

THE AFTER-COLLEGE ECONOMIC EFFECT OF ATHLETIC PARTICIPATION
AND ACCOMPANYING PUBLICITY ON THE OUTSTANDING
FOOTBALL PLAYER

by

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TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
Method of Procedure	2
Review of Literature	5
PERSONAL INFORMATION ON FORMER COLLEGE FOOTBALL STARS	7
HIGH SCHOOL AND COLLEGE ATHLETIC PARTICIPATION	8
Extent of Participation	8
All-Conference Honors in Sports Other Than Football ..	14
All-American Football Honors	15
EFFECT OF HIGH SCHOOL ATHLETICS ON PARTICIPANT'S DECISION TO ATTEND COLLEGE AND HIS EFFORTS TO OBTAIN PART-TIME WORK WHILE IN COLLEGE	16
EFFECT OF PART-TIME EMPLOYMENT IN COLLEGE ON GRADE AVERAGES OF PARTICIPANTS IN ATHLETICS	17
Number Working Part-Time	17
Grade Averages	18
Effect of Part-Time Work on Grade Averages	19
Effect of Athletic Participation on Grade Averages ...	20
OCCUPATIONS AND INCOMES OF FORMER COLLEGE FOOTBALL STARS ..	21
Occupations	21
Professional Football	23
Income Figures by Years Out of College	26
EFFECT OF PUBLICITY FROM ATHLETIC PARTICIPATION ON OBTAIN- ING A JOB AND SALARY AFTER COLLEGE	30
Effect of Publicity on Obtaining First Job	30
Effect of Publicity on Starting Salary	33
Effect of Publicity on Obtaining Jobs Other Than First	34
Effect of Publicity on Obtaining Advancement	36
EFFECT OF COLLEGE ATHLETIC PARTICIPATION ON HEALTH AND FORMS OF EXERCISE PURSUED BY FORMER FOOTBALL PLAYERS	37
Effect on Health	37
Forms of Recreation	38

	<u>Page</u>
FORMER COLLEGE FOOTBALL STARS SPEAK ON COLLEGE ATHLETICS .	39
Arguments Against Athletics	40
General Comments, Suggestions for Athletics	41
Arguments for Athletics	43
DISCUSSION	49
SUMMARY AND CONCLUSIONS	59
ACKNOWLEDGMENTS	63
LITERATURE CITED	64
APPENDIX	65

INTRODUCTION

Virtually all major American colleges and universities offer programs of inter-collegiate athletics, attesting to the value of competitive sports in a well-rounded educational program. Football usually heads such programs in general interest. Football players spend from one to two hours a day in practice sessions in addition to time they devote to games and trips for contests away from home. As a reward, the outstanding football player becomes well known to a large number of people through publicity resulting from his athletic achievements.

Just how does athletic participation affect the football star in an economic way in his after-college life? Perhaps it helps him obtain a job. Perhaps it enables him to obtain a higher than average income. Does he believe the time and energy spent in athletics was worth while? In this study an attempt was made to determine whether the average college football star was an outstanding high school athlete; whether he participated in more sports in high school than in college; the effect of his high school success upon his decision to go to college and his efforts to obtain part-time work while in school.

Does the outstanding football player work to earn part or all of his college expense? What effect does time spent in part-time work and in athletic participation have upon his grade average? If lower grades result, how do they affect the participant when he seeks employment? What types of jobs and

incomes do these college football players obtain after college? How many play professional football? How does athletic participation affect their health? What do these men believe to be the chief benefits of college athletics? The purpose of this study was to answer these and other questions with emphasis upon publicity the participant received from his athletic competition and its value to him.

Method of Procedure

To obtain information for this study, questionnaires (see appendix) were sent to former outstanding football players of Iowa State College, Kansas State College, University of Kansas, University of Missouri, University of Nebraska, and University of Oklahoma. These schools comprise the Big Six Conference.

This group of former football stars numbered 254. They earned either first or second team all-conference recognition. The men who earned this recognition from 1920 to 1927, inclusive, were on all-Missouri Valley Conference teams as selected by C. E. McBride, sports editor of The Kansas City Star. The remainder of the men were on the all-Big Six Conference teams as selected by The Associated Press from 1928, the first year the Big Six Conference existed, to 1937, inclusive. For the periods they represented, the selections of The Kansas City Star and The Associated Press came the nearest to being regarded as official in sports circles.

Football players were chosen for this study because they receive as much or more publicity and public attention than players

in any other college sport. For a similar reason, the survey was restricted to players making the first or second all-star teams.

A letter (see appendix) accompanied the questionnaire sent to each man asking him, as a former all-conference football player, to cooperate in this study to determine the effect of athletic participation and its accompanying publicity upon the athlete after graduation. To obtain accurate, composite figures, several personal questions regarding employment and annual incomes, were asked. The letter guaranteed that such information and all other information which would permit identification of the individual would be kept confidential. A stamped, addressed envelope was enclosed for use in returning the questionnaire.

Of the 254 men in the selected group of players, the University of Nebraska, winner of nine football championships since Big Six Conference competition started in 1928, furnished 68 (Table 1). Kansas State College had 43, University of Kansas and University of Missouri each had 41, University of Oklahoma had 39 and Iowa State College had 22. Five of the 254 men are deceased. No addresses could be found for 30 others. Of the remaining 219 men,

Table 1. Questionnaire statistics showing number of men on teams and number of questionnaires returned.

School	: Men on teams	: Men dead	: No address	: Men possible to hear from	: Q's returned	: Per cent returned
Iowa State	: 22	: 1	: 1	: 20	: 18	: 90.0
Kansas State	: 43	: 1	: 8	: 34	: 22	: 64.7
Kansas U.	: 41	: 1	: 1	: 39	: 26	: 66.7
Missouri	: 41	: 1	: 6	: 34	: 20	: 58.8
Nebraska	: 68	: 0	: 3	: 65	: 47	: 72.3
Oklahoma	: 39	: 1	: 11	: 27	: 13	: 48.1

146 returned questionnaires.

Questionnaires were returned by 22 men who were graduates or left college after 1937. These men made the first or second all-Big Six Conference teams in 1937 or before. Numbers of men graduating or leaving college in 1937 or before, and after 1937 are shown in Table 2.

Table 2. Questionnaire statistics showing number of recent graduates.

School	: Men finishing : college, 1937 : or before	: Men finishing : college since : 1937	: : :	Total Q's received
Iowa State	: 14	: 4	: :	18
Kansas State	: 21	: 1	: :	22
Kansas	: 23	: 3	: :	26
Missouri	: 17	: 3	: :	20
Nebraska	: 40	: 7	: :	47
Oklahoma	: 9	: 4	: :	13
Totals	: 124	: 22	: :	146

The questionnaires received from the 22 men leaving college since 1937 were used only in the parts of this study in which it was believed the answers would not have been affected by the person being out of school only a few years. They were not used in parts of the study dealing with marriage and the number of children; publicity, except questions dealing with the effect of publicity on obtaining the first job following graduation and the accompanying salary; and the effect of college athletic participation upon health. They were used in the section dealing with income figures for as many years as the man had been employed since leaving college.

Review of Literature

While no previous studies have been made to determine the effect of publicity from athletic participation upon the college athlete, certain phases of this study have been touched upon by other writers. Johnston (2) studied the relation of participation in inter-scholastic athletics to health, scholarship, leadership, citizenship and conduct. He found a high degree of relationship in inter-scholastic athletics to general health, leadership and conduct; but no relationship of participation in inter-scholastic athletics to scholarship and citizenship. Scholastic achievement of athletes and non-athletes was compared by Hutchison (1). He concluded that non-athletes had a slightly higher scholastic achievement than athletes, but that athletics seemed to be a holding power for many students in the athlete group as evidenced by comparative withdrawals from school.

Nolan (7) found that scholastic work, as evidenced by marks, of students participating in extra-curricular work was of better quality than that of students of equal abilities and qualifications who were not active in out-of-class work. He found that athletes make better scholastic marks than either of his other groups of college women or college men.

Dublin of the Metropolitan Life Insurance Company presented statistics to the American Student Health Association to show that college athletes, on the whole, have a slightly better prospect of long life than the average American man (4). Several

years ago, Connolly of the San Francisco Chronicle pointed out that Glenn Cunningham's heart was normal, contradicting the theory that sports are bad for normal hearts (6). Recent investigations, according to Brande, have indicated that there is no such entity as an athletic heart (6). That the athlete must continue to exercise after graduation to keep up his health was emphasized by Pleasants (8).

Writing on football players in their after-college days, Davis named numerous prominent persons who had been connected with college football as players, coaches or managers(5). The list included Woodrow Wilson, Herbert Hoover, many former cabinet members, governors and congressmen. In an article, "What Becomes of All-American Stars," Thomas (9) presented information which has a more direct bearing on this study. Some of his findings:

By and large, my investigation has shown that the eleven members of Colliers' all-American football team achieve about as much in the world--no more and no less--as any eleven other college students.

The average all-American, 10 to 15 years out of college, is comfortably situated today, making about \$4,000 a year, married with a home in the suburbs and a son or daughter or both. He plays golf, likes to go to football games or listen to a description of them on the radio. He is a little heavier than he used to be, and he wouldn't be able to play five minutes of a football game now without giving out. He has a slightly enlarged heart, an athletic heart, but nothing to worry about. He will live to be 67 or 68 years old and he will never again be famous or even locally of great prominence. He smokes cigarettes and takes a drink occasionally, but he is by no means dissipated.

He is not lazy, but he is not ambitious for anything beyond security and happiness. He is content to live his life as a normal American.

At the school for which he played, his fame endures,

but that doesn't help him make a living. Its most practical value is a couple of good seats at the annual big game.

Most all-Americans have praise and thanks for football. Their game and prowess enables them, I found, to make a stake playing professional ball, gets them a job coaching or gives them an entering wedge into business.

No, it isn't the heart trouble the all-American has to get over before he adjusts himself to the world. It is the fame, the publicity, the adulation.

Water and football heroes seek, and eventually find, their own levels.

Literary Digest (3) quoted McGeehan on the subject of publicity and the athlete. Said McGeehan:

I will always insist that there have been greater backs and greater all-around players than Red Grange of Illinois, but that is of no particular importance. The fame of Red Grange, through the press-agent genius of C. C. Pyle, reached all corners of the earth.

