The way of athletic dollars

Accounting for the O. U. gate receipts

By Jack Fischer, '32

WHAT happens to the $100,000 Sooner sport fans pour into the university's coffers every year? The following financial statement is the answer to that question, framed by many a student, many an alumnus.

Few laymen have but vaguest idea of the huge expense of putting over an athletic program for 5,000 students. The obvious costs, for example, such as coaching salaries and supplies, make up a small share of the total, while some of the largest items on the budget go into permanent investments, such as the Memorial Stadium-Union fund.

By far the greatest expenditure is the sum paid to visiting teams, $26,934.28 during the four months from September to January. Of this amount $24,858.46 went for football and the rest for minor sports. Visitors receive a stipulated guarantee and a percentage when gate receipts exceed an agreed amount, varying with each game. The largest gate of the year was $17,134.25 at Homecoming, of which Kansas received $9,053.86. The Creighton game, on the other hand, netted a loss, since $5,000 was guaranteed the visitors and only $2,497.60 was taken in.

Traveling expenses for the four months totaled $9,137.17, with $6,584.94 going for football trips. This expense will be cut considerably in the future, since the athletic council has purchased a bus for $1,400.00 which is expected to pay for itself in one year in saved traveling expenses.

Salaries amounting to $9,742.42 have been paid out since the first of the year. This includes pay to Ben G. Owen, director of athletics, Adrian Lindsey, football coach, Hugh V. McDermott, basketball, John Jacobs, track, Paul Keen, wrestling, Dewey Luster, assistant football coach, and Bruce Drake, the only student assistant now employed.

The largest intramural sport program ever attempted at the university had cost only $75 up to December 31. The use of student managers and the fact that the program has only begun accounts for the low expense.

Supplies for all sports, including suits and equipment cost only $8,433.99. The $3,729.73 of this amount allotted to football went partially for the purchase of new suits for the entire team.

The punch of victory

Desire to win needed, says Lindsey

A WEALTH of good football material, competent coaching, teamwork, the backing of the school, and above all the desire to win—these are the things that make a winning team in the opinion of Adrian Lindsey, Sooner football coach.

Stressing the importance of a winning psychology in both players and student body, Lindsey outlined the factors that build championship teams, not only on the gridiron, but in all sports. “Love of the game,” he said, “is undoubtedly the prime characteristic of every good player. It sounds funny to say that some men have no desire to win, but it’s true. We always have a group who come out for the prestige they gain, to win a letter, to make the trips. They don’t take the game seriously, don’t worry over a poor showing; they are the ‘self-satisfied’ players. While some men grudge every minute they spend on the bench, others are

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