

AD exhibitions

win some, lose some



When you're in the business of entertainment, which is the role Oregon's athletic department often finds itself in, some risks are necessary.

After all, people don't have to shell out cash for games in Autzen, basketball in McArthur Court or Flying Duck Gymnastics exhibition. They do it because they want to because they think they'll get worthwhile entertainment for their money.

But once in a while, something flops.

One case in point is the Sept. 26 golf exhibition featuring Arnold Palmer and Dave Marr that was recently held at the Eugene Country Club. Designed to raise money for Oregon's non-revenue sports, the event instead lost, in the words of Duck Athletic Director John Caine, "a serious amount of money."

Why does one fundraiser, say the Phoenix Suns-Portland Trailblazer basketball game, succeed while an event with one of golf's greatest players fails?

There are many reasons—but Odell Wood, the AD business manager, has been around enough special events to make a few observations.

"In college athletics, you're competing for the entertainment dollar," said Wood. During the Palmer event, there was just too many activities competing for that dollar. The weekend it was on was only a week before hunting season, high school football had been going on for a month, and applications for the Suns-Trailblazer game had just gone out."

Varsity golf coach Jim Ferguson also agreed the timing of the event may have been off, for by September a lot of weekend warriors have hung up their clubs for the season.

"If we could have had Palmer in May or June, it would have made a difference," said Ferguson, "but you have to take him when you can get him, because he only does eight or nine of these a year."

"The biggest drawback was that we sponsored it at the end of golfing season."

It didn't help any that the exhibition was in the red before it began. Besides the costs of putting on the show, Palmer was guaranteed front money of \$15,000.

Ferguson, however, was quick to point out that Arnie wasn't out to take the AD for a bundle.

"He (Palmer) didn't get all that money," said the Duck coach. We hired him through International Management, a business that Palmer and Mark McCormick started. Most performers are going through a promotional agency like this now. It's nothing new."

The Palmer exhibition, unfortunately, wasn't the only thing that didn't meet expectations. Other things are losing money, or not making enough, in the AD budget.

"The trouble right now," sighed Caine, is that we have not met our budget for this fiscal year (that ends June 30). We lost money on the Utah State game, not to mention capital improvements to Autzen Stadium."

Just how much was spent on Autzen lately? Quite a bit.

"The new turf, installed, came to \$135,000," continued Caine. "We also made some improvements in the weight rooms and put some paint behind the goalposts with the new conference emblems. Most improvements, though, can't be seen by the average fan."

And other things can be spotted. the cement retaining walls behind the end zones? They cost \$3,000 — and almost Reggie Grant's life—to remove.

But one no-no, and one that Caine is determined to prevent, is finishing out the year \$7,000 in the red like last year. There are ways of picking up the slack. This season, basketball season ticket holders must be members of the Duck Athletic Fund, plus pony up \$100 a seat (up from last year's \$0) to keep their seats in Mac Court. That's on top of the price of a regular season ticket.

The funding of college athletics—it's a continuous battle that is never won—just kept abreast of.

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Next week—state funding—as easy as it sounds?

Michigan still number one

(AP) — Michigan continued to hold a comfortable, though dwindling, lead over Pittsburgh in The Associated Press college football ratings Monday while Oklahoma's two-time national champions dropped out of the Top Ten for the first time in several years.

Michigan, which boosted its record to 7-0 with a 35-0 trouncing of Indiana, received 53 first-place votes and 1,184 of a possible 1,200 points from a nationwide panel of 60 sports writers and broadcasters.

Pitt, also 7-0 following a 45-0 rout of Navy, received six first-place ballots and 1,068 points.

It marked the fifth consecutive week that Michigan and Pitt ran 1-2.

UCLA climbed from fourth to third with 944 points by defeating California 35-19. The Bruins supplanted Nebraska, a 34-24 loser to Missouri, which dropped to ninth.

Following UCLA was another

West Coast power, Southern California, which battered Oregon State 56-0 and moved from seventh place to fourth with 707 points. Maryland, a 30-3 winner over Duke, rose from sixth to fifth with 705 points.

Oklahoma, fifth a week ago, plummeted to 13th place by losing to Oklahoma State 31-24. Unbeaten Texas Tech received the remaining first-place vote and moved from eighth to sixth with 618 points for a 52-27 drubbing of Arizona.