PERSONAL INFORMATION ON FORMER COLLEGE FOOTBALL STARS

A high percentage of the former football players included in this study are college graduates. One hundred thirty-three, or 91 per cent, were graduated from college. Thirteen failed to graduate, but one of this group now is taking school work. Iowa State had one out of 18 fail to graduate; Kansas State one out of 22; Kansas University two out of 26; Missouri three out of 20; Nebraska three out of 47; and Oklahoma three out of 13.

One-half of the men majored in one of three courses: physical education, business administration and economics or agricultural economics. Thirty-five majored in physical education, 20 in business administration and 18 in economics or agricultural economics.

Fourteen majored in engineering; 10 in law; eight in agriculture; seven in history; five in education; four in geology; four in biological sciences; two each in veterinary medicine, liberal arts, journalism, mathematics, and science; and one each in milling industry, pre-law, advertising, dentistry, sociology, zoology and medicine, economics and law, dairy industry, chemistry and mathematics, and political science. One man listed no major course.

One hundred eighteen, or 95 per cent, of the 124 men who were graduated in 1937 or before are married. Most of them have one or two children as shown in Table 3. One hundred seventy-two children have been born to these 118 families. Eighty-six are sons and the same number are daughters.

Table 3. Number of children born to the athletes.

Number of children	: Number	: Per cent
No children	: 24	: 20.3
One child	: 42	: 35.6
Two children	: 31	: 26.3
Three children	: 16	: 13.6
Four children	: 5	: 4.2
	: 118	: 100.0

HIGH SCHOOL AND COLLEGE ATHLETIC PARTICIPATION

Extent of Participation

Football players included in this study were asked to indicate their high school athletic participation by sports, list the

number of letter awards earned in each and indicate whether they served as captain of any of their teams.

The results show that the average outstanding college football player was outstanding in high school football (Table 4). Of the 146 men returning questionnaires, 139 competed and earned letters in high school football. Fifty-eight, or two out of each five, of these men were football team captains. One hundred twenty-nine earned two or more football letters in high school, 99 earned three or more and 46 earned four letters.

Of the seven men who did not compete in high school football, only two had no high school sports competition. Two of the remaining five competed and earned letters in basketball, the only sport offered in their high schools. Two others competed in three major sports¹ and one competed in two major sports. All five of these men attended small high schools.

Table 4 on high school participation and letters shows that a large number of these men competed and earned letters in basketball and track. Fifty-one participated in baseball, a sport not included in high school athletic programs as generally as football, basketball and track. One hundred sixteen competed in basketball, 109 earning letters in that sport. Ninety-eight competed in track, 86 earning letters.

1. Major sports: basketball, track, baseball, football.

Table 4. High school sports participation and letters.

Sport	:Partici- :pation	Number of letters				Team : Capt.
		: 1 L.	: 2 L's.	: 3 L's.	: 4 L's.	
Football	: 139	: 10	: 30	: 53	: 46	: 58
Basketball	: 116	: 12	: 29	: 35	: 33	: 44
Track	: 98	: 12	: 26	: 29	: 19	: 20
Baseball	: 51	: 11	: 13	: 12	: 9	: 7
Swimming	: 6	: 2	: 1	: 2	: 0	: 1
Wrestling	: 13	: 2	: 2	: 1	: 2	: 2
Tennis	: 8	: 2	: 3	: 1	: 0	: 2
Golf	: 4	: 0	: 2	: 0	: 0	: 1
Softball	: 1	: 0	: 0	: 0	: 0	: 0
Boxing	: 1	: 0	: 0	: 0	: 0	: 0

That the average college athlete competes in fewer sports than he did in high school is shown in Table 5. Competition is stiffer for places on the team in college. College sports generally require more time of the participant than do high school sports. Bix Six Conference schools, for instance, have spring practice sessions in addition to the regular season play in football and basketball. They also conduct indoor track in the winter months in addition to outdoor track and field competition in the spring. These are among factors in the trend toward sport specialization in college.

All 146 men competed in college football, while 139 of them participated in football in high school. While 116 competed in high school basketball, only 77 competed in college basketball. Ninety-eight competed in high school track while the figure for college track was 58. Except for wrestling, boxing and golf,

Table 5. Numbers of participants in sports in high school and college compared.

Sport	: High school :	College
Football	: 139 :	146
Basketball	: 116 :	77
Track	: 98 :	58
Baseball	: 51 :	43
Swimming	: 6 :	4
Wrestling	: 13 :	17
Tennis	: 8 :	2
Golf	: 4 :	4
Softball	: 1 :	0
Boxing	: 1 :	6

sports not as frequently offered in high school as in college, more men participated in the sports, other than football, in high school than in college. One person participated in high school softball, a sport not included in inter-collegiate sports programs.

That athletes compete in more sports in high school than in college also is indicated in Table 6. This table shows the number of men competing in football only, football and various combinations of major and minor sports. To meet the purposes of this study, basketball, track and baseball were included, along with football, as major sports. Minor sports included swimming, wrestling, tennis, golf, softball and boxing. Although the distinction between major and minor sports was largely arbitrary, major sports generally require more time of the participant than minor sports.

Only ten men competed exclusively in football in high school.

Thirty competed in football only in college. Twenty-four limited themselves to football and one other major sport in high school while the corresponding figure for college was 44. Forty-eight participated in football and two other major sports in high school while only 29 did so in college. While 25 competed in football and three other major sports in high school, the corresponding figure for college was seven. The same trend is noted in figures for participation in football and minor sports and combinations of major and minor sports.

Table 6 gives participation figures for the entire periods of high school and college attendance. A person participating in

Table 6. Participation figures for football and combinations of football and major and minor sports for high school and college.*

Sports combinations	:Number of participants	
	:High school	: College
Football only	: 10	: 30
Football, 1 major sport	: 24	: 44
Football, 2 major sports	: 48	: 29
Football, 3 major sports	: 25	: 7
Football, 1 minor sport	: 3	: 8
Football, 2 minor sports	: 0	: 0
Football, 3 minor sports	: 0	: 0
Football, 1 major, 1 minor	: 6	: 14
Football, 1 major, 2 minors	: 0	: 0
Football, 1 major, 3 minors	: 0	: 0
Football, 2 majors, 1 minor	: 14	: 6
Football, 2 majors, 2 minors	: 1	: 1
Football, 2 majors, 3 minors	: 0	: 0
Football, 3 majors, 1 minor	: 8	: 6
Football, 3 majors, 2 minors	: 0	: 0
Football, 3 majors, 3 minors	: 0	: 1
3 major sports (no football)	: 2	: 0
1 major sport (no football)	: 2	: 0
2 major sports (no football)	: 1	: 0
No sports participation	: 2	: 0
	: 146	: 146

*Major sports: football, basketball, track, baseball. Minor sports: swimming, wrestling, tennis, golf, softball, boxing.

football and three other major sports, may have competed in football and basketball as a freshman, football and baseball as a sophomore and football and track as a junior. This was not generally found to be the case, however.

The tendency toward sports specialization in college also is demonstrated in Table 7 which lists numbers of men participating in football only and in football and various combinations of major and minor sports.

Table 7. Participation figures for football and combinations of football and major and minor sports, listed by year in college.

Sports combinations	Number of participants					
	For entire four years	Freshman	Sophomore	Junior	Senior	
Football only	30	41	60	63	67	
Football, 1 major sport	44	45	41	44	47	
Football, 2 major sports	29	25	17	17	16	
Football, 3 major sports	7	4	3	2	1	
Football, 1 minor sport	8	6	7	10	12	
Football, 2 minor sports	0	0	0	0	0	
Football, 3 minor sports	0	0	0	0	0	
Football, 1 major, 1 minor	14	10	9	7	2	
Football, 1 major, 2 minors	0	1	0	0	0	
Football, 1 major, 3 minors	0	0	0	0	0	
Football, 2 majors, 1 minor	6	5	3	2	0	
Football, 2 majors, 2 minors	1	0	2	0	0	
Football, 2 majors, 3 minors	0	0	0	0	0	
Football, 3 majors, 1 minor	6	2	1	0	1	
Football, 3 majors, 2 minors	0	0	0	0	0	
Football, 3 majors, 3 minors	1	1	0	0	0	
No sports participation	0	5	1	1	4	

The number of men competing in football only increased steadily from the freshman through the senior year in college. The number competing in football and one other major sport re-

mained nearly constant. A slight increase is noted from year to year in the number of participants in football and one minor sport. In other combinations, representing competition in football and two or more other sports, the number of participants declined from the freshman to the senior year.

Table 8 shows the outstanding college football player generally to have been outstanding in his freshman and sophomore years as well as in his junior and senior years. Of the 146 included in the survey, 126 earned freshman football numerals, 130 received letters in football as sophomores, 143 as juniors and 140 as seniors.

Table 8. Number of freshman numerals and varsity letters earned in each sport by year in college.

Sport	Year in college				Team captain
	Freshman	Sophomore	Junior	Senior	
Football	126	130	143	140	47
Basketball	42	25	25	22	6
Track	29	25	24	20	3
Baseball	19	14	22	24	1
Swimming	1	2	1	1	0
Wrestling	11	5	5	4	1
Tennis	1	1	1	0	1
Golf	2	2	2	3	1
Boxing	2	3	2	2	1

All-Conference Honors in Sports Other Than Football

That college football players generally are not outstanding in other sports is shown in Table 9. All 146 of them, of course, received first or second all-conference recognition in football.

But these men, with a few exceptions, did not receive all-conference recognition in other sports.

Table 9. All-conference honors in sports other than football.

Sport	First team	Second team	Honorable mention
Basketball	7	4	5
Track	9	1	1
Baseball	6	0	0
Swimming	1	0	0
Wrestling	2	1	0
Tennis	0	0	0
Golf	1	0	0

All-American Football Honors

Players in the Big Six Conference schools received considerable all-American football recognition. Of the 146 men in this survey, 116 received all-American honors of some kind on at least one of the various selections published by press associations, newspapers and magazines at the close of each football season.

Twenty-five were on all-American football first teams; 19 earned second team rating; 15 were on third teams; 57 others were given honorable mention. No man was counted more than once in these figures. If he received first team recognition one year, second team the next, the first team rating was the one counted in the above results.

A few men listed all-American recognition in sports other than football. Four received first team all-American rating in basketball, one third team rating and two others honorable men-

tion. Three received first team all-American recognition in track, one honorable mention. One person listed first team rating in wrestling.

