

Interview with Carl "Buck" Nystrom
Interviewed by Russ Magnaghi
Marquette, MI
January 7th, 2013

START OF INTERVIEW

Magnaghi, Russell (RM): Okay Buck, what we're going to do this morning is talk a little about your background, your involvement with sports at Northern and at Michigan State and we will see what you're going to have to say and so on. Two opening questions, one: What is your birthday?

Nystrom, Carl "Buck" (BN): Birthdate—I was born August 7th, 1933 right here in Marquette, MI.

RM: The other question, how did you get the nickname "Buck"?

BN: Well, actually it came right down from my father. My father was named Buck and his first name is Carl too but anyway, I inherited it as I went up the ladder and my dad was a real good athlete in high school and of course he attended Marquette here and graduated in 1923. Well then when I progressed along in my career of athletics at Marquette High School, I just sort of naturally fell into this name "Buck Nystrom." So, actually they called me "Bud" for a long time. How I got "Bud", I don't know, that was just something that was established, and I guess, my mother and dad. Anyway, looking back at it, it just sort of trickled to me and a lot of it came from his background in athletics and of course my progress in athletics too. So anyway, I became a "Buck".

RM: Okay, tell us a little about growing up in Marquette and in a little more detail, how you got involved in sports and athletics and so on.

BN: Well, of course as I went along—Marquette was never a real big rush when I was growing up. Marquette was probably somewhere between about 8 and 10 thousand people and at that time you went from the lake maybe to Lincoln Street and that was about the extent of Marquette as well as there was no Shiras Hill homes or anything. You had your north end of course all the time out here but anyway, just being in a small town and so forth, we were all involved. We didn't have any little leagues but we just had playgrounds and everybody played on the playground if you want to call it that. I grew up on the east side and of course we lived in the park over on Ohio Street and we played all the sports and all the activities from morning until night. We'd play softball and baseball in the morning. We played tennis. We played basketball. Of course, we threw the football around and played a little touch football. So, we just sort of migrated up the ladder until we got into, like I said, we didn't have little leagues at that time basically. There were a couple of them, like the Kiwanis Club and the American Legion baseball and our hockey was very small at the time. So, we learned on the playground basically and played shinny hockey out in the road and so forth when we were young. Anyway, when we got in junior high, we had a pretty good junior high program. We had basketball. We didn't have football. We had baseball and track and so forth. So, when I got into about the 7th grade, about 12 or 13 years old, then I started to go out for those sports. Then I went up through high school and of course, got on the freshman team in football, as well as basketball and we ran track in the spring. Then also, I played a lot of tennis. I got into tennis with Mickey Johnson. You've probably heard of ol' Mickey there. He was the _____ of tennis.

RM: Since you mentioned his name, I did an interview with him years ago but he's on record.

BN: Yeah, he was quite the guy, ol' Mick. Actually, you know the thing that was interesting and that we talk about today is? Being in a smaller town and so forth, I think was a healthy situation. We didn't play one sport. We played all of them. Now you specialize a little bit more. You're either strictly hockey or strictly football and there's a little bit of playing maybe a couple but generally speaking, we played them all. In high school, I think I earned, if I'm not mistaken, 13 letters but I played three years of football on the varsity, 3 years of basketball, four years of tennis, a couple years in track. So, you know we were in all of those sports but that was basically the program at the time. We had a lot of fun and most of my friends were all in the same things. It made it nice. It made it good and a lot of fun.

RM: You know with what you're telling me, we hear about Red Money and he was the AD here at Northern and I think he coached the whole works. Is that kind of how all of that would go? To people today, that seems almost outrageous, you know, that you would make someone do that and so on. But it was such that, like you're saying, the young people and the students and so on, were into a whole bunch of sports so this wasn't that strange for one person to be coach of a number of sports that way.

BN: That's a good point, like my high school coach had all three – football, basketball, and track. Most of the coaches, if they were a head coach, like for instance in baseball, and then they assisted in the other sports. So, you're right, the coaches were pretty much involved year round as far as coaching in the various sports. I think the problem is today and it's like with athletes, it's hard to get guys to put a full year in. They want to go ahead and specialize in one and then their time element, you know, try to have somebody coach let's say football, basketball, and track—it's almost uncalled for. They just aren't going to put in the time. I'm not trying to be critical or negative but they just aren't putting the time into the sports. They'll take their one sport and they'll really concentrate on just that one and it almost demands that kind of time because you're getting so specialized or whatever you want to call it. Football is getting to be more and more a year round, even in high school, a year round process. You've got offseason football, offseason programs. You've got your summer camps; you've got your summer running programs, all of those things. So that's almost in every sport when you take a look at it. So, consequently I think the coaches—it's really extremely hard for them to be in let's say three sports, particularly. It might be in two or an assistant, from football to an assistant in track or something. But anyway, they're much more specialized or whatever you want to call it.

RM: Now, after you got done with high school, then what did you?

BN: Well, what I did, this was very interesting. You know, when I was going to graduate from high school way back in 1951 it was, my dad was an old Swede and he was a city fireman for 36 years. Well anyway, he sat me down and it was getting into the spring and he said, "What are you going to do, Bud?" I said, "Well, I'm not real sure." And I wasn't a highly recruited athlete. I was getting some offers a little bit here and there from Michigan State and University of Michigan and the University of Marquette but I was never really offered a scholarship and such. My dad sort of said, "Well, I'll tell you what. You can do one of three things." I said, "What is that?" He said, "Well, you can go in the service," which at that time, the draft was on and the Korean War was on, "I don't want you to do what I'm doing but..." But he said like that you'd get a trade if you don't want to go to college, so he said he could maybe get me down at that lakeshore down here and get into their works but he said, "The third thing that you can do is go to college and that's something that I can't help you with. You're going to have to do it yourself and if you decide to go here..." and at that time, they used to refer to this Northern Michigan University as the

normal—he said, “If you go here, you can live at home but I’ll tell you this right now, Ma isn’t washing your clothes and she isn’t making your lunch for nothing.” So, that’s the way it was and there was no hard feelings. He said, “You’re going to have to get a job and pay for it.” So anyway, actually what I did is I got a tuition scholarship which at that time there was two tuition scholarships awarded to each high school. So, I was the recipient of one of them and I could decide on any in-state school that I wanted to go to. So, I really ended up going to Michigan State in the fall of ’51. I wasn’t a scholarship athlete but I had my tuition as far as the academic part of it and I was invited as a walk-on and I had an opportunity to work in the dorm, actually in the ____ line and all that kind of thing for my board. So, that worked out pretty well.

RM: So, you had your tuition paid and your board paid?

