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NATIONAL ASSOCIATION OF COLLEGIATE DIRECTORS OF ATHLETICS

JUNE 20, 1967, MPLS., MINN.

*Virgin
Island.*

*It metabolism ③ romantic at lunch
③ sleepy at breakfast
③ hungry at midnight
New word - chucking
EV DIRKSEN - coffee / Bob Kennedy -*

GENTLEMEN: I WANT FIRST OF ALL TO TELL YOU HOW HAPPY I
AM TO BE HERE WITH YOU TONIGHT. IT'S NOT TOO OFTEN THAT I
GET A CHANCE TO SPEAK BEFORE SUCH A ^{*non controversial*} CONGENIAL AUDIENCE. IT'S
REAL NICE BEING WITH SO MANY OLD FRIENDS. IT'S LIKE OLD HOME
WEEK--NOT LIKE ON SOME OCCASIONS WHEN I FEEL LIKE A PERSON
OF DOUBTFUL ORIGIN AT A FAMILY REUNION.

*We do have much in common - even though
our professions are different. Alumni/constituent
Minority leader -*

AS YOU MAY KNOW, IT WAS FOREST EVASHEVSKI WHO CONTACTED
ME ABOUT BEING YOUR GUEST. THAT WAS MIGHTY BROAD-MINDED OF
EVVY, SINCE, AFTER ALL, HE IS MARRIED TO THE DAUGHTER OF ONE
OF THE ^{*+ finest*} MOST PROMINENT DEMOCRATS THE STATE OF MICHIGAN EVER
SENT TO THE UNITED STATES SENATE.

I'LL SAY THIS FOR EVVY...THE WAY HE RAN INTERFERENCE
FOR TOM HARMON AT MICHIGAN, ^{*under Fritz Corder*} I SURE COULD ^{*have*} USED HIM ON MY SIDE



during 1965-1966 when we were outnumbered better than 2-1
IN THE HOUSE OF REPRESENTATIVES. BUT AS I LOOK ACROSS THE
AISLE, ^{Today} THE DEMOCRATS MAY HAVE A GREAT NEED NOW AND IN THE
FUTURE *for a good ^{new} offense including a few top notch blockers.*

I'M NOT RUNNING EVVY FOR CONGRESS, BUT I'LL BET IF HE
WERE THERE HE WOULD INCREASE THE COMPETITION. AND THAT WOULD
BE ALL TO THE GOOD NO MATTER WHICH SIDE HE WAS ON. Competition

IT'S BEEN MY EXPERIENCE THAT MEN WHO KNOW WHAT VIGOROUS
COMPETITION MEANS, IN SPORTS OR ANY OTHER ARENA OF BATTLE,
ARE MEN WHO CAN MEET THE CHALLENGE IN A TIME OF CRISIS.

THE BEST EXAMPLE I KNOW TO ILLUSTRATE THIS POINT IS THE
HEROISM DISPLAYED IN VIETNAM LATE LAST YEAR BY ARMY'S "LONELY
END," BILL CARPENTER.

IT WAS NO ACCIDENT THAT CAPT. BILL CARPENTER HAD THE
COURAGE TO CALL FOR FIRE ON HIS OWN POSITION WHEN THAT
POSITION WAS OVERRUN BY THE ENEMY. THAT KIND OF GALLANTRY
AND WILL TO WIN BECAME INGRAINED IN BILL CARPENTER ON THE




graduation.
~~FOOTBALL FIELD.~~ HIS EXPERIENCE IN COMPETITIVE SPORTS
CONDITIONED HIM FOR THAT TREMENDOUSLY DIFFICULT DECISION. *involving the national interest of the security of the men under his command.*

AS ALL OF YOU KNOW, FOOTBALL IS MY FIRST LOVE--SO I'M
SURE YOU'LL FORGIVE ME IF I TALK FOOTBALL TO A GROUP OF
ATHLETIC DIRECTORS. AFTER ALL, THE ONLY REASON I WENT FROM
COACHING INTO POLITICS WAS FOR THE JOB SECURITY.

THIS IS A DAY WHEN TOO MANY COLLEGES AND UNIVERSITIES
TEND TO PLAY DOWN FOOTBALL AND THE VALUES TO BE DERIVED FROM
GOOD, CLEAN, HARD COMPETITION ON THE PLAYING FIELD. I FIRMLY
BELIEVE THAT'S WRONG.

I CAN REMEMBER WHEN MICHIGAN STATE UNIVERSITY WAS A
LITTLE AGRICULTURAL SCHOOL KNOWN WITH SOME SCORN BY THE
INTELLECTUALS AT THE UNIVERSITY OF MICHIGAN AS MICHIGAN'S
COW COLLEGE. THAT WAS BEFORE CLARENCE BIGGIE MUNN, DUFFY
DAUGHERTY AND, I GUESS, PRESIDENT JOHN HANNAH. SINCE THEN,
MICHIGAN STATE HAS BLAZED ITS NAME IN LETTERS SCOREBOARD-HIGH



CLEAR ACROSS THE COUNTRY.