EFFECT OF HIGH SCHOOL ATHLETICS ON PARTICIPANT'S DECISION TO
ATTEND COLLEGE AND HIS EFFORTS TO OBTAIN PART-TIME
WORK WHILE IN COLLEGE

Does success in high school athletics affect the participant's decision to attend college? Each man answering questionnaires was asked to indicate whether he believed his high school athletic success was (1) primarily responsible for his decision to attend college; (2) partially responsible; (3) had no effect.

Eighty-three men, or 57 per cent, said their high school success in sports was at least partially responsible for their decisions to attend college (Table 10). Sixty-one, or 42 per cent, said their success in high school athletics had no effect upon their decisions to attend college.

Table 10. Effect of high school success in athletics upon decision of participant to attend college.

Effect	:	Number	:	Per cent
Success primarily responsible	:	20	:	14
Success partially responsible	:	63	:	43
Success had no effect	:	61	:	42
No sports participation	:	2	:	1
	:		:	
	:	146	:	100
	:		:	

In the same manner, it was attempted to learn whether success in high school athletics helped the participant to obtain part-

time work while attending college. Seventy-one, or 49 per cent, said high school athletic success was at least partially responsible for their obtaining such part-time employment (Table 11). Sixty-two, or 42 per cent, said athletic success had no effect. Eleven other did not hold part-time jobs while in school.

Thirty-nine, or 27 per cent, reported their success in high school athletics was primarily responsible for their obtaining part-time work in college. Thirty-two, or 22 per cent, said such success was partially responsible.

Table 11. Effect of high school athletic success upon participant's obtaining part-time work while attending college.

Effect	Number	Per cent
Success directly responsible	39	27
Success partially responsible	32	22
Success had no effect	62	42
Had no part-time job in college	11	8
No sports participation	2	1
	146	100

EFFECT OF PART-TIME EMPLOYMENT IN COLLEGE ON GRADE
AVERAGES OF PARTICIPANTS IN ATHLETICS

Number Working Part-Time

In this study an attempt was made to ascertain whether the outstanding football player earned his way through college. For this question, the questionnaire provided four possible answers: (1) earned entire college expense; (2) earned part of college expense; (3) earned only "pin money"; (4) I did not work to pay any

of college expense.

One hundred thirty, or 89 per cent, earned at least part of their college expense, and only 11, or 8 per cent, did not work to pay any of their college expense (Table 12). Fifty-seven, or 39 per cent, earned their entire way through college by working part-time while attending school. Seventy-three, or 50 per cent, earned part of their college expense.

Table 12. Part-time employment while in college.

Extent of employment	Number	Per cent
Earned entire college expense	57	39
Earned part of college expense	73	50
Earned "pin money" only	5	3
Earned none of college expense	11	8
	146	100

Grade Averages

The average football player in this study had between a "B" and a "C" scholastic average for his four years of college (Table 13). One hundred thirty-eight, or 94 per cent, listed either "C" or "B" averages. Seventy-six, or 52 per cent, had "C" averages, 62, or 42 per cent, had "B" averages. Seven men were "A" students.

Table 13. Grade averages.*

Grades	: Number	: Per cent
"A" average	: 7	: 5
"B" average	: 62	: 42
"C" average	: 76	: 52
"D" average	: 1	: 1
	: 146	: 100

*Based on replies from the men and not on official college records.

Effect of Part-Time Work on Grade Averages

Each man who worked part-time while attending college was asked whether the time spent in his part-time employment: (1) lowered his scholastic average; (2) raised it; (3) had no effect.

Sixty-four, 44 per cent, reported such part-time work lowered their grade averages (Table 14). Seventeen, or 12 per cent, reported that such work led to higher grades. One of these men commented that part-time work kept his mind on business and he had no time to develop loafing habits. Fifty-two, or 35 per cent, reported that their part-time work had no effect upon their scholastic records.

Table 14. Effect of part-time work on grade averages.

Effect	: Number	: Per cent
Lowered grade average	: 64	: 44
Raised grade average	: 17	: 12
No effect upon grade average	: 52	: 35
Earned none of college expense	: 11	: 8
No answer	: 2	: 1
	: 146	: 100

Effect of Athletic Participation on Grade Averages

By the same method, it was attempted to learn how athletic participation affected grade averages. Fifty-three, or 36 per cent, reported lower grade averages resulted; 32, or 22 per cent, reported higher grade averages resulted; and 61, or 42 per cent, said athletic participation had no effect upon scholastic records (Table 15).

Table 15. Effect of participation in athletics on grade averages.

Effect	: Number	: Per cent
Lowered average	: 53	: 36
Raised average	: 32	: 22
No effect	: 61	: 42
	: 146	: 100

Of the 53 men who said participation in athletics resulted in lower grades, 47, or 88.7 per cent, said their lower scholastic averages had no effect upon their efforts to obtain their first job after college (Table 16).

Table 16. Effect of grade averages, lowered because of athletic participation, on obtaining first job after college.

Effect	: Number	: Per cent
No effect	: 47	: 88.7
Slight disadvantage	: 3	: 5.7
Big disadvantage	: 0	: 0.0
Prevented obtaining job preferred to one secured	: 1	: 1.8
No answer	: 2	: 3.8
	: 53	: 100.0

OCCUPATIONS AND INCOMES OF FORMER COLLEGE FOOTBALL STARS

Occupations

The list of occupations engaged in by this group of former college football stars is long and varied (Table 17). The first year out of college found comparatively large numbers of men in coaching and professional football. Forty-eight were coaching, 14 of them pointing out they taught school at the same time. It is probable others taught classes in connection with high school and college coaching jobs and did not mention the fact in answering the questionnaires. Twenty-five went into professional football their first year out of college, two of them combining it with coaching, two with sales work, two with law and one with professional wrestling.

Fifteen men were engaged in sales work of various types their first years out of college. As pointed out above, two of these men played professional football in the fall. Eleven men held clerical jobs, and 10 were in engineering work.

A list of occupations as of 1940 was compiled for the 124 men graduating in 1937 or before. Thirty men were coaching. Ten of them mentioned that they were teaching school at the same time, two were farming part-time and another held a part-time sales job. The number in professional football by 1940 had dwindled to three. One of these men was practicing law out of football season. Twenty-three men were business executives. Eighteen were in sales

Table 17. Occupations of former football stars.

Occupation	:First year :out of school:	: :	1940*
Coaching	: 32	: :	17
Pro football	: 18	: :	2
Teaching and coaching	: 14	: :	10
Sales	: 13	: :	17
Clerical work	: 11	: :	1
Engineering	: 10	: :	7
Law	: 5	: :	6
Business executive	: 4	: :	23
Pro baseball	: 3	: :	0
Pro football and coaching	: 2	: :	0
Pro football and sales	: 2	: :	0
Pro football and law	: 2	: :	1
Veterinary medicine	: 2	: :	3
Agriculture specialist	: 2	: :	6
Advertising	: 2	: :	0
Banking	: 2	: :	2
Laborer	: 2	: :	0
Real estate and insurance	: 2	: :	0
State highway department	: 2	: :	0
Physical Ed. and recreation	: 2	: :	3
Cattleman	: 2	: :	0
Teaching	: 1	: :	0
Pro football and wrestling	: 1	: :	0
Statistician	: 1	: :	1
Milling chemist	: 1	: :	1
Newspaper reporter	: 1	: :	1
Inspector for oil company	: 1	: :	1
Insurance adjusting	: 1	: :	1
Telephone lineman	: 1	: :	0
Dairying	: 1	: :	0
Dentist	: 1	: :	1
U. S. air corps	: 1	: :	0
Coaching and farming	: 0	: :	2
Coaching and sales (insurance)	: 0	: :	1
Director of athletics	: 0	: :	2
Pro baseball and laborer	: 0	: :	1
Burro-Ball	: 0	: :	1
Agent for loan company	: 0	: :	1
Real estate	: 0	: :	1
Taking school work	: 1	: :	1
Farming	: 0	: :	2
Broker	: 0	: :	1
Dean of men at college	: 0	: :	1

*1940 figures include only men graduating in 1937 or before.

Table 17. Occupations of former football stars.

(Continued)

Occupation	:First year :out of school:	: 1940
Personnel director	0	1
Geologist	0	1
Construction supervisor	0	1
Interior decorating	0	1
Plant foreman	0	1
Unemployed	0	1
	146	124

work, including the one man who coached on a part-time basis.

Fifty-four of the 146 men engaged in coaching at some time since their college days ended. Thirty-six had been in sales work since college, 38 in professional football.

Professional Football

Thirty-eight, or 26 per cent, of the 146 men played professional football. Nine competed in professional football before they finished college and later returned to graduate. Six men left college to play professional football and did not return to graduate. In only two cases did a college football player play professional football instead of serving his full three years of college competition. One of these men returned to graduate, one did not. One case occurred in 1925, one in 1926. Four men held non-athletic jobs following graduation before playing professional football.

Nebraska furnished 22, or 58.9 per cent, of the men who played professional football (Table 18).

Table 18. Number of men who played professional football listed by schools.*

School	: Number	: Per cent
Iowa State	: 1	: 2.6
Kansas State	: 6	: 15.8
Kansas U.	: 3	: 7.9
Missouri	: 3	: 7.9
Nebraska	: 22	: 58.9
Oklahoma	: 3	: 7.9
	: 38	: 100.0

*Based on those who replied. It is not known what effect data on those who did not reply would have on these figures.

Participation Records. Of the 38 men competing in professional football, 19 (50 per cent) played as many as three years (Table 19). Ten competed only one year and nine played only two seasons. Twelve competed as many as four years. This figure gradually diminishes as the number of playing years goes up. Two men still were in the game as many as 10 years, and one of these competed 13 seasons.

Salaries. First year professional football salaries for 27 of the 38 men ranged between \$1000 and \$2999. One man drew pay between \$3000 and \$3999. Six started at \$4000 or more. Three of these received between \$4000 and \$4999, two between \$5000 and \$5999 and one between \$6000 and \$6999. Four men did not list professional football income figures.

Second, third and fourth year income figures correspond

closely to those of the first year although no incomes of \$5000 or more are reported after the second year. No salary of \$4000 or more was reported by anyone competing more than four years. The man who played professional football for thirteen years did not separate his football income from other income received during the year and was listed in the "no answer" column.

Table 19. Salary, participation records of men who played professional football.

