

Oregon Indoor Invitational TRACK MEET

Saturday, January 30, 1971
7:30 p.m.

—200 Track and Field Athletes—

- * Oregon's best prep athletes
- * Outstanding AAU Entries
- * Top NCAA Competitors
- * Olympic Game Stars

-More Than 20 Track and Field Events-



Bouncey Moore — Broad Jump

Ticket applications
available at Memorial
Coliseum Ticket Office

Pat Collins — Middle Distance

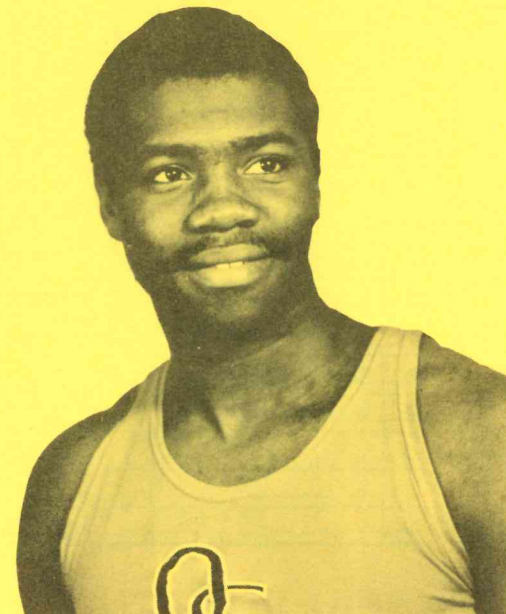


Steve Prefontaine — Distance



Arne Kvalheim — Distance

Lowell Harris — Hurdles



**PORTLAND'S
MEMORIAL
COLISEUM** Reserved Seats
\$5 and \$3.50
(Children under
15 half price)

Into The Seventies With Oregon

Editor's Note: The first of two articles prepared by the co-host schools.

On July first of this year Norval J. Ritchey was given the responsibility for administering the affairs of the department of intercollegiate athletics at Oregon. He had served a lengthy apprenticeship for the position and those close to athletics were not surprised that he received the appointment. Ritchey had some definite ideas on the direction the athletic program should take and he was not long in implementing them.

Within the first few days of his administration he called together his coaches and his staff, put them all in hard straight-back chairs, poured hot coffee all around and said some things.



Norv Ritchey

The first point stressed was that Oregon is a member of the NCAA as well as the Pac-8 conference and that the implications of these memberships should be well known to all coaches and staff. The rules of both organizations were to be followed by both the letter and the spirit of their intent. He made it clear that he would tolerate no exceptions to those rules.



Regarding the Pac-8 conference he stated that he felt it to be the strongest and most demanding, in the way of competition, of any in the nation. Oregon, he said, must compete to win in all sports represented in the athletic program at the school. He cautioned, however, that everyone (coaches, staff, players, fans, and news media) must keep in mind that Oregon athletics are played by amateurs, in an educational environment, for the joy of competing.

Ritchey made it clear to his staff and coaches that he would consider a deficit budget unacceptable. Operating within a budget that would run well over \$1.2 million, he instructed each administrator to make certain that his segment would stay in the black.

Oregon, Ritchey said, must be a model of the athletic ideal: intense competition, individual sacrifice and discipline, teamwork, and all of the other attributes that make athletics a desirable enterprise. The program, he said, must contribute to both the University and the larger society of our state and nation.

The first six months of his administration have now ended. Football has come and gone and basketball begins. The football season would seem to be an optimistic omen for the future of Oregon athletics. It was a winning season with a number of satisfying victories over some powerful opponents. USC nationally ranked at the time Oregon played them in Eugene, fell beneath the highly charged running and passing attack of the Webfoots. UCLA was defeated in what might have been the most exciting four minutes of football ever played. Air Force, a game that many fans claimed to be the most entertaining they had ever watched. And the opener against Cal introduced the wide-open offense Oregon would use all season.

Oregon football, 1970, exemplified what Norv Ritchey was talking about back in July. Fierce competition, exciting execution, and the opportunity for student-athletes to meet the best teams in the country. And the program operated on a financially sound basis.

Basketball would appear to be headed in the same direction. From the size of the crowds so far this year there is no doubt the fans are liking what they see. With sell-out crowds expected for many of the home games and the wide following of the Ducks on delayed TV after each home game, basketball is enjoying a bull market.

Track fans have been seen secretly licking their chops in anticipation since last spring when Oregon took second in the NCAA championships. Only one point in the national meet came from a senior. The team's first place finish in the Pac-8 cross-country championships followed by second in the NCAA finals (losing to Villanova by one point) only served to increase the fans impatience to get the season going.

The same spirit of optimism permeates all of the other programs. Tennis, wrestling, gymnastics, golf, swimming, and baseball are on the up. Mel Krause, in his first year as baseball coach, promises a first division finish. Those who know Mel believe he will deliver.



If you are a Duck fan who has been out of touch with the program for some time, drop around to the department and meet the coaches and staff. Attend Duck Club meetings if they are held in your town. You will meet some enthusiastic people and, perhaps, catch some of the fire that is burning in the athletic program at Oregon.