

# Athletic Costs Soar To \$3.5 Million At Ohio State

By Will Grimsley  
Special Correspondent  
COLUMBUS, Ohio (AP) — It costs \$10,000 a year to put shoes on Ohio State's champion football team and the annual telephone bill in the past decade has jumped from \$7,000 to \$23,000.

These are just a couple of the incidental expenses in the making and sustaining of a big time college power. The Buckeyes expect to go in the red as much as a quarter of a million dollars a year.

For years we were able to operate within our budget, but the last two or three years we have been forced to dip into reserve capital," E. E. Bernard, Ohio State business manager, said Tuesday. "Expenses are going out of sight."

The Buckeyes' plight, despite continuing success on the field and sell-out gates, is typical of the financial squeeze being experienced by college athletic departments throughout the country.

Skyrocketing costs are plaguing teams from the effete Ivy League to the booming Pacific West and from the Middle West to the bowl-conscious Southeast and Southwest Conferences. Financial difficulties forced the team to break this week to break the 45-year tradition and accept a bid to the Cotton Bowl.

The drain has become so severe that many college administrators are urging a de-emphasis on the return of one-platoon football and agreements to cut down on recruiting. The matter will be weighed at the annual National Collegiate Athletic Association

convention at Washington, D. C., in January.

The alternative could be athletic bankruptcy, explained Bernard. "A university attempting to keep pace in a major conference must put seven or eight men on the road. They visit families of prospects, entertain, invite visits to the campus."

"Transportation fares are up. Hotel accommodations are twice and three times what they once were. In some places, you can't get a good dinner for less than \$7.50 to \$9.00."

"The question is how many of us can maintain the current pace."

Ohio State is the nation's No. 1 college football team, winner of 22 games in a row. It suits up about 80 husky athletes obtained through a high-pressure recruiting program. It has a student body of 43,000.

The Buckeyes had their fifth straight home game sell-out against Purdue last Saturday—85,027 — and boosted its five-game home attendance for the season to 431,175, the highest college football attendance in 20 years. Ohio State has led the nation in attendance 12 straight years.

The price of tickets is \$6 and \$7.

"These figures are very deceptive," Bernard explained. "Of the 85,000 who see one of our games, some 30,000 are students and faculty, admitted for a cut-rate ticket (\$14 a season for students, \$16 for faculty)."

"The student population explosion is a problem on campuses everywhere. When it is all fig-

ured out, the average receipt for a ticket is \$2.57."

The Ohio State's athletic budget — that includes all sports — is \$3,319,378 for the current year. Bernard estimates expenditures will soar over \$3.5 million, counting capital expenses.

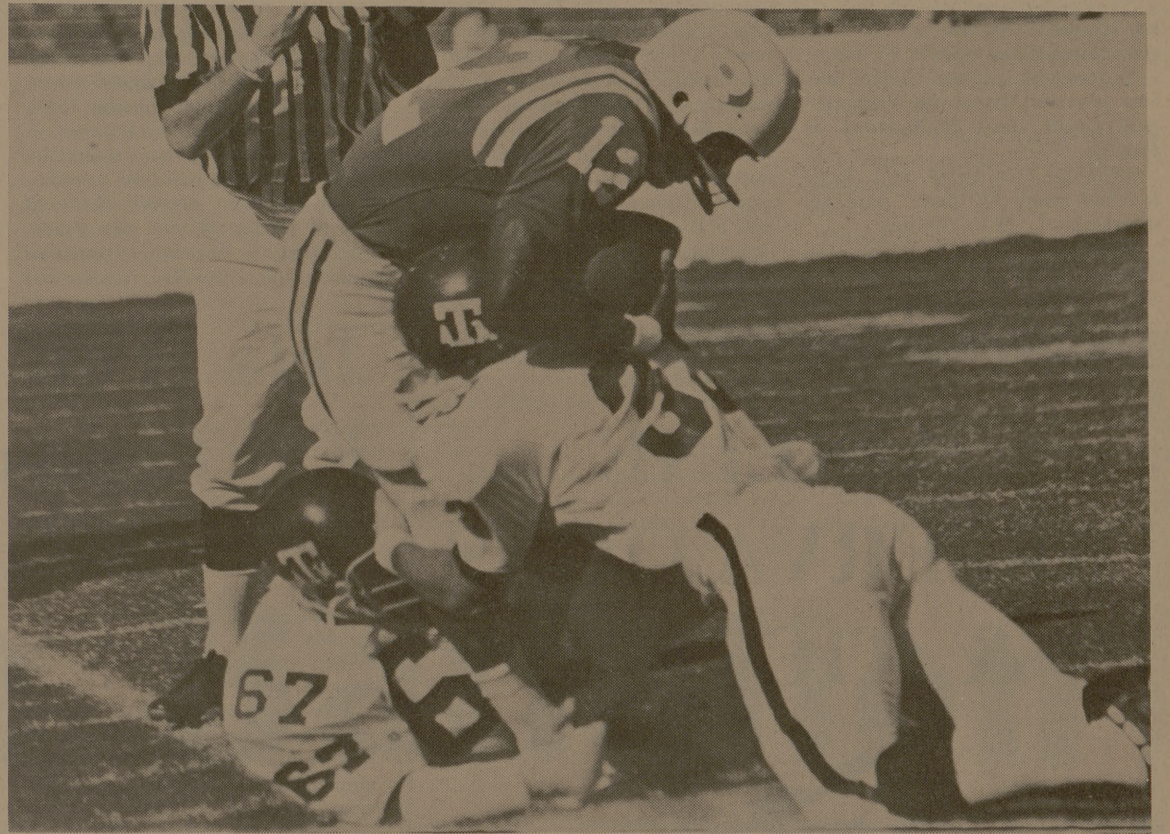
One of the major expenses is grants-in-aid. Ohio State, as a Big Ten member, is allowed 30 football scholarships a year, six basketball and 34 for other sports — a total of 70. This means there are 280 students on the campus getting their education paid free — tuition, books, fees and \$15 a month for laundry — from athletic funds, mostly football.

