

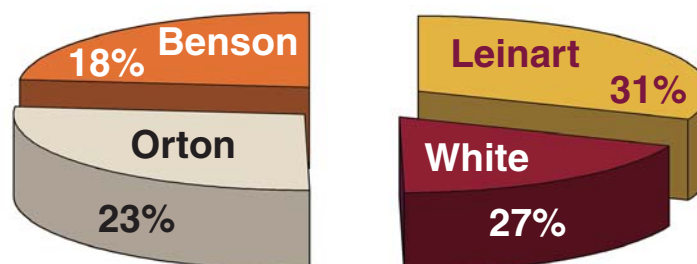
*A look at what's shaping up to be one of the most unpredictable Heisman Trophy races of all time*

If you had predicted that *Napoleon Dynamite* would be one of the most profitable movies of 2004, most people would have thought you were nuts. They would have been wrong, as the movie is on its way to grossing nearly 80 times what it cost to produce (although if you think the movie is going to win any Oscars, then you are definitely nuts). The Heisman Trophy race this year is bit like the movie industry, in that it's difficult –even in the middle of the season –to predict who will be the winner. This year is no exception.

Despite the fact that among this year's contenders for college football's most prestigious award is last year's winner, Oklahoma's Jason White, the field is wide open. USC and Purdue have quarterbacks who are lighting up the scoreboard, and Texas and Kansas State have running backs who are scrambling for big yardage.

The following pictorial essay contains our selections for the leading candidates to win the Heisman this year. Who is your choice?

**What our BFS Online Site Survey Says....**



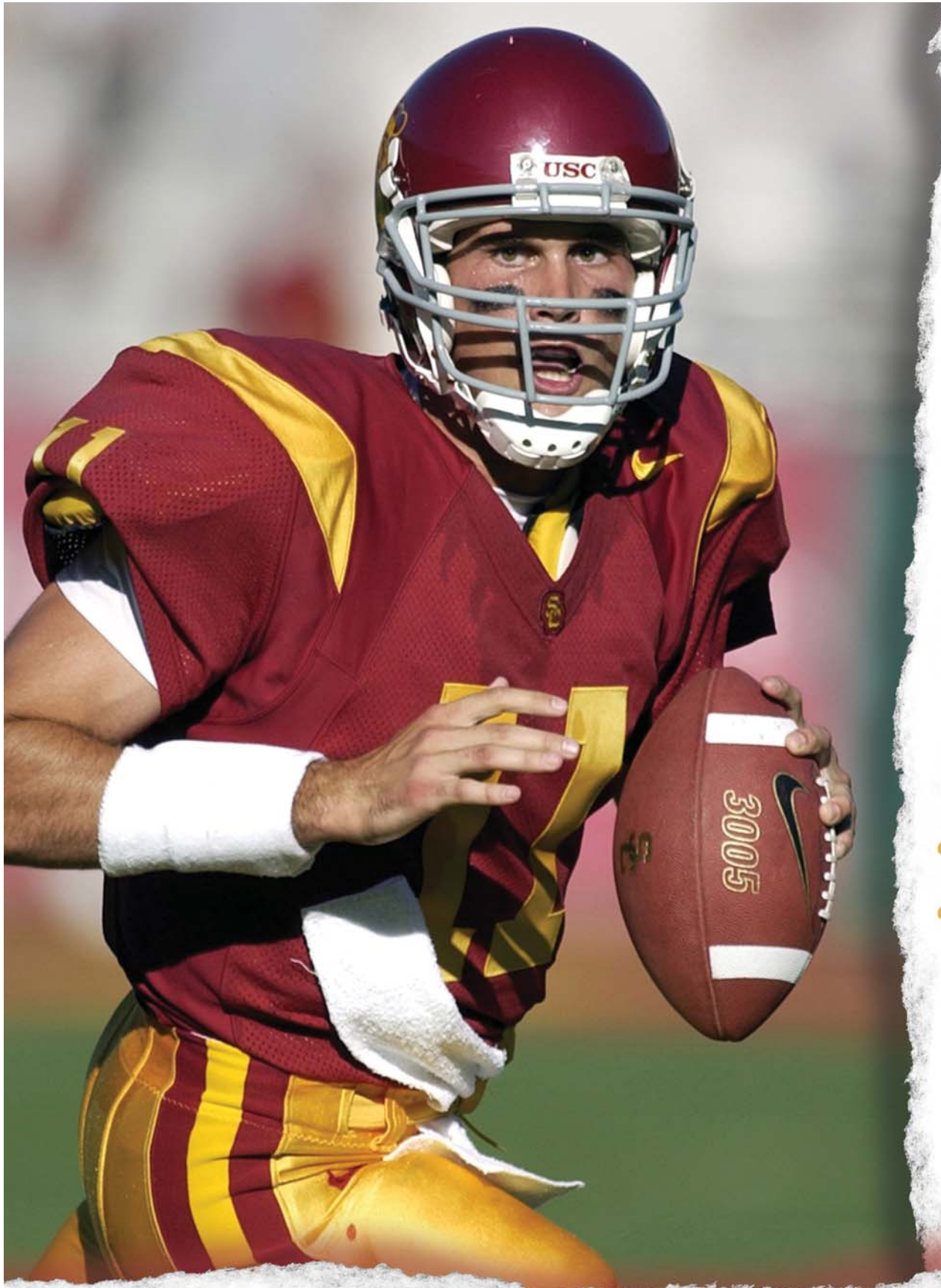
**It's a tight race and our web site poll for the first week of October showed just that.**