BN: Yeah and what was used to be called the board and room job and you were lucky to get those. That was actually through the football department at the time. When they asked me to come on as a walk-on, maybe to earn a scholarship, they would go ahead and try to supplement you by giving you a board job and help you out. So, that’s what I did. So, I went on tuition and fee through the state and then I had my board and room job basically through the athletic department.

RM: Was that kind of like—Coach Money had that Barracks Boys program? Although, that was a little more primitive compared to what was going on at State and this was before you had all of the regulations and what not—the NCAA regulations that wouldn’t allow that kind of scholarship or funding.

BN: Well, you know, yeah we used to call Coach “Red”, Red Money, yeah he had a pretty good program. They had the barracks right there where the instructional ____ is now the Student Union. That was the track and the practice field. Anyway, they put the barracks there which was the old Army barracks and that’s when they started, like you say, the barracks gang and Coach Red had a pretty good work program. The guys could work, not only in the food areas but also in the buildings and for mopping and all of that kind of stuff.

RM: Yeah, maintenance.

BN: Of course, in the summertime, you had all the work on the outside lot part and all of that kind of stuff so it wasn’t bad. He had quite a few athletes on that. He had a work program too. And I think most of the schools at that time did. You know, they didn’t have the financial strength and background of any kind of really full or half scholarships or anything like that. So, that’s just about what he had. But that barracks was a lifesaver because actually, it was free and there was no real charge to it from what I understand. I never was in it but there wasn’t much there as far as cost.

RM: Right, so now you were at Michigan State and then you made the team?

BN: Well, it was very interesting. When I went in there, I can still remember this, I went into the room and we had our first meeting and so forth with the staff, which at that time the head coach was ____ and ____ was assistant along with the other guys who coach. There were 85 fulls in that room. There was no rule on the number of scholarships. They could have any number that they wanted. They just had to go down and raise the money or whatever the case may be. So we had 85 fulls and 150 walk-ons. And a lot of those walk-ons were guys like myself that were invited as prospects and then we had all of the veterans back at that time coming back from the second World War as well as the Korean War and all of that kind of stuff. So, we had a pile of guys. I mean, it was unbelievable and of course, they come

and go but anyway, I was there and I made the freshman team and at that time we had four games. We played four freshman games and I ended up being captain that year. I played linebacker. I was linebacker and fullback in high school. So I ended up playing linebacker. I played a little bit of fullback and we were on a term basis to answer your question. I ended up at the end of the fall term, when we came home from Christmas and then of course, our winter term didn't start until about I'd say around January 10th or whatever it was, right after the first of the year. I went back and I was there for about two or three weeks and then I sort of got lonesome for home and you know, just being a young guy and all of that kind of stuff. Well, anyway, I decided to transfer back to Northern the second semester. Most of my high school friends and so forth were here. So anyway, I ended up coming back and I went out for basketball right away. I made the basketball team and actually, I lettered in basketball and at that time there was the _____ ladies on the team: George McCormick, Jack Schills, those guys. So, actually I lettered in basketball and then I went out for track and I lettered in track here. I ran the 440 and threw the disc and a little bit of shot-put. Well then what happened that spring after _____ called me, he said, "Hey, we'd like to have you come back to Michigan State. If you come back, we'll scholarship you." So, I had to spend a year of ineligibility because of the transfer rule so, I went back to Michigan State and that would be in the fall of '52. We won the National Championship that year and I was just on the scout team on the Varsity because I was ineligible to play. Well, then I progressed from there. My sophomore year, which was in '53, I made the squad. I made the traveling squad and I played 4, 5, or 6 minutes. I earned a letter and we went to Rose Bowl and we won the Big Ten Conference Championship and that would be in the Rose Bowl of '54. We beat UCLA 20-21. Well, then in '54, I was a backup and then one of the guys got hurt, a guy by the name of _____ in our first game against Iowa. So, I started against Wisconsin and that's when they had Elroy Hersch... not Elroy Hersch, but oh, the fullback here from Kenosha...what was his name... _____. So I started every game from there my junior year, which would be '54. Well, then after the season when we had our banquet and so forth, they always elected the captains for the next year and that's when I got elected as captain for the '55 season. The winner of '55—the winter term, we got some guys ineligible from hockey and it was defensemen, about three of them I believe, at the time. Well, the Olson, who was a fine hockey player from Marquette here, played on the Olympic squad. Anyway, he told the head coach then _____, he said, "I know a guy from Marquette that played hockey. He hasn't played for a while but he could fill in maybe." Anyway, to make a long story short, I came home and I practiced with the Sentinels here with _____ and that bunch and I went back and played that term and earned a letter in hockey. That'd be the winter term and then of course in the fall, we had a great year. We tied for the Big Ten and then we went on to beat UCLA. We played them again in the Rose Bowl and beat them, 17-14.

RM: So you played two Rose Bowl games?

BN: Yeah, I played in two and then I ended up being elected as captain and I made Academic All-American and I made regular All-American and I made All Big Ten. Then also I was selected as Most Valuable Player at that time. Then we had, what we called a _____ Ross Award. _____ Ross was a guy that played, I forget what years it was. He might've even been a little _____. He was extremely smart. Before the war, an academic award was put in his name and I ended up being selected for the Academic _____ Ross Award. So, anyway, that's my history up until I graduated. I graduated at the end of the fall term in 1955. Then I got married right after the Rose Bowl on January 14th. Then I spent the winter and spring as a graduate student. I worked on my Master's and of course, the wife was here and we lived in the university apartments and so forth. Then I got my first high school job at Lansing _____ and I was teaching Phys Ed and History and I had the head football job. I was there one year. And from there, I had to go in the service because the draft was still on. So, then I went in the service and I was only in the six month program. I joined the National Guard. So, I went in the end of the season and then

I went through for the six months and when I got out in the spring, I went in right after the fall, November, when I got out in the spring, what happened is one of the guys left Michigan State and the Freshman job was open. So, I became Freshman coach in '58. In '59, one of our guys got the head job at Colorado, _____ and then he took me along as the line coach and then I was in Colorado for three years. Then, I went to North Dakota State and I spent four years at North Dakota State up to '66 and we won the National Title '65 _____. Then I went to Oklahoma—the University of Oklahoma and I was there for three years. Then I came back here and put a store in, Buck's Dog's, right on the corner right around '70.

RM: Okay, yeah I remember that.

