

CHAPTER VIII

PROMOTION AND PUBLICITY

Promotion

Intramural athletics have enjoyed a rapid growth in the past few years, and, considering the need they have fulfilled and the important place they now hold among the extra-curricular activities of our schools, there is no doubt but that they have a proper and important place in the program of our educational system.

An example of the growth of intramural athletics is shown by the statistics compiled by the University of Missouri.

<u>Year</u>	<u>Sports</u>	<u>Teams</u>	<u>Contests</u>	<u>Men</u>
1926-27	12	268	665	1727
1927-28	12	284	1003	1927
1928-29	11	289	897	2039
1929-30	12	280	814	1863
1930-31	14	352	789	2249
1931-32	15	351	747	2550
1932-33	15	321	745	2328
1933-34	16	321	908	2366
1934-35	16	321	759	2673
1935-36	14	376	1734	3316
1936-37	15	374	2285	4474
1937-38	14	428	2022	4117
1938-39	15		2318	4796

The figures for men represent the total number of participants for all activities. The total number of individual participants, however, shows about the same increase.

1935-36	1318
1936-37	1513
1937-38	1646
1938-39	1809