

Maynard Brichford
University of Illinois

Bob Zupke, the Dutch Master

Robert C. Zupke established a strong rapport with players, alumni, and administrators, as evidenced by his twenty-nine year tenure as head football coach at the University of Illinois. He possessed unique oratorical skills that enabled him to capitalize on the popularity of intercollegiate football. He applied sports psychology in the training and coaching of his teams by drawing on his psychology studies at Wisconsin and collaboration with Coleman Griffith. He developed innovative plays (flea flicker), formations (huddle) and strong defenses that were suitable for smaller, faster teams. He coupled a strong defense of college football with the idea that the sport was only an incident in college life. He supplied coaches and players who were instrumental in establishing the National Football League, like George Clark, George Halas, Joe Sternaman, Laurie Walquist, Red Grange. and Lloyd Burdick. An artist, Zupke regarded football as a performing art that generated a substantial profit and favorable publicity for higher education. The “Dutch Master” drove himself and his players and played a significant role in transforming football from local recreation to massive stadium spectacles and professional entertainment.

Andrew Doyle
Winthrop University

George Denny, Intercollegiate Football, and the Institutional Modernization of the University of Alabama, 1912-1934

The adoption of intercollegiate football by southern universities in the late nineteenth century was a manifestation of the larger movement to bring southern higher education into conformity with national standards. Progressive southern educators saw football as a cultural adjunct to such reforms as the elective system, more rigorous admissions standards, and the recruitment of more highly qualified faculties. Following the lead of northern opinion makers, they believed that football would build manly character and promote a competitive spirit in young men. Football could also bestow practical benefits to educators seeking