

## Harris Explains Athletic Costs, Proposals to Increase Budget

By JIM WALLACE

The great increase in athletic department expenses is largely due to the general rise in prices, said Leo Harris, athletic director, yesterday. This, together with the fact that we are competing with schools such as USC and UCLA that take in as much in gate receipts in one home game as Oregon can all year, was given as the reason behind the Athletic department's need for more revenue.

To illustrate the rising expenses, Harris said that a pair of football shoes formerly costing \$8 now cost \$16. Where it used to cost \$1900 to send the football team to Stanford it now costs \$4100, he continued.

The total athletic income is now larger than before the war, said Harris, because there are more students paying the \$9 per year athletic fee included in the regular tuition. He emphasized, however, that the larger student body lowered the number of seats that can be sold as general admission or reserved.

He declared that when many students do not come to home games, as has been the case, large blocks of empty, non-paying, seats are left in Hayword field and Mac court. Also, he stated, the increased income from larger enrollment is not proportional to increased expenses.

Proposals, other than increased

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student fees, for raising athletic revenue include:

1. Moving the Oregon-OSC game to Portland. The drawback to this said Harris, lies in the fact that it must be agreeable to Oregon State.

2. Charging \$5 for the Oregon-OSC game. While it is felt that the increased price would not drive away customers it was pointed out that unless Oregon State makes a similar move, the University is shown in a bad light. Also, said Harris, OSC takes half the gate at this game thus they would get as much extra profit while Oregon would suffer from the poor public relations following such a move.

3. Have the students pay a nominal fee at all games in addition to paying regular athletic fee. This procedure is followed at some schools, said Harris, but it still puts the load on the student.

4. Declare Portland games out-of-town contests and charge gener

## U of O Alumni Offer Life Membership

Prodded by demands from many of the 20,000 alumni, the Oregon Alumni association is offering a life membership plan to graduates and former students of the University. Effective the first

al admission to students who go to the games.

5. Increase general admission and reserved seat ticket prices. Drawback to this was given as the possibility of losing customers at games that do not have much local drawing power.

of this month, the dues are \$60.

A similar plan was tried unsuccessfully in the Twenties. However, 80 per cent of American universities successfully support life membership plans now, according to a survey made by the alumni office last year.

To supplement the new plan, the following rates of membership in the alumni organization are offered:

1 year	\$ 3.00
2 years	5.50
3 years	7.50
4 years	9.00
5 years	10.00

## Sigma Kappas Pledge

Charline Harmon, junior in English, was pledged to Sigma Kappa sorority yesterday, the office of the dean of women has announced.

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