

**FOOTBALL RECRUITING IN TEXAS:
A SPATIAL ANALYSIS**

By

RONALD CAMERON PEARSON

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Bachelor of Science

East Texas State University

Commerce, Texas

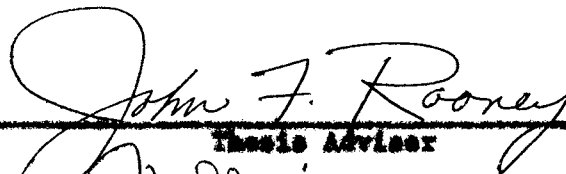
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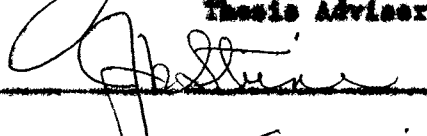
**Submitted to the Faculty of the Graduate College
of the Oklahoma State University
in partial fulfillment of the requirements
for the Degree of
MASTER OF SCIENCE
May, 1972**

NOV 13 1972

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Thesis Approved:


Thesis Advisor







Dean of the Graduate College

830869

ACKNOWLEDGMENTS

The author wishes to express his deepest appreciation to his major adviser, Dr. John F. Rooney, for his invaluable assistance throughout the study.

Special appreciation is also extended to committee member, Mr. James H. Stine for his many suggestions and to Jerry V. Overton who provided information pertaining to the choropleth computer mapping program.

A note of thanks is given to Mark M. Miller and Jo Hanna Ewing for all cartographic work included in the thesis and to Mrs. Ann Smith for typing the final manuscript.

Last, but certainly not least, a debt of gratitude is expressed by this author to all coaches, sports information directors, and officials of the University Interscholastic League of the State of Texas who willingly gave up their time to provide the necessary data essential for the completion of this project.

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CHAPTER I

PROBLEM IDENTIFICATION

Introduction

The primary objective of this study is to investigate the spatial pattern of football recruiting for a selected group of four-year colleges and universities. Both large and small institutions will be sampled to see if there exists a hierarchy of football recruiting.

From a chronological standpoint, the study begins with a discussion of Texas high school football to be followed by additional chapters dealing with analysis of specific recruiting territories, recruiting hierarchy, and football programs in the predominately black colleges and universities.

The purpose of the thesis will be to test the following three hypotheses: (1) Athletic success will affect the geographical pattern of recruiting at a particular school; (2) The larger universities recruit more extensively than the smaller institutions; (3) There was no appreciable change in recruiting policy in regard to black athletes immediately after the passage of the first Civil Rights Act in 1954.

Data collection has centered around the acquisition of football rosters at each of the individual schools. An effort was made to secure this roster data from the mid 1950's to the present. Of the

institutions visited, approximately 75% were able to comply with this request. All schools, however, provided this type of information for the 1970 playing season.

Personal interviews were scheduled with the coach or coaches in charge of recruiting at each of the institutions visited. An attempt was also made to meet with the Sports Information Director for the purpose of securing the needed roster data.

These types of data were assembled from each of the twenty-two sampled schools, and play a particularly important role in the overall thesis. The hometown of each athlete is classified by county to determine the specific recruiting territory of that college or university. When possible, comparisons are made between the 1970 season and those of past years to see if that school's recruiting territory has enlarged or decreased in size. Maps were compiled for both the larger and smaller institutions to illustrate, in a comparative manner, the difference in the geographical extent of the area recruited.

Literature in the area of sports geography is very limited. Dr. John F. Rooney, Jr., head of the Department of Geography at Oklahoma State University, has been the principal contributor to this field. Some of his articles include, "Some Geographical Aspects of Basketball in the United States", "A Geographical Analysis of Football Player Production in Oklahoma and Texas", "Some Cultural Geographic Implications of Football in the United States", and "Up From the Mines and Out From the Prairies" published in the Geographical Review.

His work has been concerned with the spatial organization of sports in the United States. He has identified regions of sports emphasis for football, basketball and baseball. He has been most con-

cerned with the measurement of regional athletic productivity as indicated by the recruitment of big-time college and professional players. In addition, Rooney has compiled data on the geographical variation of sports facilities, fan interest, and press coverage of athletic events. His students have conducted studies in virtually all types of American and world games.

CHAPTER II

TEXAS AS A FOOTBALL STATE (PRE-COLLEGIATE LEVEL)

It has been the opinion of many observers that, from its very beginning in 1900, Texas high school football has continually demonstrated a superior calibre of play.

Football as an organized sport is present in many Texas schools beginning in the sixth grade. Enthusiasm for the game gains momentum on into the junior high grades and reaches a definite peak on the high school level. It is on the high school level that the heated rivalries were born and the prestige of a community is at stake, to be lost or preserved by the mere kick of a ball.

As implied in the preceding paragraph, Texans take their football seriously, and this is certainly the case at the small-town level. This is especially true when a winning tradition by a particular team or teams has long been established. Even in games of a less dramatic nature, attendance is usually high. Some areas of Texas, especially those which have historically produced better than average teams, are noted for their consistently superior fan support.

In an earlier study, an attempt was made to further analyze this subject of fan support in nine selected regions within the state. The nine areas which comprised the study included the Rio Grande Valley, the panhandle, central, north central, northeast, south, southeast,

west and southwest Texas. Data were compiled on won-loss records, enrollment figures for the individual high schools, and average attendance for each home game.¹ The population of the town was compared with the average attendance for each home game to arrive at an attendance index; the higher the value, the better relative attendance figures to get an index of attendance relative to the high school enrollment (see Tables I through IV).

In a brief summary of a few of these nine regions it was found that the poorest community support came from towns in the Rio Grande Valley and from those in extreme southwest Texas. This was not too surprising since some of the state's weaker teams come from these areas. Only one team (Donna) from the Rio Grande Valley has ever won a state championship in high school football.

The panhandle area, long noted for its powerful teams, fared considerably better in regard to community support. Seven of the schools in this region averaged better than 50 per cent in terms of fan support. Once again, this figure was calculated by dividing the population of the community into the average attendance for each home game. The town of White Deer, for example, came out with a 125 per cent total community support rating. This is quite impressive especially if one considers the vast distances involved in traveling to and from towns within the same district in this particular area of the state. A one hundred to one hundred fifty mile trip is not uncommon, and in one case (Matadors to Taxline) a one-way distance of 260 miles must be traveled. This contrasts sharply with towns in extreme south Texas

¹University Intercholastic League Office Files, Austin, Texas, March 17, 1970.

TABLE I
HOME GAME ATTENDANCE FOR RIO GRANDE VALLEY COMMUNITIES
BASED ON HIGH SCHOOL ENROLLMENT

| Town | Enrollment | Average attendance for each home game | Percent of attendance relative to high school enrollment |
|-------------|------------|---|---|
| Brownsville | 4,150 | 5,000 | 120% |
| Edinburg | 2,070 | 2,500 | 121% |
| McAllen | 2,600 | 4,750 | 183% |
| Mission | 1,189 | 4,250 | 355% |
| Donna | 557 | 3,500 | 628% |
| Weslaco | 1,200 | 4,500 | 375% |
| Marcedas | 776 | 3,000 | 387% |
| Lyford | 360 | 1,250 | 347% |
| Rio Hondo | 310 | 900 | 290% |
| Port Isabel | 323 | 500 | 155% |

Source: University Interscholastic League Office files, Austin, Texas.

TABLE II
HOME GAME ATTENDANCE FIGURES FOR NINE WEST TEXAS COMMUNITIES
BASED ON COMMUNITY POPULATION

| Town | Win/Loss Record | Popu- lation | Average Attendance for each home game | Average Attendance compared to size of town |
|---------------|--------------------|-----------------|--|--|
| Seminole | 6-4 | 6,262 | 3,100 | 50% |
| Monahans | 7-3 | 9,476 | 4,000 | 42% |
| Colorado City | 5-5 | 6,751 | 4,500 | 67% |
| Crana | 9-1 | 4,018 | 2,250 | 56% |
| Haskell | 6-2-1 | 4,166 | 2,000 | 48% |
| Quanah | 4-6 | 4,570 | 2,300 | 50% |
| Rotan | 3-7 | 3,010 | 2,000 | 66% |
| Albany | 7-3 | 2,149 | 1,600 | 74% |
| Eldorado | 5-5 | 1,856 | 800 | 43% |

Source: University Interscholastic League Office files, Austin, Texas.

TABLE III
HOME GAME ATTENDANCE FIGURES FOR NINE WEST TEXAS COMMUNITIES
BASED ON HIGH SCHOOL ENROLLMENT

| Town | Enrollment | Average Attendance for each home game | Percent of Attendance relative to high school enrollment |
|---------------|------------|--|---|
| Seminole | 540 | 3,100 | 574% |
| Monahans | 850 | 4,000 | 471% |
| Colorado City | 560 | 4,500 | 803% |
| Crane | 360 | 2,250 | 625% |
| Haskell | 250 | 2,000 | 800% |
| Quanah | 370 | 2,300 | 621% |
| Rotan | 220 | 2,000 | 910% |
| Albany | 155 | 1,600 | 1030% |
| Eldorado | 160 | 800 | 500% |

Sources: University Interscholastic League office files, Austin, Texas,
 March 17, 1970.

TABLE IV

HOME GAME ATTENDANCE FIGURES FOR SOUTHWEST TEXAS COMMUNITIES
BASED ON COMMUNITY POPULATION

| Town | Win/Loss Record | Popu- lation | Average Attendance for each home game | Attendance at game compared to size of town |
|-----------------|--------------------|-----------------|--|--|
| Crystal City | 9-10 | 6,191 | 1,750 | 28% |
| Carrizo Springs | 5-5 | 5,792 | 2,750 | 47% |
| Ozona | 7-3 | 3,549 | 3,250 | 92% |
| Sonora | 8-2 | 2,569 | 1,250 | 48% |
| Bracketville | 7-3 | 1,531 | 400 | 26% |
| Rocksprings | 4-6 | 1,205 | 500 | 33% |

Source: University Interscholastic League Office files, Austin, Texas,
March 17, 1970.

where a fifty-mile journey (Brownsville to McAllen) is considered to be a maximum driving distance.

The northeast Texas area is another strong region for Texas high school football. Linden (128 per cent) and Honey Grove (120 per cent) are two of the strongest teams in this region. In the case of Honey Grove, a winning tradition has prevailed through the years, and a sixty-point margin of victory is not considered unusual. During the 1969 season, the sixty-point mark was reached four different times, while fifty and forty point outputs were common during the remainder of the season. The stadium at Honey Grove is one of the finest for a class "A" team in the state. It seats approximately 3500 people (town population 2000). Comparing this with the student body which numbers 200, we see that seventeen and one half seats exist for each student. As far as the high school budget is concerned, one quarter of the total is set aside for athletics, and approximately 75 per cent of that sum goes directly for the support of football; the remainder is equally divided between basketball and track.

Probably the most surprising region of the state was the central Texas area. There were more communities in this area with a minimum 50 per cent fan support rating than the remaining eight regions. Lexington with a 145 per cent rating led the entire state in this respect.

As indicated in the introductory chapter, little professional attention has been given to the geography of football recruiting or, for that matter, to the geographical aspects of sports in general.

Rooney has been the primary contributor to this relatively new area of academic research. In his efforts to determine the leading

player-producing counties across the country, he devised a per capita index rating system which used 1.00 as the national norm (one player per 12,500 population.)² Based on this system, Rooney's system discovered four highly productive regions within Texas that closely parallel findings of the ones described above. These four regions as delineated by Rooney include northeast Texas, west Texas, central Texas, and the panhandle area of the state. As far as northeast Texas is concerned, this area came out with a per capita index of 2.90 with an output of 162 players between the years 1960 to 1966. Rockwall County, which is located in this region, "is the second leading county in the United States with a per capita index rating of 14.91."³

A second region was an area of far west Texas centering on Midland and Odessa and extending north through the west Texas communities of Big Spring, Lamasa, Colorado City, and adjacent towns. "This region produced football players destined to play in the collegiate ranks at a rate of three and one half times the national norm."⁴ The third highly productive region as defined by Rooney was a large area of central Texas which also included a portion of western Oklahoma. This vast area produced 153 players and rated equally well on the per capita index scale at 3.25.⁵

The fourth and final area of the state found by Rooney to be highly productive in terms of football talent was the panhandle region.

² John F. Rooney, "Up From the Mines and Out From the Prairies," The Geographical Review, LIX (October, 1969), 477, 482.

³ Ibid., p. 486.

⁴ Ibid.

⁵ Ibid.

Here, players were produced at a rate of four times the national average of 1.00.⁶

When one views the statistics in more general terms, it is found that many of the coaches interviewed during the spring of 1971, simply state that they considered both the east and west Texas areas to be important recruiting territories for their respective schools. These "oil field" areas, as referred to by some coaches, have historically been hot beds for recruiting football talent. Although no one has yet come up with any concrete reasons why these two areas have continually produced more and better quality football players, Rooney has formulated six hypotheses which probably explain, at least partially, the reason for high player production in these two regions of Texas as well as the Pennsylvania-West Virginia mining mill districts which export the majority of the football players to the Atlantic Coast, Ivy League, and Southern Conferences.⁷ They are as follows: (1) Above average emphasis on rugged individualism which finds expression on the grid-iron, (2) Above average emphasis on militarism which is reflected in an attraction for games demanding considerable self-discipline, such as football, (3) State-related nationalism finds a micro-expression at the local level, and hence, community prestige is more vital than in other sections of the country. In other words, the football team is an instrument by which community prestige is judged, (4) Excellent autumn weather provides ample time for a long season including play-offs. Under this subject it should also be noted that reasonably good

⁶Ibid.

⁷Ibid.

spring weather also allows for effective workouts during that time of year in preparation for the next fall. (This fourth hypothesis of Rooney's most assuagely applies to the Texas area more than to the mining districts of Pennsylvania and West Virginia.) (5) An absence of intervening opportunity permits greater emphasis on football. This statement is especially true of the smaller communities. (6) Considerable local opportunity to play collegiate football within the state. This statement also pertains only to the state of Texas in that 80 per cent of its athletes are retained by the state.⁸

Before concluding this discussion on high school football in Texas, we might find it worthwhile to cite a few examples pertaining to the growth of the game in the state.

History and Development of Texas

High School Football

High school football teams in Texas first began competing for a state championship in 1920, although official records did not begin to be kept until the following year. Since that time a number of changes have occurred in regard to the various school conferences engaged in the championship playoffs.

During the years 1922 to 1925, there were only "A" and "B" conferences, but these merged after the regular season was over and the playoffs began. Between 1925 and 1928, however, only the "A" conference competed for a state championship, while the "B" conference

⁸"A Geographic Analysis of Football Player Production in Oklahoma and Texas," Proceedings of the Oklahoma Academy of Science (Edmond, Okla., 1970), p. 118.

dropped out at the bi-district level.⁹

In 1928, conference "B" moved up to regional status after which time the sport remained relatively stable until 1939 when the entire system was again revamped. In that year, conferences AA, A and B were established. During this period, AA schools would compete for the state championship, A schools for regional, and B schools for bi-district. In 1946, all of the B schools were allowed to move up to the regional level.¹⁰

A major change occurred in 1948 when the city conference was established as a separate league. This conference included all of the big city schools and, therefore, took these schools out of the AA conference.¹¹

This plan proved quite unpopular, however, and in 1951, the present system was installed. The current plan calls for conference AAAA, AAA, AA and A to play to state championships and conference B to regional level. The AAAA schools were those with enrollments of more than 900; Class AAA, 390 to 900; Class AA, 200 to 390; Class A, 120 to 200; Class B, under 120.¹²

Also competing for regional titles were the six and eight man teams. This type of arrangement only applied to high schools which have a total enrollment of less than 100. Six-man football began in

⁹Harold V. Ratliff, Autumn's Mightiest Legions (Waco: Texian Press, 1963), pp. 4-5.

¹⁰Ibid.

¹¹Ibid.

¹²Ibid.

1938, and in 1958, the eight-man squad came into existence.¹³

Although 1921 marked the first year in which a state championship was officially recognized by the University Interscholastic League, the first game of football on the high school level was actually played two decades earlier. This historic game was held in Dallas in the fall of 1900 and involved only participants from one school, Dalhart, now known as Crocker Technical High School.¹⁴

This early team was not school sponsored, however, and the superintendent of the Dallas schools at that time would not allow any practice sessions to be held on school property. The players' uniforms were stuffed with cotton by each of the boys' mothers to act as padding, and, of course, any type of protective headgear was not even thought of.¹⁵

When the game finally got under way, only two persons attended. All of this is in stark contrast to the present day games which involve more than 900 individual high school teams playing approximately 450 games each week before an estimated attendance of 8,000,000 people.¹⁶ The largest attendance at a high school game in Texas was in 1945. This was in the Cotton Bowl in Dallas when Highland Park and Waco battled to a 7-7 tie. The total attendance for the game was 45,790-- a complete sellout since the Cotton Bowl capacity was then only 45,000.¹⁷

¹³ *Ibid.*

¹⁴ *Ibid.*, p. 111.

¹⁵ *Ibid.*

¹⁶ *Ibid.*

¹⁷ *Ibid.*, p. 101.

From the beginning of the first state championship in 1921, it has not been uncommon for one team to dominate the game for several successive seasons.

Waco was the first of these really great teams and is well worthy of mention here. Between the years 1922 and 1927, Waco High compiled the greatest six-year record in schoolboy history. During these years this team won four state championships and played in the finals all six years. Resounding defeats were handed out to Mexia, 138-0, Corsicana, 100-0, Corsicana Orphans Home, 119-0, McGregor, 127-0, Marlin, 107-0, and Jefferson Davis of Houston, 124-0, this latter game being in bi-district play.¹⁸ During these six years, Waco won 73 games, lost three and tied two; one of those defeats was reversed on an eligibility ruling.¹⁹

Other great teams followed Waco, establishing similar football dynasties. Some of these include Abilene, Amarillo, Breckenridge and Wichita Falls. In more recent years, however, the trend has been for a greater balance of teams throughout the state. Only in the case of Garland (1963-1964) has a team won the state title two years in succession.

With this more equal distribution of football talent has come an increased demand on college recruiters, both from within the state as well as from without, to secure for their particular institution the best possible athlete. Even those colleges and universities with a limited athletic budget now find themselves in the midst of an in-

¹⁸Ibid., pp. 24-26.

¹⁹Ibid., p. 31.

creasing number of quality football players. Many aspects of this subject of recruiting will be discussed shortly.

CHAPTER III

EXAMINATION OF RECRUITING TERRITORIES:

THE NATIONAL RECRUITING PICTURE

Before specific attention is focused on the various recruiting programs in Texas colleges and universities, it would be helpful to look briefly at recruiting emphasis throughout the country.

Regionally speaking, most of the western states tend to over-emphasize sports. Arizona, for example, with a population of slightly more than one million, claims two universities which have developed nationally ranked teams in football, basketball, baseball, and track.¹ Like Arizona, sports competition in the state of Wyoming has developed along similar lines. Because of the comparatively small population of both states, most athletes are recruited from out of state, particularly the Midwest and Northeast sections of the country.²

Underemphasis on sports is confined largely to New York, New Jersey, and the Midwest where the relatively populous states of Minnesota, Wisconsin, and Missouri each contribute only one major college football team.³ In the entire Midwestern area, with the exception of Ohio, there are only thirteen major football teams in a region com-

¹Rooney, "Up From the Mines and Out from the Prairies," 486.

²Ibid., p. 487.

³Ibid.

prised of more than 33 million people.⁴ This is sharp contrast to the sixteen Mountain and Basin state universities which are supported by a population of only 7 million.⁵

Rooney subdivides the United States into nine production and consumption sections to illustrate the phenomena of inter-regional migration of high school football players.⁶ Generally speaking, Pennsylvania-Ohio, California, the Midwest, and the Northeast are where the most important player flows originate.⁷ The Pennsylvania-Ohio region, for example is the chief supplier of football talent to universities in the South Atlantic states, the Northeast, the Midwest, and the West.⁸

High school players from California go primarily to Pacific Coast universities and to teams representing the Western Athletic Conference.⁹

Midwestern athletes are recruited heavily by Big Eight Conference schools as well as by those in the Western Athletic Conference; Illinois provides most of the surplus.¹⁰ "The Midwest is also a major source for the Northeast."¹¹ The Ivy League universities have, for

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Ibid., p. 488.

⁸ Ibid.

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

several years, recruited heavily from the Midwestern area.

Schools from Texas, Florida and from other areas of the Deep South experience only minor flows of high school talent to other areas of the country.¹² The large number of major universities and the large population of this region are the primary reasons why high school players remain in this area to participate in collegiate football.¹³ Rooney also maintains, however, that "Yankees" seldom penetrate farther south than Tennessee to play football in the college ranks.¹⁴

Recruiting Programs in Texas Colleges

Athletic success is in large measure a function of recruiting. Although larger universities have more funds for recruiting, competition from other large schools as well as many of the smaller institutions (especially those which perennially produce superior teams) still exists to such a degree that unrestrained recruiting efforts are waged for the top quality football talent coming out of Texas high schools. The primary recruiting territory, as it applies to all of the Southwest Conference members, is the entire state of Texas.

While it is true that all of the member schools apparently enjoy the same advantage in regard to the size of recruiting territory, it is also apparent that for the past several seasons only a relatively few teams within the conference have really experienced what one might call a substantially successful football program. This fact alone

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

probably accounts for the success of football recruiting at a particular school. The superior athletes are attracted to those institutions whose football programs have consistently demonstrated a higher calibre of play. These "dynasties" disappear in time from the football limelight, although their passing is, in many cases, of a gradual nature.

It has been the primary objective of this study to look at specific recruiting territories of twenty-two separate institutions, large and small, white and black, and to examine the recruiting territory of each in as much detail as possible.

The University of Texas at Austin, Baylor, Southern Methodist, Texas Christian, Texas Tech, the University of Houston, and Rice are all Southwest Conference members, and as such, undertake extremely large recruiting programs. Each institution concentrates its recruiting efforts on the entire state with the larger cities given additional emphasis. The state's four largest cities of Houston, Dallas, San Antonio and Fort Worth account for 22 per cent of the state's population as well as a large number of high schools from which to secure talent. All of the state's regions, however, are recruited heavily by these seven SWC institutions. This fact alone sets these universities apart from most other state schools, which, for the most part, do not carry on such geographically extensive recruiting programs.

One of the foremost methods utilized by these Southwest Conference schools is the technique of subdividing the state into regions for recruiting purposes. Each coach is assigned a region in this spatial organization process, and it is his responsibility to recruit players from that area of the state. Examples of this recruiting technique

are shown in Figures 2 and 7.

Individual Recruiting Territories

For organizational purposes, it would be worthwhile to look at the recruiting territories of the twenty-two sampled institutions. Southeast Conference universities will be discussed first, followed by members of the Missouri Valley Conference and the NAIA affiliated schools. The location of each of these institutions is shown on Figure 1.

Southeast Conference

The University of Texas

The university of Texas at Austin is the largest university in the state with an enrollment of 40,000. "The University," as it is affectionately called by many of its loyal supporters, has won seventeen Southeast Conference championships and two national titles. The large majority of these were concentrated in the 1945-1971 period.

As is the case with other large Texas schools, an extensive recruiting campaign is carried on in all areas of the state. The metropolitan areas receive a large amount of the recruiting emphasis. Figures 3 and 4 clearly show the prime recruiting territory for the University of Texas for both the 1970 and 1955 seasons.

