through games of last Sunday, July 31, Robinson owned a torrid .364, 36 points higher than Slaughter's runnerup .328. The Cardinals' flychaser led teammate Al (Red) Schoendienst by one point.

Corners Defeat Knots Three 'C' League Squads

A defeat of the Four Corners "C" leaguers Monday night by the Midget Markets threw the league into a three way tie for first between those contenders and the Keizer Oilers.

The Markets blanked the previously unbeaten Corner crew 4-0 on the one-hit pitching of Dan Feller. In the only other game of the league the Oilers slammed out 11 hits to collect a 16-6 win over the Schreders.

Trux Oilers 544 3-16 11 0
Schreders 349 2- 8 2 7
Keppinger, Shatt (2) and Newton; Smith and Byrnes.

4 Corners 000 00-0 1 2
Midwest 220 98-4 1 1
Lindberg, Bartels (2) and Schrenowat; Vetter and Colborn.

Louis officially retired in March, he had a chance to tie up with the Tournament of Champions. "I thought we'd be better off to get Joe Louis in with us," says Norris. Two months later Mike Jacobs sold his Twentieth Century Sporting Club interests to the IBC. The syndicate then took over the T. of C. and tied in with the Garden. Thus, besides exclusive boxing rights to the arenas in Chicago and Detroit, the IBC has Yankee Stadium, the Polo Grounds, Garden and St. Nicholas Arena for boxing in this city.

Norris, who attended three prep schools—Lawrenceville, Blair and Roxbury—but "never got to college," has always been interested in sports. He played some football and baseball. When he was 21 he turned to horse racing.

Today he is master of the Spring Hill Farm at Paris, Ky., where he has 12 broodmares and three stud horses. He has a dozen horses in training. Best horse he ever owned is Nell K, a homebred bay filly.

Nell K, a 3-year-old daughter of the obscure Crowfoot who cost \$3,000 at a 1939 disposal sale, won \$42,275 this spring by taking such filly stakes races as the Acorn at Belmont, the Prioress at Jamaica and the Gazelle at Aqueduct.

"Horses are my own idea," says Norris. "Some people say it's a sucker's game, but not me."

"Well, you have years when you break even," he says rather proudly.



Teacher Leads Parson Gil Dodds (right), America's "flying parson," visiting Scandinavia on a six-weeks preaching tour, is beaten by Arne Andersson, Sweden's "flying school teacher," in an exhibition 1000-meter race at Stockholm. (AP photo.)

Williams-Ross In Mat Mainer

Al Williams and Tony Ross are billed for the main event in the Tuesday rassing show at the Salem armory in a bout which is scheduled to give the winner a crack at Frank Stojack.

Al Szasz and Buck Weaver are listed for the semi-final with Tex Hager and Billy McEuin listed for the opener.

Corvallis Woman Golf Medalist

Portland, Aug. 2 (AP)—Gracie De Moss of Corvallis is the women's medalist in the 1949 City golf championship.

Miss De Moss tied yesterday with Helen Thompson of Medford in an 18-hole round. Each had 70s. They went an extra nine for the honor, with Miss De Moss carding 39 and her rival 41.

Dignified Chamber Heads Acts As 'Victim'—and Then Is

Los Angeles (AP)—Harry G. Bolin, dignified 47-year-old president of the Eagle Rock Chamber of Commerce, didn't know what he was in for when he volunteered to be the "victim" of a mock hanging.

To publicize the Eagle Rock Wild West Centennial celebration, Bolin let them dangle him from a parachute harness by a hook attached to a portable crane.

Two hundred spectators applauded, thinking it was part of the act when the winch on the crane slipped and Bolin fell 10 feet to the ground.

He was treated for a broken ankle and a two-inch gash on his head.

Medford's Sewage Plant Operates

Medford, Aug. 2 (AP)—For the first time in its history, the city of Medford did not dispose of sewage in free-flowing streams today. A newly constructed trunk line sewer to the Camp White sewage plant went into service.

The plant, capable of handling sewage for a city of more than 40,000 people, was built during

the war for the army camp. It was acquired recently by the city from the war assets administration.

In addition to Medford, the plant serves the veterans administration domiciliary center at Camp White, and will serve Central Point when that town connects with the main trunk line.

Medford has in the past dumped much of its sewage into Bear creek, which is a tributary of the Rogue river. Central Point also uses this method of disposal



Boots and Saddle Prince Bernhard, consort of Queen Juliana of Holland, weighs in before riding in one of the events of the International Horse show at White City, London.

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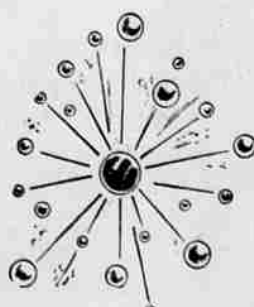
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