

# Duck Tracks

By Phil Johnson  
Assistant Sports Editor

A solution to the football finance problem is available! College athletics can be rescued by phonevision if men with imagination and foresight are willing to enter the field and are not hindered by petty rule-making bodies.

The problem of high gridiron budgets has assumed serious proportions. Many colleges have abandoned football because the costs exceed the income.

Since football surpluses customarily are balanced against deficits in non-paying activities, such as golf, the elimination of football in certain institutions means that other intercollegiate sports will also be intercollegiate.

The Portland Pilots and the famed St. Mary's Gaels have already abandoned the fields of gridiron combat. Other schools have suffered heavily. More than one collegiate athletic director has pointed the finger of accusation at the doors of television.

Ohio State Director of Athletics Dick Larkins stated last Friday: "If we are forced to televise next fall, we'll eventually have crowds of 25,000 to 35,000 in the stadium. Will the people in Cleveland, Cincinnati, Youngstown, Akron, Toledo and other distant spots come? Of course not! They'll stay home and watch the game on television."

"The result is inevitable. When you have a drastic reduction in gate receipts, other sports which are supported by football will have to be lopped off, one by one, fencing will have to go, then gymnastics, golf, swimming, basketball and maybe in the end, football itself."

The television controversy has raged for several years. Television adherents claim that TV will ultimately increase sports attendance, because it will provide more individuals with an interest in the sport, and they will want to see "the real McCoy" (Irishmen somehow manage to become involved in every argument).

Television opponents base their conclusions upon athletic attendance figures, which usually decline rapidly when the events are televised.

Meanwhile, certain members of collegiate associations have attempted to force passage of a ban upon the televising of any football games within their respective conferences or leagues.

This policy is a flagrant violation of basic socio-economic tenets. If John Q. Public prefers to sit at home, relaxing in his favorite chair, rather than to leave early for the game, pay outrageous prices for distant parking space, sit on the hard bleacher seat, and suffer from the icy blasts of November wind, he should be allowed to exercise that prerogative.

Now, we aren't assuming that a good football game isn't worth high prices and hard, cold seats. However, if the enjoyment of the fans can be doubled or tripled, why attempt to prevent their attainment of that additional happiness?

With these thoughts under consideration, the Washington State legislators recently studied a commendable proposal to force state-owned schools to televise certain football games if sponsors could be found.

The opposition was immediately aroused. A Portland sports-writer, commenting that legislators "stick their noses into the oddest places," implied that the proposal was introduced in order to "raise taxes so a couple of dozen lame ducks can have soft jobs of enforcement."

Without attempting to defend state legislators, many of whom are indefensible, it might be mentioned that every attempt to increase human happiness is not necessarily a

lame duck old-age assistance plan.

However, the financial objection to TV sports is still present. This is where phonevision comes in.

Phonevision, a new development described in the February 5 issue of Life Magazine, is a device which has been introduced chiefly for the purpose of enabling television sponsors to collect revenue from the viewers of expensive TV movies.

If a potential customer switches his TV dial to the program with the movies, he sees a "confusion of blurs." If he wants to see the movie, he phones the PV switchboard operators, who turn on an unscrambling device on his TV or (PV) set, which is connected with the telephone wires.

The blurs become a clear picture, and the customer is charged one dollar. A full-length movie is shown.

If it will succeed with movies, it also should succeed with athletic events. If five millions sets (a modest figure) were tuned to the 1970 Rose Bowl battle at a charge of one dollar per set (a modest cost under the present value of the dollar), five million dollars would be added to athletic income.

Of course, actual attendance at the game would decrease rapidly. Vast, expensive stadiums would no longer be needed. It is entirely possible that all future football, and baseball games will be played inside, in order to prevent interference from the weather.

Athletes will not be forced to contend with seas of mud, torrential downpours, snowstorms, ice, hail, fog or 90-degree heat waves. No longer will World Series baseball games be cancelled by rain. No longer will inferior football squads upset stronger teams merely because a muddy pigskin, slipping away from one of the losers, shoots into the arms of an undeserving opponent to set up a winning touchdown.

No longer will teams with strong ground offensives have advantages over passing teams on rainy days. And no longer will strong gusts of wind convert punts into ground-losing calamities.

The fans will be happy, too. Assuming that the payment of the fee, possibly one dollar, will enable the fan to tune in on any game at any time during the afternoon, the football enthusiasts will have a wide range of entertainment.