BN: And then I had that store and then in '75 when _____ came here in '74, he lost his offensive line coach right after the first of the year in '75. So, then I went on the Northern staff and we won the National in '75 with Mariucci and that crew. Then, we were in the playoffs up to '80, fall season '80. Then in '81, I went back to Colorado with Chuck Fairbanks and then Chuck left but I stayed on. Bill McCartney came in from Michigan and I spent one year with Bill in '82. Then, George Provost got the job at Michigan State in '83, so then I went back to Michigan State with him as line coach up to '87. Then I came back to Northern and I finished up in '92. I retired in about '92 then. Anyway, that's sort of my chronological order of, let's say, football and coach and all of that. Of course, when I got done there, I went up and helped Ishpeming, just part time in the fall as line coach for Jeff Olson for 9 years. Then, I helped Munising for a year and I helped Marquette, just sort of in the fall, you know, that kind of thing. Anyway, that's a little bit of that background.

RM: Were there any high points of your career, your coaching career, that you'd want to mention?

BN: Yeah, you know, actually, I was really lucky because most places that I was at, we won. We lost games like everybody else but we had winning seasons and I won five. I've been involved with five National Championship teams. Two of them as a player, in '52 when I was ineligible on the scouting team, you know, we won the national that year in 1952. Then we won one of the national voting units in 1955 when I was a senior and a captain. Then as a coach, we won one in '67 and '68 at the University of Oklahoma and then we won one, of course, in '65, we won one at North Dakota State where I was coach. Then we won in '67-'68. We beat Tennessee in the Orange Bowl at Oklahoma. Then when I came back here, we won it in '75 against Western Kentucky with Mariucci and that so, I had two as a player and three as a coach. I would say the biggest highlight, you know, I've been lucky, I've been in sixteen different bowls but probably the biggest highlight was when I was captain in 1955 and played in the Rose Bowl. And then the other highlight that I had that was sort of special—I coached a lineman at Oklahoma by the name of Billy Kalsu. Bill was just a great player. He made All-American for us and so forth and he was on our National Championship team but then he got drafted by Buffalo and he was the Outstanding Rookie at Buffalo. Well, Billy took an ROTC commission at the University of Oklahoma which deferred for his first year in pro-football. Well then they wanted him to go into the reserve unit and do his duty that way. Anyway, he said, "No, I took my commission and he said I want to serve it all." Well, anyway the damn Vietnam war was on at that time so as a second Lieutenant, he got shipped in to the Vietnam war—fourteen days before, they were up on a hill, his unit, and he was one of the Commanders of it and they were outside of their little tents, or whatever they had there at the time, and a shell came in and killed him. He was the only professional football player that got killed in the Vietnam war of all of them. There was some wounded ones but he was only professional player. I can still remember, fourteen days before he was coming home this occurred. He was going to be home and so forth. He was on the front cover of Sports Illustrated way back now but the funny thing about it was, not funny but

one of the real sad things, is he had been on TDY in Hawaii—that's what they would do with those guys out of there. They'd ____ to the officers and his wife got pregnant well anyway, they're having this child and she was in the hospital and one of the lieutenants, you know, had to come to the home, of course, to inform them that they lost him. Well, you know, she was in the hospital ready for delivery on this child and so her sister—he already had one prior...

[SIDE A END]

[SIDE B START]

BN: Yeah she was having her baby. Well, anyway, when the lieutenant came up the sidewalk and knocked at the door, the sister came to the door and she knew then. He had said that something had happened. He says, "Are you Mrs. Kalsu?" And she said, "No, Mrs. Kalsu is in the hospital ready to deliver." And I guess he just _____. He said, "I've got to say it." And she said, "Don't even say it." Anyway, Bill—or I'm sorry it was Bob Kalsu. Bob Kalsu, he says, "I'm sorry but he just got killed in Vietnam." And she said, "What?" Yeah and what happened is, is they delivered a boy and of course that was named Bob, you know. Back here about 4 years ago maybe now, either three or four years, we had such a great comradery with that group of guys down at Oklahoma and it's just a great football school but anyways, I was really close to our lineman. They had me back. So, they had a thing afterwards—Steve Owens who was the Heisman Trophy winner for us, he had a couple of restaurants and had a bar called Coach. Anyway, they had a thing after, a post-thing you know. So, I had all of my linemen except one come, a kid by the name of _____ out of Arkansas. The thing that was really interesting was that they had Bob Jr. Bob had gone to Oklahoma, his boy, and got a lot of ____ but of course, he was practicing up in Oklahoma City but he came that night and he is just a picture of his dad. I had to look twice you know. It was really, really just a great thing.

RM: Now by that time he was what, forty or so?

BN: Oh yeah, he was up there pretty good. I told him, I said, I've heard a lot of great stories but your dad is probably the best lineman that I've ever coach. That's probably one of the other real highlights and I've been lucky. I've had a lot of great moments and highlights but that was special.

RM: Now Kalsu...How do you spell that?

BN: K-A-L-S-U. I got a Sports Illustrated magazine that I could drop by for you if you wanted to take a look at it. It's got the whole article in there. I think someday that it will be a film. I really do. It'll be interesting but it's got a great article. He's on the front sheet with his service stuff on, you know, his army stuff. He was such a real smart guy, such a great competitor. I can picture him right now and the funny thing about it is when this shell came in on the bunker, they were sort of rendezvousing. It was just in-between whatever it was. I guess they'd had a cup of coffee and they were sitting on the outside there. Anyway, he befriended a black kid, out of Arkansas, that was a Corporal and they were very, very, very close, very tight and that's where they were. They were just sort of outside their camp and the shell came in and it blew both of them. They both got killed. This one guy that was sort of over the right side, he got injured but he made and he said, in the reporting part of the article, he said that Bob was just that way. He was the kind of guy that was a regular guy. If they were unloading the shells, then he was right there unloading with them. I'll bring that in.

RM: Let's focus on your return to Marquette. How did you get involved—I remember Buck's Shop there—how did you get involved with that?

