

KFKU SPORTSCAST, March 23, 1944

THE ADMINISTRATIVE PARADOX OF INTERCOLLEGIATE ATHLETICS

The original conception of athletics being an integral part of the educational scheme is at present a paradox. In both intercollegiate big-time football and in big-time basketball, the tail now wags the dog. For instance, the big-time aspect of intercollegiate basketball, as exemplified by the New York Invitation Tournament; and the National Collegiate Basketball Tournament, which rings down the curtain on a busy basketball season, should give us pause for thought. Basketball is going big-time tremendously fast.

Mr. C. E. McBride, sports editor of the Kansas City Star, in his sporting column of Tuesday, March 21, says of the National Collegiate Athletic Association basketball tournament: quote: "As we understand it the N.C.A.A. never has set a financial goal for its basketball championships. The organization did wish to see the play-offs and the championship game pay their way and when they reached that stage, with a fair profit they seemed quite happy over the achievement." Unquote.

I ask why should the N.C.A.A. take practically all of the basketball receipts when it takes but ten per cent of any of the other sports that it administers. Why should not the N.C.A.A. try to levy on the college football bowl gate receipts? Why should not the N.C.A.A. try to levy on Missouri's Orange Bowl game or on Nebraska's Rose Bowl game? The answer is obvious, because these colleges would tell the N.C.A.A. where to go. Yet they are members of the N.C.A.A. organization that also administers the national basketball tournaments.