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Oregon Jam packed

Autzen Stadium shook to the sound of rock 'n' roll, instead of the grind of football pads Friday, as five bands played their brand of music to 35,000 fans.

To the surprise of many, Oregon Jam 1981 was remarkably well controlled. The traffic and crowd behaved no worse than at past football games.

The gates opened at noon, while the last strains of Heart were heard at 10 p.m. A power outage prevented the band from returning for a second encore, the only disappointment in the all-day affair.

Fans who camped out overnight in the stadium parking lot, won a place on the stadium floor next to the 40-foot speaker stacks on stage. About 7,000 people crowded onto the Astroturf, that midway through the concert more resembled an oven than a football field.

Temperatures on the floor reportedly reached 120, and medical attendants treated 65 people in a cool stadium passageway for heat-related problems. Only one person was taken to the hospital after falling and breaking a leg.

Water sprayed and tossed on the crowd helped keep the fans cool and reduce the incidence of heat exhaustion.

It was certainly a different crowd than the one that holds "tailgaters" before Saturday football games, but the concert will add more than \$80,000 to the athletic department coffers — twice as much as a football game brings in, according to Steve McBride, the athletic department's concert coordinator.

The concert raised more than \$450,000 in ticket sales, with \$100,000 going to the bands. Security, clean up and other expenses ate another slice, with the remainder going to Double T Concerts, the co-sponsors of the concert.

The financially ailing athletic department also received a percentage of all concessions, food and T-shirt sales, McBride said.

And it wasn't the last marriage of convenience between the athletic department and entertainment promoters.

Before the concert began, athletic department officials announced that the Grateful Dead will appear in MacArthur Court on Aug. 16.

The crowd greeted the announcement with almost as much enthusiasm as they did the music.

Beginning with The Heats the crowd endured the soaring temperature inside

the stadium to hear a variety of rock 'n' roll.

Loveboy brought the crowd to its feet during the second set. The Canadian band was the second in popularity only to the concert headliners — Heart.

Pat Travers' brand of rock, featuring music from his latest album Radio Active, was followed by the heavy metal sound of Blue Oyster Cult.

The Cult's rendition of its popular song "Godzilla" was a crowd favorite as a replica of the monster rose up behind the stage.

But it was the Jam's headliners that scored highest with the audience.

Heart, lead by Nancy and Ann Wilson, played a number of their old favorites and a number of new, unreleased songs for the crowd.

As Heart belted out renditions of "Magic Man" and "Dog and Butterfly" the heat-frenzied crowd remained standing — as it had for nearly 10 hours.

And if the power hadn't been cut off at 10 p.m., a few more songs might have been heard.

Story by Tamara Swenson
 Photos by Bill Wack



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