

1977 OREGON FOOTBALL
(2 Wins 9 Losses)

INCOME

| | |
|--|-------------|
| Gate (Home and Away) | \$1,030,000 |
| Rose Bowl | 221,000 |
| Broadcasting Contracts (KUGN, KEZI) | 170,000 |
| TV (Pac-8 coverage including Bowl games) | 104,000 |
| TV (Oregon-Stanford regional telecast) | 103,000 |
| Concessions | 50,000 |
| Misc. (Programs, Souvenirs) | 5,000 |

TOTAL \$1,683,000

EXPENDITURES

| | |
|---|-----------|
| Guarantees (Game expenses, Opponent's take) | \$304,000 |
| Aid (Scholarships) | 290,000 |
| Salaries | 198,000 |
| Travel | 165,000 |

Recruiting, promotion, administration 156,000

Equipment and Training Table 87,000

(TOTAL) \$1,200,000

Football

(Continued from Page 8)

Therefore, there is pressure on the University to establish a competitive football program. The success of the Ducks in track and field, cross-country, basketball and gymnastics has relieved some of this pressure. Still, football remains the big money-maker and therefore is the major concern of the athletic department, and of an even higher authority — the Pac-10 officials.

What lies ahead?

Winning is the bottom line when it comes to the economics of building a big-time intercollegiate athletic program. The Pac-10 is definitely big-time, and the University's athletic department is struggling to build a winner.

Years ago the department was

thinking of cutting back its athletic program. Now, it is in the process of switching gears. There is no more talk of cutting back, or leaving the Pac-10 to enter the Big Sky Conference. Instead, the philosophy is one of acceleration, in order to compete with the rest of the Pac-10 in all areas.

Success breeds success, and a winning football program provides for a healthy family of intercollegiate sports. The University, clinging to the Pac-10, is holding its own while awaiting improvement in football.

Men booters win, women lose

By NICK DAWSON
Of the Emerald

Oregon's club soccer teams split results in league action this past weekend at Autzen Stadium.

The men, behind the two-goal scoring of Rob James, defeated Seattle University 2-1, while the women fell to Western Washington 2-0.

The women slipped behind early, making a mistake that allowed the Washington school a breakaway goal. Later in the first half, the Duck women failed to pick up an offensive player on an indirect free kick, and Western Washington took advantage of the defensive lapse to finish the scoring.

Oregon had been defeated 3-1 by Western Washington earlier in the year at Bellingham. The final action for the women will be at Oregon State Nov. 18.

The men's victory should give them momentum for tonight's 7:30 league match with Portland at Autzen.

Coach Mike Davis's squad has won three of its last four matches, and will be looking to improve on that mark. In those three wins Oregon's defense has held their opponents to one goal per game.

In the victory over Seattle, the Duck defense was again tough when it needed to be. Goalie Ross Crook made several saves, said Davis, while the mid-field played another consistent defensive game.


Seattle had jumped out to a 1-0 halftime lead on a goal one minute before intermission. The Ducks failed to guard a Chieftain on the wing, and he headed the ball past

Crook off an indirect free kick. Oregon couldn't cash in on several scoring opportunities in the first half, but didn't let them get away in the second period.

James, who went in as a substitute at the beginning of the final 45-minute period, tied the score with 30 minutes left. Sophomore midfielder Tony Roberts booted a

perfect cross to the far post and James, the tallest man on the field, headed it in from approximately two yards away.

Oregon started pressing forward with more intensity after the game-tying goal and the strategy finally paid off when James wedged between two defenders to head the ball in the net.



German
AUTO SERVICE

reliable service for your foreign car.

**VW'S MERCEDES BMW'S
DATSUN TOYOTA**

10% discount to U of O students

GUENTER SCHOENER

Bus. Ph. 342-2912 2025 Franklin Blvd.
Eugene, Ore. 97403

Elect Nancy Fadeley

State Rep. Dist. 42

"Double Week Special"

Get a Hot 'n Juicy
Double ^{1/2 pound} hamburger
for the price of a
Single ^{1/4 pound} hamburger




Eugene

W. 11th & McKinlev 2805 Willamette

1965 River Road Franklin & Villac

(Rivera Center)

Springfield


Mohawk Shopping Center




Now at Wendy's
Old Fashioned Hamburgers
this coupon entitles you
to a Double Hamburger
for the price of a
Single Hamburger

**DOUBLE
FOR THE PRICE OF A
SINGLE**

Offer expires
November 13, 1978





**15¢
HOT
DOGS**

**8pm
till
?
tuesdays
and
thursdays**

**3355
E. Amazon**

HAPPY HOUR SUNDAY
ALL DAY AND EVENING
TAP BEER: REDUCED PITCHER PRICES

SPECIAL GIFT IDEAS

from Harry Ritchies

14 Kt. GOLD INITIAL
PENDANT &
EARRINGS



YOUR
CHOICE
\$1188

A capital idea! Your own initial in 14 Kt. gold to attach to your neck chain or bracelet.



A special gift! Clever initial earrings let you wear the same initial on both ears or two different initials. The pair at this price.

Student accounts welcome

Harry Ritchies
JEWELERS

Home of Kenneth
Diamond Rings

Downtown on Mall
Valley River Center