Out-of-state recruiting by the University of Texas at Austin is conducted to a very limited degree. During the 1970 season, for example, only three players were recruited from out of state: one player each from Wisconsin, Colorado and Tennessee. One of those recruited was a Hudson, Wisconsin product, Jim Bertelsen. Despite his

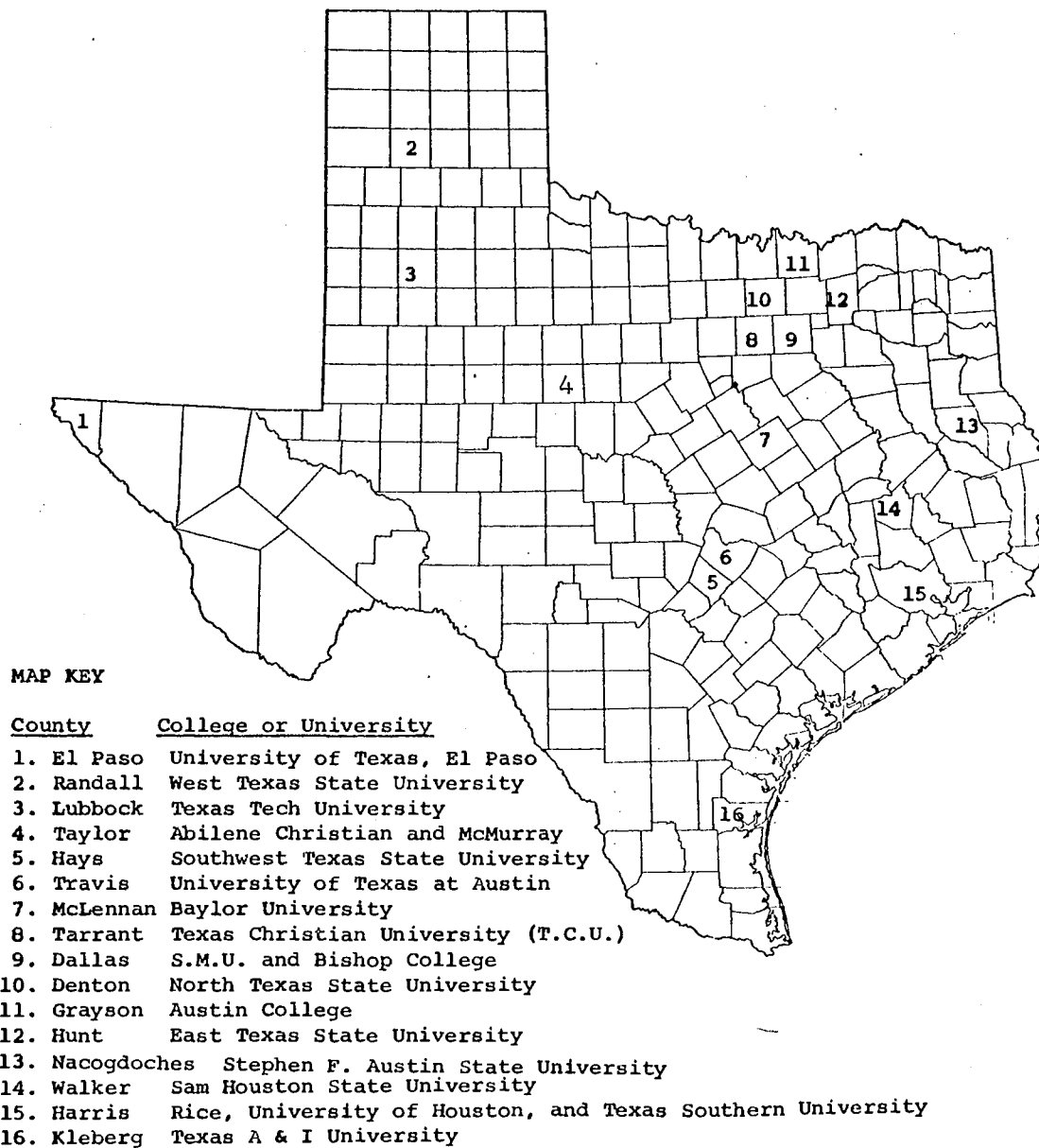


Figure 1. Location of Sampled Institutions

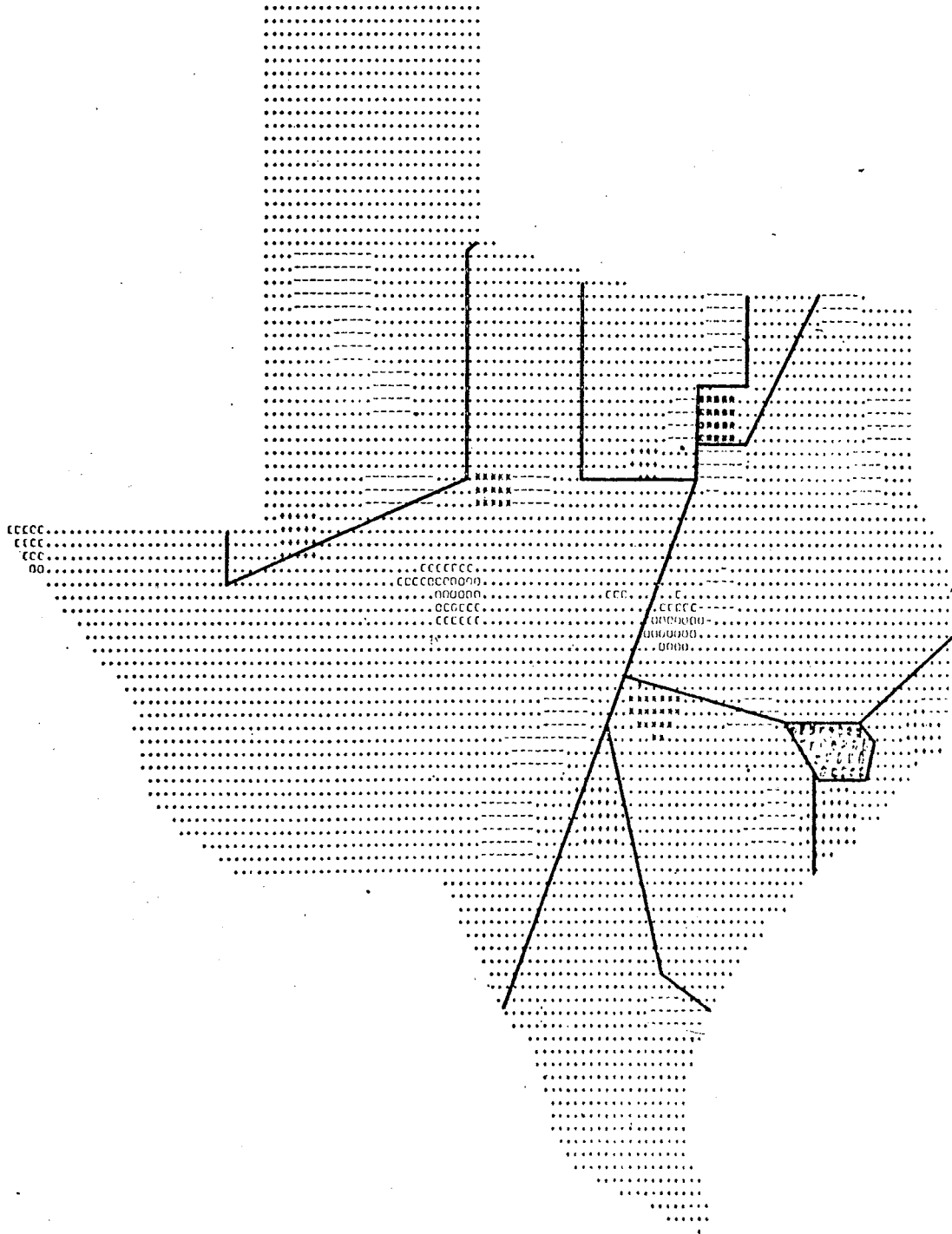


Figure 2. University of Texas at Austin (Recruiting Districts)

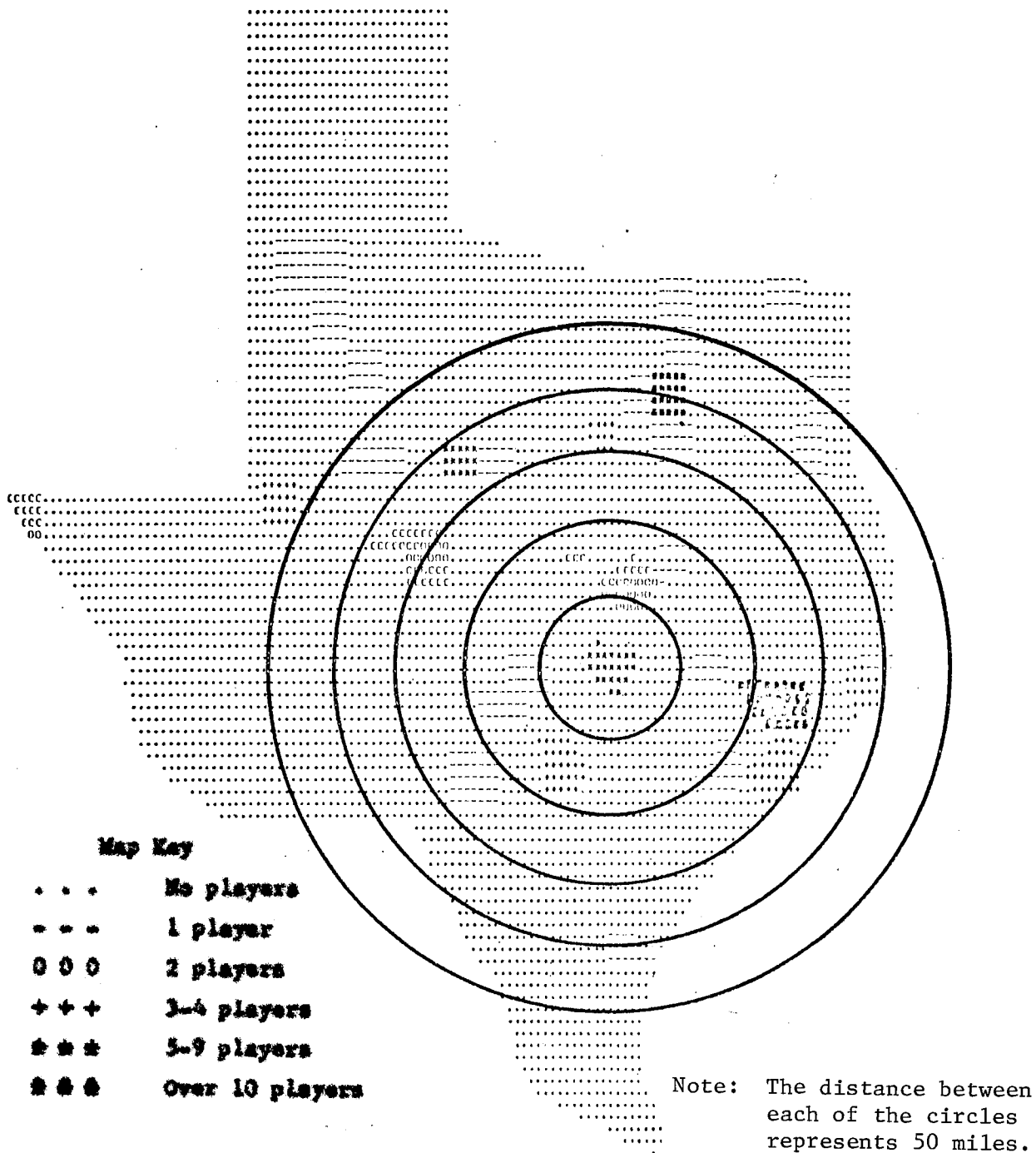


Figure 3. University of Texas at Austin (Mile of Distance in Recruiting) 1970

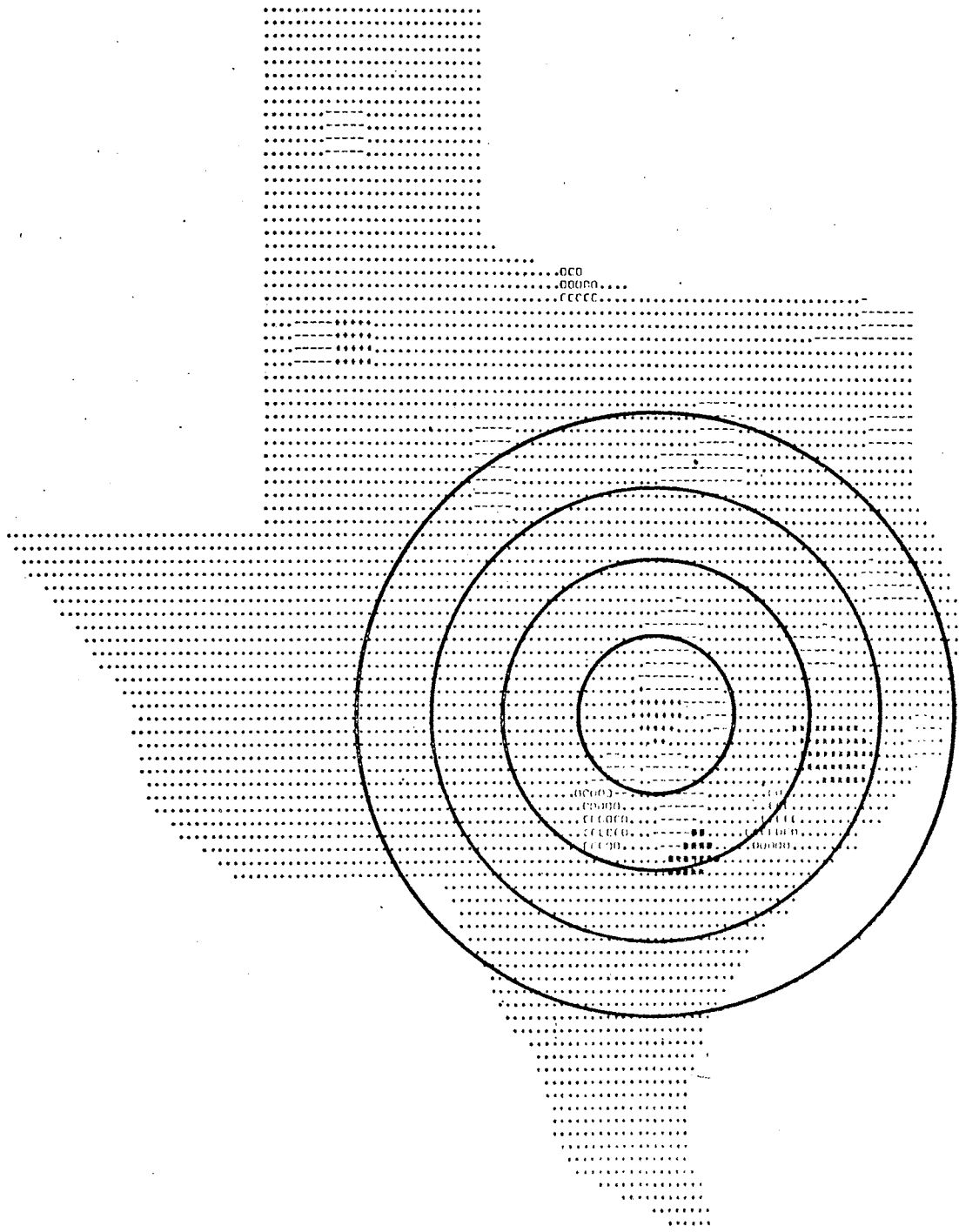


Figure 4. University of Texas at Austin (Role of Distance in Recruiting) 1933

powers of persuasion, head coach and Athletic Director, Darrell Royal, remained extremely doubtful about signing Bertelsen, who wanted to attend a warm-weather school and who, as luck would have it, visited the Austin campus on the coldest day of the year. Compounding the problem was a food poisoning incident which hit the athletic dining hall during his stay on campus. Fortunately for the Longhorns, however, Bertelsen apparently still found many good points about the university and signed to play. Bertelsen was highly instrumental in making Texas' 1969 team win the national championship.¹⁵

Preferring then to concentrate almost fully on football talent within the state, Darrell Royal has devoted particular attention to recruitment of players from the "oil belt" area of Texas.

Texas author Harold V. Ratliff in his book Autumn's Mightiest Legions, regards the oil belt area as including the towns of Cisco, Eastland, Ranger, and Breckenridge. Bill Ellington, Assistant Athletic Director at the University of Texas at Austin expands this region to include Longview and Kilgore in East Texas; Amarillo, Midland and Odessa in west Texas; and Baytown, Pasadena and Galena Park in the southeast Texas area. Southeast Texas, says Ellington, has always been a good recruiting territory because of the large population of the area. These oil belt towns, according to this coach, has always seemed to produce a more rugged type of player, and this fact alone enhances the quality of any team.¹⁶ Ellington was quick to point out, though,

¹⁵ "Reports and Predictions on the Conference Races," Sports Illustrated, September 15, 1969, p. 59. [An unsigned magazine article.]

¹⁶ Bill Ellington, private interview conducted at the University of Texas at Austin campus, March 9, 1971.

that the University of Texas' recruiting program cannot and does not rely exclusively on the oil belt towns because there are just too many good athletes scattered all over the state. Also, according to football prognosticator Dave Campbell, the gulf coast area, as he calls it, which includes the towns of Baytown, Pasadena and Galena Park, will be even better populated than usual with good prospects for upcoming recruiting seasons.¹⁷

It might be worthwhile to mention at this time that the oil belt area described by Ratliff and Ellington could definitely be considered to be analogous to the Pennsylvania-Ohio industrial and mining towns in regard to production of quality high school football talent. This fact was also brought out in Chapter II.

Texas Tech University

The recruiting territory of Texas Tech University is similar, but not identical, to that of the University of Texas at Austin. While both Texas and Texas Tech subdivide the state into regions to be recruited by a particular coach, Texas Tech expands this area to include the eastern one-half of New Mexico and the southwestern one-quarter of Oklahoma, particularly the Lawton area.¹⁸

Even with the addition of these two areas, however, only four out-of-state players appeared on Tech's 1969 roster, three of which were from Oklahoma. While all of Texas is recruited heavily by Tech,

¹⁷ Dave Campbell, "Sizing Up This Year's Blue Chips," Texas Football, December 23, 1970, p. 17.

¹⁸ John Conley, personal interview conducted at Texas Tech University, Lubbock, Texas, April 14, 1971.

the metropolitan areas are given particular attention and out of these, the Dallas-Fort Worth area of north central Texas has provided more players for Tech than the other metropolitan regions.¹⁹ Fifteen players from Dallas and Tarrant counties appeared on Texas Tech's 1970 roster. The football program at Tech has been given better than average coverage in both Dallas and Fort Worth newspapers, and this, combined with an extremely large and very active alumni association in North Texas, probably at least, in part, accounts for Tech's recruiting success in this area.

Rice University

Rice University, located in Houston, is a privately endowed institution and must compete with cross-town rival University of Houston in the recruiting game.

Assistant Athletic Director, Allen M. Bale, indicated that the main recruiting area for Rice University was the city of Houston and the immediate surrounding area. Three coaches are assigned to the Houston area--more than any other rival university. "The high concentration of high schools makes this necessary."²⁰

In spite of the large amount of effort focused on Houston, however, the bulk of the players recruited by Rice come from other areas within the state.²¹ Those coaches who recruit in north and east Texas have territories that extend into Oklahoma, Louisiana, and New

¹⁹ Ibid.

²⁰ Allen M. Bale, personal interview conducted at the University of Houston, Houston, Texas, March 15, 1971.

²¹ Ibid.

Mexico.²² Coach Bale made it clear that these out-of-state areas are only "secondary areas" although he does admit that there is an effort to establish a more extensive out-of-state recruiting program, especially in those states directly adjacent to Texas. This new policy, says Bale, will furnish Rice with a new source of recruitable athletes. The academic entrance requirements at Rice are the most stringent in the Southwest Conference, and this has had a definite effect on the recruiting program at that university.

Baylor University

Baylor University at Waco is one of the three church affiliated institutions in the Southwest Conference. Head Freshman football coach, Milburn Smith, said that Baylor tries to recruit all of Texas with particular emphasis on the southeastern and western areas of the state because "there is slightly superior football in these regions."²³ Like all Southwest Conference member schools, however, the state is divided into regions for more effective recruiting. All of the Southwest Conference coaches interviewed agreed that this was the most efficient method of covering the state for high school football prospects.

Out-of-state recruitment is limited at Baylor, but, according to Smith, Baylor, being a Baptist institution, enjoys a unique advantage over other church affiliated schools as well as the many state supported universities. It was Smith's opinion that a Baptist school is

²²Ibid.

²³Milburn Smith, personal interview conducted at Baylor University, Waco, Texas, March 9, 1971.

much more of an attraction to Baptist athletes than a Methodist or Presbyterian university would be to a Methodist or Presbyterian athlete.²⁴

Figure 5, which refers to 1970 Baylor roster data, shows the most productive recruiting areas for that university to be the eastern one-half of Texas where the majority of the population is situated. Scattered areas of west Texas were also highly productive. All of this seems to verify what Smith said about west and southeast Texas being the regions concentrated on the most. A similar conclusion can be drawn from Figure 6 which consists of the same type of data from 1953. On this map, however, recruiting does seem to be more dispersed with south Texas showing up quite well. In the main, though, west and east Texas were again the chief regions recruited.

As usual, the more populous counties were the highest producers. On Figure 7, for example, Dallas, Tarrant, and Harris counties, all in the eastern one-half of the state, were the highest athlete producers, while Potter County (Amarillo) in the panhandle region of west Texas was the largest contributor of athletes to Baylor from that area of the state. A number of other west Texas counties also provided one player each. These included: Hutchinson, Randall, Andrews, Tom Green, Sutton, Mills, and El Paso.

Texas Christian University

Texas Christian University, like other universities mentioned thus far, concentrates its recruiting efforts on the entire state of

²⁴Ibid.

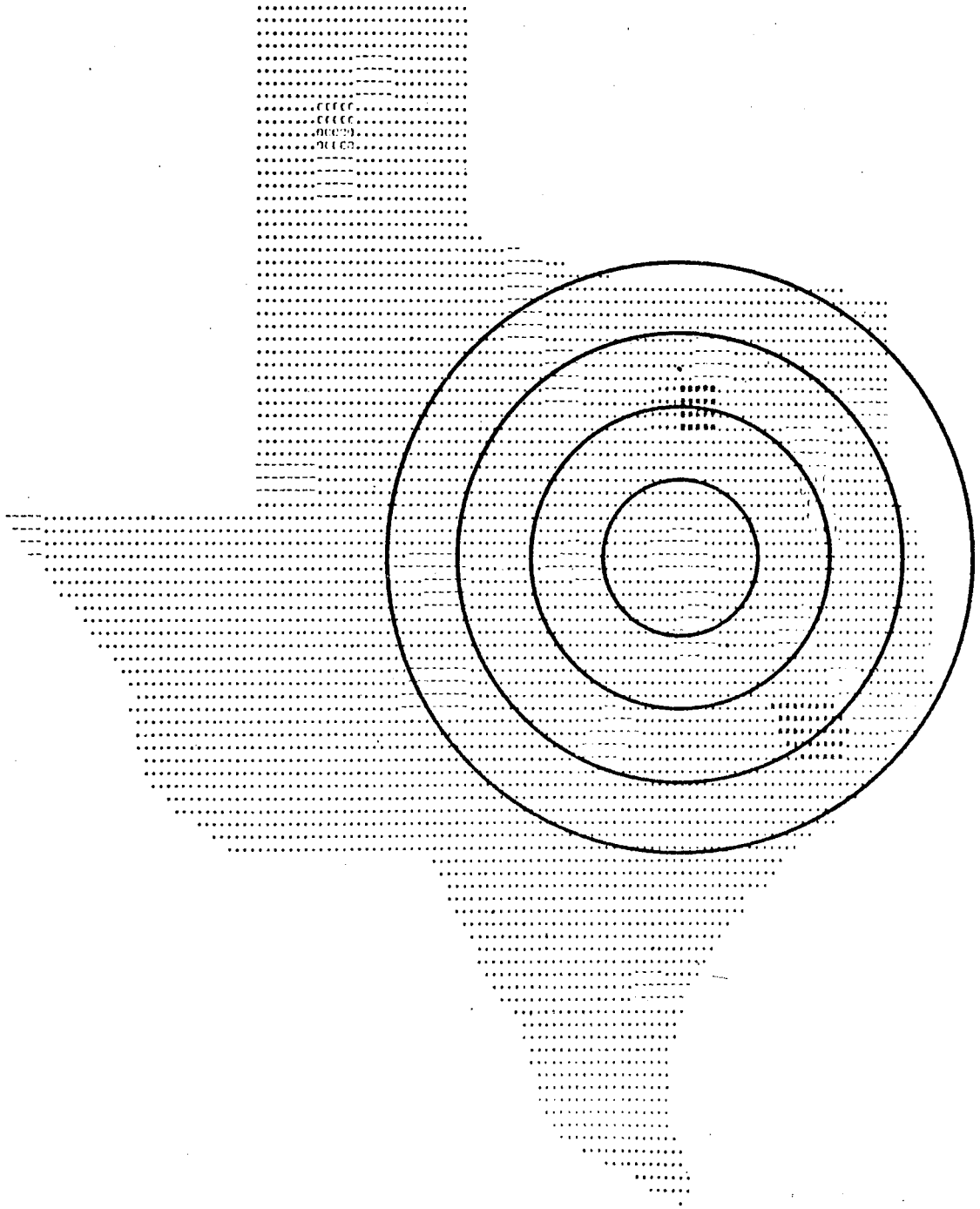


Figure 3. Baylor University (Role of Distance in Recruiting) 1970

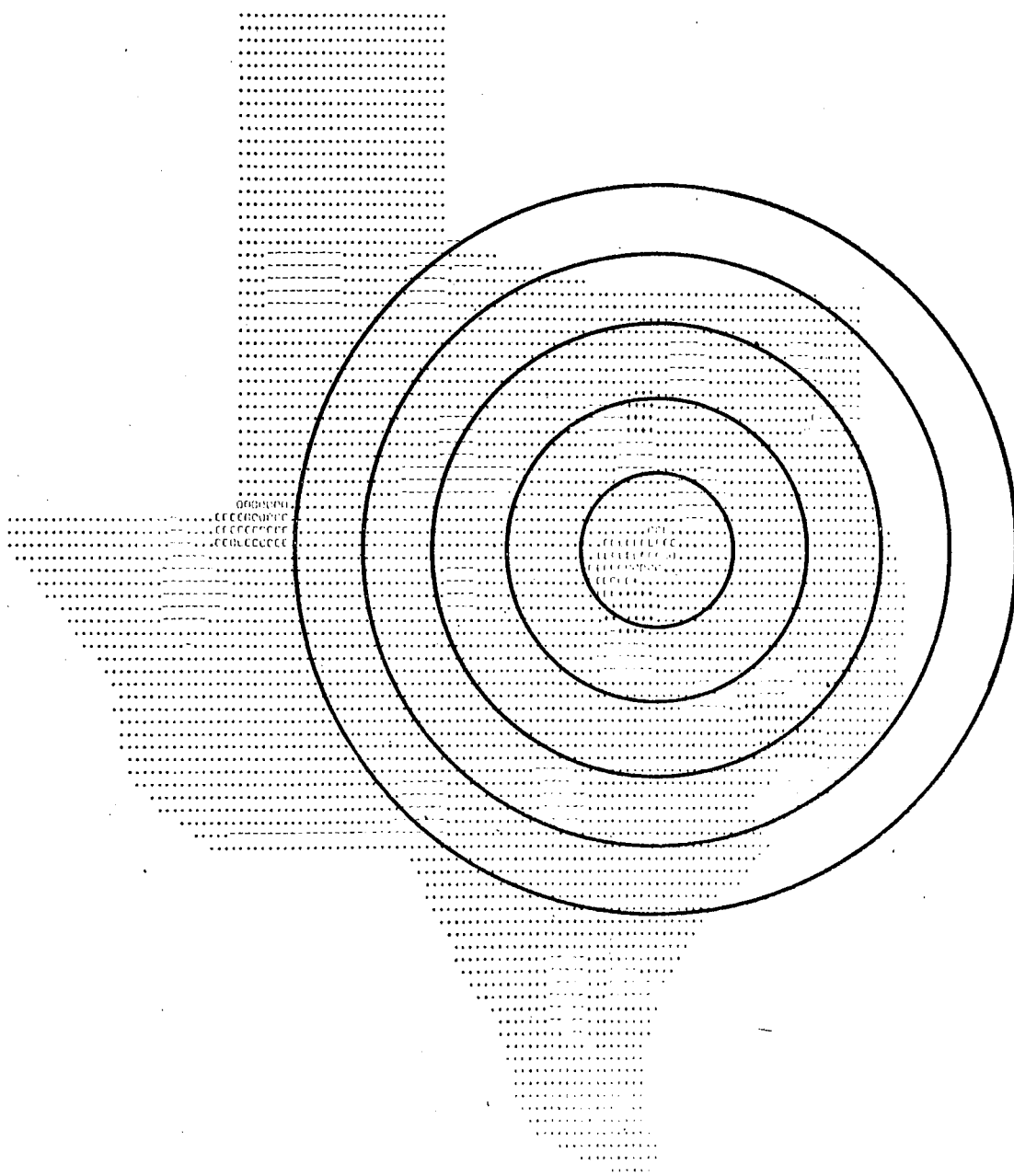


Figure 6. Baylor University (Role of Distance in Recruiting) 1933

Texas with the larger cities given priority. The coaches at TCU did say, however, that even though the cities were emphasized the most, these areas were not necessarily the most recruited regions. Probably the Dallas-Fort Worth area provides the largest number of players due mainly to the fact of the excellent press coverage given TCU in the area papers and because both Dallas and Tarrant counties comprise the highest population density in the state with approximately 1700 people per square mile.²⁵ Dallas and Tarrant counties also include seventy-six high schools, and this accounts for an extremely high number of athletes from which to choose.

