

Eddie Robinson: Filet Mignon

If Eddie Robinson were a raw piece of meat, they would process him, package him, and sell him off as "Filet Mignon."

If Eddie Robinson were electricity, he would generate enough power to light up the island of Manhattan. And sure enough, if Eddie Robinson were of another color, neither he, you or I would be sitting around waiting for his team to be selected for a bowl.

Throughout the world, color plays a dominant role in the lives of mankind. For instance, universally, we know that a red traffic light means stop, and a green light means proceed. This holds true in Moscow, Senegal and Grambling, La.

Eddie Robinson is not oblivious to color. It has been a factor in his life and his thirty-four years as the head football coach at Grambling State University. From a humble beginning in 1941, Robinson has never forgotten or desired to forget his color...You can color him BLACK!

To many people around the world, the color of one's skin is the most important part of one's makeup. To millions, it is the only way to identify and relate to others. So many people are convinced that white is superior to Black, period.

In the movies, western style, the good guy is always in white, which symbolically, has always stood for purity and goodness. The bad guy is always dressed in black, which down through the years, has meant sorrow, death and anything bad.

Eddie Robinson, a proud Black man, is neither drowning in sorrow, or on his death bed. And the baddest thing he does is prepare young and un-wordly country boys for the game of life and professional football.

"I know that every youngster who leaves Grambling is not going to make it as a pro," he says, "so I am always happy when one of our former athletes does well, or makes it in another field. We prepare them to become useful citizens."

Although some of the greatest advances in the relationship between Black and white in this country have been recorded and documented in the world of sports, the color of one's skin is still a determining factor in many situations that require major decisions in big business.

For example, if Eddie Robinson had been white, he would have been at or near the top of the list as a replacement when Frank Leahy resigned as head coach at Notre Dame. Over the past thirty-four years, Robinson has accumulated a record topped only by the legendary Paul "Bear" Bryant.

Robinson's lifetime record is 245 wins, eighty-two losses and eleven ties.

So there it is. Bryant, a big and powerful Alabama, the career leader among all active coaches...Robinson, from little Grambling State, right behind him. It is true that they play in different leagues. However, the Alabamas of this country have never indicated a desire to bump helmets with the likes of Grambling.

An Alabama-Grambling contest would fill three stadiums. Last year, Grambling - playing from New York to California, had a paid attendance of 366,895. Year-in-and-year-out they are among the top teams in the country esthetically and financially.

It is a tribute to Eddie Robinson, that despite the fact that many of the top teams will not book his Tigers, he nevertheless sends as many graduates to the pro ranks as any school in the country.

How does he do it? Simple. Hard work, dedication, and desire. Football at Grambling has gained wide respect in recent years, and the outlook appears even brighter for Robinson and his G-Men. Grambling played the University of Hawaii and Oregon State this season, defeating both of the major schools.

There through it all, Robinson keeps on

turning out some of the best players in college football. Robinson is vice-president of the American Football Coaches Association. In June he will ascend to the presidency. It will mark another "first in sports for this prestigious organization."

Because of Eddie Robinson and Grambling State University, Black college football has gradually gained respectability among the general public and football followers coast-to-coast.

The people at Grambling have done a service for the football programs at all Black schools. Surprisingly, most Black schools don't understand or appreciate their efforts. When Grambling books Yankee Stadium, the Astrodome or the Coliseum, they make money...Their opponents make money.

Last season, the magic of Grambling attracted 76,753 people into Sugar Bowl Stadium for a game with Southern University. Everybody made money. Some were still crying. They call it E-N-V-Y!

Robinson, who doubles as athletic

director at Grambling, refuses to be drawn into any debates over what the school is doing. "When I took over as football coach in 1941," he recalls, "things were real bad. Nobody knew about the school. Nobody would help us. We had to do it ourselves. We didn't have much to look ahead to, but even less to look back on."

"We are not going to stop what we are doing. It is good for Grambling and it is good for Black college football."

Collie J. Nicholson, the astute public relations director, echoes Robinson's comments. "We have worked awful hard for years to bring respectability to athletics at the Black college level. Those people who are attacking us have been standing still for just as many years," he concluded.

In 1966, the Football Writers of America cited Eddie Robinson as "The man who made the biggest contribution to college football during the last 25 years."

Who says differently?

The OBSERVER CLASSIFIEDS

CLASSIFIED RATES

1-3 lines	\$.43
4-9 lines	.40
9-27	.38
27+ lines	.33

DISPLAY ADS

\$2.50 per column inch

Ads received by Wednesday noon will be printed on Thursday of the same week. Telephone (503) 283-2486, or mail to P.O. Box 3137, Portland, Oregon 97208.



Congratulations
**Honoring The 5th
Anniversary of the Portland Observer,
the Pacific Northwest's
Foremost Communicator**

Charles R. Jordan

Commissioner of Public Safety