

September 29, 1941.

Mr. Dan Partner,
Sports Desk,
The Kansas City Star,
Kansas City, Mo.

Dear Dan:

I am sorry that I did not have a chance to visit longer with you and Ray when I was at William Jewell. It was mighty nice of you to come over, being the busy man that you are.

When I saw these three hundred boys and girls I naturally had to change my talk from wholly a national situation to a local one. And too, I did not set out as clearly in that speech the three definite reasons why big-time athletics are on the wane. I think you did a wonderful job of making a story out of what I said.

The first point that I wanted to make was that the future coaches of colleges and high schools will be derived from athletes who are now in college. Most of these fellows have had board, room, tuition, clothes and everything given to them because they were high-powered athletes. They had fraternity life without paying for it, or at least they ate at the backdoor of the fraternity house and got contact with the fraternity life by knowing the people who were paying their board bill.

Now, how in the world can that group of fellows who are getting something for nothing in an educational way induce or inspire a boy in the rigors of honest college life? The only thing that they have ever known has been the easy street method of getting along, and they will not know how to honestly sit down and tell the boy the higher values of a college education. So the only way they will know will be the way that they have gone, and that is to expect something for playing. And instead of staying on the job and teaching classes in gymnastics and educational subjects (physical education major courses) they coach their sport and the rest of the time they contact money-giving alumni and athletic prospects.

Naturally, this type of coach does not emphasize the necessity of making good grades and getting a real education. He naturally reflects the attitude of winning a ball game as "tops" in the way of success for this misinformed young athlete. Therefore, the reasoning of this young college athlete is all out of joint.

I like this simile. If you ask a five-year-old youngster whether he would have a nickel's worth of candy today or a deed to a house and lot tomorrow, he will take the candy. The young athlete who