Yr. in football	pro: :\$1000	Below: :1999	1000-: :2999	2000-: :3999	3000-: :4999	4000-: :5999	5000-: :6999	6000-: :No	answer:	Totals
1	0	16	11	1	3	2	1	4		38
2	0	13	7	1	2	2	0	3		28
3	1*	8	6	1	1	0	0	2		19
4	0	4	5	1	1	0	0	1		12
5	0	4	4	2	0	0	0	1		11
6	0	3	4	1	0	0	0	1		9
7	0	2	3	2	0	0	0	1		8
8	1*	1	1	1	0	0	0	1		5
9	0	2	0	1	0	0	0	1		4
10	0	1	0	0	0	0	0	1		2
11	0	1	0	0	0	0	0	1		2
12	0	0	0	0	0	0	0	1		1
13	0	0	0	0	0	0	0	1		1

*Part season.

Eleven men played semi-professional football.¹ Three of these were from Iowa State, two each from Kansas State, Kansas University, Missouri and Nebraska.

1. By professional football is meant that the participant devoted full time to football during football season. In semi-pro ball, the participant worked at another job and played part-time.

Ten of these eleven received pay below \$1,000. The other received between \$1,000 and \$1,999. Six men played two years and two men played three years of semi-professional football. Pay for these men was below \$1,000 per season.

Income Figures by Years Out of College

Slightly more than one-half of the men received between \$1000 and \$1999 in pay their first year out of college (Table 20). Nearly 22 per cent received between \$2000 and \$2999, with nearly 9 per cent drawing between \$3000 and \$3999.

For the second and third years out of college, the percentage figures in the \$1000 to \$1999 group show decreases while figures for the higher income groups show increases. Percentages in both the \$1000 to \$1999 and \$2000 to \$2999 groups decreased from the third to fifth years and from the fifth to tenth years out of school with resulting increases in figures for the higher income groups. From the tenth to the fifteenth years out of college, percentage figures for the \$1000 to \$1999, \$2000 to \$2999 and \$3000 to \$3999 groups show decreases as increases appear in figures for the higher income groups.

For instance, three-fourths of the men who had been out of college for five years had incomes between \$1000 and \$3999. This number was nearly evenly divided between the three income groups within this range, the remainder of the men drawing higher salaries. Thirty-four per cent had incomes between \$1000 and \$3999 their fifteenth year out of college, the remainder drawing higher

salaries.

Of the six men with salaries of \$4000 or more their first year out of college, five were playing professional football. Of the ten with pay of \$4000 or more their second year out of college, seven were playing professional football. Of the 16 men drawing pay of \$4000 or more per year 10 years out of college, only five were playing or had played professional football.

Income figures for all men, excluding those who played professional football, are shown in Table 21. Trends in this table are similar to those in Table 20. Incomes in Table 20 ranged slightly higher for the first, second and third years out of school than in Table 21. Percentage figures for the fifth and tenth years out of school are approximately the same in both tables.

Percentage figures for fifteen years out of school also were somewhat similar. A trend to higher salaries is noted in Table 21 for the fifteenth year, however. Both tables show approximately 47 per cent of the men making salaries of below \$5000 for this year. Remaining salaries run higher in Table 21 than in Table 20.

Table 20. Income figures by years out of school. (Including those who played professional football.)

Annual income	Year out of college												Income	
	1		2		3		5		10		15		in 1940	
Totals	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%
	146:	100	139:	100	135:	100	115:	100	74:	100	32:	100	146:	100
Below \$1000	7	4.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1*	0.7
\$1000 to \$1999	76	52.1	61	43.9	46	34.1	28	24.3	6	8.1	1	3.1	28	19.2
\$2000 to \$2999	32	21.9	41	29.5	43	31.9	33	28.7	16	21.6	4	12.5	36	24.6
\$3000 to \$3999	13	8.9	17	12.2	24	17.8	27	23.5	21	28.4	6	18.8	27	18.5
\$4000 to \$4999	4	2.7	5	3.6	7	5.2	10	8.7	8	10.8	4	12.5	17	11.6
\$5000 to \$5999	1	0.7	4	2.9	4	2.9	5	4.3	3	4.0	6	18.8	7	4.8
\$6000 to \$6999	1	0.7	1	0.7	1	0.7	0	0.0	1	1.4	2	6.2	4	2.7
\$7000 to \$7999	0	0.0	0	0.0	1	0.7	1	0.9	2	2.7	0	0.0	2	1.4
\$8000 to \$8999	0	0.0	0	0.0	0	0.0	0	0.0	4	5.4	0	0.0	3	2.1
\$9000 to \$9999	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
\$10,000 or more	0	0.0	0	0.0	0	0.0	1	0.9	0	0.0	4	12.5	4	2.7
No answer	10	6.8	9	6.5	9	6.7	10	8.7	12	16.2	5	15.6	15	10.3
Unemployed	0	0.0	0	0.0	0	0.0	0	0.0	1	1.4	0	0.0	1	0.7
In school	2	1.4	1	0.7	0	0.0	0	0.0	0	0.0	0	0.0	1	0.7

*First year in U.S. Air Corps.

Table 21. Income figures by years out of school. (Excluding men who played professional football.)

Annual income	Years out of college												Income	
	1		2		3		5		10		15		in 1940	
Totals	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%	No.:	%
	:108	: 100	:103	: 100	:101	: 100	: 86	: 100	:54	: 100	:23	: 100	:108	: 100
Below \$1000	: 6	5.6	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 1*	0.9
\$1000 to \$1999	: 61	56.5	:52	50.5	:34	33.7	: 20	23.3	: 4	7.4	: 0	0.0	:18	16.7
\$2000 to \$2999	: 24	22.2	:29	28.1	:37	36.6	: 27	31.4	:12	22.2	: 3	13.0	:29	26.8
\$3000 to \$3999	: 6	5.6	:11	10.7	:16	15.8	: 18	20.9	:14	25.9	: 5	21.8	:21	19.4
\$4000 to \$4999	: 1	0.9	: 2	1.9	: 5	5.0	: 6	7.0	: 6	11.1	: 3	13.0	:12	11.1
\$5000 to \$5999	: 0	0.0	: 1	1.0	: 0	0.0	: 3	3.4	: 2	3.7	: 2	8.7	: 4	3.7
\$6000 to \$6999	: 0	0.0	: 0	0.0	: 1	1.0	: 0	0.0	: 0	0.0	: 2	8.7	: 3	2.8
\$7000 to \$7999	: 0	0.0	: 0	0.0	: 1	1.0	: 1	1.2	: 2	3.7	: 0	0.0	: 2	1.9
\$8000 to \$8999	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 3	5.6	: 0	0.0	: 2	1.9
\$9000 to \$9999	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0
\$10,000 or more	: 0	0.0	: 0	0.0	: 0	0.0	: 1	1.2	: 0	0.0	: 4	17.4	: 4	3.7
No answer	: 8	7.4	: 7	6.8	: 7	6.9	: 10	11.6	:11	20.4	: 4	17.4	:11	10.2
Unemployed	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0
In school	: 2	1.8	: 1	1.0	: 0	0.0	: 0	0.0	: 0	0.0	: 0	0.0	: 1	0.9

*First year in U.S. Air Corps.

EFFECT OF PUBLICITY FROM ATHLETIC PARTICIPATION ON
OBTAINING A JOB AND SALARY AFTER COLLEGE

Effect of Publicity on Obtaining First Job

Outstanding college football players are in the public spotlight during the fall months. Their names are conversational topics whenever sports followers meet. They are heroes to followers of their respective teams and are respected by backers of opposing teams and lovers of good football.

Thousands of sports fans see these men in action on Saturday afternoons. Many more hear about them on the radio, see their pictures and read stories about them in the newspapers and magazines, see them in newsreels at motion picture theaters. Not only do sports followers learn of a player's athletic ability, but they know something about him personally-- whether he is a good student, what he studies in college, what he hopes to do when he graduates, his favorite food, form of recreation and a hundred and one other small bits of human interest information the fans like to read.

Newspapers, magazines, newsreels, and radio stations provide such sports coverage because their readers or listeners interested in sports demand it. Complete and interesting sports coverage is of mutual benefit to them and to the schools having athletic teams. The school is interested in prestige and good crowds and gate receipts at its athletic contests.

Larger colleges and universities throughout the country, including all member schools of the Big Six Conference, employ sports publicity men to aid those who cover the sports front. It is the publicity man's job to know what type of information, feature stories and pictures the press wants. He must have such material ready to go when it is wanted. He handles numerous requests for information and pictures, sends out frequent news releases concerning his school's teams, players, coaches and athletic activities. Before a football game away from home, the publicity man frequently spends several days to a week in the town in which the game will be played, a nearby city or both. He contacts those who cover sports happenings, furnishes them with material desired. He serves as a public relations man between his school and those who keep the public informed on sports.

As a result, an outstanding football player is not overlooked. By the time he turns in his grid togs after college football competition, he has made a name for himself in sports circles. This study attempted to determine the effect of this publicity, the public attention, upon the player when he leaves college in search of a job.

One hundred fourteen (78 per cent) of the 146 men said publicity from athletics participation helped them, in some degree, to obtain their job after college (Table 22). Forty-eight (32.9 per cent) said publicity was "primarily responsible" for the obtaining of their first jobs. Forty-two (28.8 per cent) said it "helped materially", and 24 (16.4 per cent) said it "helped but was not necessary." Twenty-nine (19.8 per cent) reported that

publicity had no effect. One said publicity proved a disadvantage, but failed to explain his answer.

Publicity benefited those who went into jobs in athletics more than those who were hired in non-athletic work, but the benefits were not confined to the former group. Sixty-five (83 per cent) who went into jobs in athletics said publicity was either primarily responsible or helped materially in obtaining their jobs. The corresponding figure for those who went into non-athletic jobs was 25 (37 per cent). Of the 29 men who said publicity had no effect, 26 of them went into non-athletic jobs.

Table 22. Effect of publicity on securing first job after college.

Effect on obtaining first job	Group totals		By occupations			
			In athletics*		In non-athletic jobs	
	No.	Per cent	No.	Per cent	No.	Per cent
Publicity primarily responsible	48	32.9	38	48.7	10	14.7
Helped materially	42	28.8	27	34.6	15	22.0
Helped but not necessary	24	16.4	9	11.5	15	22.0
Disadvantage	1	0.7	1	1.3	0	0.0
No effect	29	19.8	3	3.9	26	38.3
No answer	2	1.4	0	0.0	2	3.0
Totals	146	100.0	78	100.0	68	100.0

*Athletics group includes those who went into (1) coaching, (2) professional athletics and (3) physical education and recreation. Non-athletics group includes all others.