For example, if California is leading Oregon State 35-0 at halftime, the fan can turn to a more interesting game. However, if he was at the stadium, he would object to leaving at halftime and probably would remain to view the entire game, uninteresting as it would be.

There is one flaw in the PV sports proposal. Fans would lose their inclination to boo the officials. Of course, this would not be a major tragedy, although those individuals who like to chase the officials off the floor (or field) would probably be somewhat inconvenienced.

Nevertheless, it might be necessary to subordinate the wishes of the minority to the rule of the majority in this case. Although the official-chasing minority is in Moscow, they have no veto power.

## Snow Queen Takes Laurels for UofO And Enjoys Reno, Carnival, Sights

By Bob Ford

"I had a temperature of 102 and came down with the flu the day I arrived at Reno," Nancy Miller, Snow Queen of the University of Nevada winter sports carnival, stated Tuesday, upon her return to the Oregon campus.

"When I arrived at Reno on Wednesday, I went to bed and had a long sleep," Miss Miller stated. The rest did the trick for the queen, however, for Thursday she was ready to begin the scheduled round of events at Reno.

Miss Miller and three other candidates vying for the title of Snow Queen were presented before the student body of the University of Nevada.

"I gave them an impromptu speech on Oregon," the University coed continued.

### Guest of Sorority

The other representatives were from the University of California, Stanford, and College of the Pacific.

Miss Miller was guest of the University of Nevada chapter of Kappa Alpha Theta for dinner. Friday night the sororities and fraternities had sign and decoration contests.

"The sororities had decorations inside, and the fraternities had outside decorations. All of the sororities held dances, similar to our nickel hops," Miss Miller continued.

During the evening, the University of Oregon coed was escorted to the highspots of Reno by the student body president of the University of Nevada.

### Sees Ski Events

Saturday morning and afternoon, the queen candidates witnessed the ski events at Mt. Rose, and Miss Miller and her parents drove to Virginia City, a few miles out of Reno.

"Virginia City was one of the most interesting places I have ever seen," the Oregon freshman continued. "It was one of the old mining towns which grew up overnight, and everything has been preserved—even the old saloons."

Saturday evening a banquet was held at the Trocadero in the El Cortez hotel. The candidates sat with the respective ski teams.

### Ski Team Judges

"We were called up on the stage, and the University of Nevada ski

team, which did not enter a candidate, judged us," the Snow Queen explained.

The "Snow Ball" dance was held later Saturday evening at the University of Nevada, and during the intermission the Snow Queen was announced.

### Wins a Trophy

Miss Miller was presented with a trophy, after which she presented trophies to the winning sorority and fraternity in the sign and decoration contests.

Delta Delta Delta and Lambda Chi Alpha.

Upon arriving on the University campus Monday, the girls at Carson Hall surprised Miss Miller with a dozen red roses, and the members of Kappa Alpha Theta sorority, of which Miss Miller is a member, presented her with a corsage of red roses.

"It is an experience which I shall always remember," the freshman royalty concluded.

## WILLAMETTE PARK

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LAST CHANCE DANCE

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graduate  
magna cum laundry!



"Burt"

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"Range"

—Fine white broadcloth, extreme widespread collar. Sharpest shirt on the quadrangles this year.



The Manhattan Shirt Company, makers of Manhattan shirts, neckwear, underwear, pajamas, sportshirts, beachwear and handkerchiefs.

## Mothers to See Student-Directed One-Act Play

A one-act play, directed by Bob Chambers, junior in liberal arts, will be presented at 2:30 p.m. today in Gerlinger Hall at a meeting of the University of Oregon Mothers.

Prepared for recent campus presentations, the play was directed by Chambers, under the supervision of Mrs. Ottilie Seybolt, associate director of the University Theater.

Mrs. L. O. Meisel will preside over a short business meeting after the play. Reports will be given on the Christmas tour, the rummage and white elephant sale, and the state board meeting in Salem.

Mothers of Ordes, Phi Delta Theta, and Kappa Kappa Gamma will assist Mrs. Walter Banks and Mrs. L. A. White with hospitality. Refreshments will be handled by Mrs. John C. Cochrane and Mrs. J. J. McGinty. Mrs. Frank Graham will plan the program, and Mrs. Ted C. Luckey Jr., and Mrs. William Wolters will arrange decorations.

You're pretty much all right with your friends when you are willing to admit you're all wrong when you are.

The argument against diving into strange streams is built on a rock foundation.

REMEMBER THE RALLY