BN: Well, you know, it was very interesting. When I was at Oklahoma, I sort of got tired of going day and night in this football thing and I had been in for about 14 years and so, I've always had such a great feeling for Marquette, growing up here and so forth through the years. So, I said you know, maybe we ought to do something different at the time. So, I had a pretty good associate friend by the name of Richie Wester, I don't know if you know the Wester family but anyway, Rich. He was a little older than I was and I was good friends with him through the years as we were growing up. He was probably about 3 or 4 years older than I was but anyway, I was home one summer. We'd come home for the summer of course for about a month. I got together with Rich and we had a couple of beers over at the Tip Top at that time and so forth. So, I said, "I'm a little interested in maybe coming back to Marquette and I'm thinking about going into business." And he said, "What is something that if you were to go in," he owned an abstract thing that was right by the country courthouse on Baraga Avenue there, he said, "What would you do? What would be something that you think would be pretty decent?" He mentioned at the time, he said, "You know, we've talked about this before." He said, "You know, Northern's growing and it's getting bigger all the time." And that's when Doc Harden came in here and started expanding the university and the enrollment and all of those kinds of good things. He said, "You don't have a clothing store down there, a nice little shop." That's when the tops and bottoms were really coming in with the flares and the bells and all that. He said, "You know, Buck? I think it'd be pretty good. Somebody's going to do it. There's not much on this end and there's nothing on the clothing end." There was _____ Shop over on the corner there was Jimmy John's is but he said, "There's no Men's. I think a top and bottoms thing would be pretty good." Well anyway, right where the Beacon thing is there, a guy by the name of Dr. _____ Owen. That was his house and he had died and I believe it was the son who was in Iowa, They were just renting that place and finally decided to sell it and I just happened to hit it on the same time on that corner and it was perfect because we could _____ front in there and down the side so I bought that house. Then I put that front on and the following year I came back. I spent another year at Oklahoma and then I came back and I had that built in the fall and I put that _____. That's how I got that thing started and it did very well. Then what happened is, you know, Johnson's came in there—Johnson's Sporting Goods. The other business that he felt would've been pretty good—he said, "You know, we really don't have a place down this way and we still don't. Somebody has not done it and I don't know why," a trophy unit with sport trophies and ribbons and that kind of thing. I would like American _____, He said, "I think that you could pick up a franchise. I think that would be excellent too." So, those were sort of two things that he pointed out. The other thing that he sort of pointed out which we did do, I did with my cousin, is we built the ice cream shop, my cousin and I—the one right next to the Third Base, the soft ice cream unit. We bought that property. It used to be old Northern Dairy property and it was 3 50 foot lots there and the two side lots went back 100 feet and the middle lot went back 150 because that's where the milk plant was back in there. So, we put the ice cream on 150 and we had the parking lot in the back, the deep 150 feet back. We put that building where the pizza shop is. So, we got into that business too but that was part of—that came from Rich. He said, "You know, you got the junior high and of course the high school and then but you have the junior high and you've got Northern. You've got all of that walk traffic. It's going to be ball-buster." So, we put that in and we had that for about—when I went back to Colorado then we sold it because somebody had to watch it and all of that crap. Anyway, that's how I got into the men's business. The guy that was really good to me was Ted _____. You know, we had traded with Ted for years and his family. So, I went down because I did not know a hell of a lot about the clothing business. So anyway, he set me straight and what to get. In Milwaukee, we went to a buying show there and I went to Chicago at the McCormick place there and I had that for eleven years and I liked it. We had a lot of fun.

RM: So that was from about what year?

BN: I started about '70. I didn't sell the business to anybody; I just departed from it and eventually just rented the building. A hairdressing gal went in there—she went in it and that was about it you know. I enjoyed it and I did well on that corner. I didn't make a pile but I made a good living because you're only going to make so much with square footage but I really enjoyed it. But then I went back. What happened is that I was in there for five years in '75 then they asked me to come back here at Northern so I went back into coaching and still ran the store. I had three stores at one time. I had one here, I had one downtown, and then I had one up in the Marquette Mall when _____ was on one end and _____ was on the other and we were in-between.

RM: Oh, you were in there?

BN: I was in there, yeah.

RM: Okay, yeah it's all coming to me. I remember the shop.

BN: The one in the mall was real good—I had that five years and that was very good too. That was a good store.

RM: That was what—kind of on the north side next to the jewelry shop?

BN: Yup, you got it. There was Jean's Jewelry on the corner, then me, then the Golden Hanger (?). Then right across from me was Stern and Field. There was three of us in the building. The Golden Hanger out of Wisconsin—Stern and Field went in; they put a shop in there and then I went in.

RM: So, you had three clothing shops.

BN: We had three of us in there. Sterns was more of the classy suits and all that. We were more of the tops and bottoms. The Hanger was more jeans...

RM: Or for younger people.

BN: Yeah but that was a good mall because it was actually the first shopping mall that existed past the Lincoln Street with McClellan and all of them. That was the first one. That was good. Fortunately, we had everything pretty well capsized with that little mall in there.

RM: And that was a good—I mean there was a lot of trade. A lot of people went there—it's sort of too bad that it's declined. People don't really want to go in there.

BN: What happened, Russ, is as soon as the Westwood Mall came it started to go downhill and I got out of there just in time basically because it was about three years after the Westwood Mall got built. It just killed it. It really did and they hung on with JoAnn Fabrics and a few of them but eventually everybody departed out of there because everybody was going to the Westwood Mall. Then you had Wal-Mart start coming in and the K-Mart moved out there.

RM: But that is sort of interesting how you mentioned that the end of town—Lincoln Street and then when I came in '69, Shopko was the farthest west and after that it was like trees. There wasn't too much beyond that.

BN: There wasn't anything down that street.

RM: So now, when you go out there there's Lowe's and all of that.

BN: Well you got a pretty good _____, the shops just keep on coming in. Yeah, I was in that eleven years. It was always a challenge. When you're in business, particularly a small business, it's always a challenge because you got to work it yourself if you're going to make it go and that business, particularly the clothing business, it's a fast mover. The fashions are in and the fashions are out. It's a constant process of change.

RM: So, you can't keep your merchandise for the next year?

BN: No, it's a crazy business but it's a fun business. There's never a dull moment in the bugger, I'll tell you that. I'll tell you that one, holy cripe. You know, I used to laugh at that business because I remember one time I had Lois Olson working for me at the time. She was just up the street, little older gal, but that's what I wanted—somebody that if I left, I had somebody that I could trust. Anyway, I remember one time we were going to have a trade-in. She said, "What do you mean?" I said, "Well, if you bring a pair of jeans, you'll get a dollar off." So, anyway, _____ brought in all kinds of stuff. She said, "What are you going to do with these jeans?" I said, _____ from Chatham and they make _____ out of them. So, anyway, what happened is one of the, I guess it was one of my partners, she said, "Hey Coach, why don't we sell them?" I said, "Sell them? Are you nuts?" They said, "No!" They had come from downstate and we didn't get that thing up here at here yet. She said, "Those things will sell like hell. That's what the kids want is some holes in their pants and they wear them." I said, "Oh, okay." So anyway, they marked them, you know, 50 cents, a dollar. "Oh, this one could get two dollars Coach," and I said, "Well, mark them whatever you think." Well, we just through them in the basket and we had, I don't know, three baskets of sizes—whatever it was. And wouldn't you know...I said, "What a crazy business." You know, I thought that I was losing a dollar but I gained a dollar. That was crazy, actually it was fun. Young people are good people. They're just great. Those young people are always out looking for change, all the time.