47M-4
M-30 WHAT'S WRONG WITH THAT? NOT A THING. THERE'S A LOT
RIGHT WITH IT, THOUGH, BECAUSE MICHIGAN STATE HAS GROWN IN
EVERY OTHER WAY RIGHT ALONG WITH ITS FOOTBALL FORTUNES. IT
HAS BECOME AN OUTSTANDING SCHOOL IN MANY OTHER RESPECTS--IN
THE FIELDS OF SCHOLARSHIP AS WELL AS SPORTS.

I MENTION MICHIGAN STATE BECAUSE IT IS A RELATIVE
NEWCOMER TO THE RANKS OF BIG UNIVERSITIES. I HAVE REFRAINED
FROM USING MY OWN ALMA MATER, MICHIGAN, AS AN EXAMPLE BECAUSE
MICHIGAN'S GREATNESS--ON THE GRIDIRON AND IN THE ACADEMIC
WORLD--GOES BACK SO FAR.

OF COURSE I GO BACK PRETTY FAR MYSELF. I PLAYED FOOTBALL
WHEN THE BALL WAS ROUND. THAT WAS WHEN THE ^{men of the mill business in the depression} ~~GUYS~~ WHO TURNED
"PRO" GOT \$200 A GAME, WHICH WAS WHAT CURLEY LAMBEAU OF THE
PACKERS AND POTSY CLARKE OF THE LIONS OFFERED ME TO PLAY FOR
THEM IN 1935. I PROBABLY WASN'T WORTH EVEN THAT MUCH.



SOMETIMES I WONDER WHAT WOULD HAVE HAPPENED TO ME IF I HAD
TAKEN CURLEY OR POTSY'S OFFER INSTEAD OF JOINING ^{football staff} DUCKY POND'S
AT YALE. MAYBE, LIKE WHIZZER WHITE, I WOULD HAVE WOUND UP
ON THE SUPREME COURT.

EVERY SO OFTEN A CAMPAIGN GETS UNDER WAY AT SOME OF THE
COLLEGES TO DE-EMPHASIZE FOOTBALL ON OTHER THAN FINANCIAL
GROUNDS. THIS PSEUDO-SOPHISTICATE MORALISM AND INTELLECTUALISM
LEAVES ME COLD. I HAVE NEVER FELT THAT THIS MAKES ANY SENSE
AS LONG AS THE GAME IS PLAYED HONESTLY AND FAIRLY. WHAT'S
WRONG WITH GOOD, HARD RECRUITMENT AND ATHLETIC SCHOLARSHIPS
AS LONG AS THE ATHLETE WITH RESPECTABLE GRADES WHO IS THUS
ATTRACTED TO A SCHOOL GETS A GOOD EDUCATION? JUST BECAUSE A
KID GROWS UP IN THE COAL FIELDS OF PENNSYLVANIA OR NEAR THE
IRON ORE PITS IN MINNESOTA OR MICHIGAN DOESN'T MEAN HE CAN'T
SCORE IN THE CLASSROOM AS WELL AS ON THE PLAYING FIELD. THANK
THE GOOD LORD ATHLETIC SCHOLARSHIPS HAVE GIVEN SO MANY

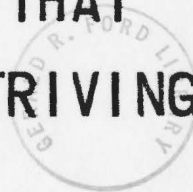
DESERVING KIDS THE OPPORTUNITY TO GET AN EDUCATION. THE NATION IS BETTER FOR IT.

FOOTBALL IS A GREAT GAME. IT'S A GAME THAT BUILDS MEN. IT'S A GREAT LEVELER. THERE ARE NO SOCIAL BARRIERS ON THE PLAYING FIELD.

IT'S A GAME THAT TEACHES A MAN TO WORK HARD, TO DRIVE HIMSELF TO THE POINT OF NEAR EXHAUSTION, TO ENGAGE IN DRUDGERY FOR THE SAKE OF THE AUTOMATIC PERFECTION THAT CAN BE TURNED ON BY INSTINCTIVE COMMAND.

IT'S A GAME THAT FORCES A MAN TO DISCIPLINE BOTH HIS MIND AND HIS BODY, TUNING HIMSELF TO A SHARPNESS THAT CAN ONLY COME WHEN A MAN IS MASTER OF HIMSELF.

IT'S A GAME WHERE A MAN MUST BE PART OF A TEAM IF HE'S GOING TO PLAY AT ALL, A GAME WHERE HE SHARES THE THRILL THAT COMES FROM WORKING WITH OTHERS IN A MEANINGFUL CAUSE, STRIVING WITH OTHERS TO ATTAIN A GLORIOUS GOAL.




IT'S A GAME THAT TEACHES A MAN THE VALUE OF DESIRE,
THE IMPORTANCE OF WANTING TO WIN, AND AT THE SAME TIME MAKES
HIM BIG ENOUGH TO ACCEPT DEFEAT AND THEN COME STORMING BACK.

THE MAJOR REASON THE ISRAELIS WON THE TREMENDOUS VICTORY
THEY DID IN THE MIDEAST RECENTLY WAS THEIR ESPRIT D'CORPS.

FOOTBALL IS MUCH LIKE WAR. TO WIN YOU HAVE TO HIT HARD
AND HIT FAST--AND THE GUYS WHO COME OUT ON TOP ARE HEROES.