Like the other Southwest Conference schools, TCU breaks down the state into separate regions, each of which is worked by one of the TCU coaches. These nine areas were drawn for this author when the Texas Christian campus was visited this past April. The regions are indicated on Figure 7. Figures 8 and 9 (1970 and 1957 roster data) show a fairly well distributed recruiting pattern. Southwest Texas does show up as an obvious weak area on both maps, however, and Southeast Texas, normally a strong recruiting region for most schools, is indicated as being a very weak area, particularly on Figure 9. Even Harris County, the most populous in the state, did not have a player represented on TCU's 1957 football roster.

Southern Methodist University

Southern Methodist University was the last of the Southwest Conference schools visited by the author during the data-gathering stages

²⁵ Frances E. Potts, John W. Lewis, and W. L. Dorris, Texas in Maps (Commerce: Educational Research and Field Service publication, 1966), p. 9.

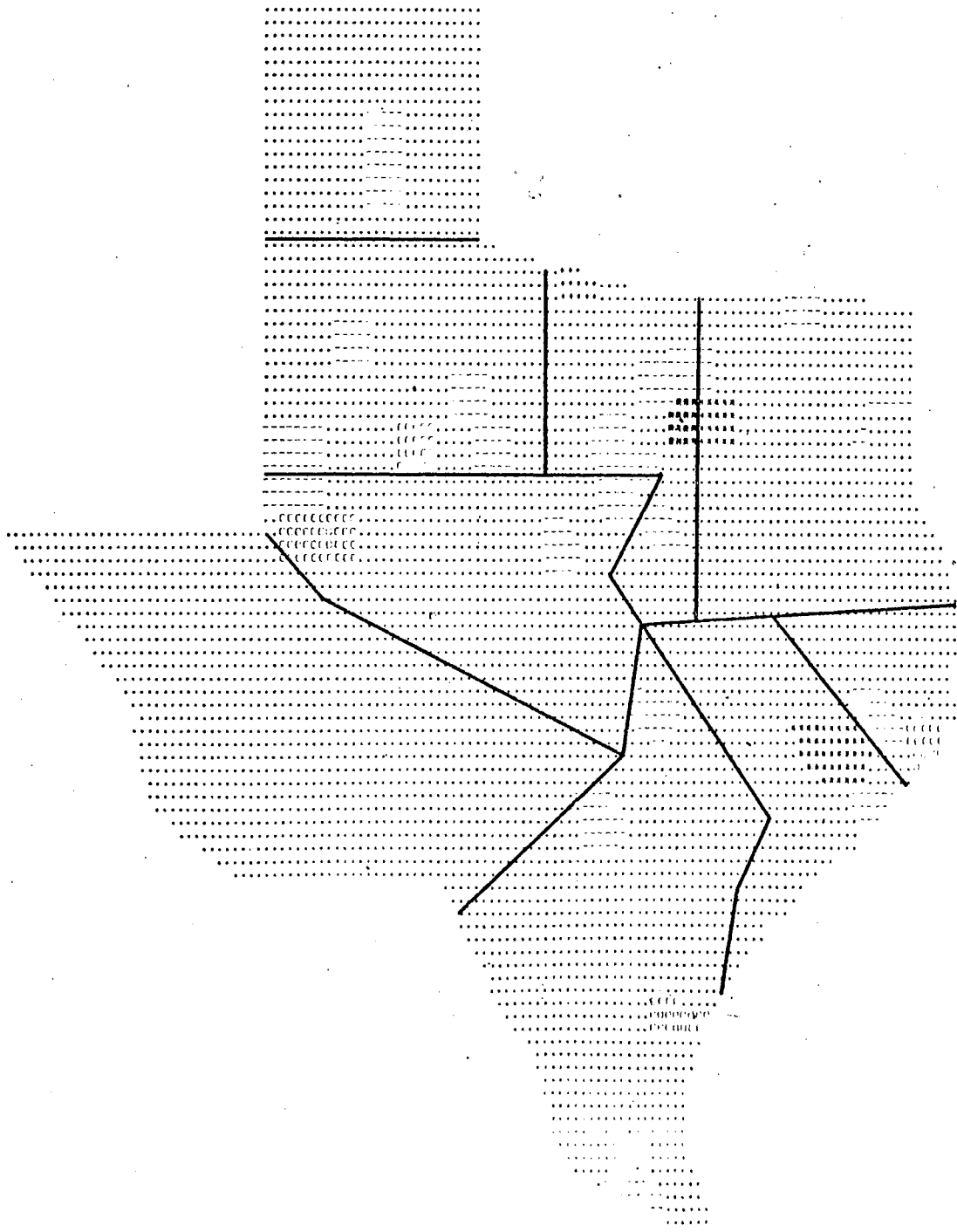
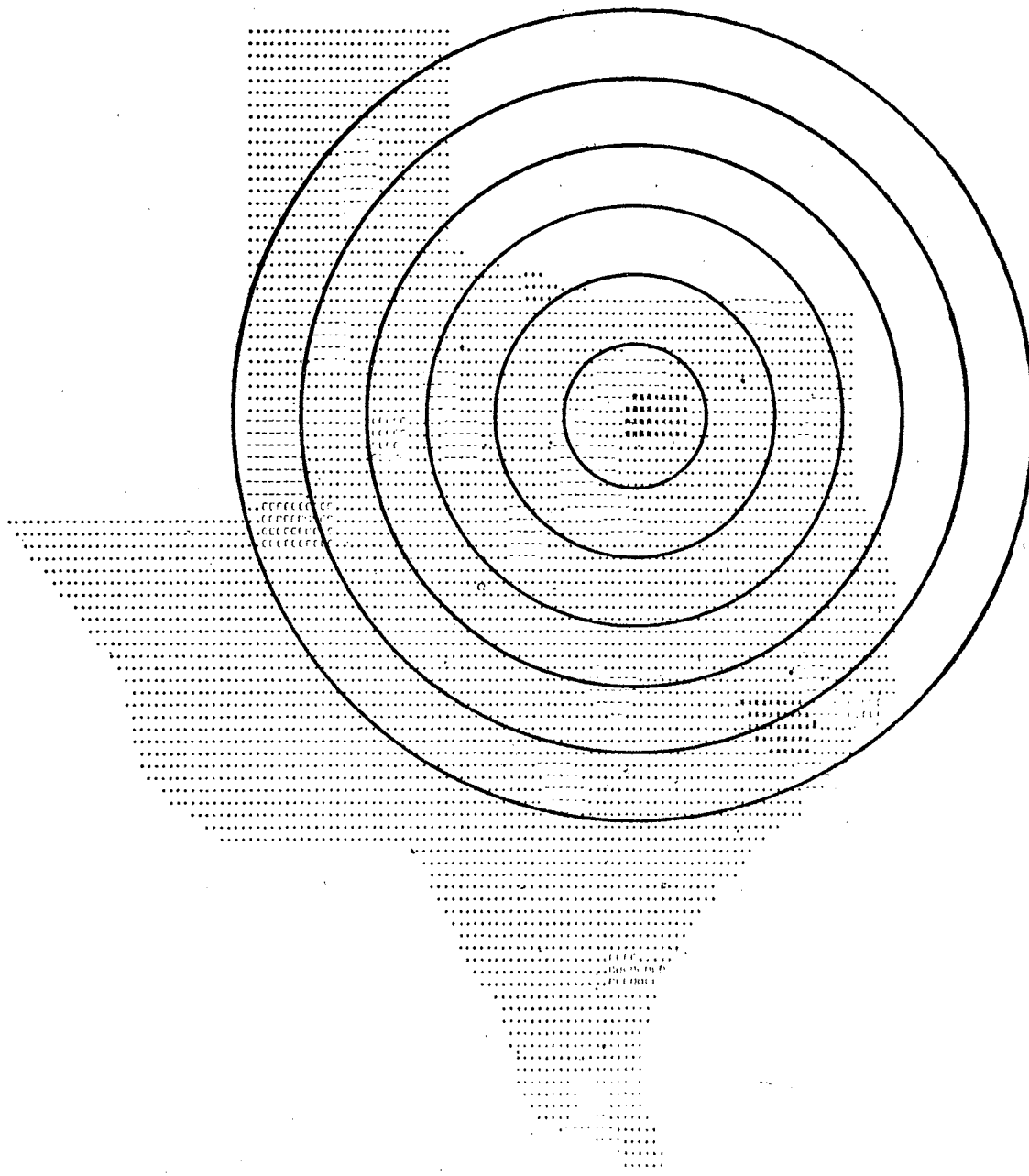
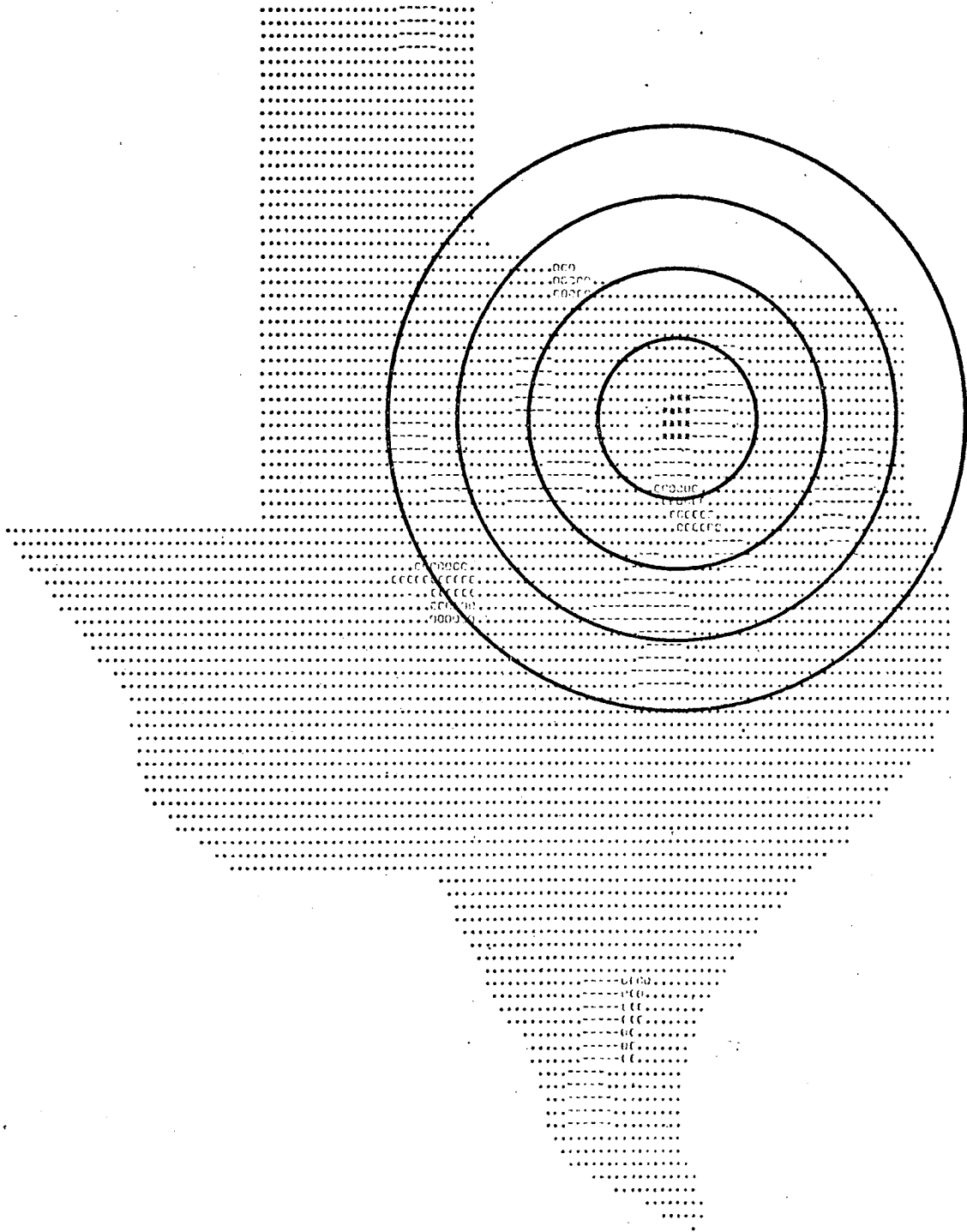


Figure 7. Texas Christian University (Recruiting Districts)



**Figure 6. Texas Christian University (Halo of Distance in Recruiting)
1970**



**Figure 9. Texas Christian University (Role of Distance in Recruiting)
1957**

of this study. Head freshman football coach, Herman Morgan, said simply that the metropolitan areas of Texas account for the majority of athletes recruited by SMU.²⁶ Fifteen players from Dallas County appeared on both 1970 and 1957 rosters at Southern Methodist.

Out-of-state players are not actively sought at SMU. Only five appeared on the 1970 roster.

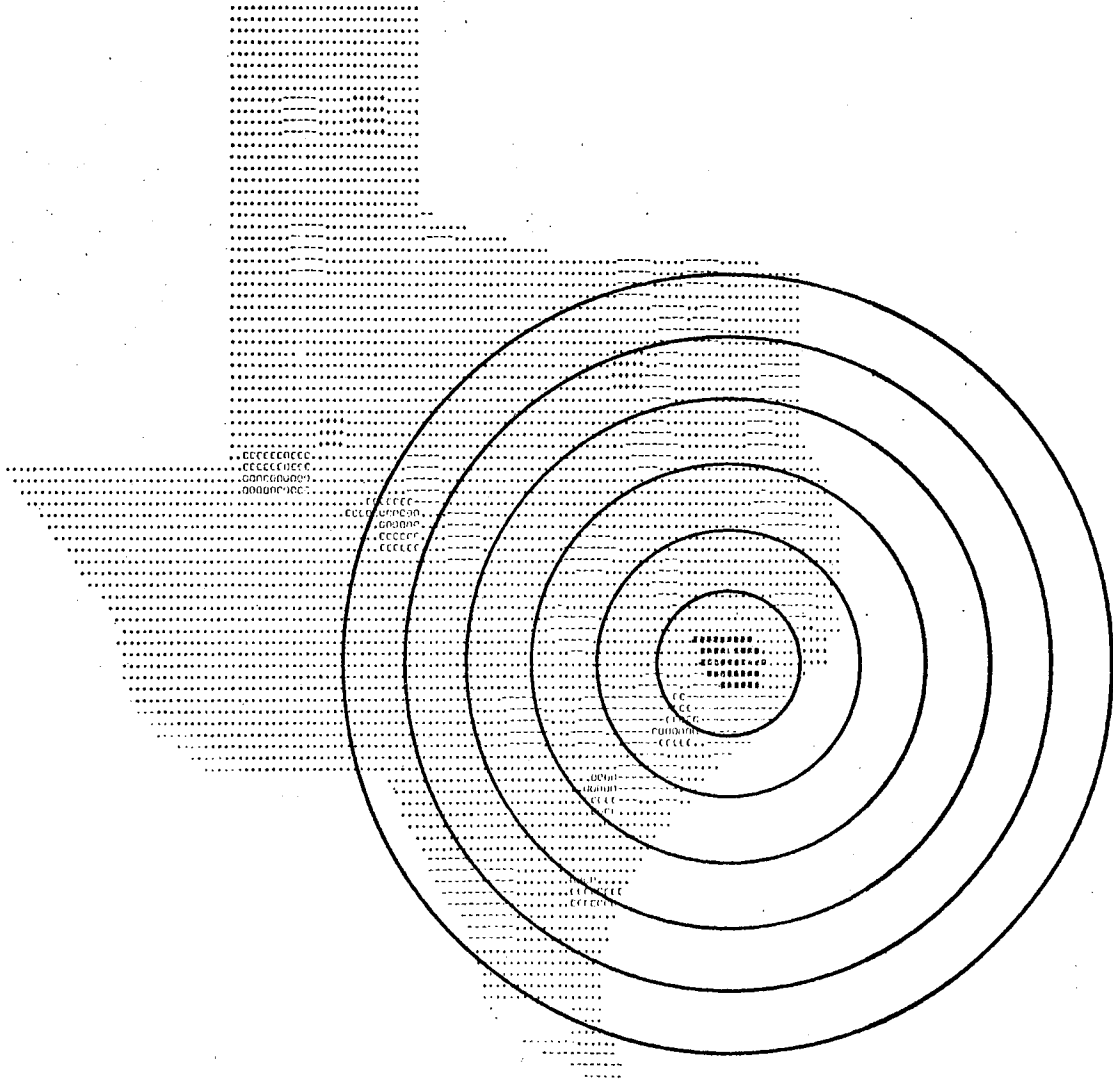
University of Houston

Although not a member of the Southwest Conference when this author visited the University of Houston campus, this institution has since been admitted to the conference as of May 2, 1971. Prior to this time Houston had been a member of the Lone Star Conference (1946-1948), the Gulf Coast Conference (1948-1950) and the Missouri Valley Conference from 1951 to 1959. After 1959, Houston became an independent and remained in this capacity until May of 1971.

The recruiting program at the University of Houston is well dispersed over the state with east and southeast Texas accounting for the most athletes represented (Figure 10). Special attention is given to the Houston vicinity because most alumni tend to remain in the Houston area.²⁷ Another reason given for concentrating on the Houston area was that the coaches are more familiar with local high schools than of

²⁶ Herman G. Morgan, personal interview conducted at Southern Methodist University, Dallas, Texas, March 25, 1971.

²⁷ Ben Hurt, personal interview conducted at the University of Houston, Houston, Texas, March 18, 1971.



**Figure 10. University of Houston (Role of Distance in Recruiting)
1970**

other cities and towns within the state.²⁸

Missouri Valley Conference

The two Missouri Valley representatives dealt with in this study are North Texas State University and West Texas State University.

North Texas State University

North Texas State University, a Missouri Valley representative for the past eight seasons, has carried out a moderately successful recruiting campaign. During these eight years, the school has won two championships plus three second-place finishes.

The recruiting territory of North Texas was concisely described by head coach Rod Rust, "We start within a one-hundred-mile radius of Denton and work outward. We actively seek only athletes from the state of Texas, and if we do have out-of-state athletes on our squad, it is most probably because of their interest in us rather than a question of our going out and seeking them."²⁹ Rust went on to say that the entire state is concentrated on to some degree for prospective talent, but the metropolitan areas are given the most emphasis. Area junior colleges also play an important part in the recruiting strategy by the NTSU coaches. Figures 11 and 12 show this concentration to be in a large area of east and north Texas.

²⁸ Ibid.

²⁹ Rod Rust, personal interview conducted at North Texas State University, Denton, Texas, February 24, 1971.

