

Perry

Joe Louis

When he first became a celebrated fighter, Joe Louis, with his wife, usually stayed with friends in Harlem whenever he was fighting here or they were visiting in the city. But since the Theresa Hotel, at 125th Street and Seventh Avenue, was recently placed under the management of a Negro and opened to colored, Louis now occupies a suite in this hotel whenever he happens to be in town. His chauffeured fireman's red roadster is often a conspicuous sight on upper Seventh Avenue, as it waits, parked in front of the Theresa Hotel, to drive Louis to some engagement. The car has now become so well-known in Harlem that wherever it is parked a crowd gathers to await the great fighter, and when he does appear, smartly dressed in the very latest of man's fashions, a path has to be cleared for him to make his way to the car.