SOMEBODY ONCE SAID THAT IT'S NOT IMPORTANT WHETHER YOU
WIN OR LOSE, IT'S HOW YOU PLAY THE GAME. I KNOW WHAT HE WAS
TRYING TO SAY, AND IN PRINCIPLE I AGREE WITH HIM. BUT AT THE
SAME TIME LET'S NOT DISCOUNT THE IMPORTANCE OF WINNING IN
EITHER ATHLETICS OR POLITICS. I OUGHT TO KNOW--THE UNIVERSITY
OF MICHIGAN TEAM ON WHICH I WAS VOTED MOST VALUABLE PLAYER
LOST MOST OF ITS GAMES THAT SEASON--IN FACT WE WON ONE AND
LOST SEVEN. IN MY 19 YEARS IN THE HOUSE, MY PARTY HAS BEEN
THE MINORITY ALL BUT TWO. *Losing may build character but there is much more
satisfaction being a winner or with a majority*



TO SAY IT DOESN'T MATTER WHETHER YOU WIN IS NONSENSE. THAT'S THE NAME OF THE GAME. IF YOU BELIEVE IN YOUR PRINCIPLES--POLITICAL OR FOOTBALL STRATEGY--WINNING IS THE CRUCIAL TEST.

IT'S THE WILL TO WIN THAT FIRES MEN UP AND INSPIRES THEM TO PLAY OVER THEIR HEADS, TO BE MORE THAN MERE MEN. THAT'S THE KIND OF SPIRIT THAT PREVAILS OVER GREAT ODDS ON THE PLAYING FIELD, THE BATTLE FIELD AND THE POLITICAL ARENA.

IT GOES WITHOUT SAYING THAT FOOTBALL SHOULD BE SECONDARY TO THE REASON A PLAYER IS IN COLLEGE. HE'S IN COLLEGE TO GET AN EDUCATION. ^{we know} 1 ATHLETIC COMPETENCE AND SCHOLASTIC ACHIEVEMENT ARE NOT INCOMPATIBLE.

FORTUNATELY, THE PUBLIC IS BEGINNING TO REALIZE THIS FACT OF LIFE.

PART OF THIS ACCEPTANCE BY THE PUBLIC HAS COME SIMPLY THROUGH THE KNOWLEDGE THAT MANY COLLEGE ATHLETES ALSO ARE



GOOD STUDENTS AND FINE CITIZENS.

AT THE SAME TIME, THE APPETITE OF AMERICANS FOR THE NATURAL GLORY THAT SURROUNDS THE PLAYING FIELD HAS GROWN IN RECENT YEARS.

TELEVISION HAS HAD MUCH TO DO WITH THIS DESIRABLE RESULT. FOOTBALL, BASKETBALL, AND NOW THE NEW NATIONAL CRAZE, SOCCER, ARE GETTING THE KIND OF EXPOSURE THAT ONLY BASEBALL USED TO ENJOY.

THERE ARE COUNTLESS AMERICANS WHO USED TO SAY THEY WERE INTERESTED ONLY IN COLLEGE FOOTBALL, PEOPLE WHO SPOKE DERISIVELY OF PROFESSIONALS AS THE "PLAY FOR PAY" BOYS.

ALL HAS CHANGED. WE HAVE ENTERED INTO A GREAT ERA IN SPORTS HISTORY. AMERICANS NOW RECOGNIZE THE BEAUTY IN ATHLETICS, WHETHER THE CONTEST IS FOR MONEY OR NOT. BUT ALWAYS THE NECESSARY INGREDIENT FOR PUBLIC APPROVAL IS DESIRE AND THE WILL TO WIN. IF IT'S A PRO CONTEST, THE PRO'S HAVE TO LOOK LIKE

THEY'RE GIVING IT WHAT'S KNOWN AS "THE OLD COLLEGE TRY."
FROM MY OBSERVATIONS THEY DO GIVE IT THEIR BEST.

IT IS A GREAT ERA IN SPORTS, TOO, BECAUSE THE RECORDS
JUST DON'T STAND VERY LONG.

COMPETITION IS SHATTERING NEARLY EVERY RECORD. THERE
DOESN'T SEEM TO BE ANY LIMIT TO HUMAN ACHIEVEMENT IN TRACK
AND FIELD PERFORMANCES. *The kids are bigger, faster, stronger and better coached. You*
~~AND THE AMERICAN PEOPLE ARE EATING~~
IT UP. and your associates deserve great credit.

TELEVISION HAS NOT ONLY EDUCATED THE FANS, IT HAS
IMPROVED THE PLAYERS. THE KIDS WATCH THE PRO'S ON TV AND
THEN SEE IF THEY CAN'T EXECUTE THE SAME PLAYS AND MANEUVERS.

I MENTIONED EARLIER THAT I PLAYED FOOTBALL WHEN THE
BALL WAS ROUND. PEOPLE WHO DIDN'T KNOW FOOTBALL IN THOSE
DAYS THINK I'M JUST KIDDING. BUT YOU FELLOWS KNOW THAT THE
EQUIPMENT HAS CHANGED--NOT ONLY IN FOOTBALL BUT IN OTHER
SPORTS. AND THE RESULTS ARE EXCITING.