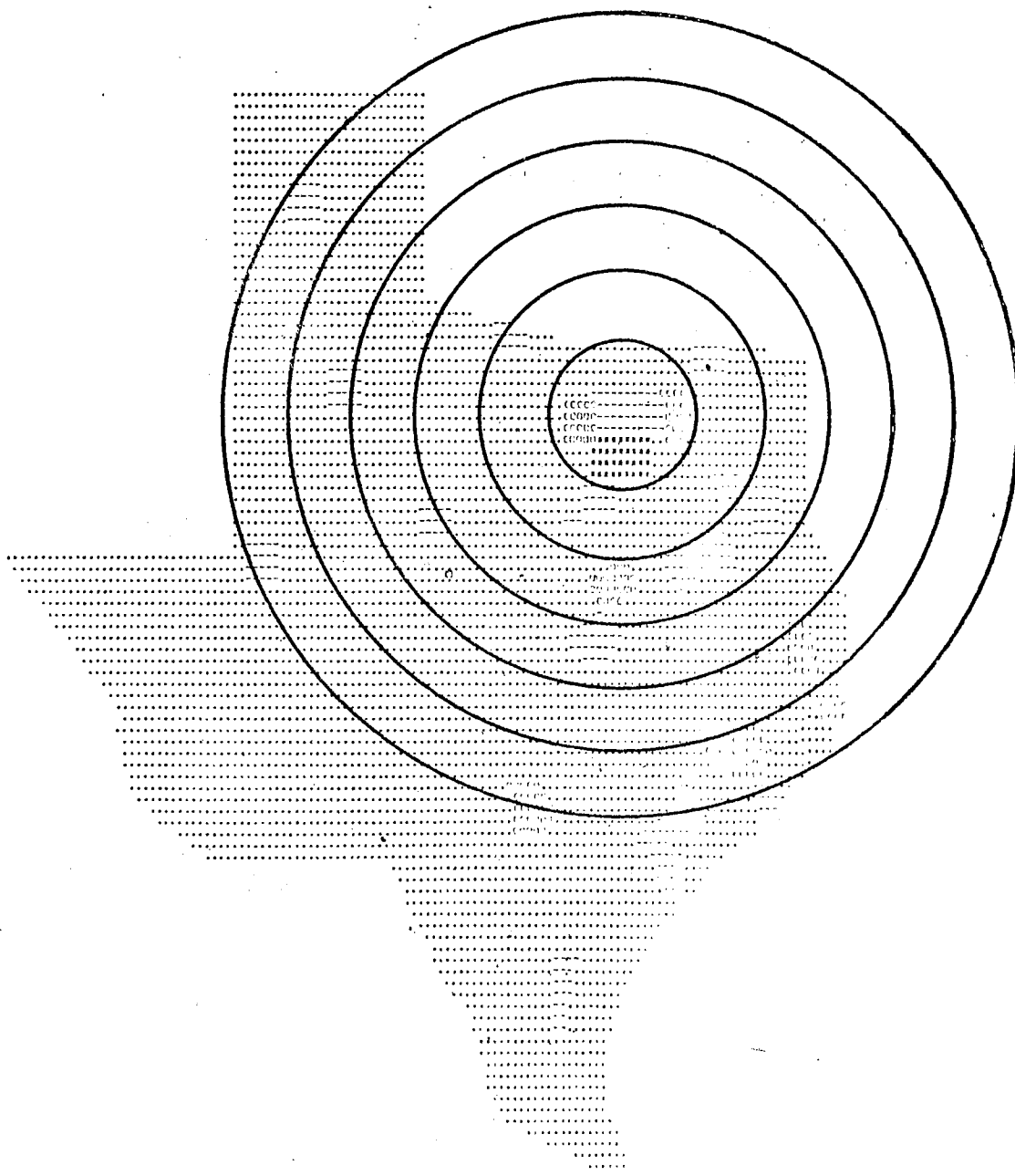


Figure 11. North Texas State University (Zone of Distance in Recruiting) 1970

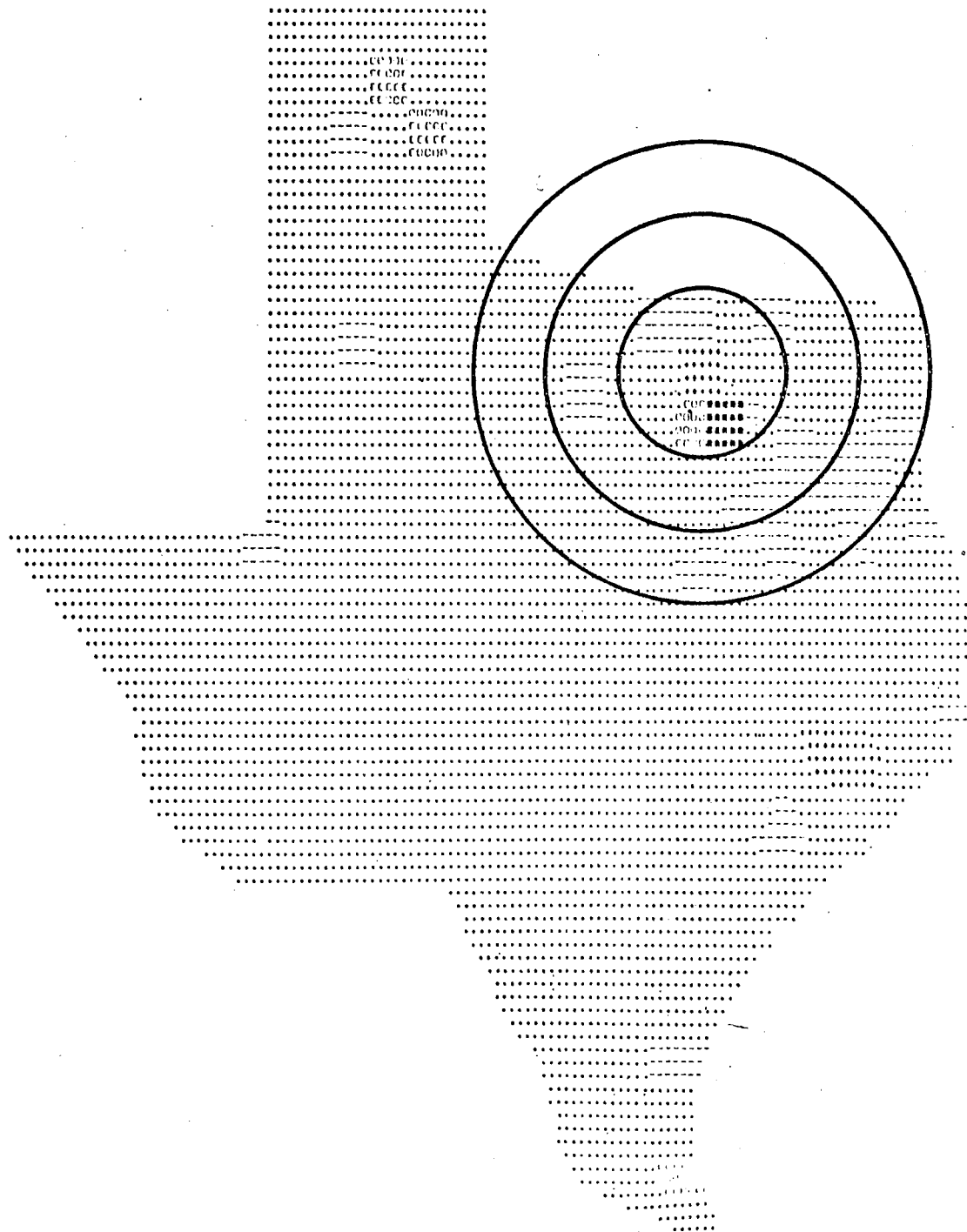


Figure 12. North Texas State University (Role of Distance in Recruiting) 1953

West Texas State University

As far as West Texas State University* is concerned, the major emphasis of their recruiting program is geared to the entire west Texas area, which is broken down into eleven regions, while the rest of the state is divided into nine areas for recruiting purposes. Like other universities, WTSU gives additional emphasis to the metropolitan areas.

The location of West Texas State in the town of Canyon in the pan-handle of Texas has resulted in a noticeable change in recruiting philosophy, as compared with that of most other institutions in the state. This change is in regard to the recruitment of out-of-state athletes. Eighteen of these out-of-staters, for example, appeared on the 1970 West Texas State roster.

Western Athletic Conference

The University of Texas at El Paso, a member of the Western Athletic Conference, has been dealt with on a limited basis by this author. Probably the most interesting feature of the UTEP roster was the still larger number of out-of-state athletes appearing on the squad. In fact, one-half of the players on Texas-El Paso's roster were from out-of-state, the majority being from the western United States although all areas were well represented.

*West Texas State University officially became a member of the Missouri Valley Conference on June 20, 1970.

Lone Star Conference

East Texas State University

Of the six Lone Star Conference schools discussed in the study, the coaches at East Texas State University were particularly responsive to all questions asked of them by this author pertaining to their recruiting program.

The recruiting territory of East Texas State is clearly indicated on Figures 13 and 14. The prime recruiting area is the entire northeast Texas region. The university itself is located in Hunt County, just sixty-five miles northeast of Dallas.

The coaches at ETSU try to recruit athletes who live near the university for two basic reasons. One is to generate additional fan support for the football program at the university. Also the coaches believe that recruiting area athletes offers the family and friends of the athlete an opportunity to see him participate on the football field, and this, say the coaches, will result in a better performance on the part of the athlete.³⁰ Hawkins does point out, however, that some athletes have a "natural competitive spirit" and this type of football player will always perform at his best regardless of the circumstances.

Although the northeast Texas area is very heavily recruited by East Texas State, the metropolitan areas are also given considerable attention by the coaches--especially the Dallas-Fort Worth area. Hawkins says that there are more AAAA high schools (enrollment 1000

³⁰ Ernest R. Hawkins, personal interview conducted at East Texas State University, Commerce, Texas, February 20, 1971.

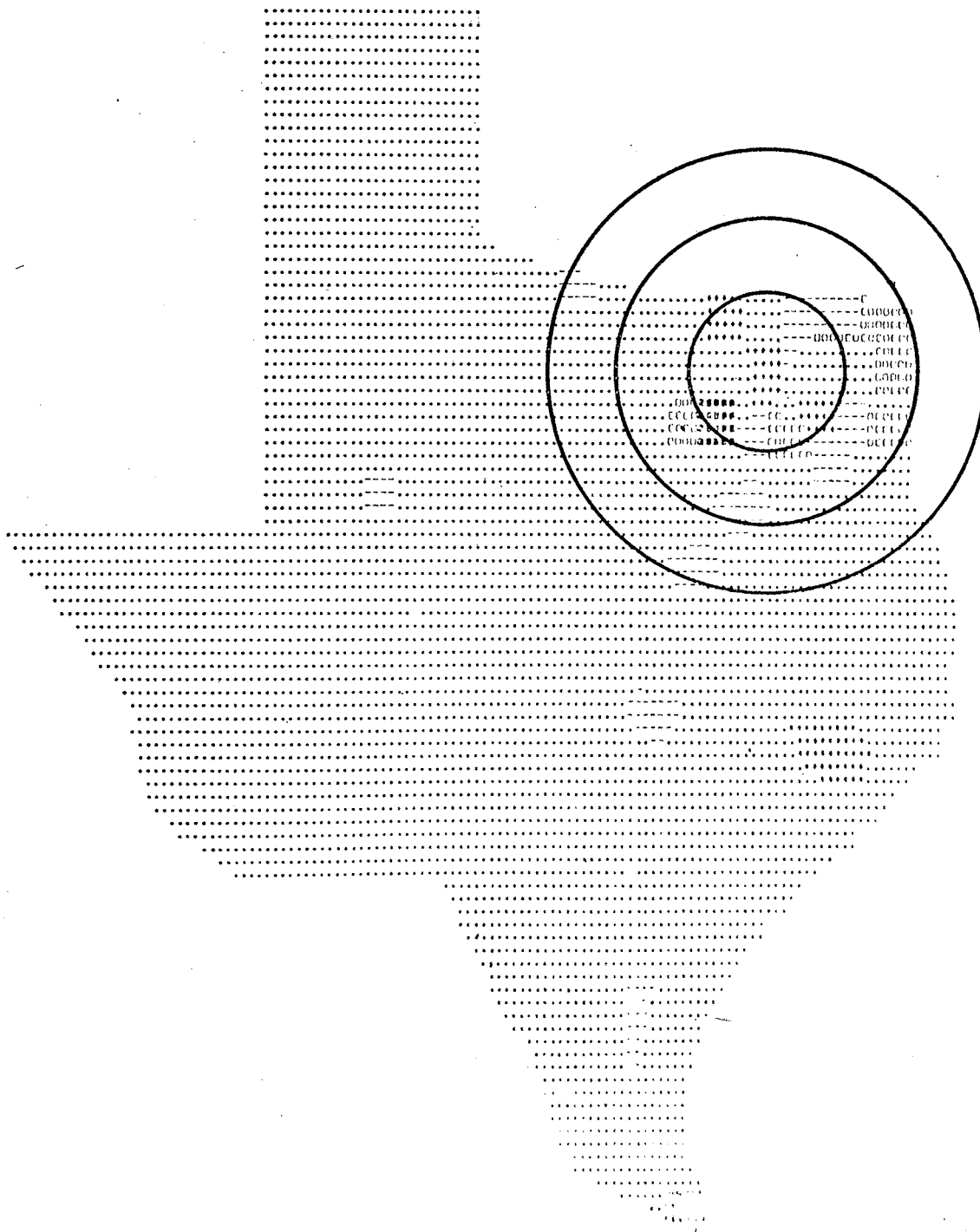
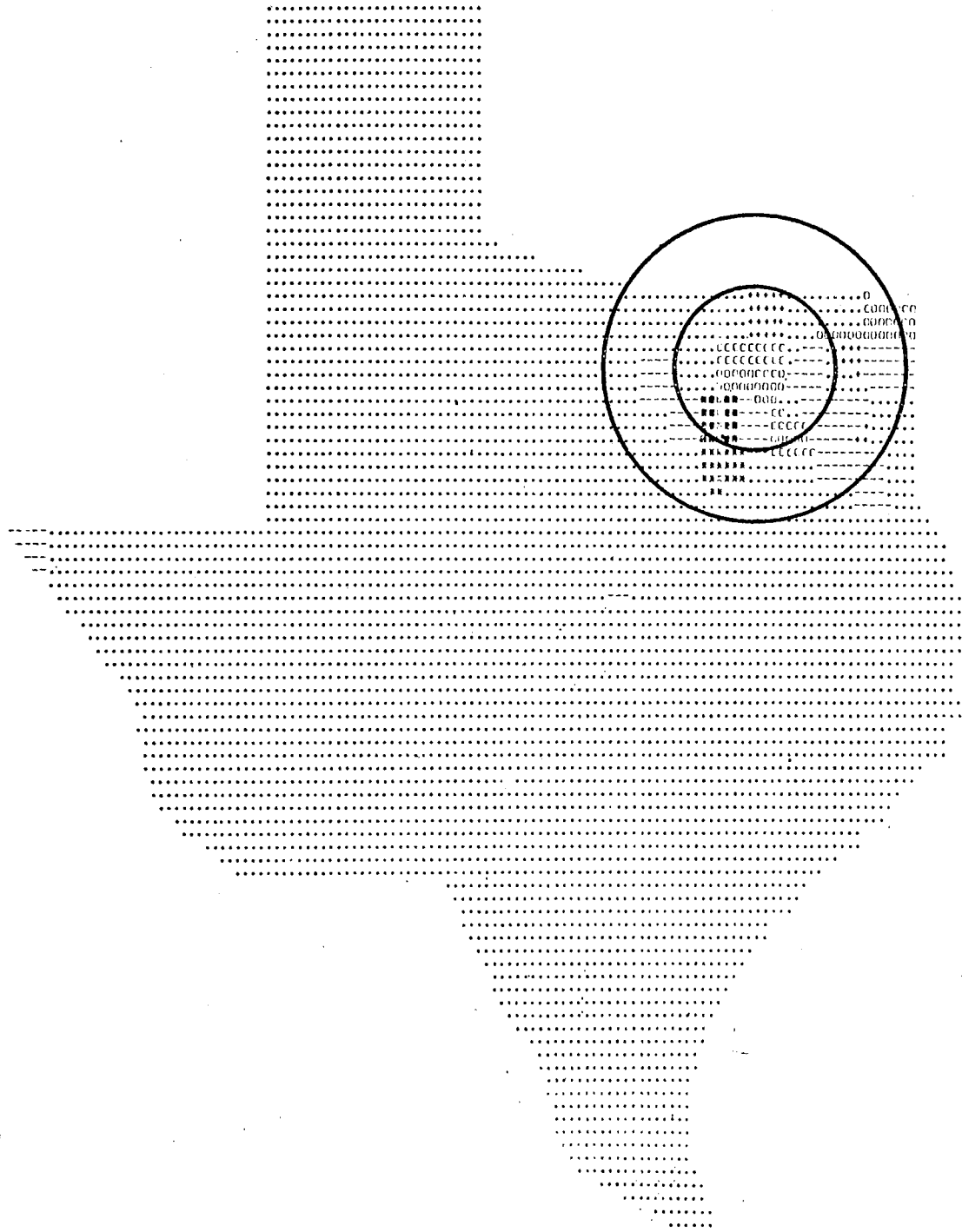


Figure 13. East Texas State University (Hole of Distance in Recruiting)
1970



**Figure 14. East Texas State University (Role of Distance in Recruiting)
1935**

or more) in these areas than anywhere else. It is better, explains Hawkins, to get second quality football players out of these areas after the Southwest Conference has selected theirs, than to rely exclusively on first-rate talent from the smaller schools where training facilities and level of competition are more likely to be inferior.³¹

Out-of-state recruiting is not emphasized at ETSU although a number of out-of-state athletes appear on the 1970 roster. One of the prime reasons why athletes come to play collegiate football at East Texas State from states other than Texas is a result of the efforts of ETSU alumnus John Lotz, now assistant basketball coach at the University of North Carolina, and Dee Mackey, former professional football player with the Baltimore Colts and the New York Jets. Both of these former East Texas State athletes have been highly instrumental in getting boys to transfer to ETSU from their homes in the east.³² Hawkins considers two other factors to be of equal importance in obtaining out-of-state talent. One of these is the grade factor. Many good athletes from the east simply cannot meet the exceedingly stiff entrance requirements of many of the colleges and universities in that part of the United States. Another reason influencing out-of-state transfers to come to the East Texas campus is that living costs are much lower in the northeast Texas area than in other regions of the country, particularly the east.³³ It should be noted here, however, that out-of-state tuition rates have risen sharply during the past year

³¹ Ibid.

³² Ibid.

³³ Ibid.

at ETSU (\$40 per semester hour), and this will undoubtedly have an effect on all out-of-state students not only at East Texas State, but also at all of the state-supported colleges and universities.

Southwest Texas State University

The recruiting program at Southwest Texas State University in San Marcos is also spatially concentrated within a one-hundred-mile radius of that campus in south central Texas.

There seem to be two main reasons for the heavy concentration of recruiting in this area of Texas. The first of these, and probably the most important, is financial reasons.³⁴ The entire football recruiting budget at Southwest Texas State is only \$2,000.00 per year.³⁵ The second factor restricting the recruiting program to the south central Texas area is directly attributable to the fact that the local press--especially the newspapers in San Antonio--gives considerable attention to the football program at SWTSU, and this has influenced a large number of San Antonio-area athletes to attend Southwest Texas State.³⁶ San Antonio is also the state's third largest metropolitan area, and this accounts for a large recruiting emphasis on this south Texas city. The city of Austin, which is located just twenty-five miles to the north of San Marcos, is not too heavily recruited because of the influence of the University of Texas.³⁷ Miller said that athletes tend to go

³⁴ Bill Miller, personal interview conducted at Southwest Texas State University, San Marcos, Texas, March 9, 1971.

³⁵ Ibid.

³⁶ Ibid.

³⁷ Ibid.

where their friends have gone, and this is the case with athletes from the San Antonio area.

Stephen F. Austin State University

Stephen F. Austin State University, located in east Texas, concentrates its recruiting efforts primarily on the eastern half of the state as far north as Dallas and Fort Worth and as far south as the Houston-Galveston area. The Houston area is given higher recruiting priority because it is much closer than Dallas-Fort Worth plus the fact that there are more athletes playing football in Houston than in Dallas.

Recruiting is not actively carried out west of the Fort Worth area. It seems that it is especially difficult to persuade a boy to visit the Nacogdoches campus from west Texas. The coach, in the interview, stated that it made much more sense to concentrate on area athletes since a visit to the campus would pose no real problem for them.

The only out-of-state recruiting done by Stephen F. Austin is in the state of Louisiana. The Stephen F. Austin campus is only 40 miles from the Louisiana line.

McMurray College

McMurray College* in Abilene, and Texas A & I University in Kingsville both have rather restricted recruiting territories. Because of its location in the west Texas area, McMurray recruits heavily from

*McMurray College announced on October 24, 1971 to withdraw from Lone Star Conference football competition.

that region of the state.³⁸ This concentration on the west Texas region is visually depicted in Figures 15 and 16.

Texas A & I University

Texas A & I recruits the south Texas area. Its 1970 football roster included ninety-five players, fifty-three of which were from south Texas counties. This fact alone seems to dispel the belief of many coaches that the south Texas area, especially the area south of San Antonio, is void of good football talent. In the past eleven seasons, Texas A & I has won six Lone Star Conference championships and has also captured two national titles (NAIA), the last of which came in 1969 when the Javalinas defeated Concordia of Minnesota 32-7.

Other Institutions

Abilene Christian College

Abilene Christian College, the only Southland Conference member visited in the study, concentrates its football recruiting activities on the west Texas region of the state. Figures 17 and 18 clearly indicate this.

Austin College

The smallest institution visited by this author was Austin College located at Sherman, Texas. Once a member of the now defunct Texas Conference, Austin College now participates as an independent. This

³⁸ Herschel Kimbrell, personal interview conducted at McMurray College, April 13, 1971.

