The boom of the '60s is over," said Robert B. Jamm, president of Oklahoma State University, "not only for athletics, but for the entire university community. Tough times are ahead for all of higher education. We must establish priorities in every area."

At Oklahoma State, Kamm said, a self-study program is under way to locate areas that can offer economies. He did not mention athletic cuts, but the message was clear.

Only three sports—football, basketball and baseball—earn money at the collegiate level. The remaining programs—tennis, golf, track, wrestling, fencing, etc.—have always been supported either by the money-making sports or by the school itself. Now there are new federal demands that new monies be spent for women's sports.

We believe intercollegiate athletics are at the turning point," said John Fuzak of Michigan State University, president of the National College Athletic Association. A special select NCAA meeting on the economy last month offered specific approaches to the problem, and a special convention of the NCAA will be convened in August to turn the proposals into legislation.

The American Football Coaches Association surveyed its membership and a large number of them were agreeable to placing limits on recruiting travel expenses. The number of scholarships, limitted to six for coaches on their staffs and cutting traveled.

"We are headed for one-platoon football anyway," said Texas football coach Darrell Royal. "And that's fine with me."

Sooner football fans who have been waiting for the best eleven to be named found themselves having to make out in addition to scholarship cuts in football and basketball, may be the elimination of any aid to those playing nonrevenue sports.

Loyola of New Orleans took another route, dropping all sports three years ago. "Sports were running quite a deficit," said school official Doug Dougherty. "Since then, we have built up intramural sports, but that doesn't cost anything near what it costs to be in intercollegiate competition."

When the University of Vermont faced a growing deficit, football and wrestling were jettisoned last March. "We had kept football everywhere else would have been three straight," said Edward Andrews, university president.

Sooner football fans who have been waiting for the best eleven to be named found themselves having to make out in addition to scholarship cuts in football and basketball, may be the elimination of any aid to those playing nonrevenue sports.

The University of Wisconsin offers a study in contrasts.

The school's branch at Madison plays big-time college football, but it projects a profit of between $30,000 and $60,000 this year for the athletic department, which has a budget of nearly $2.8 million. But there are fears that inflation alone will cost them a deficit to appear.

Meanwhile, at Wisconsin's Milwaukee branch, a local college football team, University of Wisconsin-Milwaukee, played, there is a deficit of between $20,000 and $50,000 in athletics. The Athletic Board recently voted to drop the football program. It was unable to meet administration demand that $100,000 of its funds be reallocated to compensate for increased costs. Because schools are in a financial crisis, the athletic program has been cut.