MAYBE OLDTIMERS LIKE ME DON'T THINK IT'S EXACTLY FAIR BUT POLEVAULTERS NOW ARE USING BAMBOO, STEEL, ALUMINUM AND FIBER GLASS INSTEAD OF THE OLD HICKORY OR ASH POLES, THE FOOTBALL IS A LOT EASIER TO THROW BECAUSE IT'S BEEN SHORTENED AND NARROWED TWICE SINCE 1930, THE NEW BASEBALL COMPARED WITH THAT OF THE OLD TIMES IS SO LIVELY THEY CALL IT "THE RABBIT BALL," AND SO ON DOWN THE LINE. *and the trend will undoubtedly accelerate.*

THIS IS THE AGE OF SPECIALIZATION. AS YOU WELL KNOW, THE COACHES WHO WORK UNDER YOU ATHLETIC DIRECTORS ARE TRAINED PHYSIOLOGISTS, SPECIALISTS IN SOME FIELD, MANY OF THEM PH.D.'S.

ALL OF THESE DEVELOPMENTS ARE WHOLESOME. THEY ARE GOOD FOR THE COUNTRY. WHAT PLEASES ME MOST IS THAT BEING AN ATHLETE HAS BECOME RESPECTABLE BECAUSE SPORTS NOW ARE ATTRACTING SUPERIOR TALENT. THE ATHLETE TODAY REALLY HAS TO MEASURE UP IN THE BROADEST SENSE.

WE HAVE COME A LONG WAY SINCE PETER FINLEY DUNNE, WHO



BECAME FAMOUS FOR HIS "OBSERVATIONS OF MR. DOOLEY," MADE THIS COMMENT ABOUT ATHLETICS:

"IN ME YOUNGER DAYS IT WAS NOT CONSIDERED RAYSPICTIBLE
F'R TO BE AN ATHLETE. AN ATHLETE WAS ALWAYS A MAN THAT WAS
NOT STRONG ENOUGH F'R WURRUK. FRACTIONS DHRUV HIM FR'M
SCHOOL AN' TH' VAGRANCY LAWS DHRUV HIM TO BASEBALL."

NO, THE ATHLETE TODAY IS A SHINING FIGURE, A MAN MUCH ADMIRER FOR HIS PROWESS AND HIS FEATS OF SKILL AND STRENGTH.

AMERICANS AGAIN HAVE COME, AS IN THE DAY OF TEDDY ROOSEVELT, TO EMBRACE WHAT TEDDY CALLED "THE STRENUOUS LIFE."

THIS, OF COURSE, TENDS TO PROMOTE PUBLIC SUPPORT FOR THE CENTRAL PURPOSE OF YOUR ORGANIZATION-- THE N.A.C.D.A.-- WHICH ~~AS I UNDERSTAND IT~~ IS TO ENHANCE THE ROLE OF INTERCOLLEGIATE ATHLETICS IN THE TOTAL EDUCATIONAL PROGRAM OF OUR COLLEGES AND UNIVERSITIES.

THIS IMPOSES A GREAT BURDEN ON EACH OF YOU, MORE SO THAN



EVER BEFORE. LIKE A MAN ELECTED TO PUBLIC OFFICE, YOU MUST SHOW THAT YOU DESERVE THE CONFIDENCE THE PEOPLE HAVE PLACED IN YOU. THERE IS NO DISILLUSIONMENT GREATER THAN CONFIDENCE MISPLACED. *Today The Congress & politics may have a bad image because of Senator Gold as you have & Adam Clayton Powell. But don't judge all of us.*

BUT I KNOW YOU WILL ¹MEASURE UP TO THAT RESPONSIBILITY. YOU HAVE TREMENDOUS RESPECT FOR RULES OF CONDUCT, AND YOU KNOW THAT THE ONLY CODE WORTH LIVING UP TO IS A CODE THAT GLOWS WITH HONESTY AS WELL AS THE DETERMINATION TO WIN.

I HAVE DESCRIBED YOU AS BUILDERS OF MEN. INDEED YOU ARE. YOU ARE SHAPING MEN WHO MAY WELL BECOME LEADERS IN GOVERNMENT, MEN WHO LIKE YOU WILL BE BURDENED WITH A PUBLIC TRUST.

A NATION IS SIMPLY A COLLECTION OF INDIVIDUALS. THUS / OUR NATION IS ONLY AS STRONG AS THE INDIVIDUALS WHO COLLECTIVELY COMPRISE IT.


IT WAS BECAUSE TEDDY ROOSEVELT RECOGNIZED THIS / THAT HE ADVOCATED "THE STRENUOUS LIFE," AND WARNED HIS FELLOW-AMERICANS

THAT...

IF WE SEEK MERELY SWOLLEN, SLOTHFUL EASE AND IGNOBLE PEACE, IF WE SHRINK FROM THE HARD CONTESTS WHERE MEN MUST WIN AT THE HAZARD OF THEIR LIVES AND AT THE RISK OF ALL THEY HOLD DEAR, THEN BOLDER AND STRONGER PEOPLES WILL PASS US BY, AND WILL WIN FOR THEMSELVES THE DOMINATION OF THE WORLD."