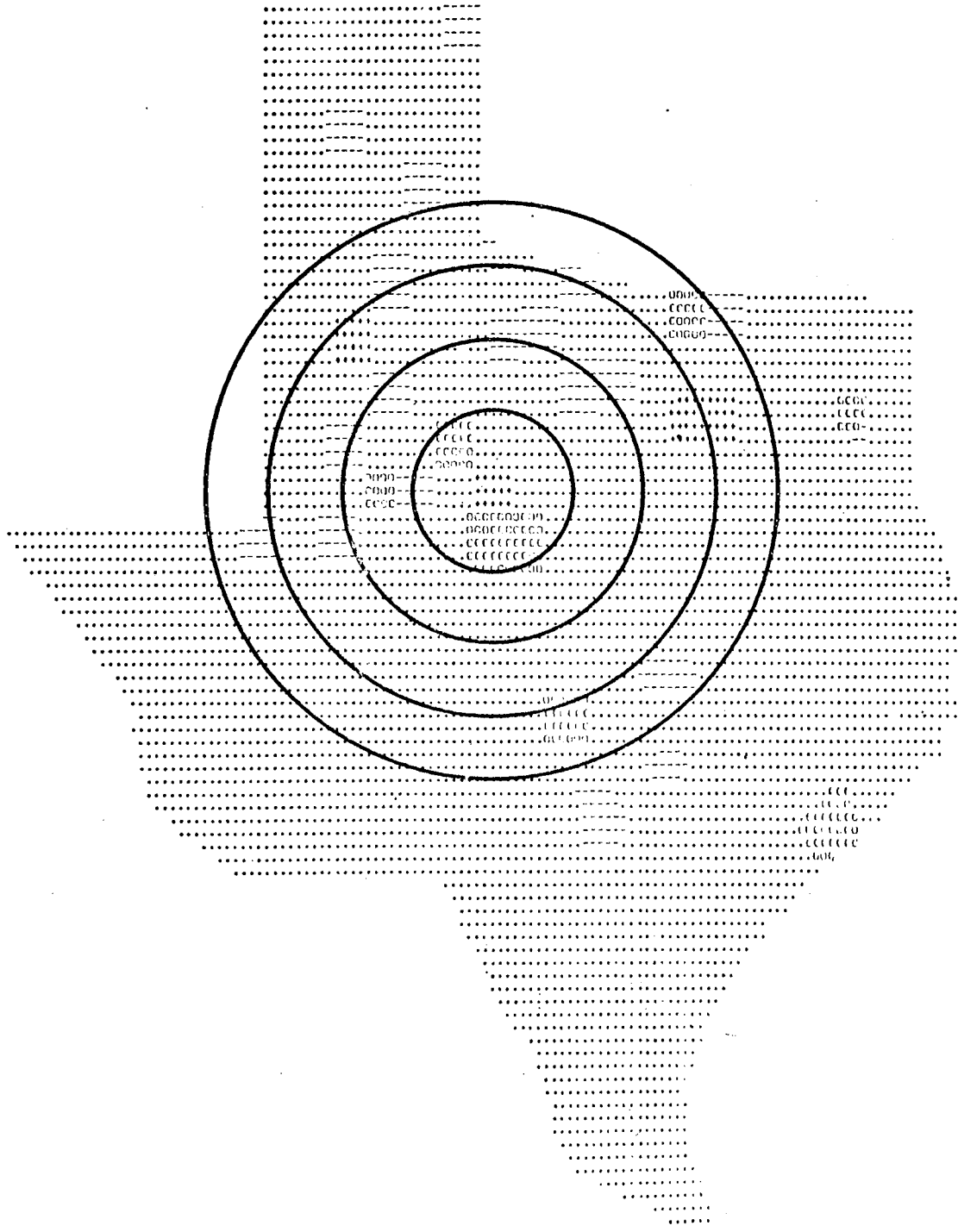


Figure 13. McFerray College (Role of Distance in Recruiting) 1970

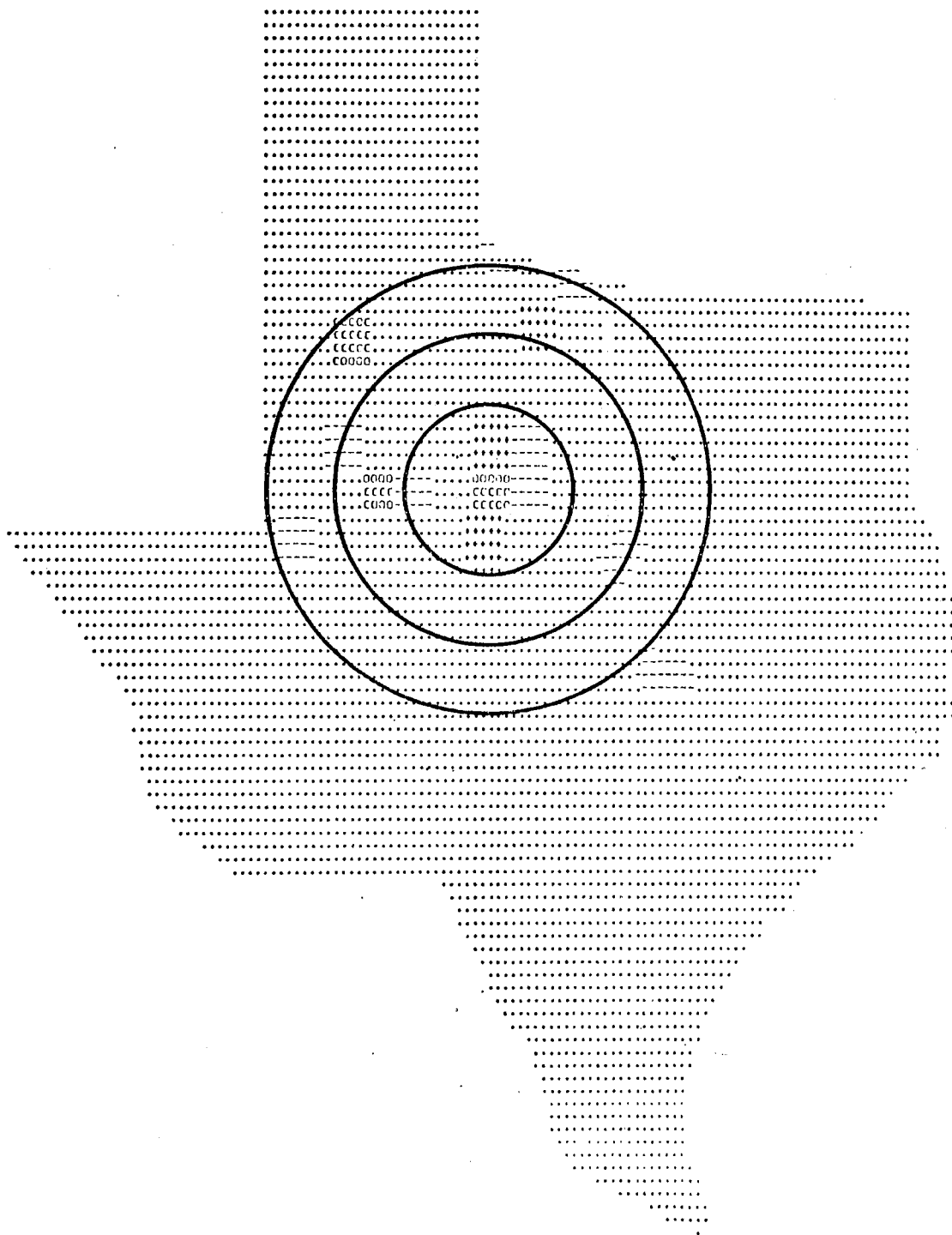
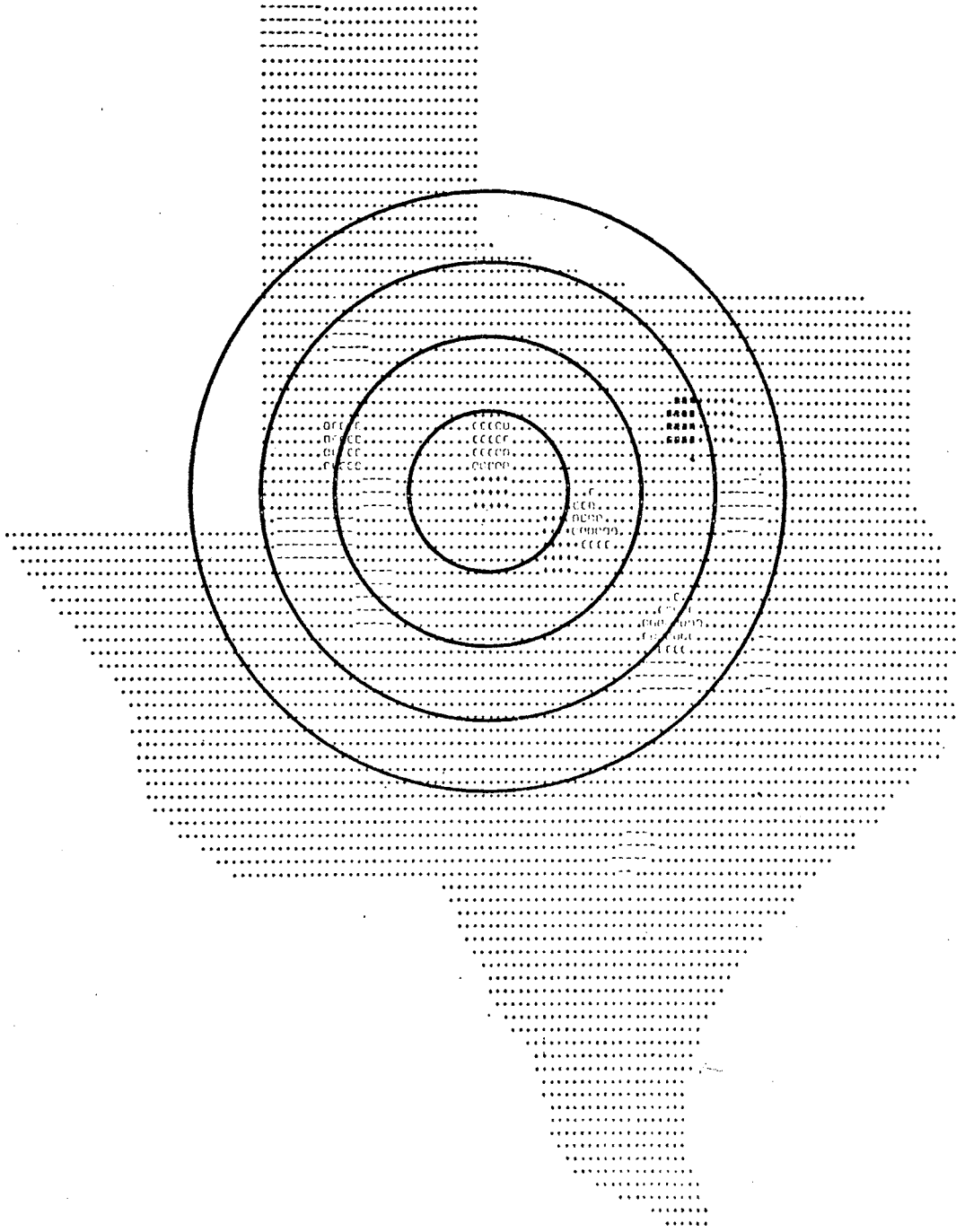
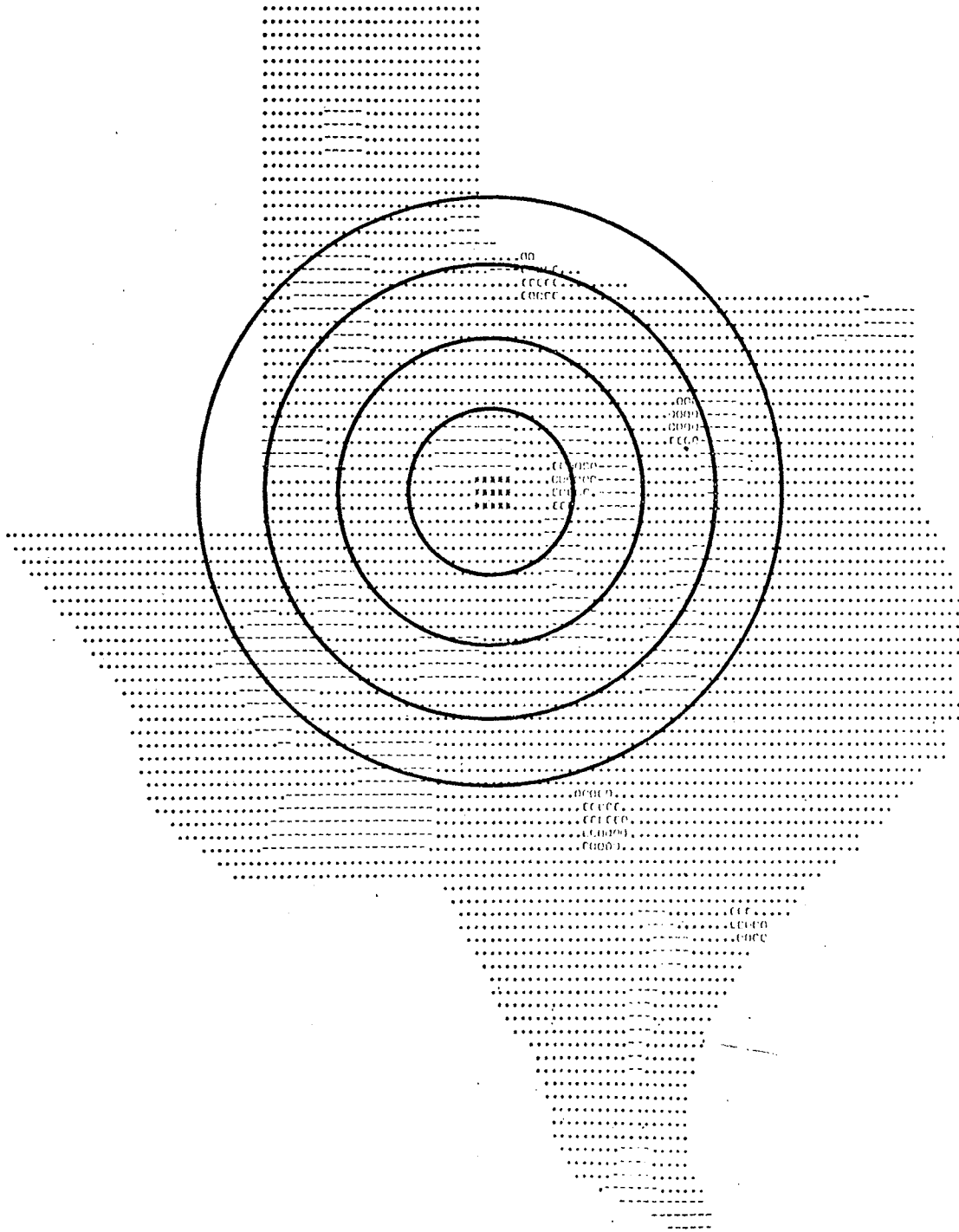


Figure 16. McBerrry College (Role of Distance in Recruiting) 1937



**Figure 17. Abilene Christian College (Role of Distance in Recruiting)
1970**



**Figure 18. Abilene Christian College (Role of Distance in Recruiting)
1953**

Presbyterian-affiliated school has an enrollment of only 1200 and remains the only institution of its type in the state to operate a football program.

The academic life at Austin College has always been stressed, and this has limited the recruiting program at the school. Coach Bob Mason said, however, that while the academic life always remains the number one priority there, it was also felt that a well-rounded sports program including football is needed to augment the academic and social life at the school. In other words, it was the coach's opinion that the tremendous expense of such a program would be far outweighed by the results it would achieve.

Because of its proximity to the Dallas-Fort Worth area (60 miles north), these two cities are given the most attention by the five Austin College coaches.³⁹

Figures 19 and 20 show the recruiting territory of Austin College as reflected by that school's 1970 and 1959 football rosters.

Table V shows the county per capita production of football players for all twenty Texas institutions according to the 1970 roster of each school.

Similar data pertaining only to Southwest Conference universities follows in Table VI. This same data were utilized in Figures 21 and 22 to geographically depict the leading Texas counties from a per capita standpoint. The actual number of football players participating for each of the twenty Texas institutions is shown in Figure 23.

³⁹ Bob Mason, personal interview conducted at Austin College, Sherman, Texas, February 27, 1971.

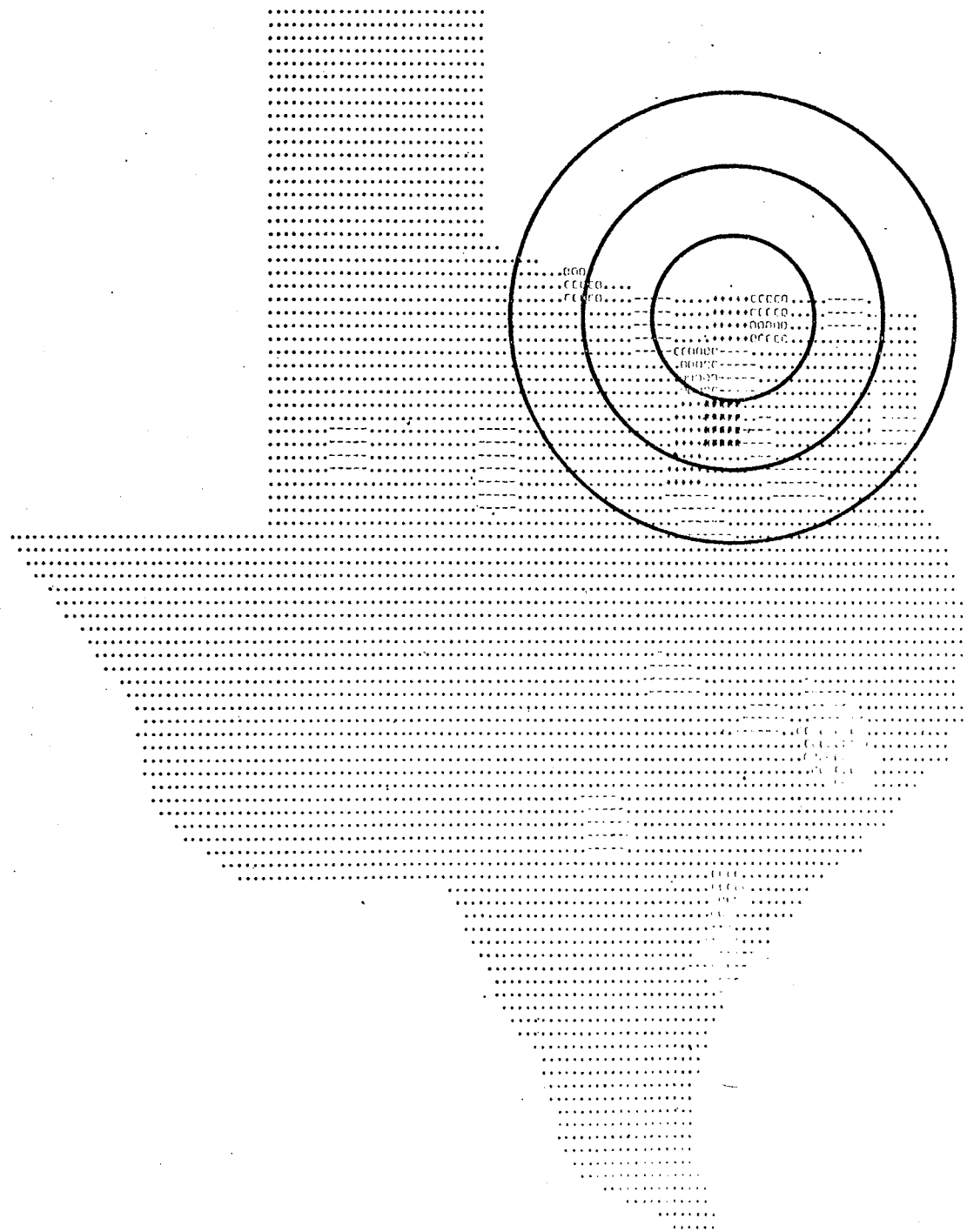


Figure 19. Austin College (Role of Distance in Recruiting) 1970

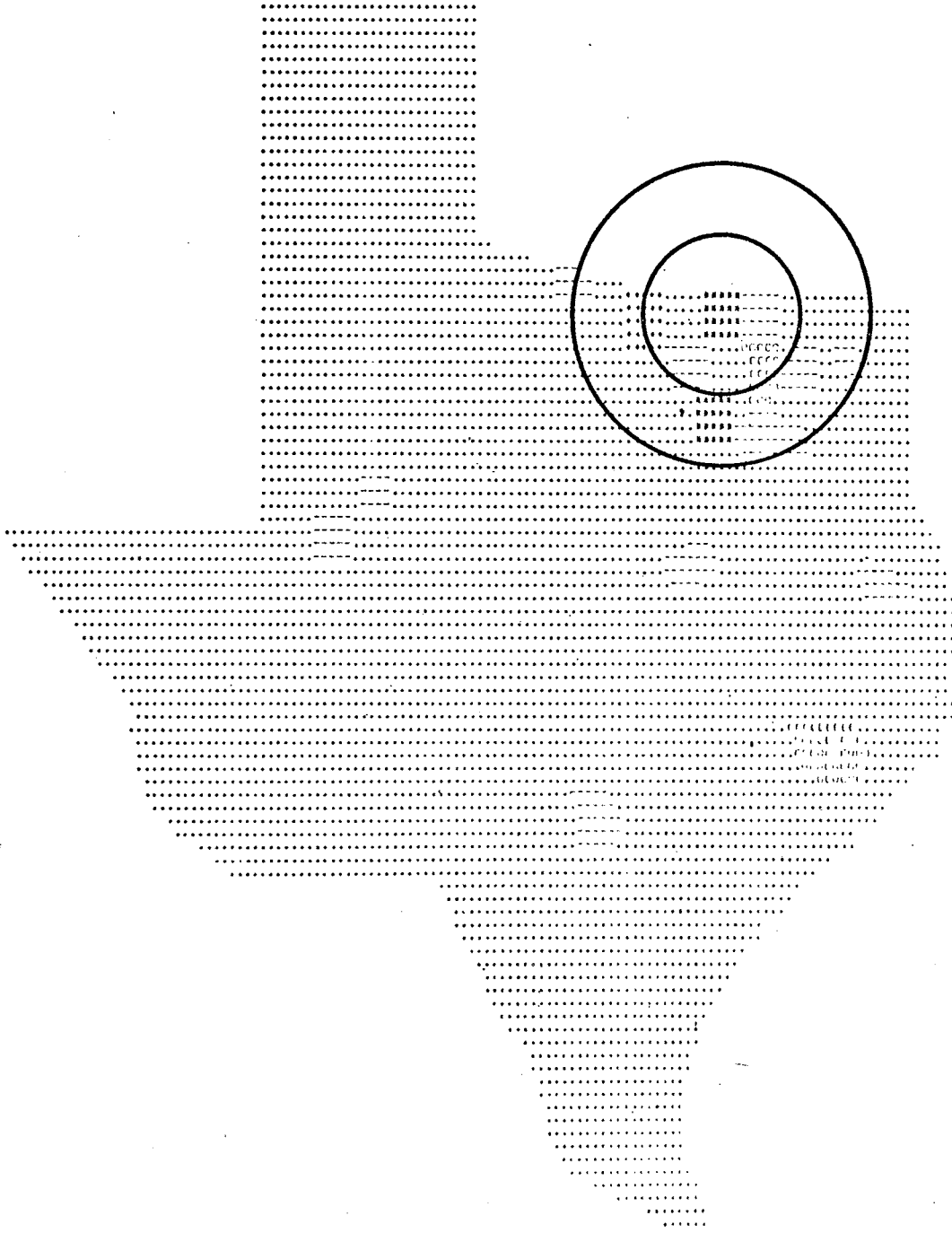


Figure 20. Austin College (Role of Distance in Recruiting) 1959

TABLE V
 COUNTY PER CAPITA PRODUCTION OF FOOTBALL PLAYERS
 FOR ALL TWENTY TEXAS INSTITUTIONS

| County | Index | County | Index |
|---------------|-------|------------|-------|
| Waller | 15.41 | Refugio | 2.32 |
| Sutton | 13.84 | Red River | 2.31 |
| Goliad | 6.78 | Taylor | 2.25 |
| Andrews | 6.36 | Delta | 2.23 |
| Lipscomb | 6.31 | Williamson | 2.06 |
| Blanco | 6.17 | Parker | 1.93 |
| Real | 5.46 | Gaines | 1.93 |
| Hills | 5.22 | Lavaca | 1.84 |
| Jackson | 5.09 | Hunt | 1.84 |
| Live Oak | 4.93 | Knox | 1.84 |
| Karnes | 4.90 | Rummels | 1.82 |
| Collingsworth | 4.62 | Hutchinson | 1.80 |
| Stonewall | 4.59 | Wood | 1.78 |
| Baylor | 4.21 | Tyler | 1.77 |
| Garza | 4.16 | Atascosa | 1.77 |
| Somervill | 3.94 | De Witt | 1.77 |
| Marion | 3.87 | Cherokee | 1.72 |
| Crosby | 3.63 | Wheeler | 1.71 |
| Nays | 3.58 | Wise | 1.68 |
| Fisher | 3.47 | Johnson | 1.68 |
| Carson | 3.47 | Jack | 1.64 |
| Hood | 3.45 | Medina | 1.63 |
| Jones | 3.42 | Gray | 1.63 |
| Reagan | 3.40 | Grayson | 1.59 |
| Wilson | 3.37 | Upshur | 1.57 |
| Hardeman | 3.27 | Anderson | 1.57 |
| Swisher | 3.18 | Ector | 1.56 |
| Gillespie | 3.13 | Van Zandt | 1.49 |
| Terry | 3.12 | Jefferson | 1.48 |
| Rockwall | 3.09 | Harrison | 1.47 |
| Donley | 3.02 | Montague | 1.44 |
| Ysabel | 3.00 | Wilbarger | 1.43 |
| Wharton | 2.99 | Young | 1.43 |
| Brown | 2.98 | Lee | 1.37 |
| Comanche | 2.77 | Brooks | 1.37 |
| Jim Wells | 2.66 | Galveston | 1.36 |
| Caldwell | 2.60 | Midland | 1.34 |
| Dallas | 2.53 | Montgomery | 1.33 |
| Zapata | 2.53 | McCulloch | 1.28 |
| Fayette | 2.49 | Falls | 1.27 |
| Aransas | 2.47 | Uvalde | 1.27 |
| Mitchell | 2.42 | Henderson | 1.25 |
| Washington | 2.33 | Colorado | 1.25 |
| Howard | 2.33 | Calhoun | 1.23 |

TABLE V (Continued)

| County | Index | County | Index |
|-----------|-------|--------------|-------|
| Brazoria | 1.22 | Cameron | 0.86 |
| Limestone | 1.22 | Harris | 0.85 |
| Eastland | 1.22 | Austin | 0.80 |
| Erath | 1.21 | Matagorda | 0.79 |
| Walker | 1.19 | Robertson | 0.76 |
| Gregg | 1.16 | Martin | 0.73 |
| Winkler | 1.14 | Scurry | 0.70 |
| Dallas | 1.14 | Panola | 0.69 |
| Kerr | 1.13 | Collin | 0.66 |
| Patterson | 1.09 | Kleberg | 0.66 |
| Milam | 1.09 | Bexar | 0.64 |
| Coleman | 1.07 | Bastrop | 0.64 |
| Navarro | 1.06 | Ft. Bend | 0.63 |
| Castro | 1.06 | Houston | 0.62 |
| Parmer | 1.05 | Starr | 0.62 |
| Kaufman | 1.02 | Victoria | 0.61 |
| Liberty | 1.00 | Deaf Smith | 0.58 |
| Floyd | 1.00 | Denton | 0.58 |
| Fannin | 1.00 | Denton | 0.58 |
| Bosque | 1.00 | Shelby | 0.56 |
| Tom Green | 1.00 | Lubbock | 0.56 |
| Bell | 0.97 | Hopkins | 0.53 |
| Zavala | 0.97 | Bowie | 0.49 |
| Hale | 0.97 | Hill | 0.49 |
| Rusk | 0.97 | Ellis | 0.47 |
| Burnet | 0.96 | San Patricia | 0.47 |
| Tarrant | 0.95 | Smith | 0.45 |
| Duval | 0.94 | Angelina | 0.45 |
| Cooke | 0.94 | Hidalgo | 0.42 |
| Travis | 0.93 | Val Verde | 0.40 |
| Lamar | 0.92 | Brazos | 0.38 |
| Corral | 0.91 | McLennan | 0.37 |
| Cass | 0.91 | El Paso | 0.37 |
| Wichita | 0.90 | Guadalupe | 0.33 |
| Fraestone | 0.90 | Orange | 0.31 |
| Morris | 0.89 | Webb | 0.30 |
| Nueces | 0.88 | Macogoches | 0.30 |
| | | Randall | 0.20 |

1.00 = State Average (1 player per 11,000 population)

TABLE VI

COUNTY PER CAPITA PRODUCTION OF FOOTBALL PLAYERS FOR
SOUTHWEST CONFERENCE UNIVERSITIES ONLY

| County | Index | County | Index |
|---------------|-------|-----------|-------|
| Real | 13.16 | Red River | 1.85 |
| Mills | 12.58 | Harrison | 1.77 |
| Stonewall | 11.06 | Wilbarger | 1.73 |
| Goliad | 10.89 | Montague | 1.73 |
| Andrew | 10.22 | Young | 1.72 |
| Sutton | 8.35 | Scurry | 1.68 |
| Hood | 8.32 | Cherokee | 1.66 |
| Marion | 6.22 | Jones | 1.65 |
| Collingsworth | 5.57 | Liberty | 1.61 |
| Swisher | 5.11 | Collin | 1.58 |
| Baylor | 5.08 | Rusk | 1.55 |
| Garza | 5.01 | Colorado | 1.50 |
| Carson | 4.17 | Fayette | 1.50 |
| Wheeler | 4.12 | Starr | 1.50 |
| Brown | 4.10 | Lamb | 1.49 |
| Hardeman | 3.90 | Brasoria | 1.47 |
| Wharton | 3.61 | Lamar | 1.47 |
| Yoakum | 3.61 | Limestone | 1.46 |
| McCulloch | 3.09 | Travis | 1.43 |
| Uvalde | 3.06 | Dallas | 1.38 |
| Falls | 3.06 | Wise | 1.35 |
| Taylor | 2.98 | Milam | 1.32 |
| La Vaca | 2.96 | Wichita | 1.30 |
| Gray | 2.95 | Hopkins | 1.28 |
| Eastland | 2.93 | Hill | 1.17 |
| Mitchell | 2.92 | Orange | 1.12 |
| Erath | 2.92 | Corral | 1.10 |
| Ector | 2.89 | Henderson | 1.08 |
| Washington | 2.81 | Angelina | 1.07 |
| Gillespie | 2.51 | Bell | 1.06 |
| Bosque | 2.42 | Tarrant | 1.00 |
| Jim Wells | 2.41 | Walker | 0.96 |
| Hale | 2.33 | Val Verde | 0.96 |
| Gaines | 2.29 | Grayson | 0.96 |
| Tom Green | 2.24 | Anderson | 0.95 |
| Russell | 2.19 | Harris | 0.91 |
| Hutchinson | 2.17 | Hardin | 0.88 |
| Howard | 2.10 | Navarro | 0.85 |
| Potter | 2.05 | Kaufman | 0.82 |
| Hays | 2.04 | Kleberg | 0.80 |
| Jackson | 2.04 | Nueces | 0.78 |
| Midland | 2.03 | Lubbock | 0.59 |
| Jefferson | 1.95 | Hidalgo | 0.58 |
| Karnes | 1.95 | Bexar | 0.57 |