RM: So you had then, in your coaching career with all of these players, you were able to develop, going back to Oklahoma, you had sort of a homecoming thing? All of the players that you had trained, mostly showed up? So you maintained a kind of personal relationship with the _____.

BN: You know, that's probably the real satisfaction of my coaching career because you know, I drove the kids hard and confronted them hard but always had a good compassion for the kids or the players and they knew that. So, consequently, I always had a great, great relationship with the guys. To this day, I mean even, oh I'll bet at least on an average of every two weeks, I'll get a call from one of them and you're talking over a period of forty years of college coaching. Then another fifteen or sixteen years of high school coaching and then with my camps and all that you know. You never run out of that friendship. I mean, those guys, they remember you for a lifetime. I got philosophy Russ that I used to tell the guys. I would always say, look, I'm not worried about my meetings and I'd tell them every once in a while, I'm not worried about _____ coaching. If there's something that I don't know, I'll get on the phone and find out. That isn't what I'm worried about. What I'm worried about, is I want you to be a stronger guy then when you came in here. If I've done that, I've done my job. If you're not stronger when you get

out of here, somewhere I've failed. And I used to tell the guys that and they never forgot that. I used to pound them academically, just after them all the time, making sure they go to class, doing a good job and getting their degree. I said, "You know, this is a temporary situation." One of the things that I think I did well, I did give a hundred percent but when I recruited a kid, that kid stayed for the most part and he graduated, whether he was a fine football player or an average guy. I used to tell the parents, "Let's not try to fool each other. I'm here because your boy is a good football player. I feel that he can play. The number one reason that I'm here is so that he will get an education. Are you going to support me? If I have a study hall and I want him in the study hall, I don't want him to come back and tell you that I'm punishing him. I'm doing it so that he will graduate or whatever the case may be." So I said, "Let's not kid each other here." I would just tell them right out. I started on the good grounds of saying, "Hey, basically I want your boy to come here as a student." I used to tell them the same thing. I'd say, "I'm not worried about coaching them, I'm worried about whether he'll go to class and come out of here as a better man." You know what I found out with the parents—and I made them say yes or no, in the long run, because there's too many pats on the back and _____. That isn't what this is all about. So, I was fairly successful in recruiting that way but at least I knew this: when he came, I knew the parents were behind the program because I made them tell me that that's what they wanted. There's too much of this stuff the other way.

RM: You made it a personal relationship with the parents and the students.

BN: I said, "Don't worry about the glory days, worry about what this guy can get done and the preparation that he'll have so that when he comes home, he can make himself a living. Let's not kid each other."

RM: I know that when we meet with parents around here, that's the big question. What's going to happen when the kid graduate and where have people gone—say being a history major? Where have they gone onto? And that becomes important and it was obviously important for them and when you made that connection, it made them responsive.

BN: You know, there was no gray matter. They understood exactly what reasons are behind going to college. I used to tell them, "Let's look at the worst scenario—what's that? Your boy gets hurt? You've got to look at it this way: if he gets a bad knee or a shoulder or something and he can't play? Where's he at? Where do you want him to be? We don't want to talk about the negative part but it can happen. It's possible when you play a contact sport. I've went through it. You've got to understand that and if you don't, both of us aren't being very smart here. Let's look at it that way." So, I said, "I need your support. That's the biggest support—is your academic help because that's a trying period. I've been through it myself but you have to understand something – this isn't high school. This isn't where somebody is giving you a grade to pass you along. Let's look at it that way. He's going in where you have to compete in the classroom. All of these kids are pretty good students. They were accepted. You have to understand that, just like football, he's outstanding here with this group of kids because he's the biggest and strongest but you come to our program and we have 15 of them just like this. He isn't going to be the biggest and the strongest. They're all like this!" They used to laugh, you know.

RM: That's sort of what they, on all levels, when they come out of high school but when they come to college, you know, in high school, depending on the school and all, they're number one and all this and all of a sudden they come into the pot and there's a whole bunch of number ones. So if it's for academics or athletics and so on—

BN: You know, fortunately with my background, which most of us of course have in coaching, and I tell them from my experience. I said, "It was a bitch." I said, "I had to work my ass off in school and I had to work my tail in football." I used to tell them and these are ideas that we can all gain from, I said, "This is the toughest part: can you stay in school? Can you endure practice and the classroom?" I said, "Most guys, I can promise you this, if you stay, you'll play and you'll graduate...if you stay. I'm going to start you off with something now, we're going to probably take 25 or 30 freshman on our squad and we'll be lucky if we've got 10 or 12 left as seniors. Where'd the other 15 go?" Some fail, some couldn't make it in football, some got lazy, some maybe had to go home to help their parents but it's the ones that stay there that'll graduate. They'll make it. They'll make it, I'm telling you.

RM: If they could look around and see the person on either side of them will probably be gone.

BN: I used to tell them that the biggest award that you're working for is not only your education but you have your letter, you'll have your ring and you'll have an association. You might have three letters, you might have two. You'll have one for sure. You'll get a ring. That's what is important with your education. I used to sell that hard.

RM: Did the other coaches take a similar position or were you one of the few that did promote that?

BN: Well, when you got together as a staff, you tried to put some norms and parameters that would be good cues for recruiting, whether you talked about the area or the outdoor life...

[TAPE 1 ENDS]

[TAPE 2 BEGINS]

RM: Tape two, interview with Buck Nystrom, January 7th, 2013. Okay, continue.

BN: You know, we were talking about the entire staff and the parameters of recruiting and all of those kinds of things. Yeah, the difference, like everything else, some guys can present it—you know, there's different ways of presenting this thing. Some can do a better job and see the motivational angle of it or whatever you want to call it, the enthusiastic area. I think most of the guys are pretty good at it. They're pretty well aware of what points you have to emphasize and bring out and all of those kinds of good thing. Anyway, I know I was extremely strong in that area and I worked at it. That's another thing—a lot of times, some guys are a little bit hesitant and a little bit afraid to say, "Hey, this is what I'm going to demand," because they're afraid maybe they won't like it. Well, I didn't care.

RM: You're either in or out.

BN: I lost some kids too but I found out where they stood but when I got one I pretty much kept them. I didn't lose them. You know what I'm saying, Russ? That's what I told this basketball coach over here. He's all over the place and I said, "It isn't any fun to bring a student in here, work your damn tail off for two years, try to get this kid ready to play and play good and all of sudden he can't make it academically or whatever the case may be where he don't have the character strength to stay with them." That's not an easy thing in the first place but I always tried to make sure that I had a good percentage chance of the boy making it academically just because of his background and then plus the fact whether he had the real character and the intuition to stick to it. I didn't want to work my tail off for two years for him and then all of a sudden I can't have him my junior when he should be a productive person. That's no

good. I wanted to be around so you know, you can take full advantage and he can take full advantage of his abilities in his training.

