

the youth and the air of buoyancy permeates the atmosphere and we all like it.

Now, the college coach must be pessimistic because the enthusiasm of the followers of football would carry him out of his job when he lost. By being pessimistic the Joe College followers will say, Well, he did a fine job. If he held the score down and if he should win he is a miracle man. And too, he builds his opposing coach up by saying that Coach John Doe has an exceptional team. If he should defeat Coach John Doe then of course he is a better coach. It is a matter of self-preservation in both cases. The college coach is endeavoring to keep his job and the professional coach is desiring to attract more customers.

In no realm of activity does emotion play such a high part as it does in athletics. The spectator is not a sane, logical, reasoning person. He goes to the contest to give vent to his feelings, to recreate himself and to forget the worries of this and that; therefore, he becomes either a shouting, wild, fanatic, or a loyalist who picks one team and follows it and forgets all about the hard grind of the affairs of business or the profession.

Again I say that when a man gives vent to his emotions he ceases to think sanely and intelligently. That is why the college coach is pessimistic to offset the rabidity of the followers and the professional coach is enthusiastic to build up attendance, which after all pays the freight of professional ball. This build up would naturally come from the club owner who would reflect a salary increase or decrease according to the success of the team.

Sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

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