KANSAS CITY, AUG. -(AP)---MANY PERSONS BELIEVE THE ROLE COLLEGE FOOTBALL IS PLAYING IN THE WAR EFFORT HAS BEEN HIGHLY OVEREMPHASIZED.

THESE SKEPTICS POINT OUT THAT WHILE NO ONE WILL DENY FOOTBALL IS ONE OF THE TOP SPORTS TO HARDEN A BOY FOR THE RIGORS OF WAR, THE PIGSKIN PROGRAM DOESN'T AFFECT ENOUGH COLLEGE MEN.

THE AVERAGE VARSITY SQUAD AT A LARGE COLLEGE OR UNIVERSITY CONSISTS OF BUT 40 TO 50 ATHLETES, WITH AT THE MOST ANOTHER 100 PARTICIPANTS IN FRESHMEN BALL. IN INSTITUTIONS THE SIZE OF BIG SIX AND MANY MISSOURI VALLEY SCHOOLS THAT GROUP REPRESENTS CONSIDERABLY LESS THAN 10% OF THE TOTAL MALE ENROLLMENT.

AND, THEY ADD, NO DRAFT BOARD OR RECRUITING STATION IN THE NATION HAS YET INSISTED A PROSPECTIVE MEMBER OF THE ARMED SERVICES PRESENT A MONOGRAM OR A LETTER FOR ADMISSION.

THEY ALSO BELIEVE TOO MUCH HAS BEEN MADE OF PROSPECTIVE FISCAL CONTRIBUTIONS THROUGH THE ATTRACTION OF COLLEGE-SERVICE TEAM GRID GAMES.

THEIR ARGUMENT IN THIS CONNECTION IS THAT PRACTICALLY ALL SUCH GAMES ARE ON A 50-50 SPLIT BASIS AFTER THE DEDUCTION OF GAME EXPENSES.

THE SERVICE TEAM'S SHARE, OF COURSE, GOES INTO THE ARMY OR NAVY RELIEF COFFERS, BUT THE COLLEGE TEAM'S DIVIDEND GOES INTO THE SCHOOL'S ATHLETIC TREASURY. THUS IF EACH PARTICIPANT DRAWS DOWN FROM $3,000 TO $10,000 THE COLLEGE HAS MADE NO GREAT SACRIFICE, INSTEAD, THEY VERY LIKELY HAVE COINED MORE MONEY THAN THEY WOULD HAVE IN A REGULARLY SCHEDULED CONTEST.

ON THE COLLEGIATE SIDE OF THE LEDGER, HOWEVER, IT CAN BE STATED THAT THEY ARE OPERATING WITHIN A VERY LIMITED SCOPE. MANY STADIUMS ARE NOT PAID FOR. SOME OF THE VALLEY SCHOOLS HAVE BEEN LOSING MONEY FOR YEARS---MODERN FOOTBALL HAS BECOME A COSTLY BUSINESS---AND JUST NOW SEE A CHANCE TO GET BACK ON THEIR FEET. TOO, THE GOVERNMENT GETS A 10 PER CENT CUT OF THE GATE REGARDLESS OF WHETHER THE SCHOOLS MAKE MONEY OR NOT.

MOST OF THE SCHOOLS IN THIS REGION HAVE SET UP COMPULSORY PHYSICAL