TABLE VI (Continued)

| County | Index | County | Index |
|------------|-------|----------|-------|
| Ellis | 0.57 | Cameron | 0.38 |
| Hunt | 0.55 | Webb | 0.36 |
| Montgomery | 0.54 | McLennan | 0.36 |
| Ft. Bend | 0.51 | Denton | 0.35 |
| Randall | 0.49 | Gregg | 0.35 |
| Victoria | 0.49 | Smith | 0.27 |
| Galveston | 0.47 | El Paso | 0.22 |
| Brazos | 0.46 | | |

1.00 = state average (1 player per 26,500 population)

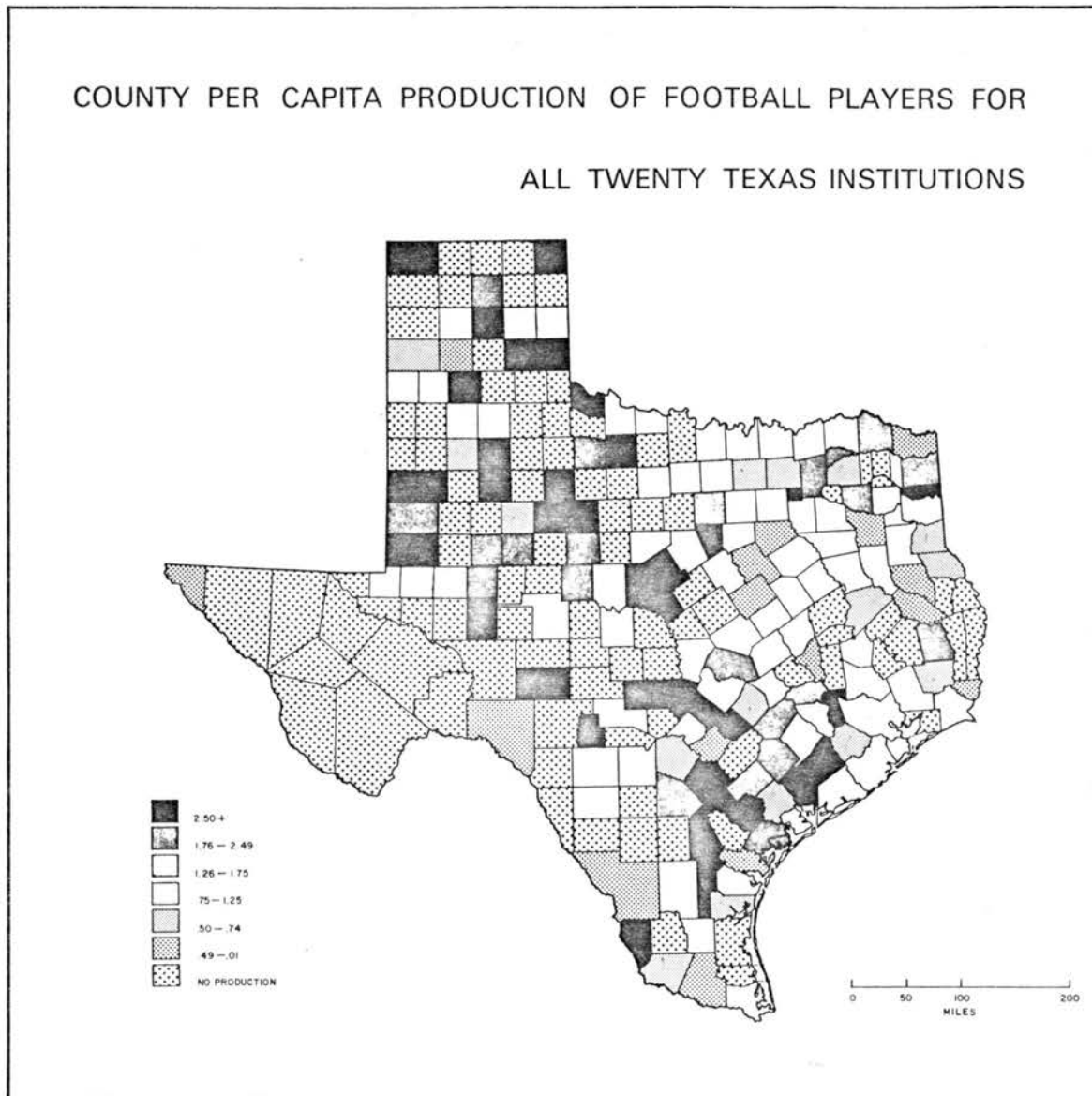


Figure 21. County Per Capita Production of Football Players for all
Twenty Texas Institutions

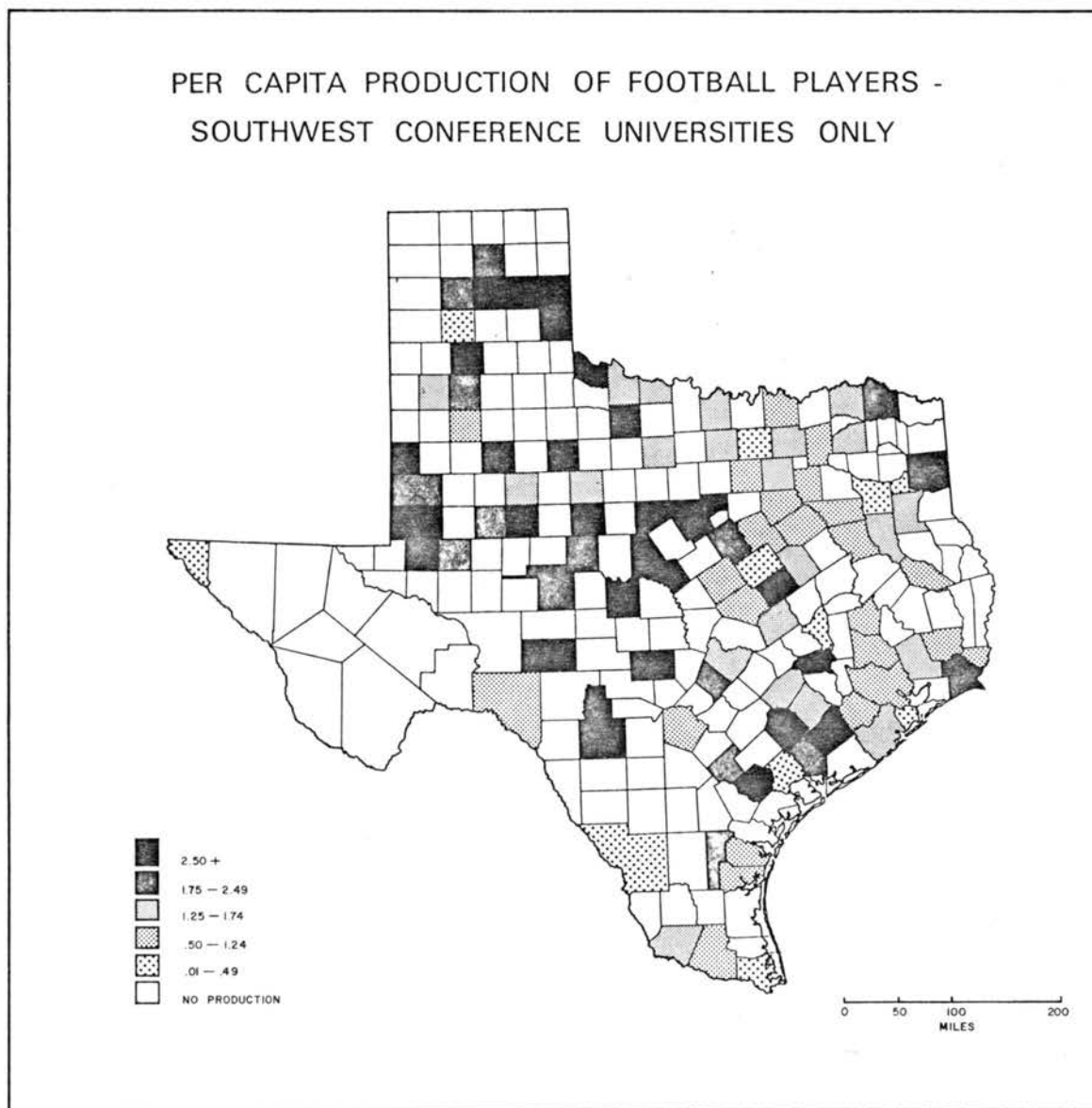


Figure 22. Per Capita Production of Football Players - Southwest Conference Universities Only

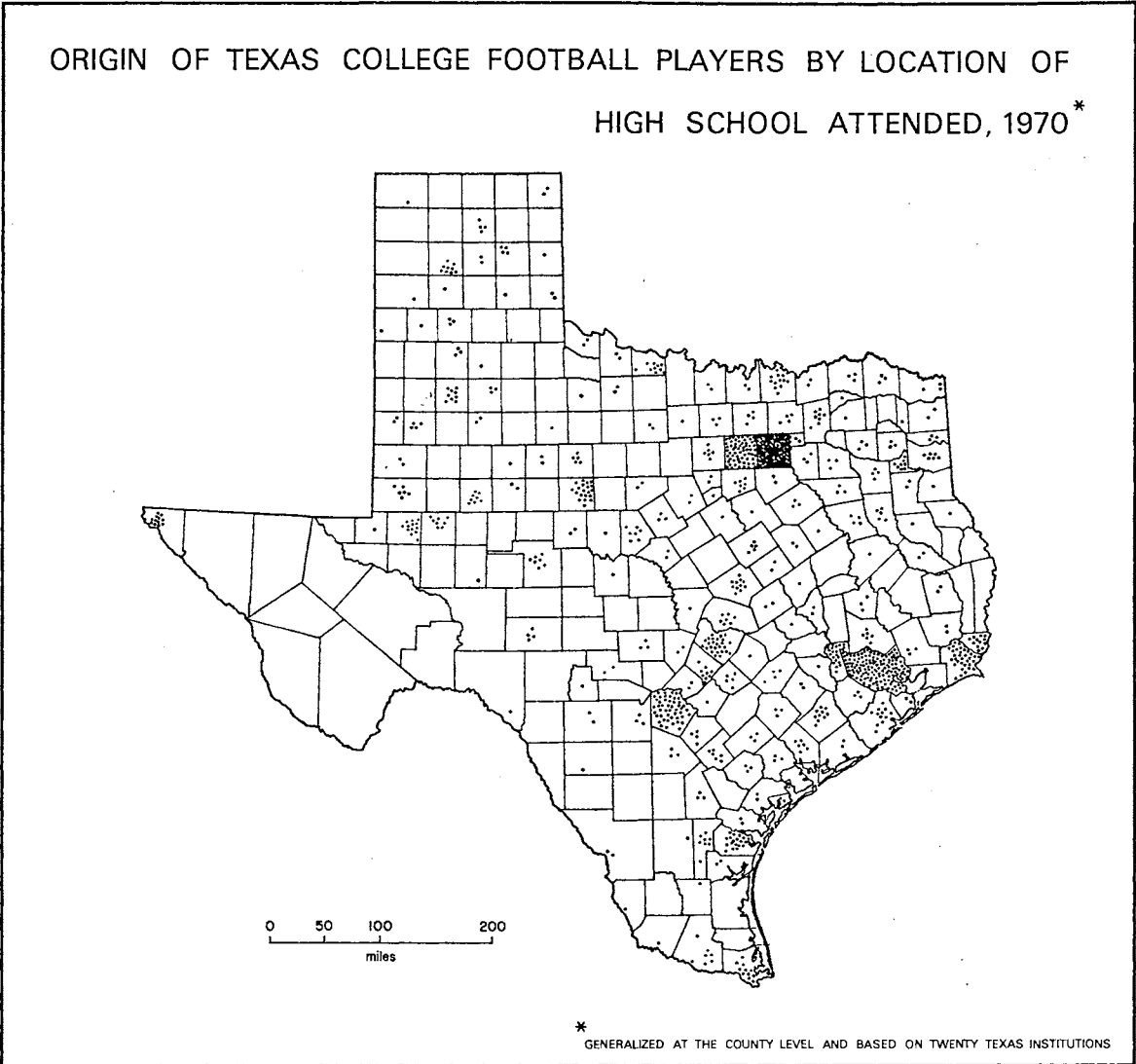


Figure 23. Origin of Texas College Football Players by Location of High School Attended, 1970

CHAPTER IV

RECRUITING HIERARCHY

Of the twenty-two colleges and universities that comprised the study ten (University of Texas at Austin, Texas Tech, Baylor, Texas Christian, Southern Methodist, North Texas State, Rice, University of Houston, University of Texas at El Paso and West Texas State) are classified as major colleges by the NCAA. The chief criteria for this classification is the number of scholarships awarded, and the conference to which each school belongs. As a rule, all NCAA affiliated schools enjoy major college status while NAIA colleges and universities, such as the Lone Star Conference representatives, are classified as minor or college division teams. The enrollment of a particular school is not highly correlated with its rating as a major or minor institution.

As one might expect, eight Southwest Conference universities have a decided advantage over other Texas institutions (including other NCAA schools within the state) in the recruiting of state and out-of-state athletes. Three major factors are influential; the magical name of the Southwest Conference, infinitely larger athletic budgets, and superior athletic facilities.

The Southwest Conference came into existence in 1915, but did not achieve national prominence until the late 1920's. By the mid thirties the conference had its first national champion (SMU), and within five

years produced two more (TCU and Texas A&M).¹ From this point on, the SWC was no longer considered to be of inferior quality and its reputation began to attract top quality players to the member universities. Unfortunately, however, for the Lone Star Conference representatives and other institutions within the state not affiliated with the Southwest Conference, the process of athletic recruiting was greatly impaired by this development. While at one time all teams within the state of Texas recruited on equal footing with one another, the non-Southwest Conference schools, as stated by East Texas coach Earnest Hawkins, now must be content (for the most part) on acquiring second-rate talent within the state after the Southwest Conference recruiters have made their selections.

The budget factor is particularly important with figures ranging from a mere \$900 spent by Austin College to \$75,000 spent by the University of Texas for recruiting purposes. The UT figure includes some \$20,000 allotted for telephone expenses alone. The overall recruiting budget at the University of Texas for all sports approximates \$100,000.²

The recruiting budgets of the larger, more prestigious Southwest Conference representatives are more than adequate to meet the needs of an effective statewide recruiting program. While many of the SWC coaches have indicated that one or two particular areas of the state might receive more emphasis in that school's recruiting program than other areas, it can be safely assumed that all regions are carefully

¹Ratliff, The Power and the Glory, p. xii.

²Ellington, personal interview, March 9, 1971.

scrutinized and that recruiting trips to all sections of the state are carried out with even a hint of the possibility of signing a top-notch athlete. This also holds true in regard to out-of-state talent although recruiting "expeditions" outside of the state are far less frequent. It should be made clear, though, that no matter where an athlete might be, or how many trips it might take to influence him to play his collegiate football for that Southwest Conference university, the recruiting budget at that institution will usually be sufficient to cover the cost of seeking out and signing these athletes whether or not they reside within the state.

In summarizing the spatial behavior and decision making of recruiters at each university, which have resulted in the establishment of the recruiting territories of each of the sampled institutions, a direct parallel was found to exist between size of the athletic budget and the spatial extent of the recruiting territory.

The Southwest Conference universities (Texas, Texas Tech, Baylor, Texas Christian, Rice, Southern Methodist, and Houston) have relatively large athletic budgets with a considerable portion of that allotted for recruiting. The University of Texas, with approximately \$75,000 set aside for this purpose, far exceeds the amount spent by other SWC universities.

Superior athletic facilities of all Southwest Conference members could also be considered a third factor which would influence potential athletes to attend these schools. This would include everything from carpeted dressing rooms and artificial stadium turf to separate athletic dormitories.

The Missouri Valley representatives and many of the smaller

schools have facilities which have been described by their coaches as adequate, but from a strictly objective standpoint, do not equal the far superior athletic plants of the Southwest Conference.

Out-of-state recruiting for the most part, is given little attention by SWC coaches; most feel that there is adequate football talent in the state of Texas and that attempts at out-of-state recruiting are valid only in the event of the high probability of signing a quality athlete. By in large, Texas coaches seem to have a spatially defined superiority complex as far as Texas high school football is concerned which is reflected by their spatial recruiting behavior.

While the name of the Southwest Conference automatically attracts Texas athletes who wish to participate in big-time collegiate football, out-of-state recruiting is not entirely overlooked. Tables VII and VIII show out-of-state recruiting emphasis the twenty Texas institutions comprising the study. Comparisons are made from 1970 roster data and similar data obtained between the 1953 and 1959 playing seasons.

Reputation is, in part, related to attendance. On a typical Saturday afternoon it averages between 25,000 to 30,000 for teams such as SMU and Baylor, to 45,000 to 65,000 for teams such as Texas, Texas Tech, and Houston. This attendance is the single most important revenue source for the athletic budgets at these particular institutions. Reserve seat tickets sell for \$6.00 for all Southwest Conference schools with general admission and student (high school) tickets selling for \$5.00 and \$1.00 respectfully.

While all SWC schools recruit basically at will from all over the state, such is not the case with East Texas State, Stephen F. Austin,

TABLE VII
 PER CENT OF OUT-OF-STATE ATHLETES PARTICIPATING
 IN TEXAS COLLEGES AND UNIVERSITIES DURING
 THE 1970 PLAYING SEASON

Southwest Conference

| | |
|-----------------|-----|
| Texas at Austin | 4% |
| Baylor | 16% |
| T.C.U. | 3% |
| Houston | 3% |
| S.M.U. | 11% |
| Rice | 5% |
| Texas Tech | 7% |

Lone Star Conference

| | |
|-------------------------|-----|
| East Texas State | 4% |
| McMurray | 11% |
| Southwest Texas State | 3% |
| San Houston State | 6% |
| Texas A & I | 6% |
| Stephen F. Austin State | 0% |

Missouri Valley Conference

| | |
|-------------------|-----|
| North Texas State | 7% |
| West Texas State | 30% |

Other Institutions

| | |
|-------------------|-----|
| Texas - El Paso | 48% |
| Abilene Christian | 23% |
| Austin College | 6% |
| Bishop College | 60% |
| Texas Southern | 38% |

TABLE VIII
PER CENT OF OUT-OF-STATE ATHLETES PARTICIPATING
IN TEXAS COLLEGES AND UNIVERSITIES
DURING PAST YEARS*

| <u>Southwest Conference</u> | |
|---|-----|
| Texas at Austin (1955) | 0% |
| Baylor (1953) | 13% |
| T.C.U. (1957) | 3% |
| Houston (1955) | 30% |
| S.M.U. (1957) | 7% |
| Rice | NDA |
| Texas Tech | NDA |
| <u>Lone Star Conference</u> | |
| East Texas State (1955) | 4% |
| McMurray (1957) | 0% |
| Southwest Texas State | NDA |
| San Houston State (1959) | 0% |
| Texas A & I | NDA |
| Stephen F. Austin State | NDA |
| <u>Missouri Valley Conference</u> | |
| North Texas State (1953) | 6% |
| West Texas State (1956) | 0% |
| <u>Other Institutions</u> | |
| Texas - El Paso | NDA |
| Abilene Christian (1958) | 16% |
| Austin College (1959) | 8% |
| Bishop College | NDA |
| Texas Southern (1959) | 0% |

*Records from each school cited herein vary from 1953-1959.

NDA - No data available

San Houston, Texas A & I, Southwest Texas State and Mc Murray, all members of the Lone Star Conference (MAIA). These schools as well as most other non SWC schools (North Texas State, West Texas State, UTEP) within the state must rely almost exclusively on student services fees for their athletic budgets.³ The \$15,000 spent by North Texas State for recruiting is one of the larger amounts allocated for this function. These colleges and universities are simply not able to generate the large-scale fan interest so prevalent of the Southwest Conference. The average attendance for each home game at the various Lone Star Conference schools in 1970 was in the neighborhood of 8,000. Texas A & I in Kingsville led all conference members with an approximate average game attendance of 12,000. Reserve seat tickets for LSC games are only \$2.50 compared to \$6.00 for all reserve seats involving SWC competition. Since ticket sales provide the bulk of the athletic budget for any school, it is clearly evident that the Lone Star Conference members are at a very obvious disadvantage in this regard.

With the smaller athletic budgets comes a corresponding decrease in the amount set aside for the specific purpose of athlete recruiting. Without exception, all Lone Star Conference representatives have spatially confined recruiting territories. Recruiting outside of their local region does take place but these efforts are kept to a minimum. They are generally limited to areas which are nearest the university in question.

Changes in recruiting emphasis are graphically depicted in Figures 24 through 33. Composite graphs were made of three Southwest Confer-

³The Dallas Morning News, October 19, 1971, p. 3B.

RECRUITING AS A FUNCTION OF DISTANCE

SOUTHWEST CONFERENCE
(U.T., BAYLOR, & T.C.U.)
1970

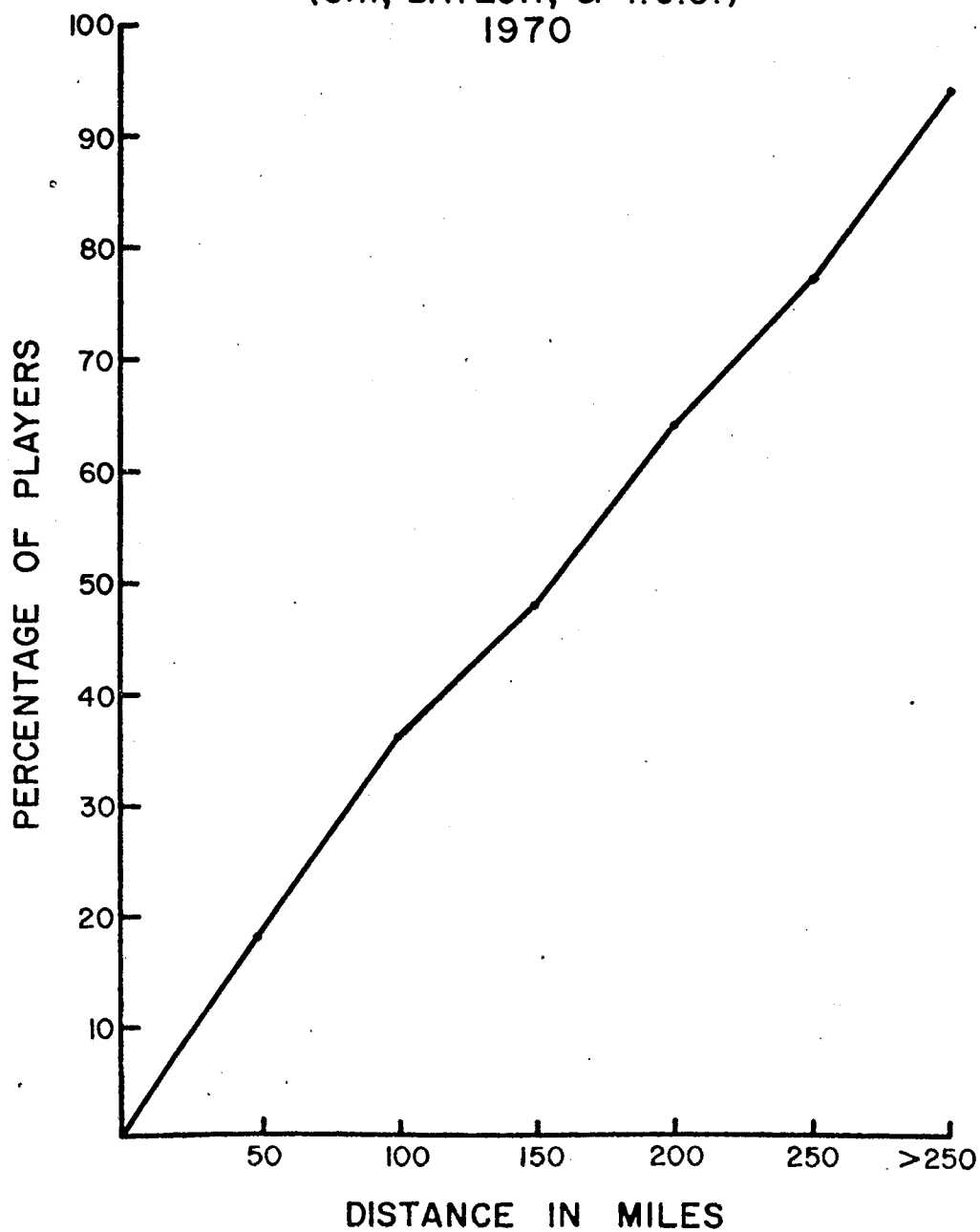


Figure 24. Recruiting as a Function of Distance - Southwest Conference
1970

RECRUITING AS A FUNCTION OF DISTANCE

SOUTHWEST CONFERENCE
(U.T., BAYLOR, & T.C.U.)