I HOPE YOU WILL CONTINUE TO INSTILL AN INDOMITABLE SPIRIT IN THE THOUSANDS OF YOUNG MEN WHOSE LIVES YOU INFLUENCE-- THE KIND OF SPIRIT THAT BUILT AMERICA AND MADE IT GREAT. *Churchill*

THIS IS THE SPIRIT THAT TEDDY ROOSEVELT DISTILLED INTO A FEW WORDS WHEN HE SAID: "FAR BETTER IT IS TO DARE MIGHTY THINGS, TO WIN GLORIOUS TRIUMPHS, EVEN THOUGH CHECKERED WITH FAILURE, THAN TO TAKE RANK WITH THOSE POOR SPIRITS WHO NEITHER ENJOY MUCH NOR SUFFER MUCH, BECAUSE THEY LIVE IN THE GRAY TWILIGHT THAT KNOWS NOT VICTORY NOR DEFEAT."



I OFFER YOU THIS CHALLENGE--THAT YOU IMBUE EVERY YOUNG MAN WHO COMES WITHIN YOUR ORBIT WITH THE SPIRIT OF DARING, THE SPIRIT OF DETERMINATION, THE SPIRIT OF UNYIELDING HONESTY AND THE SPIRIT OF VICTORY. FOR IT IS MEN LIKE YOU WHO CAN GIVE AMERICA THE BACKBONE IT NEEDS IN THESE TIMES OF CRISIS. AND WITH BACKBONE LIKE THAT, NONE NEED SAY, "PLEASE PASS THE LINIMENT."

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SPEECH BY REP. GERALD R. FORD (R.-MICH.)
BEFORE THE NATIONAL ASSOCIATION OF COLLEGIATE DIRECTORS OF ATHLETICS
JUNE 20, 1967, MINNEAPOLIS, MINNESOTA

Gentlemen: I want first of all to tell you how happy I am to be here with you tonight. It's not too often that I get a chance to speak before such a congenial audience. It's real nice being with so many old friends. It's like Old Home Week--not like on some occasions when I feel like a person of doubtful origin at a family reunion.

As you may know, it was Forest Evashevski who contacted me about being your guest. That was mighty broad-minded of Evvy, since, after all, he is married to the daughter of one of the most prominent Democrats the state of Michigan ever sent to the United States Senate.

I'll say this for Evvy...the way he ran interference for Tom Harmon at Michigan, I sure could use him on my side in the House of Representatives. But as I look across the aisle, the Democrats may have a great need now and in the future.

I'm not running Evvy for Congress, but I'll bet if he were there he would increase the competition. And that would be all to the good no matter which side he was on.

It's been my experience that men who know what vigorous competition means, in sports or any other arena of battle, are men who can meet the challenge in a time of crisis.

The best example I know to illustrate this point is the heroism displayed in Vietnam late last year by Army's "Lonely End," Bill Carpenter.

It was no accident that Capt. Bill Carpenter had the courage to call for fire on his own position when that position was overrun by the enemy. That kind of gallantry and will to win became ingrained in Bill Carpenter on the football field. His experience in competitive sports conditioned him for that tremendously difficult decision.

As all of you know, football is my first love--so I'm sure you'll forgive me if I talk football to a group of athletic directors. After all, the only reason I went from coaching into politics was for the job security.

This is a day when too many colleges and universities tend to play down football and the values to be derived from good, clean, hard competition on the playing field. I firmly believe that's wrong.

I can remember when Michigan State University was a little agricultural school known with some scorn by the intellectuals at the University of Michigan as Michigan's cow college. That was before Clarence Biggie Munn, Duffy Daugherty and, I guess, President John Hannah. Since then, Michigan State has blazed its

(more)



name in letters scoreboard-high clear across the country.

What's wrong with that? Not a thing. There's a lot right with it, though, because Michigan State has grown in every other way right along with its football fortunes. It has become an outstanding school in many other respects--in the fields of scholarship as well as sports.

I mention Michigan State because it is a relative newcomer to the ranks of big universities. I have refrained from using my own alma mater, Michigan, as an example because Michigan's greatness--on the gridiron and in the academic world--goes back so far.

Of course I go back pretty far myself. I played football when the ball was round. That was when the guys who turned "pro" got \$200 a game, which was what Curley Lambeau of the Packers and Potsy Clarke of the Lions offered me to play for them in 1935. I probably wasn't worth even that much. Sometimes I wonder what would have happened to me if I had taken Curley or Potsy's offer instead of joining Ducky Pond at Yale. Maybe, like Whizzer White, I would have wound up on the Supreme Court.

Every so often a campaign gets under way at some of the colleges to de-emphasize football on other than financial grounds. This pseudo-sophisticate moralism and intellectualism leaves me cold. I have never felt that this makes any sense as long as the game is played honestly and fairly. What's wrong with good, hard recruitment and athletic scholarships as long as the athlete with respectable grades who is thus attracted to a school gets a good education? Just because a kid grows up in the coal fields of Pennsylvania or near the iron ore pits in Minnesota or Michigan doesn't mean he can't score in the classroom as well as on the playing field. Thank the good Lord athletic scholarships have given so many deserving kids the opportunity to get an education. The Nation is better for it.