RM: Because he's really building for that third year. That's where it starts.

BN: Now, if I've got him for three years, in his third year he's got to be a pretty productive player and person. So, you look at character strength, I'll tell you what. One in a while you'll get an exception but the real character strength; it goes hand in hand with success. Generally speaking, it'll go hand in hand. Once in a while, I don't know what you want to call it but, if you got a handicapped character; you're going to have some handicaps with your squad. I just read an article that I thought was pretty good, this camp out of Florida. You see, when Urban Meyer was there, he had 31 incidents with his athletes with the law, all kinds of variations and that's fine if that's what he wants. I couldn't do that. Well, this _____ has to straighten it out when he went it. He didn't criticize Urban Meyer but he related to him and as a result he said, "I don't care how many four stars and five stars, I'm going to evaluate the kid not only on football but I want character first. If I get character, I got a chance. Football will pretty much set the precedent of what we want. I'd rather pass up on a five star, if he's going to be a bunch of _____." You know, you relate this to the Lions. That's the Lions problem. They got lots of people, they've got good personnel down there but they can't get on the same page and it's hurting them. They've got too many individual cases of doing a lot of different things. It's hurting them. That's one of the problems: one star isn't going to make the difference. I don't give a damn. I'd rather sacrifice that and have a good squad working towards the same thing. Hell, we all know that you aren't going to have a good team without some good players but there are only a few stars. The rest of us all _____, you know, pitching it like a bitch. There are only a couple stars. The rest of us are nothing but a bunch of hard workers. You have to understand that. I used to say, "You see yourself up on the scoreboard? Is your number up there? No." I used to relate that to the stars. I said, "Have an appreciation for this guy. You wouldn't get up on that board if it wasn't for that guy. Remember that one." Anything else?

RM: I just kind of want to sum up that piece. What you're telling us is this is a very complex—when you talk about coaching – it's a very complex thing. It's not just going out and coaching to play the game—whatever it might be, football, basketball and so on but it's working with—it's a people thing, you're working with people and bringing them in and making them a part of the team and being proud of what they're involved with. I think that kind of came out of the news this morning. They were talking about the football game tonight, Alabama and Notre Dame, and how the spirit of both teams, they've been around for the longest time, they are like _____, the two are coming together. But you can see, what you're talking about is these players that you'll see tonight are caught up in that team spirit and all.

BN: That's a good point because it's just amazing what's involved with the football part. It's not the most complicated— football is a relatively simple game. It's a game of blocking and tackling. Both systems are pretty good systems. Can we block and can we tackle? One of the things that I always, which I learned probably from my background at Michigan State but, _____ were masters at motivation. I can still remember Biggie, we had a lot of us go out coaching back in the fifties. The _____. He used to always say this, "You can work your kids in everything Monday through Thursday but remember one thing: state of mind. If you don't have an ability to encourage and motivate the state of mind, just don't let the door hit you in the ass when you walk out of here." He was right. He said, "You can drill Monday through Thursday, Monday through Friday but you play on Saturday afternoon. Make sure the kids are prepared mentally as much as you can prepare them." The other thing he used to always say, "Those guys were good. There are peaks and valleys. One thing you want to understand: when you win a game, they're peaked. They're high as a kite. By Wednesday, put them in the valley. Somehow, some way, put them

down in the valley. Get them down there so that they don't think they're very good." That was always a challenge because the principles of coaching can be really extremely complicated or _____. There's a hell of a lot of context. That's what a lot of guys don't understand. They really don't. I always felt that there was like 5 or 6 things of coaching, just like teaching. One is knowledge. You got to have a knowledge of your subject. Two: can you teach and communicate? You can have all the knowledge in the world and you can be the poorest communicator in the world. Can you teach and communicate? Do you have an ability to discipline? In other words, to be _____ and confront that exists in the discipline of a squad. Number four, we always felt that motivation was extremely important, being able to do something to put the edge on those kids. Number five was compassion, having a true feeling for those kids and the program and the game. You have a feeling for those kids and not just use them. So between the knowledge, communication, the discipline, the motivation and the compassion, you could add some more but those were the five things that I always felt pretty strongly about. The hardest thing of those five things: Can you be consistent? It's like teaching in the classroom. There's a lot of ways to present material and the material is still the same thing that you had last year but how in the hell do you get the students to enjoy it? Whether it's voice dictation or methods of looking at the blackboard or writing on it or overheads or whatever the hell you got to do so that they're pretty well zeroed in and motivated to enjoy the classroom structure and presentations. That's not easy and to be consistent is not easy.

RM: How did you learn the whole knowledge of coaching that you've done quite well with— you didn't go to coaching school and such?

BN: In some ways I was fortunate for one aspect: I was a highly motivated as an athlete. I was very competitive as an athlete, very intense. My intensity was a high level so, first of all, just as a player or participant. The second thing I think is: I was very fortunate in my coaches. I had a high school coach that was extremely good, tough but good, a guy by the name of Stanley _____. He had probably the biggest influence on me because I liked his coaching. He worked extremely hard at it. So, that was one of things that convinced me to go into coaching. That was another thing in high school. I had four years of him, so I was lucky there. _____ was a good guy, all my coaches in high school were good guys and good coaches. In college, I was extremely lucky. Every coach I had in college, except for one, became a head football coach. I had _____ at Michigan State. We had a guy by the name of, real early in my career, Red Dawson who went to Pittsburgh. We had Steve _____ who went to Pennsylvania, Ear Edwards went to North Carolina State. Sunny _____ went to Colorado. Billy _____ went to Houston. _____ went to Arizona State and then to Missouri. All those guys, Lou _____ went to Canada, every single one of those guys were good coaches. I mean, just great coaches and all very successful when they went out as a head coach, very successful. Bob _____ at Nebraska, unbelievable, that crew of guys. So, we embellish so much learning from them and they all had a different personality, some were stronger than others. We could absorb all of it and so we had a great reflection from those guys. They were just outstanding. The other thing Russ, which I'm talking to you—I'm too old to brag anymore, I'm a natural at it. I'm a natural at relating to the kids, motivating them, getting them so that they like to play, all of those kinds of things. That's all I ever wanted to do all my life, basically. So, I'm a natural at it. I have guys ask me, "Well, how do you do that?" It's hard for me sometimes to tell them because I do it through a natural reaction, a natural way of my personality.