1955

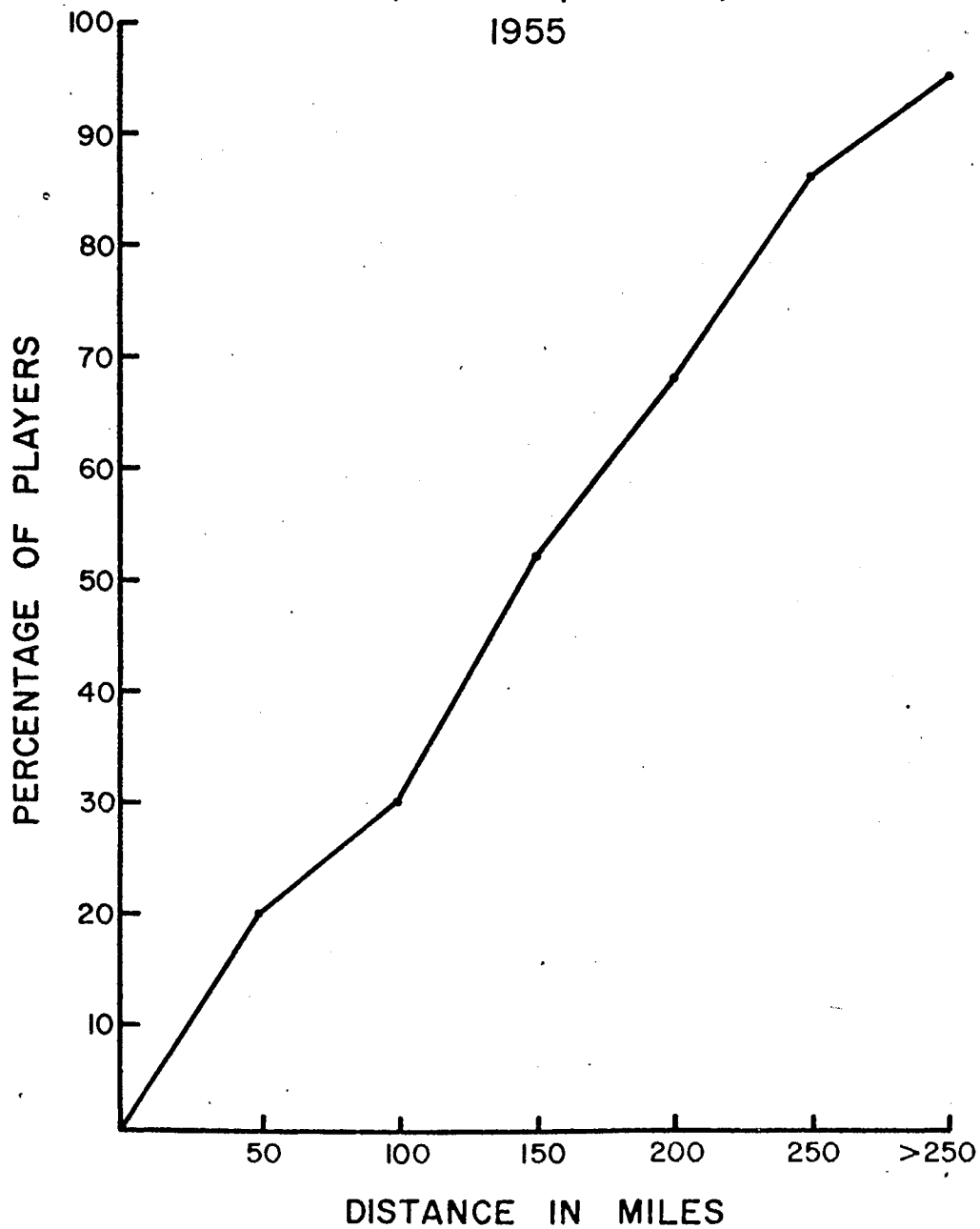


Figure 25. Recruiting as a Function of Distance - Southwest Conference
1955

RECRUITING AS A FUNCTION OF DISTANCE

LONE STAR CONFERENCE
(E.T.S.U. & McMURRY)
1970

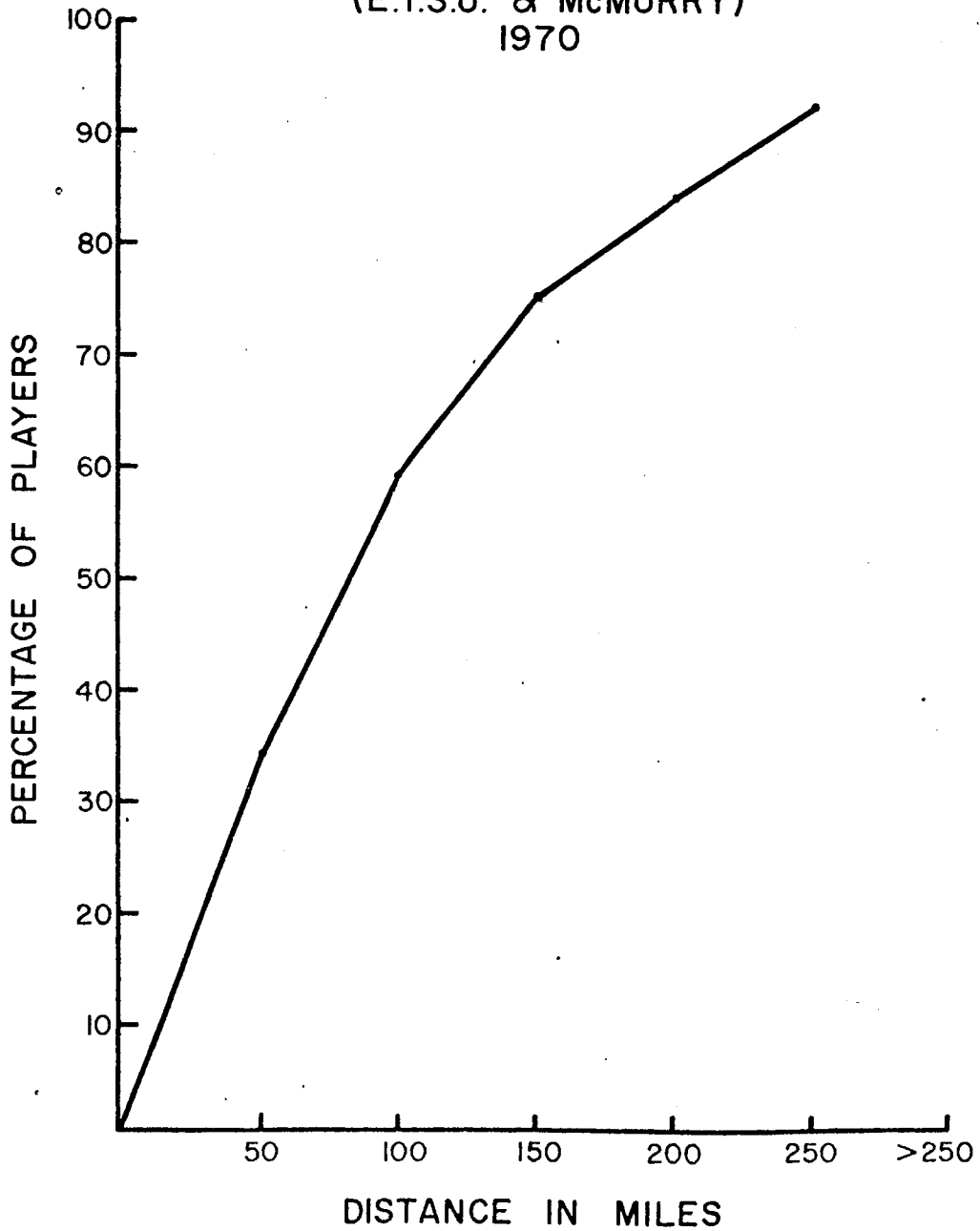


Figure 26. Recruiting as a Function of Distance - Lone Star Conference
1970

RECRUITING AS A FUNCTION OF DISTANCE

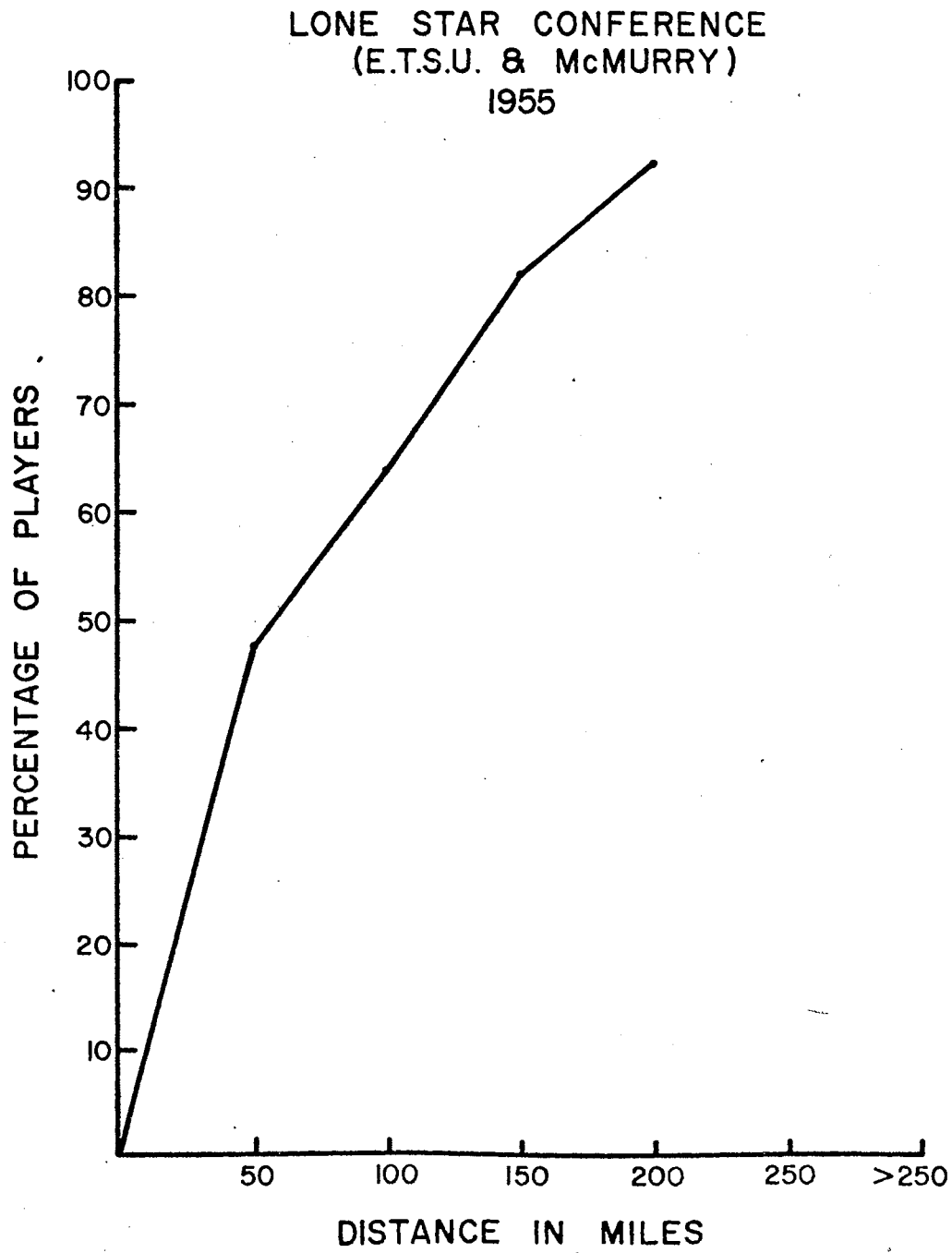


Figure 27. Recruiting as a Function of Distance - Lone Star Conference
1955

RECRUITING AS A FUNCTION OF DISTANCE

BAYLOR (1970)

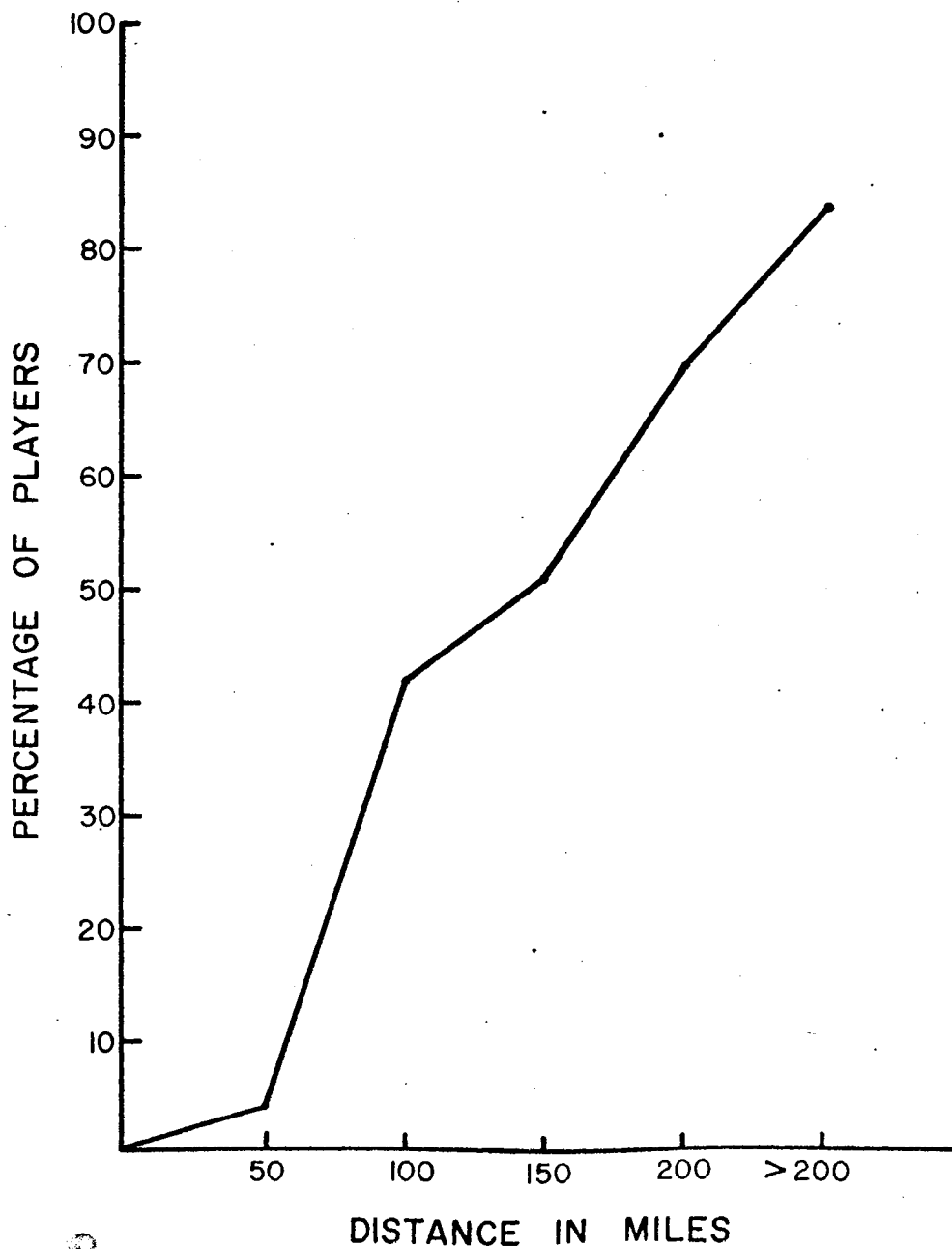


Figure 28. Recruiting as a Function of Distance - Baylor (1970)

RECRUITING AS A FUNCTION OF DISTANCE
BAYLOR (1953)

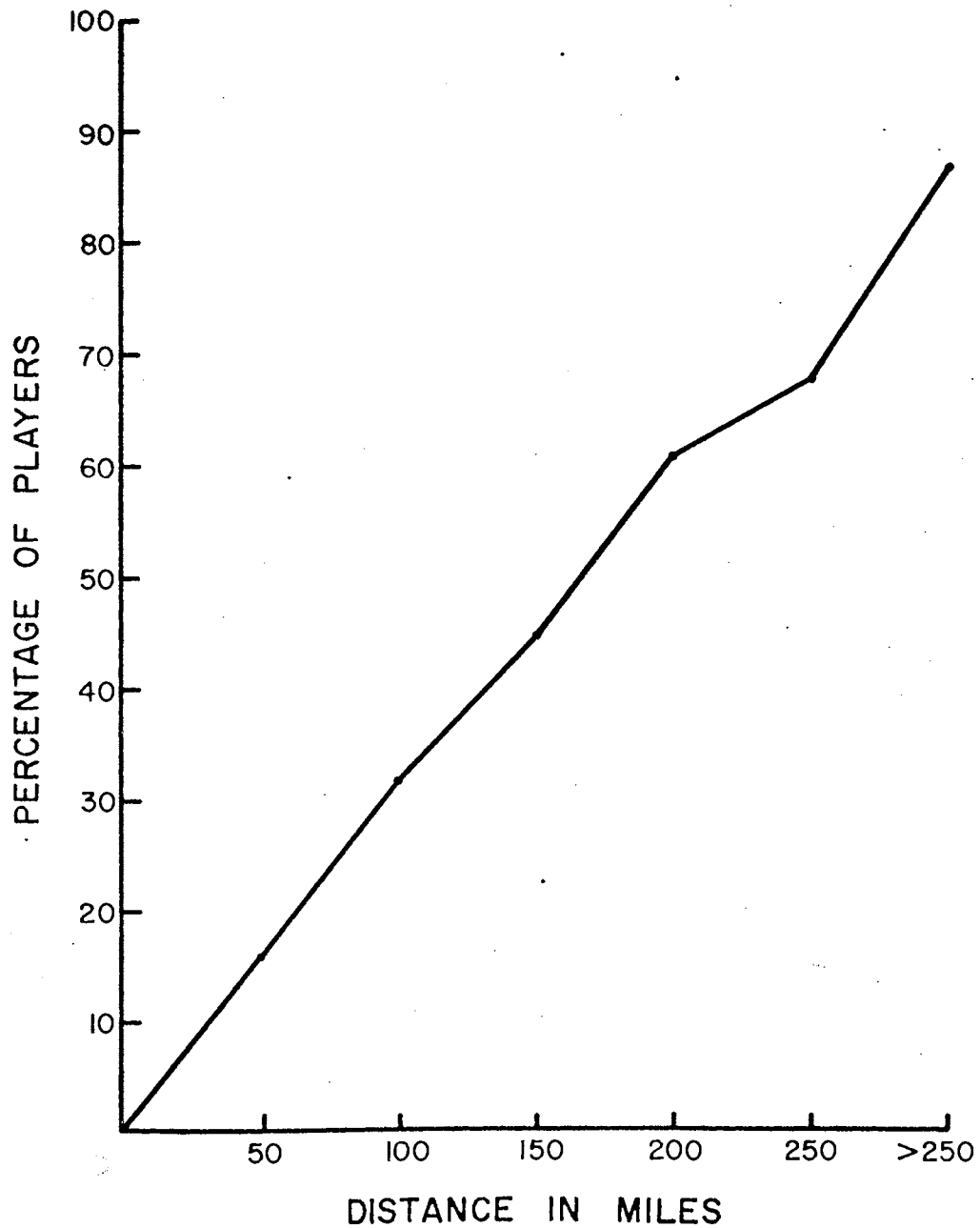


Figure 29. Recruiting as a Function of Distance - Baylor (1953)

RECRUITING AS A FUNCTION OF DISTANCE

N.T.S.U. (1970)

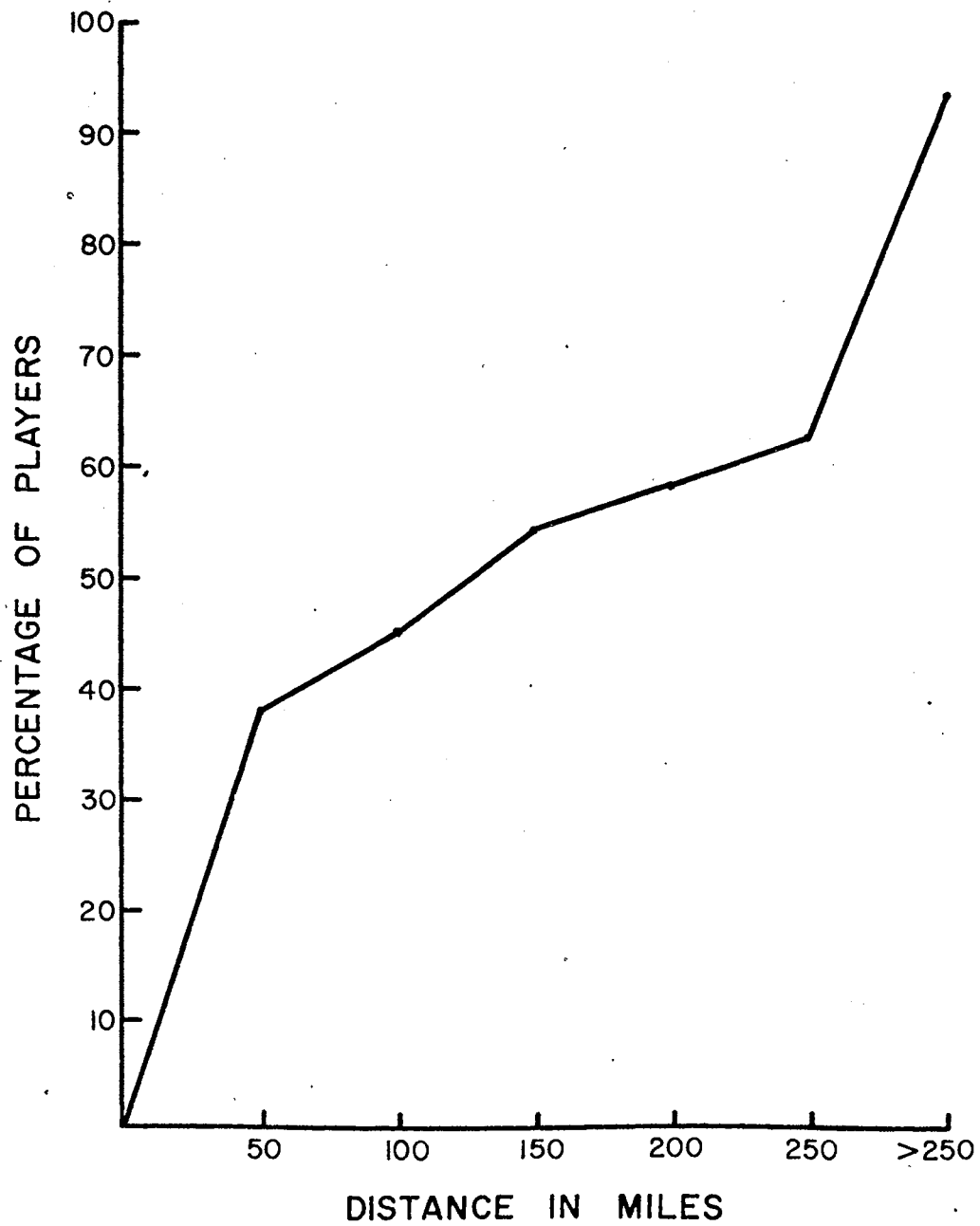


Figure 30. Recruiting as a Function of Distance - N.T.S.U. (1970)

RECRUITING AS A FUNCTION OF DISTANCE

N.T.S.U. (1955)