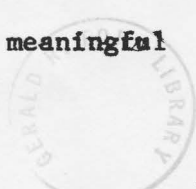
Football is a great game. It's a game that builds men. It's a great leveler. There are no social barriers on the playing field.

It's a game that teaches a man to work hard, to drive himself to the point of near exhaustion, to engage in drudgery for the sake of the automatic perfection that can be turned on by instinctive command.

It's a game that forces a man to discipline both his mind and his body, tuning himself to a sharpness that can only come when a man is master of himself.

It's a game where a man must be part of a team if he's going to play at all, a game where he shares the thrill that comes from working with others in a meaningful

(more)



cause, striving with others to attain a glorious goal.

It's a game that teaches a man the value of desire, the importance of wanting to win, and at the same time makes him big enough to accept defeat and then come storming back.

The major reason the Israelis won the tremendous victory they did in the Mideast recently was their esprit d'corps.

Football is much like war. To win you have to hit hard and hit fast--and the guys who come out on top are heroes.

Somebody once said that it's not important whether you win or lose, it's how you play the game. I know what he was trying to say, and in principle I agree with him. But at the same time let's not discount the importance of winning in either athletics or politics. I ought to know--the University of Michigan team on which I was voted most valuable player lost most of its games that season--in fact we won one and lost seven. In my 19 years in the House, my party has been the minority all but two.

To say it doesn't matter whether you win is nonsense. That's the name of the game. If you believe in your principles--political or football strategy--winning is the crucial test.

It's the will to win that fires men up and inspires them to play over their heads, to be more than mere men. That's the kind of spirit that prevails over great odds on the playing field, the battle field and the political arena.

It goes without saying that football should be secondary to the reason a player is in college. He's in college to get an education. Athletic competence and scholastic achievement are not incompatible.

Fortunately, the public is beginning to realize this fact of life.

Part of this acceptance by the public has come simply through the knowledge that many college athletes also are good students and fine citizens.

At the same time, the appetite of Americans for the natural glory that surrounds the playing field has grown in recent years.

Television has had much to do with this desirable result. Football, basketball, and now the new national craze, soccer, are getting the kind of exposure that only baseball used to enjoy.

There are countless Americans who used to say they were interested only in college football, people who spoke derisively of professionals as the "play for pay" boys.

(more)



All has changed. We have entered into a great era in sports history. Americans now recognize the beauty in athletics, whether the contest is for money or not. But always the necessary ingredient for public approval is desire and the will to win. If it's a pro contest, the pro's have to look like they're giving it what's known as "the old college try." From my observations they do give it their best.

It is a great era in sports, too, because the records just don't stand very long.

Competition is shattering nearly every record. There doesn't seem to be any limit to human achievement in track and field performances. And the American people are eating it up.

Television has not only educated the fans, it has improved the players. The kids watch the pro's on TV and then see if they can't execute the same plays and maneuvers.

I mentioned earlier that I played football when the ball was round. People who didn't know football in those days think I'm kidding. But you fellows know that the equipment has changed--not only in football but in other sports. And the results are exciting.

Maybe oldtimers like me don't think it's exactly fair but polevaulters now are using bamboo, steel, aluminum and fiber glass instead of the old hickory or ash poles, the football is a lot easier to throw because it's been shortened and narrowed twice since 1930, the new baseball compared with that of the old times is so lively they call it "the rabbit ball," and so on down the line.

This is the age of specialization. As you well know, the coaches who work under you athletic directors are trained physiologist, specialists in some field, many of them Ph. D.'s.

All of these developments are wholesome. They are good for the country. What pleases me most is that being an athlete has become respectable because sports now are attracting superior talent. The athlete today really has to measure up in the broadest sense.

We have come a long way since Peter Finley Dunne, who became famous for his "Observations of Mr. Dooley," made this comment about athletics:

"In me younger days it was not considered rayspictible f'r to be an athlete. An athlete was always a man that was not sthrong enough f'r wurruk. Fractions dhruv him fr'm school an' th' vagrancy laws dhruv him to baseball."

No, the athlete today is a shining figure, a man much admired for his prowess and his feats of skill and strength.

(more)



Americans again have come, as in the day of Teddy Roosevelt, to embrace what Teddy called "The Strenuous Life."

This, of course, tends to promote public support for the central purpose of your organization--the N.A.C.D.A.--which as I understand it is to enhance the role of intercollegiate athletics in the total educational program of our colleges and universities.

This imposes a great burden on each of you, more so than ever before. Like a man elected to public office, you must show that you deserve the confidence the people have placed in you. There is no disillusionment greater than confidence misplaced.

But I know you will measure up to that responsibility. You have tremendous respect for rules of conduct, and you know that the only code worth living up to is a code that glows with honesty as well as the determination to win.

I have described you as builders of men. Indeed you are. You are shaping men who may well become leaders in government, men who like you will be burdened with a public trust.

A nation is simply a collection of individuals. Thus our Nation is only as strong as the individuals who collectively comprise it.

It was because Teddy Roosevelt recognized this that he advocated "The Strenuous Life," and warned his fellow-Americans that...

