

July 30, 1940

Dr. Dwight Keith, Editor  
The Southern Coach and Athlete  
751 Park Drive, N.E.  
Atlanta, Georgia

Dear Dwight:

Thank you for your good letter of the 22nd instant. No. I have not made any experiments on the effect of drinks containing carbonated water. I discourage their use beyond normal consumption. The only reason coaches put Coca-cola in their training quarters is so they might make some money on the sale.

I never have the players drink Coca-cola between halves. I use lemon juice and very little of that; and when lemon juice is used I have Dacin put in, which is the trade name for dextrose. I stimulate the boys' thinking to the point where they do not need artificial stimulation, except in extreme cases.

Our coaches in this part of the country are installing vending machines in schools where the administration will permit it to help the athletes on their expense problems. But our University will not permit any vending machines in any of the buildings. Personally, I do not believe a drink of Coca-cola would hurt anyone but some fellows do not stop at moderation. Instead of drinking one they might drink two or more because they are hot and thirsty and that becomes excessive and injurious.

My slogan is "Measure and Proportion" and I do not believe any carbonated drink in moderation will hurt an individual enough to bother him; however, I get away from that by limiting all drinks to citrus fruits.

Sometime when you are in need of an article on some special point I will be glad to make a contribution.

Yours sincerely,

FCA:AH:lg

Director of Physical Education and Recreation  
Varsity Basketball Coach