

000010
Jim Rowley

Notes
Chr Buntz

Touchdown Club Award
Washington, D. C.
January 11, 1969

Justice White
O. J. Singer
Walter Camp
Memorial Award

I noticed in this morning's Washington POST that the distinguished sports columnist, Bob Addie, seemed puzzled over why I was selected for the "Mr. Sam" award for 1968. Frankly, so am I.

I don't think it had anything to do with my friend, Bob Short's purchase of the Washington Senators. Most of you know that Bob also serves as Treasurer of the Democratic National Committee. But it is only coincidence -- mere coincidence --

Senators & Short

-2-

000011

that the Committee's debt of around \$ 7 - 8 million is surprisingly close to the sale price of the Senators. Bob would never do anything like that. Or would he?

I doubt I received the award for the advice I gave General Eckert on how to modernize the major leagues ... or to Ed Williams on what makes a winning football team. ~~as to other than on how to~~

In fact, 1968 has been a hard year all across the board when it comes to Minnesotans -- from McCarthy to Humphrey -- from the Twins to the Vikings.

Few words in self defense.

Bob Addie
X Downfield blocking

Doland Hi
Too busy to cover
twins
after now
Viking
little

How to be a good loser

~~Handwritten~~

Mr Sam Award

000012

-3-

I would hope the award might reflect my deep interest and concern for reaching disadvantaged inner-city youngsters with a meaningful sports and recreation program, especially during the summer.

As Chairman of the President's Council on Physical Fitness and Sports, ^{Youth Opportunities} ~~an assignment~~ I organized ~~a~~ a summer sports and recreation program under the direction of Eddie LeBaron, one of Washington's most distinguished sports personalities, and assisted by Joe Scudero, another former

-4-

000013

Washington Redskin and, if I am not mistaken, a member of the Touchdown Club. And Jim Lovell of Apollo 8. !

Eddie and Joe recruited a team of outstanding sports figures -- amateur and professional -- and worked tirelessly this past summer in forty-three of our major cities. Other participants included football stars such as Bob Hayes, Emerson Boozer, Willie Wood, Rickie Harris, John Mackey, Herb Adderly, Don Perkins; swimmers such as Donna de Varona and Chris Von Saltza; track stars such as Elias Gilbert, John Thomas

Edith McGuire, Richmond Flowers, Lacey O'Neal, Brooks Johnson,
Ira Murchison, Ralph Boston, Mel Pender, basketball stars
 such as Ray Scott, Elgin Baylor and the Harlem Globetrotters;
 all the major league baseball clubs; skiers such as Suzanne
Chaffee; Mike Jacobson in gymnastics; and Kenneth Santiago in
 judo. Many others also participated in these special programs
 throughout the summer.

These stars worked directly with the youngsters in each
 city. They also spent considerable time helping the local
 recreation staff design programs which truly reached the dis-
 advantaged young people in each city. Too often in the past our

The Ghetto

inner cities have been totally overlooked in the regular summer
 sports programs. This pattern is now ~~slowly~~ beginning to change,
 although we have a long way to go.

Great changes from the
for
Olympics

There is so much that can be done for our young people
 through the medium of sports and team competition. We have
 only made the barest of beginnings with sports programs of the
 past several summers. But I am proud of what we have accomplished.

And I earnestly hope such efforts will be continued -- and
 expanded -- in the years ahead.

000016

NOTES

(was put on cards)

TOUCHDOWN CLUB AWARD

WASHINGTON, D.C.

JANUARY 11, 1969

I noticed in this morning's Washington POST that the distinguished sports columnist, Bob Addie, seemed puzzled over why I was selected for the "Mr. Sam" award for 1968. Frankly, so am I.

I don't think it had anything to do with my friend, Bob Short's purchase of the Washington Senators. Most of you know that Bob also serves as treasurer of the Democratic National Committee. But it is only coincidence -- mere coincidence -- that the Committee's debt of around \$7 - 8 million is surprisingly

-2-

close to the sale price of the Senators. Bob would never do anything like that. Or would he?

I doubt I received the award for the advice I gave General Eckert on how to modernize the major leagues . . . or to Ed Williams on what makes a winning football team.

x ment

↳ I would hope the award might reflect my deep interest and concern for reaching disadvantaged inner-city youngsters with a meaningful sports and recreation program, especially during the summer.

↳ As chairman of the President's Council on Physical Fitness and Sports, an assignment I received last March, I organized such a summer sports and recreation program under the direction

-3-

of Eddie LeBaron, one of Washington's most distinguished sports personalities, and assisted by Joe Scudero, another former

Washington Redskin and, if I am not mistaken, a member of

the Touchdown Club. *and Jim Lowell 7 Appulo 8.*

L Eddie and Joe recruited a team of outstanding sports figures -- amateur and professional -- and worked tirelessly

this past summer in forty-three of our major cities. Other

participants included football stars such as Bob Hayes, Emerson

Boozer, Willie Wood, Rickie Harris, John Mackey, Herb Adderly,

Don Perkins; swimmers such as Donna de Varona and Chris

Von Saltza; track stars such as Elias Gilbert, John Thomas,

Edith McGuire, Richmond Flowers, Lacey O'Neal, Brooks Johnson,

Ira Murchison, Ralph Boston, Mel Pender; basketball stars such as Ray Scott, Elgin Baylor and the Harlem Globetrotters; all the major league baseball clubs; skiers such as Suzanne Chaffee; Mike Jacobson in gymnastics; and Kenneth Santiago in judo. Many others also participated in these special programs throughout the summer.

These stars worked directly with the youngsters in each city. They also spent considerable time helping the local recreation staff design programs which truly reached the disadvantaged young people in each city. Too often in the past our inner cities have been totally overlooked in the regular summer sports programs. This pattern is now slowly beginning to change, although we have a long way to go.

-5-

There is so much that can be done for our young people through the medium of sports and team competition. We have only made the barest of beginnings with sports programs of the past several summers. But I am proud of what we have accomplished.

And I earnestly hope such efforts will be continued -- and expanded -- in the years ahead.

#



Minnesota Historical Society

Copyright in this digital version belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



www.mnhs.org