"If we seek merely swollen, slothful ease and ignoble peace, if we shrink from the hard contests where men must win at the hazard of their lives and at the risk of all they hold dear, then bolder and stronger peoples will pass us by, and will win for themselves the domination of the world."

I hope you will continue to instill an indomitable spirit in the thousands of young men whose lives you influence--the kind of spirit that built America and made it great.

This is the spirit that Teddy Roosevelt distilled into a few words when he said: "Far better it is to dare mighty things, to win glorious triumphs, even though checkered with failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat."

I offer you this challenge--that you imbue every young man who comes within your orbit with the spirit of daring, the spirit of determination, the spirit of unyielding honesty and the spirit of victory. For it is men like you who can give America the backbone it needs in these times of crisis. And with backbone like that, none need say, "Please pass the liniment."

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JUNE 20, 1967, MINNEAPOLIS, MINNESOTA

Gentlemen: I want first of all to tell you how happy I am to be here with you tonight. It's not too often that I get a chance to speak before such a congenial audience. It's real nice being with so many old friends. It's like Old Home Week--not like on some occasions when I feel like a person of doubtful origin at a family reunion.

As you may know, it was Forest Evashevski who contacted me about being your guest. That was mighty broad-minded of Evvy, since, after all, he is married to the daughter of one of the most prominent Democrats the state of Michigan ever sent to the United States Senate.

I'll say this for Evvy...the way he ran interference for Tom Harmon at Michigan, I sure could use him on my side in the House of Representatives. But as I look across the aisle, the Democrats may have a great need now and in the future.

I'm not running Evvy for Congress, but I'll bet if he were there he would increase the competition. And that would be all to the good no matter which side he was on.

It's been my experience that men who know what vigorous competition means, in sports or any other arena of battle, are men who can meet the challenge in a time of crisis.

The best example I know to illustrate this point is the heroism displayed in Vietnam late last year by Army's "Lonely End," Bill Carpenter.

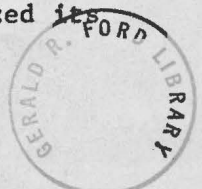
It was no accident that Capt. Bill Carpenter had the courage to call for fire on his own position when that position was overrun by the enemy. That kind of gallantry and will to win became ingrained in Bill Carpenter on the football field. His experience in competitive sports conditioned him for that tremendously difficult decision.

As all of you know, football is my first love--so I'm sure you'll forgive me if I talk football to a group of athletic directors. After all, the only reason I went from coaching into politics was for the job security.

This is a day when too many colleges and universities tend to play down football and the values to be derived from good, clean, hard competition on the playing field. I firmly believe that's wrong.

I can remember when Michigan State University was a little agricultural school known with some scorn by the intellectuals at the University of Michigan as Michigan's cow college. That was before Clarence Biggie Munn, Duffy Daugherty and, I guess, President John Hannah. Since then, Michigan State has blazed its

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name in letters scoreboard-high clear across the country.

What's wrong with that? Not a thing. There's a lot right with it, though, because Michigan State has grown in every other way right along with its football fortunes. It has become an outstanding school in many other respects--in the fields of scholarship as well as sports.

I mention Michigan State because it is a relative newcomer to the ranks of big universities. I have refrained from using my own alma mater, Michigan, as an example because Michigan's greatness--on the gridiron and in the academic world--goes back so far.

Of course I go back pretty far myself. I played football when the ball was round. That was when the guys who turned "pro" got \$200 a game, which was what Curley Lambeau of the Packers and Potsy Clarke of the Lions offered me to play for them in 1935. I probably wasn't worth even that much. Sometimes I wonder what would have happened to me if I had taken Curley or Potsy's offer instead of joining Ducky Pond at Yale. Maybe, like Whizzer White, I would have wound up on the Supreme Court.

Every so often a campaign gets under way at some of the colleges to de-emphasize football on other than financial grounds. This pseudo-sophisticate moralism and intellectualism leaves me cold. I have never felt that this makes any sense as long as the game is played honestly and fairly. What's wrong with good, hard recruitment and athletic scholarships as long as the athlete with respectable grades who is thus attracted to a school gets a good education? (Just because a kid grows up in the coal fields of Pennsylvania or near the iron ore pits in Minnesota or Michigan doesn't mean he can't score in the classroom as well as on the playing field.) Thank the good Lord athletic scholarships have given so many deserving kids the opportunity to get an education. The Nation is thbetter for it.

Football is a great game. It's a game that builds men. It's a great leveler. There are no social barriers on the playing field.

It's a game that teaches a man to work hard, to drive himself to the point of near exhaustion, to engage in drudgery for the sake of the automatic perfection that can be turned on by instinctive command.

It's a game that forces a man to discipline both his mind and his body, tuning himself to a sharpness that can only come when a man is master of himself.

It's a game where a man must be part of a team if he's going to play at all, a game where he shares the thrill that comes from working with others in a meaningful

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cause, striving with others to attain a glorious goal.

It's a game that teaches a man the value of desire, the importance of wanting to win, and at the same time makes him big enough to accept defeat and then come storming back.

