

This raises the final and important issue in this matter, namely, what can be done to improve the situation. This question involves approaches to three different groups; the undergraduate body, the alumni and the general public.

Obviously, the first two groups are the least difficult because of their connection with and loyalty for one of the institutions engaged in the contest. It has been noted that in situations where a college for two or three seasons has a team that is not often found in the winning column, drinking at games is at a minimum. This is because the student body and those alumni who seriously support their own team, win or lose, make up the majority of the spectators. There is less that partake of the hippodrome under these conditions. The general public "seeking color" follows the winning teams.

As with most general college issues the undergraduate present the least serious problem, despite their proclivity for goal posts. Several stadium officials report that during and after games there is less evidence of intemperance in the undergraduate section of the stands than any where else. In those colleges where administrative officers and faculty have taken a strong stand in regard to liquor, conditions at football games, dances and other public occasions are the most creditable. A weak-kneed policy brings correspondingly unsatisfactory results. Students are uniformly cooperative when they know the regulations which they are asked to observe are fair and for their best interests. Obviously, they must have some guidance—must have brought before them a code for proper living. It is part of the educational process to help them realize what the manners and ideals of a gentleman are. Furthermore they can be made to understand their responsibility for the good name of their college and for the preserving and perpetuating of the most popular undergraduate sport, if some one will take the trouble to discuss these matters with them. Certainly, it is not adopting kindergarten methods to encourage students to develop poise and self-control. As a matter of fact such a policy should be initiated during the secondary school period. A campaign among high schools stressing sobriety at athletic contests would be citizenship education of the most useful kind.

The alumni situation may appear more difficult of solution than that of the undergraduates. However, we should remind ourselves