Effect of Publicity on Starting Salary

The effect of publicity upon starting salaries was not as pronounced as upon obtaining first jobs (Table 23). Sixty-eight (46.6 per cent) men said publicity helped them obtain "substantially higher" or "slightly higher than average" salaries on their first jobs after college. Of this group, 54 found jobs in the field of athletics. Seventy-six (52 per cent) said publicity had no effect upon their starting salaries. Fifty-two of these men held non-athletic jobs.

Table 23. Effect of publicity on salary of first job obtained after college.

Effect on salary	By occupations					
	Group totals		In athletics		In non-athletic jobs	
	No.	Per cent	No.	Per cent	No.	Per cent
Led to substantially higher than average salary	35	24.0	29	37.2	6	8.8
Slightly higher	33	22.6	25	32.0	8	11.8
Lower than average	0	0.0	0	0.0	0	0.0
No effect	76	52.0	24	30.8	52	76.4
No answer	2	1.4	0	0.0	2	3.0
Totals	146	100.0	78	100.0	68	100.0

It must be remembered that the definition of an average starting salary was left to the judgment of each person filling out a questionnaire. Opinions varied. Differences in occupations may have contributed to the variance.

Table 24 provides some check on the answers concerning the effect of publicity upon starting salaries. Most of the larger incomes were considered "substantially higher than average" or "slightly higher." Of the 76 persons who said publicity had no effect upon their starting salaries, 59 had first year incomes ranging from below \$1000 to \$1999.

Table 24. Incomes, first year out of school, according to answers concerning effect of publicity on starting salary.

Incomes	:Substan- :tially :higher :than Avg.	: : :Slightly :higher	: : :Lower :than :average	: : : :No :effect	: : : :No :answer
Below \$1000	: 1*	: 2	: 0	: 5	: 0
\$1000 to \$1499	: 2	: 6	: 0	: 28	: 0
\$1500 to \$1999	: 6	: 8	: 0	: 26	: 0
\$2000 to \$2499	: 6	: 11	: 0	: 6	: 0
\$2500 to \$2999	: 6	: 0	: 0	: 3	: 0
\$3000 to \$3499	: 7	: 1	: 0	: 0	: 0
\$3500 to \$3999	: 2	: 1	: 0	: 1	: 1
\$4000 to \$4499	: 2	: 0	: 0	: 1#	: 0
\$4500 to \$4999	: 2	: 0	: 0	: 0	: 0
\$5000 to \$5999	: 0	: 0	: 0	: 0	: 0
\$6000 to \$6999	: 1	: 0	: 0	: 0	: 0
No income fig- ures given	: 0	: 4	: 0	: 6	: 1

*Probably referred to second year income of between \$2000 and \$2499.

#In business for self.

Effect of Publicity on Obtaining Jobs Other Than First

Of the 114 men who said publicity helped to some degree in obtaining their first job, 100 had graduated in 1937 or before. Of these 100 men, 53 said publicity helped them obtain their second

job after college (Table 25). Twenty-five credited publicity from their athletic participation with helping them obtain their third job. The value of publicity as to obtaining a job carried through the years more for those who had jobs in athletics than for those in non-athletic work.

Table 25. Effect of publicity on obtaining jobs other than first job after college.*

Jobs	Occupation					
	Group totals		In athletics		In non-athletic jobs	
	Yes	No	Yes	No	Yes	No
Second job	53	27	39	15	14	12
Third job	25	19	19	14	6	5
Fourth job	10	10	9	8	1	2
Fifth job	2	5	2	3	0	2
Sixth job	1	1	1	1	0	0
No answer	5		3		2	
In business for self or worked for one em- ployer since college						
	15		6		9	

*Figures include only men who finished college in 1937 or before and said publicity helped them obtain first job after college.

Thirty men said publicity from athletic participation helped them obtain a second job with a better salary than accompanied their first job (Table 26). Twenty-two of these men held jobs in the field of athletics.

Table 26. Figures on whether publicity helped obtain a second job with better salary than accompanied the first job after college.*

Answer	: Group : totals	: Occupation	
		: In : athletics	: In non- : athletic : jobs
Yes	: 30	: 22	: 8
No	: 60	: 32	: 28
No answer	: 11	: 4	: 7
With first employer or in business for self	: 23	: 8	: 15
	: 124	: 66	: 58

*Figures include only men who finished college in 1937 or before.

Effect of Publicity on Obtaining Advancement

Twenty-three of 67 men who were employed several years by the same firm which gave them their first job after graduation said publicity from athletics participation helped them obtain advancement (Table 27). Forth-four said publicity did not help to obtain advancement.

Table 27. Effect of publicity from athletics participation on obtaining advancement.*

Answer	: Group : totals	: Athletic : group	: In non- : athletic job
Yes	: 23	: 13	: 10
No	: 44	: 26	: 18
In business for self#	: 4	: 0	: 4

*Figures include only men who finished college in 1937 or before.

#Forty-four others were not employed several years by firm giving them their first jobs.

Persons answering questionnaires are former football players. It is logical, therefore, that football was the most important sport to them from a publicity standpoint. Basketball was second, track third and baseball fourth.

EFFECT OF COLLEGE ATHLETIC PARTICIPATION ON HEALTH AND FORMS
OF EXERCISE PURSUED BY FORMER FOOTBALL PLAYERS

Effect on Health

Eighty-three (67 per cent) of the former football stars said they are enjoying better than average health as the result of their college athletic participation (Table 28). Thirty-two (24.8 per cent) said college athletic participation had no effect upon their health. Three (2.4 per cent) reported below average health as the result of their athletic participation.

Only one person reported a "slight heart condition." In college he participated four years in both football and track, three years in wrestling. Other ailments reported were "affected liver," one case of "arthritis from football wrist injury," and one "trick knee." One person, who said his college athletic participation resulted in below average health wrote: "Ten years of football takes its toll. You feel it when you are 40." His college record included four years of both track and football. He played one year of professional football upon completion of college.

Table 28. Effect of college athletic participation upon health of participant.*

Effect on health	: Number	: Per cent
Better than average health	: 83	: 67.0
Below average health	: 3	: 2.4
No effect upon health	: 32	: 25.8
No answer	: 6	: 4.8
	: 124	: 100.0

*Includes only men graduating in 1937 or before.

Forms of Recreation

Golf is the most popular sport now played by these former football players for exercise and pleasure. Ninety-four of the 146 men play golf (Table 29). Handball and tennis rank second and third with fishing, swimming, hunting and bowling close behind in that order. The recreation list is long and varied. Only four of the entire group said they took no exercise or none except walking. Most of the others followed several forms of recreation.

Table 29. Forms of recreation pursued for exercise and pleasure.

Form of recreation	: No. :	Form of recreation	: No. :
Golf	: 94 :	Archery	: 3 :
Handball	: 39 :	Gardening	: 3 :
Tennis	: 30 :	Bridge	: 3 :
Fishing	: 26 :	Horse-back riding	: 3 :
Swimming	: 25 :	Working small farm	: 3 :
Hunting	: 22 :	No answer	: 3 :
Bowling	: 20 :	Ice skating	: 2 :
Baseball	: 13 :	Skiing	: 2 :
Basketball	: 11 :	Camping and scouting	: 2 :
Officiating	: 12 :	Squash	: 1 :
Badminton	: 12 :	Cross country running	: 1 :
Softball	: 13 :	Boxing	: 1 :
Table tennis	: 7 :	Woodwork	: 1 :
Volleyball	: 6 :	Touch football	: 1 :
Hiking	: 4 :	Coaching in spare time	: 1 :
None or walking only	: 4 :	Daily setting-up	: :
Dancing	: 3 :	exercises	: 1 :
:	:	:	:

FORMER COLLEGE FOOTBALL STARS SPEAK ON COLLEGE ATHLETICS

"If you were to start in as a college freshman again, would you participate in athletics?" To this question, 141 replied "yes;" three replied "no" (Table 30).

Table 30. If you were to start in as a college freshman again would you participate in athletics?

Answer	: Number :	Per cent
Yes	: 141 :	96.6
No	: 3 :	2.0
No answer	: 2 :	1.4
:	:	:
:	: 146 :	100.0
:	:	:

Arguments Against Athletics

Each person was asked to explain his answer to the above question. A large number responded with lengthy comments consisting of what they considered to be the chief values of college athletics. Exceptions, of course, were the three men who answered "no." Their explanations follow:

1. If I were to start as a college freshman with my present knowledge, I would not participate in football and basketball. I might participate in tennis, golf, swimming and track.

The false impression of importance that one gets from publicity because of membership on a football team is definitely a handicap to one who must make a success in a field other than football. It is hard to come down off a pedestal and really get to work when one feels that he has already arrived. Of course, if I were starting as a freshman and had to fight my way to recognition and esteem of my fellowmen, I think I would try football as a tool--but not again as the primary purpose in life.

2. I wouldn't participate in athletics if I could know what I know now. Athletics never did me any special harm with the exception of a trick knee, but neither have they helped in a financial way. I have the unhappy failing of talking too damned much, and an unfortunate interview with _____ (name of a well known sports editor deleted) kept me from getting a coaching job due to lack of support of the university officials.

It was my own fault and I blame no one but myself. If starting over, I would take up golf, tennis, swimming, etc., to keep in shape mostly and I would have something to take with me.

3. Because athletic directors, coaches and minor athletics receive the money and the student who gives up his time and runs risk of injury receives no money--only the cheers of the crowd. If I had sons instead of daughters, I would not permit them to participate in high school or college athletics.

General Comments, Suggestions for Athletics

Several men who said they would participate in athletics if starting again as college freshmen contributed general comments. These comments qualified answers of "yes," to the question, or took the form of suggestions to boys about to start to college or suggestions on how administration of college athletics might be improved.

Several believe more time should be spent learning golf, tennis or some other sport which can be played after graduation.

Three comments of this type follow:

1. Having played football exclusively, I was left without a recreational sport when I graduated. Most of my friends were too good at golf for me to take on as a beginner. I later took up tennis, but football is poor training for the muscular coordination required in that game.