"The cost of education has risen drastically," Bernard said. "Not so long ago, this expense amounted to about \$800 a year. Now it's around \$2,000 for an out-of-state student, around \$1,500 for an in-state student. Other places, it may be more."

Ohio State maintains a well-paid coaching staff consisting of head coach W. W. "Woody" Hayes and nine assistants. Coaches and trainers are a \$357,000 item. Some Southern colleges have as many as 20 assistants.

"No one ever thinks of it, but we pay \$64,000 a year for policemen and gatemen," the Ohio State business manager said. "Clothing and equipment amount to \$39,200, not counting shoes; \$20,000 is paid out for movies of games and practice sessions, \$46,416 for local meals feeding the athletes; \$18,000 for transportation and \$77,000 for a retirement fund, for administrative personnel."

"It costs a lot to field a college football team and run an athletic program — and the price keeps going up."



THAT'S FAR ENOUGH

Lynn Odom (67) and Ed Ebrum combine to knock Rice quarterback Stahle Vincent out of bounds in Saturday's 7-6 loss to the Owls. The Greensboro, N. C., native kept the Aggie defensive end busy all afternoon with his end sweeps. (Photo by Mike Wright)

## Otis Taylor Ready To Begin Again

NEW YORK (AP) — When Cornell Gordon sizes up his antagonists in the private war of pro football's catchers and cornerbacks, Otis Taylor comes out larger than life.

"They say he's something like 6-foot-3 and 220 pounds, but he seems a lot bigger than that to me," the New York Jets' corner-

man mused last Sunday after a losing battle with Taylor and the Kansas City Chiefs.

Taylor, making his first start in a month, snared three touchdown passes — the last two despite broken ribs as the Chiefs mauled the Jets 34-16 in a matchup of American Football League division leaders.

The swift, strong — and often-injured — receiver was selected Tuesday as the AFL Offensive Player of the Week by The Associated Press.

Taylor, out of action for three weeks with torn stomach muscles, bounced back with a flourish, taking an 18-yard payoff pitch from Len Dawson on the Chiefs' first play from scrimmage. The five-year pro from Prairie View snapped a second quarter tie with a seven-yard scoring grab and tallied again in the finale on a 10-yarder.

Taylor had a fourth touchdown catch nullified by a holding penalty, but finished with seven receptions for 96 yards.

"On a given day, anything can happen," he said, brushing off his big comeback just as he had shrugged off Jet defenders and the nagging pain from the rib injury. "We beat a good football team and I'm just happy I had a good game. I was due for one."

Sophomore flanker John Dobbs of the Air Force Academy football team is the son of Bobby Dobbs, former Army player who coaches the University of Texas at El Paso.

## Billy Bob Barnett Wishes He Had It To Do Over Again

If Billy Bob Barnett had it all to do over again, athletic history at Texas A&M might have been a bit different.

"Now I wish I had tried to play football and basketball when I started at A&M," the defensive end from Brenham said. Instead, Barnett decided to give all his attention to basketball, and the result was a pair of All-Southwest Conference citations and an SWC title, which ranks as Barnett's greatest thrill.

With his basketball eligibility expired, Barnett came out for football last spring. His height (6-5), agility and good hands indicated that tight end might be his position. Considering that he hadn't played football for four years, Barnett did a good job at the position in the spring.

Then came the fall and Barnett was up from his basketball weight of 218 to 250. A combination of the added weight and the experience needed to play offense — plus already having a pretty good tight end in Ross Brubacher — dictated a shift to defense.

It took Barnett all of three games before he was the No. 1 right defensive end. With his size, strength and tremendous desire, it was just a matter of finding the right position. Coach Gene Stallings thinks he's found it.

"Billy Bob played well against TCU. He just gives great effort on every play. My only regret is that he isn't a sophomore. He's a good football player now, but if he had two more years, he'd be great," Stallings says.

Barnett's progress gives A&M a pair of good defensive ends with senior Jimmy Piper on the left side. But Barnett's not the kind of person to be satisfied with personal progress — he wants to win.

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