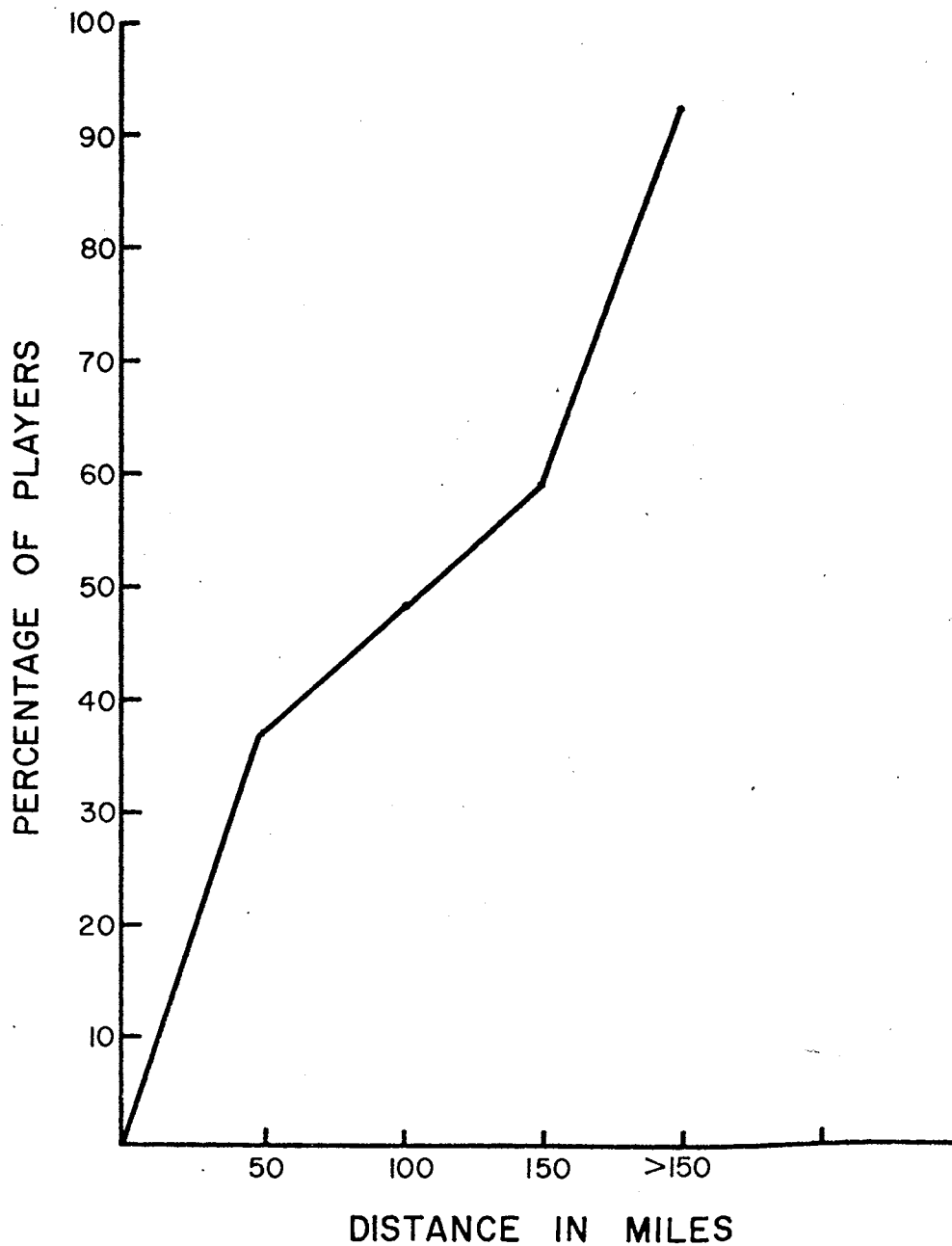


Figure 31. Recruiting as a Function of Distance - N.T.S.U. (1955)

RECRUITING AS A FUNCTION OF DISTANCE

McMURRAY (1970)

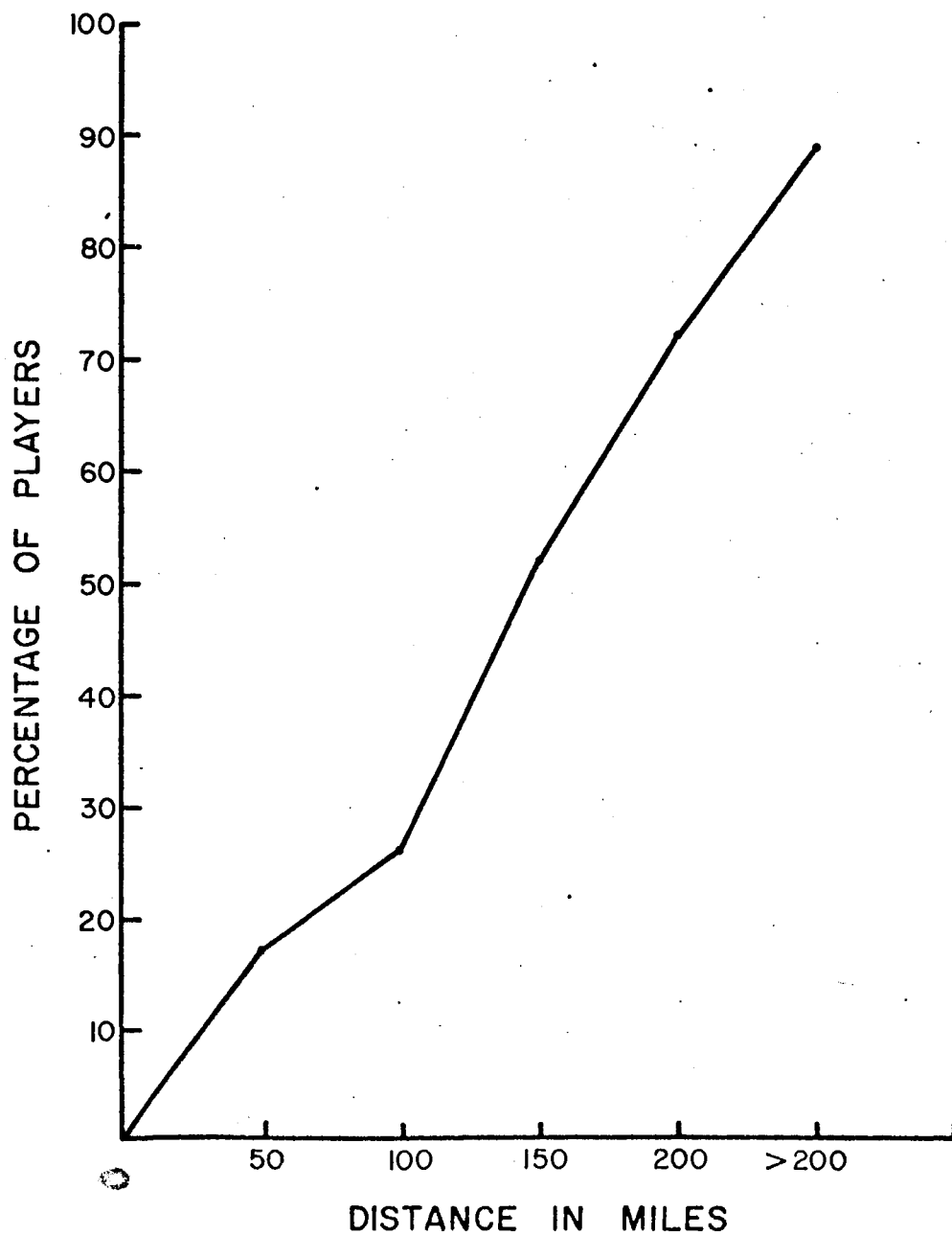


Figure 32. Recruiting as a Function of Distance - McMurray (1970)

RECRUITING AS A FUNCTION OF DISTANCE

McMURRAY (1957)

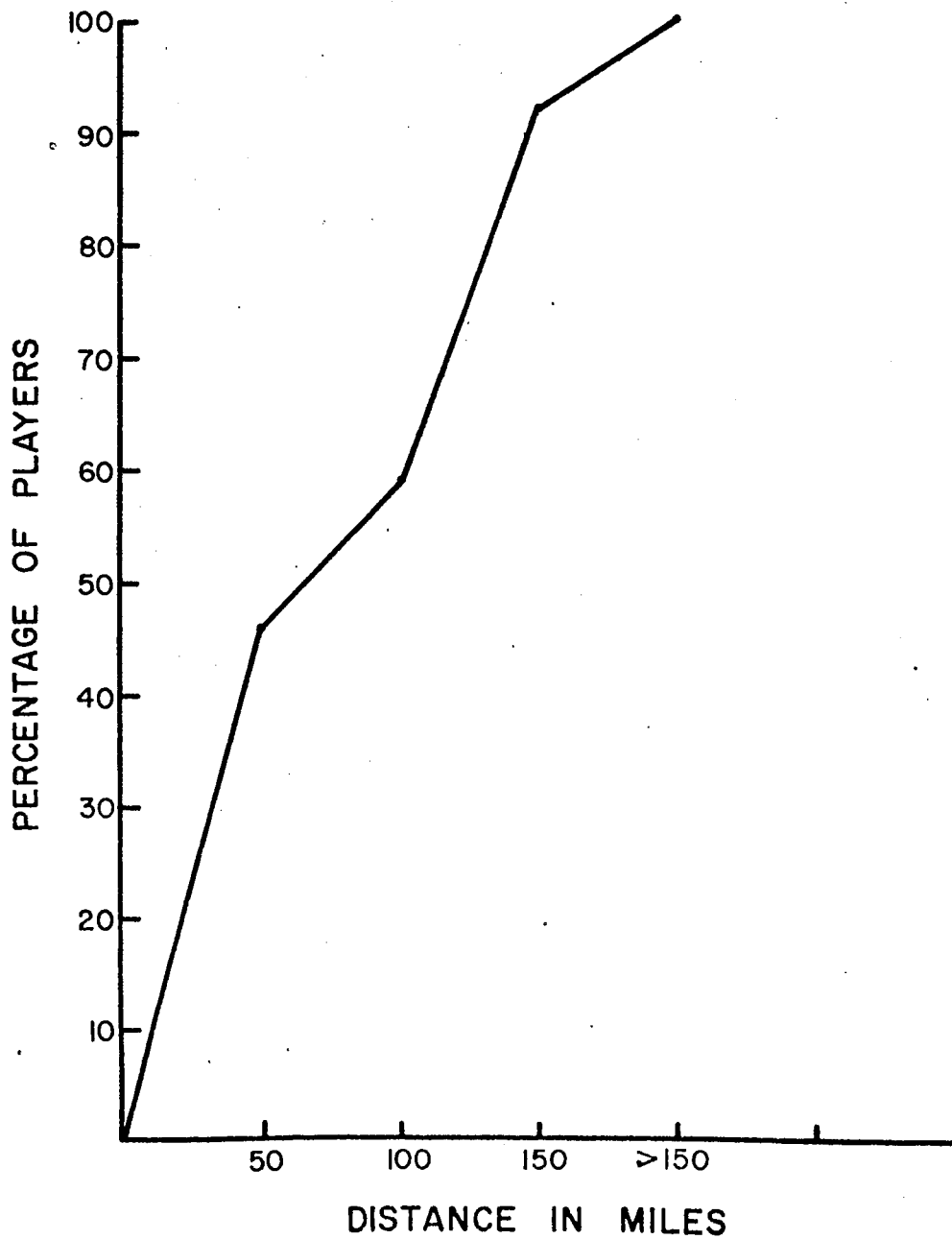


Figure 33. Recruiting as a Function of Distance - McMurray (1957)

ence schools and two Lone Star Conference representatives. A separate graph was compiled for Baylor University which was the only school to show a more compact recruiting territory in 1970 as compared to 1955. Two additional graphs were compiled for North Texas State and McMurray. Both of these institutions indicated greatly expanded recruiting territories in 1970 over previous years. During 1970, for example, 54% of all athletes recruited by NTSU coaches came from within 150 miles of the Denton campus. In 1955, however, 92% of all athletes recruited came from this same 150 mile radius of the campus. Corresponding figures for McMurray are 52% (1970) and 92% (1957). Out-of-state recruiting percentages were not indicated.

Additional remarks pertaining to the subject of recruiting hierarchy were brought out in Chapter III and will not be elaborated on further here.

CHAPTER V

RECRUITING IN BLACK COLLEGES

Football has been a part of the athletic programs of the Negro colleges and universities for more than half a century; by 1963 there were sixty-three predominantly black institutions that fielded football teams.¹ Although five decades have elapsed since black colleges first began competition in this sport, it has only been in recent years that the long-overdue national recognition has been afforded to them.

Grambling College

Without question, Grambling College of Louisiana is one of the elite black schools in regard to football competition. As of 1970, "forty-two Grambling football players had been named to various All-American teams. And even more amazing, 80 Grambling stalwarts have romped in the American, National, and Canadian Football Leagues."² No other small college can make a similar claim.³

The head football coach of this Louisiana college, located 300 miles north of New Orleans is Eddie Robinson.⁴ Robinson has remained

¹John P. Davis, The American Negro Reference Book. (Englewood Cliffs, 1966), p. 805.

²Grambling Football Booklet, published by Grambling College, Grambling, Louisiana, 1970, p. 11.

³Ibid.

⁴Edwin B. Henderson, ed., International Library of Negro Life and History. (New York: Publishers Company, Inc., 1969), p. 239.

at this position for the past thirty years and has compiled an impressive 185-71-11 won-lost record since his exceptional career began in 1941.⁵ "Robinson is a member of the NAIA coaching hall-of-fame, and was cited by the Football Writers Association in 1966 as the man who made the biggest contribution to small-college football during the last 25 years."⁶

The primary recruiting territory for Grambling is the entire state of Louisiana, with particular emphasis given to the cities of New Orleans, Baton Rouge, Shreveport, and Monroe.⁷ What little out-of-state recruiting there is takes place mainly in Texas and Mississippi.⁸

Recruiting in recent years has become a greater problem for black institutions. Robinson admits that now all schools in Louisiana (and elsewhere) have a chance of recruiting the best black athletes, but the predominately black schools do not compete well for the top quality white athletes. Robinson says, however, that "the first to cry is a sissy, and we aren't ever going to criticize a black athlete from making a choice of schools, because this is the type of thing the young set has been marching and demonstrating for, and now they have the right to go to any school they choose."⁹

There are three white athletes on the Grambling football team,

⁵ Grambling Football Booklet, 1970, p. 10.

⁶ *Ibid.*, p. 11.

⁷ Eddie Robinson, personal interview conducted at Grambling College, Grambling, Louisiana, April 4, 1971.

⁸ *Ibid.*

⁹ *Ibid.*

and "quite a few" on the baseball team, but none of these are from Louisiana.¹⁰ Robinson said that if enough effort was put forth, Grambling could field an entire team of whites from New York, New Jersey, and California. Although local white players have not participated in Grambling sports competition, coach Robinson has indicated that this barrier might be breaking down because of increasing opportunity to talk with many potential white athletes who have expressed interest in the football program at Grambling College.

Texas Southern University

In contrast with other institutions in the southwest, Texas Southern University is a comparatively young school, having been established and located in Houston, Texas by an act of the 50th Texas Legislature in March of 1947.¹¹

The coach at Texas Southern is Clifford (Jack) Paul who, prior to coming to TSO, had spent three seasons at Edward Waters College in Jacksonville, Florida where he won three Southeastern Athletic Conference titles.¹² Paul, himself, is a graduate of Florida A&M at Tallahassee.

Because little or no success has been achieved in the recruiting of whites, primary attention is given strictly to locating and signing the best possible black athlete. The entire Gulf Coast area is emphasized mainly because of the high concentration of blacks in this

¹⁰Ibid.

¹¹Texas Southern University Football Booklet, 1970.

¹²Ibid.

section of the country. Coach Paul, because of his close ties with the state of Florida, has been very successful in securing players from this specific area. Very little recruiting is carried on outside of this region primarily because of a lack of funds and an ever increasing awareness on the part of Negro athletes that they no longer are restricted to black colleges and universities.

Langston University

Langston University is a member of the Oklahoma Collegiate Conference and is located approximately 35 miles north of Oklahoma City.

The primary recruiting area for Langston is the entire state of Oklahoma with particular attention given to Tulsa and Oklahoma City. Out of 41 players on the 1970 roster, 18 came from the three most populous cities of Oklahoma City, Tulsa, and Lawton. Out-of-state recruiting is not emphasized, although there has been some success in the states of Tennessee, Ohio, and Michigan mainly through the efforts of alumni who now live in these areas.¹³

Bishop College

Bishop College of Dallas is a Baptist affiliated institution. It is a member of both the National Collegiate Athletic Association (NCAA). The main recruiting area for Bishop College is Texas and adjacent states, especially those states of the Deep South.¹⁴ While the Dallas

¹³ Personal interview conducted at Langston University, April 15, 1971.

¹⁴ Dwight Fisher, personal interview conducted at Bishop College, Dallas, Texas, April 9, 1971.

metropolitan area represents the focal point of recruiting, the states of Mississippi and Louisiana are the primary suppliers of football players to Bishop College. Out of 71 athletes that appeared on Bishop's 1970 roster, 46 were from out-of-state (see Tables VII and VIII for percentage of out-of-state athletes participating in all 22 schools).

Athletic Facilities

The athletic facilities at each of the black colleges and universities are of inferior quality even if compared with the smaller white institutions. With the exception of Texas Southern, stadiums are all quite small and dressing room facilities are marginal in almost all instances. There is usually some kind of a training table for the athlete, but it is generally limited to one meal a day and only during the football season. Also, in most cases, there were no separate dormitories available for the athletes. Undoubtedly, all of this is related to the much smaller athletic budgets allocated by each of these four schools. Recruiting budgets varied from \$1,500 at Bishop College to \$5,000 at Texas Southern. Budget figures for Grambling College were not available.

Black Athletes in White Institutions

Although the Civil Rights Act of 1954 expressly prohibited discrimination against Negroes in the nation's colleges and universities, it was not until the 1960's that black athletes were actively recruited by southern white institutions.

To be more specific, the following schools listed the first year a black athlete appeared on that team's football roster: University of

Texas at Austin, 1968; Texas Tech, 1967; Texas Christian, 1968; Southern Methodist, 1965; University of Houston, 1964; North Texas State, 1957; West Texas State, 1948; East Texas State, 1964; Southwest Texas State, 1962; Stephen F. Austin State, 1960; Sam Houston State, 1965; and Austin College, 1968.

CHAPTER VI

CONCLUSION

To briefly summarize the findings of this thesis, one would have to say that those institutions with an enrollment of more than 12,000 and especially those universities allied with the Southwest Conference, have an obvious advantage in the recruiting of football talent. The very name of these schools as well as their much larger athletic budgets, enable them to recruit on a much more extensive scale than the smaller colleges and universities.

It was also discovered that athletic success does not necessarily effect the geographical pattern of recruiting at a particular school. All Southwest Conference universities, for example, recruit basically the same area (entire state of Texas).

The same applies to the smaller NAAIA institutions. East Texas State University and Texas A & I University, both stalwarts in the Lone Star Conference, tend to recruit essentially the same area from year to year.

Moreover, it was also found that the passage of the first Civil Rights Act in 1954 had little or no effect on the recruiting philosophy of many southern white institutions. Of the eighteen predominately white colleges and universities sampled, only West Texas State University and North Texas State University recruited black athletes before 1960.

As revealing as all of this may seem to be, the actual topic of football recruiting from a geographical standpoint has begun to be investigated only recently.

While Rooney's works deal primarily with national recruiting and, in many cases, comparisons between one region and another (Texas-Pennsylvania player flows, etc.), this study's contribution to geographic knowledge is largely empirical and additional empirical studies are necessary to arrive at a general theory regarding the spatial aspects of football recruiting.

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APPENDIX

DESCRIPTION OF THE COMPUTER CHORMAP PROGRAM

I. GENERAL DESCRIPTION

A. PURPOSE

CHORMAP is a FORTRAN program designed to produce choropleth (area) maps only, using a line printer. The user specifies the number of statistical classes and their associated limits and printing symbols. Symbols may also be specified for background areas and data values outside the specified class intervals. Areas are delineated for the computer by descriptions of line segments. These data constitute the 'Scan Deck' (described below).

B. LIMITATIONS

- (i) 500 statistical classes
- (ii) 500 cases (areas)
- (iii) 9999 scan lines
- (iv) a width of 119 print positions

C. DOCUMENTATION

This program was written by Morton W. (Sam) Scriptor, San Fernando Valley State College, California. The program is available in both simple and more sophisticated versions. We have the simple version. The program was implemented at O.S.U. (and most of this write-up was prepared) by Dena Meeman of the O.S.U. Computer Center. The program was made available as a 'procedure' specifically for the Seminar in Urban Geography. This means that the program (like MAPLOT) may be called up by any user, thus eliminating the need for a FORTRAN source deck.

Like any other computerized operation, CHORMAP (reduced to the six character description 'CHORMAP' for job control purposes) is worth using only when large quantities of data are involved. Thus a Stillwater E.D. base map (scan deck) will be prepared and made available to all students, making possible relatively rapid production of uniformly based maps, which may be easily compared.

This program is being used as a substitute for STMAP, in connection with which apparently insurmountable problems have been encountered, at least for choropleth mapping.

II. ORDER OF CARDS:

(NOTE: Output should be printed at 8 lines per inch. Consult the

User's Manual JCL section; in the 'FORMS' location on the Job card, punch 8888. Also precede your deck with a '/360 SPECIAL REQUEST' card and specify '8 lines per inch'. BE VERY CAREFUL TO AVOID RIBBING AN S.L.P.I. REQUEST THROUGH THE WATFOR TERMINAL.)

A. // JOB
 B. // EXEC CHOMAP
 C. //GO.SYSIN DD *
 D. Problem parameters card
 E. Remarks card
 F. Variable format card
 G. Class limits cards
 H. Class printing symbols cards
 I. Data deck
 J. Map scan deck
 K. Four blank cards
 L. //

(Steps E-K may be repeated for more maps.)

III. CARD PREPARATION:

A. PROBLEM PARAMETERS CARD

| <u>Card Col.</u> | |
|------------------|---|
| 1,2 | Blank |
| 3-5 | Number of statistical classes |
| 6,7 | Blank |
| 8-10 | Number of cases |
| 11-15 | Number of scan lines |
| 16,17 | Blank |
| 18-20 | Maximum width of map in print positions |
| 21-72 | Blank |
| 73-76 | Print symbols for background area |
| | NOTE: Symbols are overprinted. |
| 77-80 | Print symbols for out-of-range data |

B. REMARKS CARD

| <u>Card Col.</u> | |
|------------------|--|
| 1-80 | Informative heading to be listed on the output |

C. VARIABLE FORMAT CARD

| <u>Card Col.</u> | |
|------------------|---|
| 1-80 | FORTTRAN format specifications, enclosed in parenthesis, to read the data value for one case in F type format |

D. CLASS LIMITS CARDS

| <u>Card Col.</u> | |
|------------------|--|
| 1-10 | Lower class limit of first statistical class |
| 11-20 | Upper class limit of first statistical class |

| | |
|-------|---|
| 21-30 | Upper class limit of second statistical class |
| 31-40 | Upper class limit of third statistical class |
| 71-80 | Upper class limit of eighth statistical class |

NOTE: If more than eight limits are desired, continue on additional cards, eight limits per card. The decimal point must be punched for each limit.

E. CLASS PRINTING SYMBOLS CARDS

Card Col.

1-4 Symbols to be overprinted to represent the first class. Repeat on additional cards, one card for each statistical class.

F. DATA DECK

The data values of the statistical cases are read in as specified by the data format card (C, above).

F. MAP SCAN DECK

The map scan deck defines each output line beginning with line one.

Card Col.

| | |
|-------|--|
| 1-3 | Line number, card number or other identification |
| 4-6 | Number of segments into which line is divided |
| 7-9 | Case number of first segment |
| | NOTE: Cases in data deck are numbered as read in. The case number of the background area is the total number of cases + 1. |
| 10-12 | Final print position of first segment |
| 13-15 | Case number of second segment |
| 16-18 | Final print position of second segment |
| 76-78 | Final print position of 12th segment |
| 79,80 | Blank |
| | NOTE: If more than 12 segments are necessary, begin the 13th in col. 7 of the next card and continue as above. |

IV. COMPUTATIONAL PROCEDURE:

As data for each statistical case is read in, it is assigned to one of the specified classes depending on its value. The case area is printed out, as defined by the map scan deck, with the overprinted symbols assigned to that class.

V. REFERENCE

M. W. Scriptor, "Choropleth Maps on Small Digital Computers", Proceedings, Association of American Geographers, Volume 1, 1969.

VITA

Ronald Cameron Pearson

Candidate for the Degree of
Master of Science

Thesis: FOOTBALL RECRUITING IN TEXAS: A SPATIAL ANALYSIS

Major Field: Geography

Biographical:

Personal Data: Born in Fort Worth, Texas, May 9, 1947, the son of Mr. and Mrs. R. D. Pearson.

Education: Graduated from Bryan Adams High School, Dallas, Texas, in May, 1965; received Bachelor of Science Degree in Geography from East Texas State University in 1970; also attended the University of Texas at Austin, 1967-68; completed requirements for the Master of Science degree at Oklahoma State University in May, 1972.

Professional Experience: Dallas Independent School District, textbook division, summer of 1965; Taylor Publishing Company, summer of 1966; graduate assistant, Oklahoma State University, 1970-71; member of Gamma Theta Upsilon, professional geography organization, 1971-72.