2. I would limit myself to one sport unless I was an exceptionally good student. Also, I feel that any other leisure time could be spent to advantage in a sport such as golf that would be beneficial after college days.

3. If I were going to college again, I would take up athletics. However, I would spend more time on golf and sports I could use after I had finished college. My football experience was grand for me and I would not hesitate to take it again. The coaching one receives out on the field can not be replaced by any other sport nor in the class room.

One man emphasized his belief that athletics should be kept secondary to school work. His comment:

1. I would engage (in athletics), but only in a light form. Too much emphasis is placed upon college athletics, too many boys are led to believe that it is

a life or death matter. In my opinion, athletics should be definitely secondary and more emphasis placed upon the scholastic side.

One man said he did not want his sons to participate in football:

1. If I were to start to college again as a freshman, I would place participation in some form of college athletics as a very important part of my college education. However, when my two boys go to college, it would please me if they played in sports other than football. I was never injured in football, but I often wonder if various aches I have once in a while when I awaken in the morning aren't a throw-back to some hard knock received in football which, at the time, was more or less disregarded. I am only 29 years old now and may be better able to discourse on this subject 10 years from now.

Another person heartily endorsed athletics and added the following comments concerning the attitudes of a few former college football players:

1. The sad effect is that some fellows feel the world owes them a living if they have been outstanding in sports. This is due sometimes to a lack of proper environment away from the athletic field. In some cases a fellow is naturally a bum and little can be done to change his constructive thinking. In my opinion, athletics help a man tremendously to opportunities. What he does with them is dependent upon his ability to go forward and to think correctly. The smart athlete will forget about his laurels and medals the day of graduation.

Two men went into another phase of athletics in their comments. Both of them believe the player should be compensated to some extent for his time and efforts in college athletics. Their comments follow:

1. Athletic competition is highly beneficial for many reasons. However, I do believe it is a great hardship for a young man to have to work his entire way through college while at the same time competing on major sport teams. I know in my case I could have done much better scholastically had I had more time to rest and study. There are times when a boy grows discontented from sheer loss of sleep and fatigue. It would be only fair, to say the least, to give a boy, who can successfully make a varsity squad, some financial assistance in the form of tuition or meals and room. I don't believe in giving a boy everything, but for those who are entirely dependent upon themselves, I believe it well worth while to give this type of boy enough help to enable him to go through college in a way which will not overtax his physical and mental capacities.

2. It is my opinion that the time loss occasioned through participation should be compensated for by the athletic department. A student taking a professional course, requiring laboratory work, must choose between participation in athletics with his educational work fitted in as secondary consideration as against completion of his school work within the regular four-year period. College football at the major universities should frankly admit its commercial aspects and reimburse the student players who make it possible.

While filling out his questionnaire, another man unknowingly took sides with the two gentlemen quoted above. His comment:

1. Since I like to play football, I would go out for that sport. I do not believe in subsidization of athletes. I think it harms a boy's character, makes him tend to want something for nothing and to look for the easy way to make a living.

Arguments for Athletics

Many arguments for athletics were advanced. Some said they would participate in athletics again solely for the pleasure of playing and a love of athletic competition. Others pointed to

various lessons learned from athletics. Many said they would compete again for the friendships and contacts made through athletics which proved to be both social and business assets. Following are excerpts, selected from comments made by those who said they would compete in athletics if starting again as a college freshman.

1. I would very definitely compete in athletics again for the following reasons: (1) publicity is an aid for a job after graduation; (2) grades must be kept to a high minimum level to compete; (3) an aid to social life in college; (4) competitive athletics is an education in itself. In these days, teams travel throughout the entire country, which gives the individual a broader, fairer view of life plus the ability to meet people, secure new contacts and more easily adapt himself to new situations. Competitive athletics aid in the development of a desirable personality so necessary in later life.

2. The lessons learned on athletic teams can not be learned any other place--even in business. The idea of clean competition for places on the team and with the type of opponents played in all sports made hard work a pleasure. I am satisfied a boy needs outside interest from studies. In sports he has a chance to burn some of the pep that builds up in a growing man.

3. The benefits of athletics, especially football, are so far in advance of the few hazards that I would certainly participate again. The use of football as a body and character builder is without question. The associations a player makes, the trips and the victories and defeats are all as important as classroom education. Most practical knowledge from college comes from laboratories, so why not consider a football field as a laboratory?

4. I feel that the associations with squad members and the new acquaintances made through competition with other schools in other states, or the same state, can not be emphasized too much. A big part of one's success in life isn't so much whether he was an honor student, but depends to a great extent on how well he can get along and work with people.

5. The participant in athletics learns to apply the Golden Rule.

6. I have always enjoyed athletic participation. The hard way of doing things has always appealed to me. Athletic participation is the hard way to have fun. You have to give up a lot for your sports, but I would hate to trade that to be a 'coke' boy at the campus drug store.

7. I would participate in athletics again: because of a love for athletic activity; because of social values which are sometimes more important than the activity itself; because of the required discipline; because athletics are a definite part of physical education, my life work. Athletics afforded me an opportunity to witness expert teachers (coaches) really teach; provided an opportunity to see parts of the country that I have not seen since; gave me an opportunity to live and breathe with some of the finest boys I know. There is no other activity that can teach a boy to give and take as well as football.

8. I have worked with several 'A' and 'B' students who seem to be short in technique of meeting people. I have known very few fellows who participated in athletics who are unable to meet people better than average. This is a very important fundamental in obtaining a job and is usually just as important in doing the job well.

9. Sports were an outlet for a particular kind of emotion. It was a means for self satisfaction that comes from doing anything well whether it is football or bridge. I think some of the finest men in college are connected with inter-collegiate athletics and the best place to learn from these men is on the fields where they take charge.

I think athletics teaches one to measure his accomplishments and publicity with these ideas in mind: (1) he must have sense enough to realize that his first job may depend somewhat on his accomplishments and publicity, but that in the end he will make his own way by what he does after, not while in school; (2) an athlete should not be so engrossed in his own importance that he forgets some of the things that are really important, in college or after.

10. Psychology of competition is invaluable in business.

11. In order to build a sound, healthy body and a clear mind; to direct energy into proper channels; as a form of recreation; to make friends; to learn fair play and sportsmanship.

12. My business experience shows that when dealing with men who have been college athletes, their word is as good as a written document. This is decidedly not true with non-athletes. An athlete's standard of ethics is much higher.

13. I'm making a living for myself and family because I learned to live the game of life by playing football and other sports. Football is not unlike the game of life. You must be fair and honest with your teammates and opponents. You must learn to treat success and defeat (two imposters) with the same mind set.

The hard knocks that happen to the average individual--that break him--are just another hard block or tackle to the average athlete who has learned to take it. Blockers in college for the 'Fancy Dan' ball carriers aren't put out because they have to pave the way for the executive who happens to be roosting on a higher limb than himself. I wouldn't trade my experience in athletics for all the academic training I took.

14. Athletics teach a man to give and take, to control his temper, to think only of the best, to work only for the best and to expect only the best. Athletics give one the courage to start a job and the patience to finish it.

15. Athletics develop within a boy the ability to take it on the chin, a more or less stubborn attitude of not giving up after having failed a first time; sportsmanship; the idea of putting everything you have into what you are doing; a better attitude towards fellow workers and associates; satisfaction obtained from having a well-developed body and the ability to take the best possible care of that body.

16. Football, with its unusual combination of strategy and force, of brilliant individual and team play, of a burning desire to excell, and above all, its keen understanding of loyalty, develops the type of boy so vital to this democratic country.

17. The publicity I received as a football player has enabled me to make both social and business contacts which have and which, I think, will continue to be an invaluable asset to me.

18. Bob Zuppke, coach at Illinois, once said: 'We spend all of our lives trying to earn and keep the respect of those with whom we come in contact.' Athletics help you do this and that is why I would be in athletics if I were starting out as a freshman again.

An effort was made to compile the principal points mentioned concerning the values of athletics. Table 31 is the result. Ninety-three out of the 146 men mentioned the contacts and friendships made through athletics. Thirty-eight other points also were listed. Many of them are similar, and yet are not exactly the same.

It must be kept in mind that Table 31 represents a collection of arguments for athletics as such points came to the writers' minds during the short time spent answering the questionnaires. The table shows that only one or two persons mentioned certain points. But this does not mean the other men believe these points not to be values of athletics. If they were asked to write again on the same subject, with the table in front of them, their answers doubtlessly would be considerably more comprehensive.

Table 31. Values of athletic participation (reasons why former college football stars would participate again if entering as college freshmen).

Reasons	:No.:	Reasons	:No.
Contacts and friendships	:93 :	Develops sense of mental	:
Physical fitness	:34 :	and physical balance	: 5
Teaches how to meet, talk	:	Appreciation and knowl-	:
and work with others	:25 :	edge of sports	: 7
Teaches how to "give and	:	Helped in coaching	: 4
take"	:24 :	Aid to social life	: 4
Pleasure of playing, love	:	Led to chance to work to	:
of athletic competition	:48 :	pay college expenses	: 4
Publicity and personal	:	Teaches tolerance	: 4
prestige	:23 :	Association with coaches	: 4
Develops confidence, poise	:21 :	Teaches dependability	: 3
Teaches perserverance	:18 :	Develops self-reliance	: 2
Educational value of foot-	:	Teaches golden rule	: 2
ball trips	:18 :	Develops loyalty	: 2
Teaches sense of fair play	:	Conducive to wholesome	:
and sportsmanship	:16 :	living	: 2
Develops mind, quick think-	:	Knowledge of people	: 2
ing	:10 :	Develops leadership	: 2
Builds character	: 9 :	Gives zest for living	: 1
Teaches cooperation	:13 :	Teaches honesty	: 1
Develops personality	: 9 :	Teaches unselfishness	: 1
Satisfaction of doing some-	:	Teaches participant to	:
thing better than aver-	:	respect opponents	: 1
age	: 6 :	Encouragement to get a	:
Develops self-control	: 7 :	college education	: 1
Required discipline	: 5 :	Teaches how to take pub-	:
Develops competitive	:	licity	: 1
initiative	: 5 :		:
Broadens viewpoint of life	: 5 :		:
	:		:

DISCUSSION

The search for information for this study was carried directly to the former college football stars. As the questionnaire used called upon the individual's memory, an effort was made to prepare questions which could be answered easily and accurately. Also for accuracy's sake, each person filling out a questionnaire was guaranteed that any information which would permit identification of him, or others, would be kept confidential. Nevertheless, bias may have influenced answers, and this possibility should be kept in mind when reading the thesis. All tables in the thesis were compiled from questionnaire answers only.