RM: Sort of from the heart.

BN: Yeah, it's from the heart. I can drive a kid through the wall and he'll come back and say, "Hey coach, let's do a little bit more." It's hard to try and tell somebody—I've got my boy coaching, he's at Central right now. I tell Kyle, I say, "Kyle, don't copy me because you're not going to be able to do it like I do.

Take some things that you might feel is important and that you can do but don't try to be a Buck Nystrom, just don't do it because it isn't going to work." You've got to develop your own personality or learn from some things that I do well but don't try to do them like I do them or you're going to get yourself in trouble. Those are things that come natural for me. I don't have to work at it.

RM: I remember one time, we were at a retirement dinner years ago and you were on the program—I don't know who was retiring and you were on the program and you gave one of your team pep talks. It was really rousing, I mean, you almost had the whole audience responding to it. Was that sort of typical of what you would do? Here, you're sitting here and doing the interview and you're quiet and that's the one part Buck Nystrom but then the other part is your full of fire and piss and vinegar basically out there, getting those kids going, motivating them.

BN: Yeah motivating them and getting them enthused to the game and whatever it may be. Yeah, but I'll tell you, personally I think that's the real key to raising the level of your squad or an individual and again, you know, some people can do it and some can't. Now, I think the perfect example of a guy, and I've been around him and there's been some good articles on him, this Bryan Kelly is a little bit like me—not a little bit, he's extremely good at this, the guys at Notre Dame now. I've been around him and he's got a great natural knack with not only people, but with kids particularly. He's just got a great knack. So, consequently, it's given him a chance to be pretty successful so far and of course, the other part you have to look at—you're only as good as some of your people too. If you've got good people, you've got a chance. And you got to have some good kids. This guy will always have good kids because he's the type of guy—and this is what the article is about in the Free Press this past week was an escape from a couple of his own players. He's a very strong recruiter, excellent with the parents, with the kids. When he leaves, he leaves you feeling like, 'that's a guy I'd like to play for.' He's always going to have players. He's going to have ability as far as players are concerned because he'll recruit well and that's the key to college. You can tell me anything else in the world but you've got to have good players, boy. Now, if you can take them, Nick Saban is like this, I worked with Nick for five years at State, this is where he's really good. He can communicate with the kids and the parents and he's an extremely good coach. That's his ball. He'll never be without players, put it that way. Some guys can do that, and some can't.

RM: Now, you've kind of brought something up here, I just want to highlight. In terms of all the things that coaches do and so on, and one is for a head coach to have his people and get the right—I mean, coaching is quite an involved activity, in terms of not just doing some of the plays and so on but, of working and motivating and then having the proper staff behind you that's working with you and following you philosophy and so on. So it gets very, very complicated. That's why I'm glad you've done this interview because it kind of pulls together your story but I think it's a story that people could live by, not completely follow but like you say, take certain positive ideas out and use them. I think someone probably listening to this could also do it in non-sport related careers and lifestyles and whatnot. I know, I've taken some notes here of things that I could do in the classroom with history students, kind of kicking their butts and this is how you do it, don't come in arguing here. Do it right or don't do it, basically.

BN: That's a good point. Like I used to tell my kids again, "There's a lot of factions and there's a lot of descriptive terms for discipline." You can read that anywhere and the interpretation is different. You talk to ten people and they'll give you a different interpretation of what really discipline might mean to them or whatever, which is fine. I used to always tell them, you hit it right on the head, I used to tell them, "Look, discipline is relatively simple. It's not a complicated thing again. You either do it right or you do it wrong." My dad taught me that. I said, "My dad wasn't the smartest guy in the world but he wasn't the

dumbest.” I used to try and bring that point across to them. I said, “Look, he told me, you either cut the lawn short or you don’t cut the lawn.” He was that way. You either get the garbage can and empty or you don’t go get it. Don’t do it half assed. Don’t do it halfway, you know. It’s the same thing—you made a good point, Russ in putting this thing together. I think one of them, without being corny or anything—the number one thing is: can you work together and have loyalty? Because this thing is going to be too tough anyway, so we can’t be pulling apart. We got to be together on this thing one way or the other, not that we aren’t going to have differences. That’s what we want. Eventually, we got to be together with this thing and like our government is having a hell of a time but it’s the loyalty factor. The next thing is: can we work? Can all of us work? If you can’t work, don’t come here. That’s a fragile thing because when you put six or seven bodies together, you know, there’s going to be a chance that somebody here isn’t going to want to work very hard. We used to get into meetings and at the end of a meeting, you know, you’re programming things, no matter whether you were talking about the recruiting to your assistant or whatever it is, well then the last fifteen or twenty minutes invariably our head coach would say, “Well, any new ideas?” I gave ‘er one time in a meeting, this was brought up maybe a couple times a week. In fact, we used to have, on Friday morning in the offseason, we’d have an idea area there but anyway, so I said, “Well, what happened to the last thing we used? You’ve been through this now.” He said, “What do you mean?” I said, “We had some ideas and we haven’t got them done yet.” I said, “Let me say something to you all. I’m at fault too. Don’t put an idea up there unless you’re willing to work. Everybody’s got an idea but nobody wants to work. How in the hell are we going to get them done?” So, that was something in a staff, you know, but you’re right, it’s a hell of a ball and it takes a decent leader to get this done. So, it’s a complex kind of thing and yet it can be relatively simple if you don’t make the damn thing too complicated. That’s one of my favorite expressions: Simplicity is there, don’t just make all the stuff too complicated. So, I think the loyalty factor, the work ethic in there and get along so that we’re not pulling apart. Another factor that I think was strong on my point is I used to tell our staff, “We might not be able to do it today but we’ve got a chance to do it for tomorrow.” It’s hard for me today to say, “We can’t do it.” Don’t say that to me. There’s a place that we can do it, somewhere, sometime, somehow. See the favorite term of people is, “We can’t do that.” Well, why can’t we do that? We can do it but we might not be able to do it today or the guy that we got to go to see, he don’t want to get to get it done. So, how do we get it done? I’ve helped a lot of people on that. I’ve helped kids and I’ll say, “Don’t tell me you can’t practice an extra fifteen minutes. Don’t say I can’t. You might not be able to do it today but maybe next week we can.” That’s kind of a factor. That probably bothered me more than anything. Our government, it just irritates me. And I’m not trying to pick on—but the way our government looks at thing. Like right now, I was reading an article the other day, we all know that we’ve got to do some things but who the hell—

[TAPE 2, SIDE A ENDS]

