

games, that that is what he is employed for. That by the winning of games his ability will be judged and his value to the college and the student body measured. Some coaches have been told pretty nearly that when they were employed.

#### *Proselyting.*

Another illustration of organizing for a "winning season" is proselyting for talent in the secondary schools. Instead of allowing the team to be made up of the eleven best men who happen to be in college, some institutions make a business of endeavoring to induce (and I am assuming only by proper methods) promising football talent to enter their particular college. Why? Simply to make as sure as possible of having a "winning season." It is this idea that in some way it reflects against a college if the football team fails to win a majority of its games and that it is some one's business to do everything possible to prevent such an occurrence. I am not referring to the individual graduate who is naturally boosting for his Alma Mater and advising all promising young boys that his college is the finest in all the land. I am speaking of organized proselyting by the athletic authorities or the coach.

#### *The Source of the Trouble.*

To summarize, it seems to me that the source of all our trouble lies in the fact that we have been losing our perspective and our sense of values. The "play to win" slogan is for the players in the match. It was not intended to apply to the graduates, the coaches, or the general public—the non-players. But the non-players are so keen to see their favorite team win that they want to help, and they are largely the ones who are responsible for this idea of organizing for the *business* of winning.

#### *Playing To Win Is not the Same Thing as Making a Business of Winning.*

Now there is all the difference in the world between *playing* to win and making winning a matter of *business*.

Playing the game to win leads in the

direction of all the finest traditions and rewards of amateur sport.

Making a business of winning games leads us toward the traditions and practices of professional sport.

This is not good for the game which owes the prestige which it has built up in the past fifty years to the fact that it is an amateur sport, played under amateur surroundings, and conducted in the amateur spirit, and it jeopardizes its future and usefulness in the future to just exactly the extent that it departs from these principles which have made it the great game that it is.

Perhaps some of you will ask me the question, "Assuming you are right, what do you suggest that we should do about it?" I have no concrete suggestions to make at this time, nor do I wish to have anything I have said construed as indicating that I feel that there is anything very much wrong with the game of football. I still believe it is the greatest game that we have or have ever seen. I do believe that there are certain tendencies creeping into the surroundings of the game, and the way in which we are tending to make too much of the business of winning, which if unchecked, will tend to very distinctly impair the usefulness and injure the prestige of the game. To the extent that you agree with me that some of these tendencies are leading us in the wrong direction you, as friends of the game, are in a position to make better suggestions than I could possibly make and are in an infinitely better position to carry them out.

The coaches of the game can do more for it than any other group of men. It lies in your hands to make it or break it. To the extent that this organization of yours can unanimously agree on what, if anything, is necessary to protect and further the interests of the game, it can be accomplished. If you agree that proselyting is bad business, you can stop it. You can stamp it as contrary to the interests of amateur college sport and it will be eliminated.

If you decide that scouting is not in the best interests of the sport, you can stop it by agreeing among yourselves to discontinue it.

If any of the paid coaching staffs are