It also must be remembered this study was concerned primarily with outstanding athletes. Questionnaires were sent to former outstanding football players. It is logical that results would be similar for outstanding players in other sports. But findings are not necessarily the same as would result from a survey for all participants or lettermen in athletics in Big Six Conference schools.

There is little reason to believe bias influenced figures obtained concerning marriage and the number of children, the number of college graduates and major courses taken.

Figures on the number of letters won in high school and college may have been influenced by bias to an extent. In cases of doubt, a man may have been inclined to say he earned letters in certain sports. Likewise figures on the total number of sports

letters earned may have been affected. But it must be remembered that questionnaires were sent only to former outstanding athletes. These men had physical and mental qualities necessary in athletics. A large boy with a fair amount of speed might have been an outstanding player in a small high school largely because of his size advantage over other boys. This would not necessarily hold true in college. Larger boys are not rare in college sports. Stiffer competition for places on the college team forces the outstanding player to know how to execute fundamentals of his sport and possess certain mental as well as physical qualities.

A boy with high school training in football has an advantage in college athletics over the boy without such experience. He has learned certain fundamentals in play and requires less teaching and training before he is ready to play in a college sport.

While a player may have been inclined to say he received all-conference honors in sports in which he participated, the number listing such distinction is small. A large number did list some type of all-American recognition in football. While bias may have entered into the answers, a large number of all-American selections are published after every football season. The Big Six is a major athletic conference and has furnished many outstanding football teams. Honorable mention lists of major all-American selections are large. If a player was good enough to gain all-conference rating, it is logical that he may have received at least honorable mention in connection with all-American teams.

There is little reason to believe bias influenced answers on the effect of high school athletic success upon the player's de-

cision to attend college. Whether such success was "primarily responsible" or "partially responsible" was left to the judgment of the individual. It may have been primarily responsible for the decision of a boy lacking money with which to finance his college education. Colleges do help their athletes obtain work, although Big Six Conference rules prohibit member schools from guaranteeing such employment to boys before they are enrolled. Knowing this, a boy might feel sure he could obtain enough part-time work to finance a college education he otherwise could not afford.

Grade averages, as reported by the questionnaires, probably are not exactly accurate. In some cases, a player may not have remembered his exact average. Or he may have been inclined to list a higher average than he had. Conference rules require an athlete to pass at least 27 hours (28 in some courses) the two previous semesters to become eligible to compete. Grade average figures obtained in this study indicate the outstanding football player had between a "B" and a "C" average. A grade of "C" is considered average.

The effect of both part-time work and athletic participation upon grade averages was asked. Part-time work was given more often as a cause for lowered grades than was athletic participation. Athletic participation was credited with raising grade averages more frequently than was part-time work. Perhaps physical fitness, improved through athletics, contributed to this differential. Figures on these points represent opinions of the men. Explanations did not accompany any of their answers on the

questionnaires.

Not only did all of the 146 men devote considerable time to athletic participation in college, but approximately 90 per cent of them worked part-time while in school to earn at least part of their college expense. Slightly less than 40 per cent worked enough to earn their entire college expense. These points show the average outstanding college athlete to be a busy man during the school term.

It is interesting to note that 36 men indicated they had been in sales work at some time since they left college, and that 93 mentioned contacts and friendships among the chief values of athletic participation. It is logical that such contacts, resulting from the individual being well known from his athletic achievement, provided him with an entry into business - especially through sales work.

While income figures may have been subject to bias, secrecy of this information was guaranteed. To obtain accurate trends, incomes were classified as below \$1000, between \$1000 to \$4999 etc., in groups with a \$1000 range. While an income figure listed on a questionnaire may not have been entirely correct, it may have been accurate as far as this classification was concerned.

Results of this survey do not support the belief that the average college football player is a big, rough, dumb fellow who will have a hard time making a living when he leaves school. Figures obtained show an upward trend in income figures as the number of years out of college goes up. For instance for five years out of college, three-fourths of the men had incomes between

\$1000 and \$3000. This number of men was nearly evenly divided between the three income groups. The remaining one-fourth had incomes of \$4000 or more. For the tenth year out of school, more than 40 per cent were drawing annual incomes of \$4000 or more. For the fifteenth year out, approximately two-thirds had incomes of \$4000 or more.

Professional football frequently enables a football star to capitalize upon the name he made for himself on college gridirons. However, only 38, or about one-fourth, of the 146 men surveyed had played professional football.

Professional football often is criticized because of an alleged bad effect upon the athlete. Critics sometimes say the game makes "tramp athletes" out of the participants, tends to make them lose interest in the work for which they prepared. No evidence was revealed to support that argument. The fact the one man of the 146 who was unemployed in 1940 had played professional football does not indicate a trend.

Income figures for the first three years ranged slightly higher in the table including those who played professional football than the table excluding these men. But little difference was noted in the two tables for the fifth and tenth years out of school. This indicates professional football players, who drew the higher salaries the first two or three years out of school, had slight drops in income when they left professional football, but found their places in the world and worked up just as the others had done.

It was not intended that figures on the effect of publicity on the athlete in his after-college days should justify publicity or the existence of sports publicity jobs. Top athletes would get publicity even if there were no publicity men. Their names still would appear in the headlines and their pictures would be in the papers. Why? Hundreds of thousands of persons are interested in sports. They demand sports news coverage of their newspapers and radio stations. The latter must satisfy the public to build circulation and listening audiences. Commercial advertising contracts, the life blood of newspapers and radio stations, depend upon circulation and audience figures.

Colleges are realizing more and more the importance of having their athletic teams in the news. Sports publicity departments have grown as a result. The more persons interested in a college's teams, the larger the crowds and gate receipts. While making money is not the purpose of college athletic programs, that is no reason why a school should fail to take full advantage of financial possibilities connected with athletics.

Colleges provide publicity men to help the press and radio in sports coverage. The publicity man is ready to handle all requests for information and pictures of his school's team. He takes this burden off the director of athletics and coaches. He sees that newspapers and radio stations get what they want when they want it. He is in a position to uncover good stories on his campus which might otherwise be overlooked. A more interesting and complete coverage concerning his school's team is a probable result. His work is broader than just ballyhooing his team's

stars.

Figures showing that publicity helps the athlete after college serve to give another slant to sports publicity work. Publicity frequently is thought of in terms of prestige, good will and gate receipts. It is important to the school, the publicity man and the player to know publicity has a definite value to the latter.

It seems improbable that bias materially affected answers to the publicity questions. If bias entered into answers, it could have worked both ways. Publicity may have gone to one man's head, causing him to overvalue it and its effect when he sought a job. Another man may have underestimated the importance of publicity, preferring to believe he obtained a job solely upon his ability in his particular line of work.

It was left to each man to determine whether publicity was "primarily responsible" for obtaining his first job, whether it "helped materially," or "helped but was not necessary." It is logical this study showed the men most likely to be benefitted by publicity were those who went into professional football, coaching, physical education and recreation, and in some instances, sales work.

While only one man said publicity from athletic participation proved a disadvantage after college, this does not necessarily mean publicity rarely has a harmful effect. Public attention and praise sometimes go to an athlete's head. Conceit, shiftlessness and a failure to do one's best might result. Such faults, if not corrected, certainly would lead the athlete to disaster in

after-college life.

No evidence of such cases was found, but that is no guarantee there were none. Men involved probably would cover up such failings in answering questionnaires. Even though such cases may have existed, the number probably was small. Income figures show most of the men are doing well since they left college, and figures on the effect of publicity show that three-fourths credited publicity with helping them obtain their first jobs. Only outstanding players were included in the survey. It is unlikely a player would continue to be outstanding without having learned to take publicity in stride.

Results of this study should not be taken to mean a former football star can get a job solely because of his publicity. But the fact one man was well known through his college athletic achievements might give him an advantage over other applicants for a job. For some types of work a firm may be willing to pay a higher salary to obtain an outstanding college football player because he is well known and has a large number of contacts.

While publicity may help a former athlete obtain a job, he will make or break himself by his ability and efforts to do his work well. Publicity is of little help after he is out of school a year or two. From then on, economic benefits of college athletic participation would be confined largely to resulting development of mind, body and character, or qualities which would help the former athlete be successful in later life.

Information on the effect of college athletic participation on health is based upon former participants' answers and not upon

physical examinations. A player may have been inclined to credit good health to athletics. A man may be in ill health and not yet know it. However, it is hard to believe the last possibility could affect results in this study. Players surveyed were football stars over a wide period of years, 1920 to 1937. Ill effects resulting from athletic participation likely would show up by 1940, at least with the men who competed in the 1920's and early 1930's. These men had to pass doctors' examinations before they were allowed to compete in college athletics. They were physically fit then. There is no reason to believe a former player would not have better than average health if he continues to exercise following his competition, and this survey found that most of them did.

Inter-collegiate athletics sometimes are criticized by educators and others, many of whom never have competed in college sports. The last part of this thesis consists of comments on athletics by former outstanding participants. What they have to say should be of interest to colleges which conduct programs of athletics and to boys who are considering college athletic participation.

This study indicates football was an enjoyable experience and develops certain qualities in the participant which can not be developed in the classroom. Men included in the study represent the cream of the crop of Big Six Conference football players from 1920 to 1937. Results show they are doing well in their after-college life. It is the writer's opinion they probably are doing better than the average participant in any sport at the

same schools and better than the rank and file of college students.

Hobbs Adams, head football coach at Kansas State College, gave the following definition of a good football player:

A good football player is one who is willing to give all he possesses for the game; who thinks not of himself but of his team; who can give and take; and who has courage and determination, self-reliance, self-discipline and the ability to think without confusion under pressure. The good athlete is not necessarily the star of the game. He is the one whose legs are strong, whose heart is right and whose mind is alert.

The above definition is given here to point out that a player must have more than just physical qualities to be outstanding. Other necessary qualities are in many instances the same as are necessary for success in after-college life. Possession of these qualities probably is a big reason why a player is outstanding. It is probable that the average outstanding player in this group possessed these qualities to a higher degree than the average football squad member or the average student of the same years at the same schools. Because of his athletic success, the outstanding player has opportunities after college which the average player and the average college student does not have. These opportunities make it easier for the former football star to get ahead if he has the ability to take advantage of them.