[TAPE 2, SIDE B BEGINS]

BN: ...There was a guy, somebody caught him and said he was from Harvard or Yale, one of those damn guys anyway. He said, “You know, our government told us this but the best funded program that we’ve had in our government the last year is what – our Social Security.” Last year, we had a two billion dollar _____. Okay, we’ve got problems. Why don’t we talk about that as a plus, as a positive factor, rather than running it down? I mean, geez, we’re there, you know. We’re at a point where we’ve done such a hell of a job with our country and our society. Your dad did it. My dad did it. Our grandfathers did it. We’re at a point, to me as I see it, a little bit, that where we arrived at is we’ve been so progressive with our living systems and so forth, we’re at a point where a lot of our people, and a lot of our people the other way too, but there’s more people today that are having a harder time to afford our standard of

living. I mean, that's how simple it is. How does somebody do something on eight dollars an hour? I don't know. They've got to be better than I am. I mean, if you're going to go and raise a family and try to put food on the table and maybe try to buy a house or even rent today, insurance and drive two cars and raise two children, you're going to do it on eight dollars an hour? You can't do it. Our standard of living is too high. So, what do we do with this? I mean, that's one situation on the table. What do we do with this situation? It's like in health insurance, I laugh. You're in good shape. I'm in good shape. I don't give a shit if you've got a _____ care, you've got _____ care, you've got this care, you've got that care. The problem is the cost. Where do we control cost? You've been in the hospital. I've been in the hospital. Right now, insurance can't keep up with cost. How are you going to control it? The doctors don't want to come down. The hospitals get more expensive every year...

RM: Or you go to the hospital and you get your bill and it'll be a dollar for a normal aspirin. Things like that.

BN: So you can talk about the Obama, you can talk about that guy in Wisconsin, talk to any of them—I don't give a shit. I don't care what program you've got in there. That program can't match the cost program. It's that simple. Now, how do we do it?

RM: It can be done—what you're getting at, it can be done, as long as you don't keep it up, then we can't do it. Then it won't happen.

BN: Now, you're back—don't say, "We can't." We'll get it done.

RM: That was like one of these liberal commentators, Rachel Maddow, in the evening and she was doing something and it was kind of on the same idea. She was standing in front of Hoover Dam and she was saying, "This is what we've been able to do. Here it is. Now, some of the things we're dealing with aren't as massive as that, and you should be able to work out the problems." I think it's a big problem with us today, can we do this?

BN: I was reading in the editorial and I thought it was really nice. There was an article about what the schools were going to do. Just don't say we need guns or—how do we reduce it? Now, you're not going to beat, unfortunately, the mental stage of people. It's hard. There's ways and norms of trying to control as much as we can but there will always be that. There's no way that we can prevent the handicap or mental aspect of what someone might do. But just like that article in the Mining Journal, all of these schools are getting pretty well prepared. The doors are only open from the inside and not from the outside. Okay, that's a pretty good concept. We might have some ringing of the bells if someone breaks a window or whatever the electronics will be. They're taking measures, just like we had the fire measure and all of that. We'll get this done and not hurt the guns. If they say that they don't want a magazine past three, fine let's do it. You can have eight guns, to those gun control guys, they go nuts when you talk about taking a gun away from them but what do they do on their end to try and reduce and prevent. That's all we're talking about. You can talk all day about the mental handicap person. That might be able to do some things to control it and get smarter at it but it's always going to be there. So, I have full confidence in our systems. They'll do a good job with it. It's like, what do you do with recess? I went past Sandy Knoll here before, kids are going to go out and play on the playground. That's why you've got the swings there. There's a whole group at 10:30. Well, you get some nut on the outside of the fence, he can take care of a hell of a lot of them. So, there are a lot of things that we can't control. We'll try to do the best we can. Anyway, I got _____, the schools are doing a great job and they're getting at it. There's guys with a pencil right now, how to try to help control some of those things.

RM: But you see, some of that gets lost—a few years ago, we had some training and whatnot on campus here on what to do if there was someone, a shooter in the building, except and I remember—this must've been three or four years ago now, it's been awhile, we had to tell the students what to do in the classroom and get up close to the wall so if somebody is looking in, they don't see anybody and then they go on. There's never been a follow up on it. We've done it once, four years ago and now, nothing. We haven't done anything. This should've been something that was done every year so that incoming people, new students, everybody would understand that if we have a crisis, this is what you do automatically. So, a lot of it is, we can do things, we can come to solutions but we forget about them, like you were saying with coming up with new ideas. Who has carried out the idea? We've come up with the idea, did you carry it out? That seems to be our world today.

BN: You know, another thing that's hard, just like that editorial, I don't know if you read it. Was it yesterday or the day before? There will always be evil. It's fairly simple. She was right. We'll always have evil. Evil seems to be greater but okay, fine. I guess I lost track a little bit but one of the hard things that I think particularly our younger generation are facing, or will face, down the line a little bit but see you got to remember, this is not being pessimistic, we have a society that likes to deteriorate or is involved in deteriorating to a certain extent in certain areas, whether it's your spiritual area, whether it's your value area. You turn the TV on and some of the programs that we have, the kids are facing and then the games—so what do we do with the deteriorating atmosphere and environment that is starting to exist and get stronger all the time too. Our younger kids are within this. Our technology is extremely dangerous to a lot of our kids and what does the parent do? You can control it so long but once they get these tablets and these Androids and all of that crap, shit, what do you do with them? Then what are they faced with? What I'm trying to say is, our younger people—which I have grandsons and grandchildren, like you do, is that begins to deteriorate their mind or their faced with that deterioration. Boy, I'll tell you what it takes an extremely strong young person to make proper choices and most of us aren't built that way.

RM: A lot of competition out there coming at you for young people. Now, with all this electronic stuff, it's just bombarding them.

BN: Like you've talked about it a million times, I mean, we were never faced with this, Russ. I mean, honest to god, we were never faced with all this. We were lucky if we had a radio program with the Green Hornet or Jack Armstrong on Wheaties. We never had this. We had a ball and a bat, a hockey stick, you went out and played. We didn't have all of this. In one way, I feel bad for the kids. This is their environment, but what the hell, we've made it this way.

RM: It's an electronic environment that they're caught up in and they don't socialize or interact and what's going to happen then when you come full circle then, if you're going out to recruit a football player who has no social interaction with people because he's been sitting there looking at game plays, how do you then deal with it?

BN: You have to adjust to it. It's a hell of a deal.

RM: I guess I've often said it, that's why they have retirement for older people. Okay, that's enough, I'm out of here.

BN: Anyway, that's pretty good.

END OF INTERVIEW