College sports fight battle for dollars

By RON HINGST

The institutions of higher learning are faced with the monumental task of feeding a monster in athletic programs and the nouristment is money. "Most of the changes in collegate optis are problems and the biggest problem is finance." and Don Canham, University of Michigan athletic director.

General Company and the second company and th

managed to stay in the black finan-cially, college sports on a national basis are fighting a battle for dollars. Although some persons feet the fu-ture of big-time sports lies with a "Super Conferance" which would in-volve only an ellie number of schools. Canham readily admitted he was not looking forward to such a devel-opment.
"I'm opposed to a Super Confer-"I'm opposed to a Super Confer-

opment.
"I'm opposed to a "Super Conferance" because it will be based on the rulnation of sports — I am scared to death of a super conferance." he said.
Canham, who joined the UM staff in 384 as an assistant track coach, told the Men's Night group that it would be impractical for UM to send a track or golf team across the country for a frost!

bect.

BECAUSE UM'S athletic department is a self supporting body within the institution, gate receipts account for a sizable amount of the incoming cash.
The biggest problem we have in

"The biggest problem we have in drawing customers is television," Canham said, "not professional games on IV, but college games. We still need IV though, for the money." UM, which is a member of the Big Deonferance, splits television dollars with each member of the league, and while a weaker football team might of draw the viewers on the thub. Can-

The Wolverine football team, which flushed second to Ohio State last season, drew an average of 94,000 fans for each home game, but Canham pointed out that large crowds have created still another problem.

THE UM OFFICIAL cited recent amples of college football crowds get-ting out of hand and be noted an ex-ample of Chicago-area prep football. There, he said, a coach steps on the team bus and receives instructions where the game will be played with-out crowds.

"HOW DO you control a crowd of 100,000 people" he asked The UM athletic department administrator indignated some disappointment with current legislation on collegiate programs for female athlets. "How do you finance women's athletics" he said

"How do you finance women's ath-letics?" he said
Canham empasized that he was not against female sports programs, but he likened the situation of providing bursing schools for men.

Volleyball anyone?

A clinic for villeyball coaches and officials will be held Saturday. February 15 and Tuesday. February 18 and Tuesday. February 18 and Tuesday. February 18 and Farmington Our Lady of Mercy High School, 11 Mile and Middelbelt Hoads. There is no charge for the clinics and all Interested parties are invited. For additional information call Rose Swidzinski at Mercy.

Groves takes third at meet

Birmingham Groves wrestling team scored 75% points in the East Detroit Quad wrestling meet for a third place

Quad wrestling meet for a third place finish.

East Detroit won the tournament with 111 points followed by Ulica Plord, 80; Groves and Roseville Brablec at 44.

The Groves intishes included: 88 pound division, Dan Borsson, fourth 158 pounds, Dong First Crovey, third; 112 pounds, John Mitchell, first; 119 pounds, Dan Fisher, first; 125 pounds, Dan Fisher, first; 125 pounds, Dan Fisher, first; 125 pounds, Dan Sawe Wood, fourth; 145 pounds, Mark Schwelte, third; 125 pounds, John Samrars, second; 157 pounds, Art Albinstouth; 126 pounds, Brian Priebe, second and heavyweight, Kip Haggerty, third.



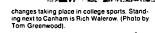
PROVIDE THE programs when there is a need for them, he said.
Canham took over the UM shibeted directorship in 1568 and since that time UM has installed the Michigam saidum with artificial ture; constructed a sports servicebuilding for football and physical education classes; installed a new outdoor tartam running trick and twin electric scorebards at the football stadium.

Two weeks ago, the UM official surprised gridiron traditionalists by suggesting that the Big 10 seriously consider playing a second post-season game in addition to the Rose Bowl.

Canham and University of Wisconstantiel directorEiror Hirsch are jointly looking into the possibility of the Big 10's second-place team playing in Hawaii after the Rose Bowl has been completed.

"THE OUTLOOK right now is tretty good," Canham said on tuesday. "Hirsch has been alked that many sood at these have core from that for other playing a second post-season affects directorEiror Hirsch are jointly looking into the possibility of the Big 10's second-place team playing in Hawaii after the Rose Bowl has been completed.

University of Michigan athletic director Don Canham, left, updated the audience at the UM Alumnae of Birmingham "Men's Night" on the





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