

THE OUTLOOK FOR COLLEGE ATHLETICS
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The College administrator is very much like the manufacturer. (x) He is at the head of an organization representing millions of invested capital with a body of skilled workers whose mission is to take certain raw material and develop it into a product for which there is a demand. Like the manufacturer, he finds that the demand is not constant; that the goods which were popular yesterday are a drug on the market today. Few industrial organizations which stand still succeed. They either go forward to prosperity or backward into the hands of the receiver. And so with the colleges - they either go forward to increased usefulness or backward to ineffectiveness. Thus, as someone has pointed out, no man should send his son to his Alma Mater without carefully investigating what it is doing today. If it is just the same as when the father was there, it is no place for his son. The type of educated man for whom there is a demand in 1931 is vastly different from the one who found his place in 1900. And I do not refer to vocational demands any more than I do to cultural requirements. In the vocational fields, the changed demand is particularly impressive. The Colonial Colleges were founded to produce trained professional men, particularly, clergymen. Then came the industrial revolution and the colleges were called upon to expand with tremendous rapidity in order that the demand for scientific men might be filled. The growth of the great cities in America, rapidity of transportation, ease of communication and a thousand other factors have caused a demand for a different cultural education than was necessary fifty years ago.

Everywhere we see progressive colleges and universities changing front to meet the needs of a new day. Only a little while ago, Yale broke with her tradition relative to the classics. We hear of experimental colleges springing up, the development of honours courses, of systems, of psychological tests, all aimed at the adjustment of the student to the civilization in which he is to play a part.

Thus the college administrator and his colleagues, if they are to measure up to the situation, must study the evolution of education in all its various phases; observing critically the success of past efforts, applying themselves with intelligence to the present task, and anticipating with all the wisdom they can summon, the possibilities which the future holds.

And this method of coping with the situation applies to the Department of Athletics in a given institution as much as to any other department. Nowhere else is it more important to decipher the handwriting on the wall. In scrutinizing the past in this field, one does not have to look back as far as in some others. Intercollegiate athletics in American colleges and universities is a thing of comparatively recent growth. Here in New York, in 1873, the first conference on the subject of football was held, the participants being representatives of Yale, Princeton, Columbia and Rutgers. And at that time the first rules governing intercollegiate football games were worked out. That was 58 years ago and up to that time some of the colleges in the conference had been in existence 150 years. During that century and a half, sport had gained ground slowly. The college was essentially a place of intellectual activity. The necessary physical exercise was gained by chopping wood for one's stove, walking many miles to the college, or earning one's living by physical toil.

(x) Address delivered at the annual dinner of the Sportsmanship Brotherhood.