Results of this study indicate such opportunities do come to the outstanding football players. Income figures indicate that the outstanding player is doing somewhat better than the average athlete or college student. For instance, the tenth year out of

school the average player was making between \$2000 and \$4999 a year. The fifteenth year out of school, he was drawing pay between \$3000 and \$5999.

SUMMARY AND CONCLUSIONS

1. An attempt was made in this study to determine the economic effect of athletic participation and its accompanying publicity on the outstanding football player in his after-college days. An effort also was made to compare his high school and college athletic records, and to learn what he believes to be the principal benefits of college athletics. It also was attempted to determine the effect of his high school athletic success on his decision to attend college and his ability to obtain part-time work while in college; the effect of athletic participation and part-time work on his scholastic record; and the effect of athletic participation on health.

2. Questionnaires were sent to former outstanding football players of the Big Six Conference schools--Iowa State College, Kansas State College, University of Kansas, University of Missouri, University of Nebraska and University of Oklahoma. Each of these men had earned all-conference first or second team recognition in football from 1920 to 1937, inclusive. As a result they received as much or more publicity than outstanding players of any other college sport.

3. Two hundred fifty-four men were in this group. Five of them are deceased, and no addresses could be found for 30 others. Of the remaining 219 men, 146 (two-thirds) returned questionnaires.

4. All tables in this thesis were compiled from questionnaire answers only. Bias may have influenced answers and this possibility should be kept in mind. In most cases, results were decisive enough to indicate trends. The information was supplied by former participants--the men for whom college athletic programs are conducted and the men who should be in the best position to supply material necessary for this study.

5. The average former football star of a Big Six Conference school is married, has a son or daughter or both.

6. He was graduated from college. He majored in any of a large number of courses, but had a slight preference for physical education.

7. He was an outstanding high school football player. He participated in several sports in high school but tended to specialize in one or two sports in college.

8. He earned a freshman numeral or a varsity letter in football each of his four years in college, but was not outstanding in other college sports.

9. Eighty per cent of the former outstanding football players in the Big Six Conference received some type of all-American football recognition.

10. High school athletic success was a factor in the decisions to attend college of more than one-half of the men. It also helped one-half of them obtain part-time jobs which they held while attending college.

11. Nearly 90 per cent worked part-time while attending school to earn part of their college expense. Nearly 40 per cent

earned their entire college expense, 50 per cent earned part of their college expense.

12. The average former football star was a slightly better than average student.

13. He went into one of many and varied types of work his first year out of college, but had a preference for coaching. Approximately one-third of the men took coaching jobs their first year out of college. They tended to leave this field later in preference for some type of business work.

14. Approximately one-fourth of the former Big Six Conference football stars played professional football. Most of them only two or three years for salaries ranging between \$1000 to \$2999 a season.

15. The average former football star received an annual income of between \$1000 and \$2999 on his first job after college. The salary figure increased gradually as the number of years out of school increased. The fifth year out of school he was making between \$1000 and \$3999, the tenth year out of school between \$2000 and \$4999, the fifteenth year out of school between \$3000 and \$5999.

16. Publicity from athletic participation helped more than three-fourths of the men obtain their first jobs after college. Publicity helped more in cases where the former athlete went into coaching, professional football or physical education and recreation than in cases where he went into other types of work.

17. Publicity from athletic participation helped slightly less than 50 per cent of the men start at a higher than average

salary. Most of these men went into coaching, professional football or physical education. Publicity had little effect upon salary in cases where the former athlete went into other types of work.

18. Publicity helped slightly more than one-third of the men obtain their second jobs following college, most of them going into coaching, professional football or physical education and recreation. Publicity was of little importance as a factor in obtaining third, fourth, fifth and sixth jobs after college.

19. Publicity from college athletic participation had only a small effect upon the former athlete's ability to obtain advancement with the employer who gave him his first job after college.

20. The former football star is in better than average health, pursues several forms of recreation for exercise and pleasure with a decided preference for golf.

21. He believes college athletics, especially football, were well worth his while and would participate if starting in college again as a freshman.

22. This study not only showed that football was an enjoyable experience for the participant but indicated that the sport developed desirable qualities in him which could not be developed in the classroom.

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APPENDIX

QUESTIONNAIRE

1. Name _____ . Date of birth _____ .
 (Month Day Year)
2. Married? _____. If married, how many: Sons _____, Daughters _____.
3. High school attended: _____
 (Name of school Town State)
 Year of H.S. graduation _____.

4. High School Athletics Participation Record

Check Following:	Foot- ball	Basket- ball	Track	Base- ball	Swim- ming	Wrest- ling	Tennis	Golf	(Other sport)
Partici- pation									
No. of letters in each sport									
Team Captain									

5. College attended: _____
 (Name Town State)
 Major subject _____. Years of college attendance: 19 ____ to 19 ____ .
 Date of graduation: _____ .
 (Month Year)

College Athletics Participation Record

Year in School	Foot- ball	Basket- ball	Track	Base- ball	Swim- ming	Wrest- ling	Tennis	Golf	(Other sport)
Fresh									
Soph.									
Junior									
Senior									

- (A) Check (X) participation in each sport by academic year in school.
 (B) Indicate freshman numeral or varsity letter in each sport with a star (*) opposite academic year and under proper sport.
 (C) If captain of any team, indicate by placing (C) under sport opposite academic year.

7. While attending college, I worked to earn: Entire college expense _____ ; part expense _____ ; only 'pin' money _____ ; I did not work to pay any of expense _____ .
8. My success in high school athletics was: Directly responsible for my decision to attend college _____ ; partially responsible _____ ; had no effect _____ .
9. My success in H.S. athletics was: Directly responsible for my obtaining part-time work while in college _____ ; partially responsible _____ ; had no effect _____ .
10. My scholastic average in college was: A B C D (Circle answer).

11. Because I worked at least part of my way thru college, I feel that my scholastic record was: Lower _____; Higher _____; the same as it would have been had I not worked _____.

12. All-Conference Honors in Sports OTHER THAN FOOTBALL

Honors:	Basket- ball	Track	Base- ball	Swim- ming	Wrest- ling	Tennis	Golf	(Other sport)
1st Team Honors								
2nd Team Honors								
Honorable Mention								

13. All-American honors received: (Mark A, B, C, or D opposite proper sport in accordance with key)

Key

S P O R T S

A--First Team Football____. Basketball____. Track____. Baseball____.
 B--Second Team Wrestling____. Swimming____. Tennis____. Golf____.
 C--Third Team
 D--Honorable Mention Other sport _____.

14. Position played on college teams: (write-in): Football _____.
 Basketball _____, Track _____, Baseball _____.

15. Record of employment since graduation:

Yr. After Graduation	Type of Employment	Annual Income
1st		
2nd		
3rd		
5th		
10th		
15th		
1940-		

16. How do you feel participation in athletics affected your scholastic average?

Lowered it____, Raised it____, Had no effect____. If you believe participation in athletics resulted in lower grades, how did your scholastic average affect the obtaining of your first job after graduation: No effect____, Proved slight disadvantage____, Big disadvantage____, Prevented obtaining of a job you preferred to the one you finally secured_____.

17. As a result of participation in football and other sports, you received considerably more publicity than the average college student. How did this publicity affect you in securing your first job: This publicity was primarily responsible for obtaining my first job ____, Helped materially ____, Helped but not necessary ____, Had no effect ____, Proved a disadvantage ____.
18. Did publicity from athletic participation make your starting salary on your first job; Substantially higher than average ____, Slightly higher ____, Lower than average ____, Had no effect ____.
19. If publicity from athletics helped you obtain your first job and/or start at higher salary, rank sports in which you participated in the order of their publicity importance to you. (Place 1, 2, 3 etc. opposite proper sports.)
 Football ____, Basketball ____, Track ____, Baseball ____, Swimming ____,
 Wrestling ____, Golf ____, Tennis ____, _____
 (Other sport)
20. If publicity from athletic participation helped you obtain your first job following graduation, did it help you obtain your second job ____, (Answer yes or no), 3rd job ____, 4th job ____, 5th job ____, 6th job ____.
21. If you were employed for several years by same firm which gave you your first job after graduation, did publicity from athletic participation help you obtain advancement? (Answer yes or no) _____.
22. Did publicity from athletic participation help you obtain a second job with a better salary than accompanied your first job? (Yes or no) _____.
23. If you played professional football, please fill out following:

<u>Name of Team</u>	<u>City</u>	<u>Yrs. With Team</u>	<u>Annual Income From Football</u>
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24. Have you participated in athletics, other than professional football since graduation? (Yes or no) _____. If answer is yes, name sport _____. Was it pro ____, Semi-pro ____, Amateur _____.
25. Effect of your college athletic participation upon health: Better than average health ____, below average ____, participation had no effect _____.
26. Forms of recreation you now pursue for exercise and pleasure _____
-
27. What other benefits have you felt from your athletic participation since graduation:
28. If you were to start in as a college freshman again, would you participate in athletics: Yes ____, No _____. Reasons for answer: (Use back of this page if needed.)

KANSAS STATE COLLEGE
OF AGRICULTURE AND APPLIED SCIENCE

MANHATTAN

March 17, 1941

DEPARTMENT OF PHYSICAL EDUCATION AND ATHLETICS

Mr. A.B. Smith
1234 Main Street
Chicago, Ill.

Dear Mr. Smith:

As an athlete at a Big Six Conference school, you earned all-conference honors in football. Your cooperation in a study to determine what effect athletic participation and publicity received from this participation has upon the athlete after graduation will be appreciated. Perhaps it enabled you to play professional ball, obtain your first job, or start at a higher than average salary. Or perhaps it proved a detriment.

To give this information will require about fifteen minutes of your time in filling out the enclosed questionnaire. Most of the questions can be answered by filling in only a few words or by simply checking one of several answers. When you have completed the questionnaire, please mail it in the enclosed stamped, addressed envelope.

This information will be used in a master's thesis in the Department of Economics at Kansas State College and should be of value to those responsible for college athletic policies. To obtain accurate, composite figures, several personal questions, as to your employment and annual income received since your graduation, are asked. This information and all other information which would permit identification of you or any other individual, of course, will be kept confidential.

Your cooperation will be greatly appreciated and most helpful in this survey.

Sincerely yours,


Joe Newman, Director
Athletics Publicity