

Short Subjects

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Passing the Bucks

As if their football team's 12-0 record were not reason enough for students at the University of Utah to celebrate, here's one more: The campus bookstore will give a 5-percent discount on new and used textbooks this semester, and the credit goes to the university's football team.

The Utes' gridiron success has caused a surge in the bookstore's sales of T-shirts, sweatshirts, and other merchandise bearing the university's logo. Profits are more than double the previous record, set in 1998, when Utah's men's basketball team made it to the NCAA Final Four, says Earl L. Clegg, director of the bookstore.

The textbook discount will cost about \$200,000, but Mr. Clegg says the store is simply sharing its good fortune with its customers. With a semester's load of textbooks averaging \$400, he says, Utah students -- the discount is not available to outsiders -- will save about \$20 apiece.

Of the undefeated season, Mr. Clegg says: "Something this big in a small metropolitan area touches everybody. If you walk through the streets of this valley now, the amount of people wearing University of Utah apparel is amazing."

Send ideas to shortsubjects@chronicle.com

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