The major reason the Israelis won the tremendous victory they did in the Mideast ~~recently~~ ^{in June 2 '67} was their esprit d'corps.

Football is much like war. To win you have to hit hard and hit fast--and the guys who come out on top are heroes.

Somebody once said that it's not important whether you win or lose, it's how you play the game. I know what he was trying to say, and in principle I agree with him. But at the same time let's not discount the importance of winning in either athletics or politics. I ought to know--the University of Michigan team on which I was voted most valuable player lost most of its games that season--in fact we won one and lost seven. In my 19 years in the House, my party has been the minority all but two.

To say it doesn't matter whether you win is nonsense. That's the name of the game. If you believe in your principles--political or football strategy--winning is the crucial test.

It's the will to win that fires men up and inspires them to play over their heads, to be more than mere men. That's the kind of spirit that prevails over great odds on the playing field, the battle field and the political arena.

It goes without saying that football should be secondary to the reason a player is in ~~college~~ ^{school}. He's in ~~college~~ ^{school} to get an education. Athletic competence and scholastic achievement are not incompatible.

Fortunately, the public is beginning to realize this fact of life.

Part of this acceptance by the public has come simply through the knowledge that many college athletes also are good students and fine citizens!

At the same time, the appetite of Americans for the natural glory that surrounds the playing field has grown in recent years.

Television has had much to do with this desirable result. Football, basketball, and now the new national craze, soccer, are getting the kind of exposure that only baseball used to enjoy.

There are countless Americans who used to say they were interested only in college football, people who spoke derisively of professionals as the "play for pay" boys.

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All has changed. We have entered into a great era in sports history. Americans now recognize the beauty in athletics, whether the contest is for money or not. But always the necessary ingredient for public approval is desire and the will to win. If it's a pro contest, the pro's have to look like they're giving it what's known as "the old college try." From my observations they do give it their best.

It is a great era in sports, too, because the records just don't stand very long.

Competition is shattering nearly every record. There doesn't seem to be any limit to human achievement in track and field performances. And the American people are eating it up.

Television has not only educated the fans, it has improved the players. The kids watch the pro's on TV and then see if they can't execute the same plays and maneuvers.

I mentioned earlier that I played football when the ball was round. People who didn't know football in those days think I'm kidding. But you fellows know that the equipment has changed--not only in football but in other sports. And the results are exciting.

Maybe oldtimers like me don't think it's exactly fair but polevaulters now are using bamboo, steel, aluminum and fiber glass instead of the old hickory or ash poles, the football is a lot easier to throw because it's been shortened and narrowed twice since 1930, the new baseball compared with that of the old times is so lively they call it "the rabbit ball," and so on down the line.

This is the age of specialization. As you well know, the coaches who work under you athletic directors are trained physiologist, specialists in some field, many of them Ph. D.'s.

All of these developments are wholesome. They are good for the country. What pleases me most is that being an athlete has become respectable because sports now are attracting superior talent. The athlete today really has to measure up in the broadest sense.

We have come a long way since Peter Finley Dunne, who became famous for his "Observations of Mr. Dooley," made this comment about athletics:

"In me younger days it was not considered rayspictible f'r to be an athlete. An athlete was always a man that was not sthrong enough f'r wurruk. Fractions dhruv him fr'm school an' th' vagrancy laws dhruv him to baseball."

No, the athlete today is a shining figure, a man much admired for his prowess and his feats of skill and strength.

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Americans again have come, as in the day of Teddy Roosevelt, to embrace what Teddy called "The Strenuous Life."

This, of course, tends to promote public support for the central purpose of your organization--the N.A.C.D.A.--which as I understand it is to enhance the role of intercollegiate athletics in the total educational program of our colleges and universities.

This imposes a great burden on each of you, more so than ever before. Like a man elected to public office, you must show that you deserve the confidence ^{you} the ~~people~~ ^{friends} have placed in you. There is no disillusionment greater than confidence misplaced.

But I know you will measure up to that responsibility. You have tremendous respect for rules of conduct, and you know that the only code worth living up to is a code that glows with honesty as well as the determination to win.

I have described you as builders of men. Indeed you are. You are shaping men who may well become leaders in government, men who like you will be burdened with a public trust.

A nation is simply a collection of individuals. Thus our Nation is only as strong as the individuals who collectively comprise it.

It was because Teddy Roosevelt recognized this that he advocated "The Strenuous Life," and warned his fellow-Americans that...

"If we seek merely swollen, slothful ease and ignoble peace, if we shrink from the hard contests where men must win at the hazard of their lives and at the risk of all they hold dear, then bolder and stronger peoples will pass us by, and will win for themselves the domination of the world."

I hope you will continue to instill an indomitable spirit in the thousands of young men whose lives you influence--the kind of spirit that built America and made it great.

This is the spirit that Teddy Roosevelt distilled into a few words when he said: "Far better it is to dare mighty things, to win glorious triumphs, even though checkered with failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat."

I offer you this challenge--that you imbue every young man who comes within your orbit with the spirit of daring, the spirit of determination, the spirit of unyielding honesty and the spirit of victory. For it is men like you who can give America the backbone it needs in these times of crisis. And with backbone like that, none need say, "Please pass the liniment."

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Speech