Georgia beat Kentucky 31-7 and jumped from 10th to seventh. Ohio State inched from ninth to eighth via a 24-3 triumph over Purdue, followed by Nebraska and Missouri, up from 17th.

The Second Ten consists of Notre Dame, Florida, Oklahoma, Arkansas, Texas, Oklahoma State, Alabama, Mississippi State, Colorado and Cincinnati.

Oklahoma State, Colorado and

Cincinnati are in the Top Twenty for the first time.

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The Top Twenty teams in The Associated Press college football poll, with first-place votes in parentheses, season records and total points. Points based on 20-18-16-14-12-10-9-8 etc.

1. Michigan (53)	7-0-0	1,184
2. Pitts (6)	7-0-0	1,068
3. UCLA	6-0-1	944
4. S. Calif.	5-1-0	707
5. Maryland	7-0-0	705
6. Texas Tech (1)	5-0-0	618
7. Georgia	6-1-0	483
8. Ohio St.	5-1-1	475
9. Nebraska	5-1-1	368
10. Missouri	5-2-0	293
11. Notre Dame	5-1-0	292
12. Florida	5-1-0	292
13. Oklahoma	5-1-1	268
14. Arkansas	4-1-0	159
15. Texas	3-1-1	81
16. Okla. St.	4-2-0	33
17. Alabama	5-2-0	29
18. Miss. St.	6-1-0	25
19. Colorado	5-2-0	12
20. x-Cinci.	5-1-0	10

x-Lone defeat, a 7-3 loss to Southwestern Louisiana, was later forfeited to Cincinnati.

Duffy's-sponsored women's soccer team to try breaking Guinness continuous-play record

By CHRIS NORMAN
Of the Emerald

Duffy's women's soccer team will attempt to break a marathon sports record from the Guinness Book by playing 58 hours of continuous soccer. That is, if it can find a field.

The marathon, scheduled for Nov. 5-7, is a money-raising event through pledge supports to send the team, comprised mostly of University students, to Hawaii for a soccer tournament during spring break.

The team has found an official, the players and a ball to last the 58-hour stretch, but no field.

Because the team is in the city soccer league, and not affiliated with the University, campus by-laws prohibit the use of state-owned facilities by private clubs.

On the other hand, the city refuses to loan one of its parks for the marathon because Duffy's isn't in the Eugene Sports Program.

The team also asked local school officials for support, but a city ordinance forbids the use of school fields after 11 p.m.

Marist High School, however, raised the team's hopes momentarily when it said "yes", but then also mentioned the sticky issue of liability insurance — about \$300, which defeats the purpose of a money-raising activity when it's in the red before beginning.

The Emerald Civic Stadium might be an alternative, but it charges "at least \$50 a night for lights,"

according to Debi Segura, a team member.

If Duffy's continues in its limbo-status, Segura said she'll "go see Mayor (Les) Anderson. I think we can talk him into it."

"If we don't get a field, we might be playing on 13th Street," said the frustrated player.

If and when the team finds some turf to play on, the soccer marathon will consist of two teams, five-per-side, playing with five minute rest breaks every hour, which the players can accumulate, and no substitutions — that's right, no subs.

Although the women don't plan to burn themselves out racing up and down the field, 58 hours without sleep kicking a black-and-white ball between goal lines set 110 yards apart just might exhaust a few players.

To combat the energy-draining aspect of the marathon, the team is looking for special foods and drinks to fuel their bodies, in particular "anything with citrus to keep you awake, and lots of sweets and sugars," Segura said.

As for the official, Duffy's coach, John Elkins, volunteered to referee the 58-hour endurance trial, while witnesses will sign a logbook that will be notarized for official entry into the Guinness records.

The team would like to receive about \$4,000 in marathon pledges, which will cover the costs of a chartered plane to Hawaii. Pledges of \$7 per player per hour will nudge the team over the \$4,000 mark.

Duffy's is confident it can erase the current record of continuous soccer play of 57 hours, set in the summer of 1975 in Ireland by a boys youth group.

Friday's JV football game changed to Nov. 22

The Oregon-Washington JV football game, previously scheduled for this Friday, has been rescheduled for November 22, the Monday following the Oregon-Oregon State contest in Corvallis.

The reason for the change is a simple one—too many injuries for both squads.

"We've had too many people hurt, and so have they," explained JV coach Craig Howard. "We don't even have a quarterback. By rescheduling the game, we can have more bodies out there representing the University."

Game time is tentatively set for 1:30 p.m.

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