# Jason White

quarterback, Oklahoma  
6-3, 226 pounds, Senior



Last year's Heisman winner is healthy and apparently has recovered from the shock of losing those final two games last season. White threw nine TDs and misfired for only one interception in his first four games this season (and 859 yards), but with a veteran offensive line the Sooners have been able to run the ball considerably more than last year. If White's knees hold up, he should once again have a front-row seat later this year at the Downtown Athletic Club of New York City.



# Leinart

Quarterback USC  
6-5, 225 pounds, JR

Many considered USC the best team in the country last year, and Matt Leinart certainly played a key role in the team's success. As with White, Leinart threw nine TDs and made only one interception in his first four games (for 1,047 yards), but in those games he passed a total of 30 more times than White. The only factor hurting Leinart is that USC only just managed to beat Stanford by three points, whereas Oklahoma has yet to be seriously challenged.

# Kyle Orton

Quarterback, Purdue  
6-11, 226 pounds, SR



All the preseason hype focused on Jason White and Matt Leinart, but Kyle Orton is having an amazing year that makes him the mid-season Heisman favorite in many polls. One of the most memorable performances occurred on October 2 against Notre Dame at Notre Dame. In that game Orton threw 385 yards and made six touchdowns, four by air and two by land. It's been 30 years since the Boilermakers won at Notre Dame Stadium, so this victory was particularly sweet for Purdue.

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BIGGER FASTER STRONGER 45



# cederic Benson

Running Back, Texas  
6-1, 225 pounds, SR


The University of Texas has a knack for recruiting some of the best high school athletes, and they certainly nabbed another winner with Cedric Benson. Having recently passed Earl Campbell in being ranked as the second-best rusher in school history, Benson has posted 746 yards in 98 carries (along with 7 TDs) in his first four games. With 4,452 career yards so far, how close he gets to Ricky Williams' record of 6,279 yards may be the deciding factor in his final Heisman placing.

# HEISMAN HISTORY

One of the most coveted awards in college sports is the Heisman Memorial Trophy Award. The Heisman, which was first awarded in 1936, is given at the end of the regular season to the young man considered the best player in college football. Predicting who will win is the subject of countless editorials by sportswriters and armchair quarterbacks. Everyone has an opinion, but no one can collect their bets until the trophy is presented at the end of the year by the Downtown Athletic Club of New York City.

The Heisman is named for John W. Heisman, the first athletic director of the Downtown Athletic Club of New York City. The trophy sculpture was designed by Coach Jim Crowley and modeled by Warren Mulrey, a starter on the 1934 Fordham Rams football team. Although quarterbacks, running backs and wide receivers from major football powerhouses are most likely to win the Heisman, any player from any college, playing offense or defense, is eligible to win the award.

The Heisman voting procedure is actually rather simple. The nation is split into six sections (Northeast, Mid-Atlantic, South, Midwest, Southwest, Far West), each consisting of 175 media voters culled from the print, radio and television ranks. Also, every past Heisman winner casts a vote as well. Each elector casts a ballot listing his top three choices, with the top choice receiving three points, the second receiving two and the third receiving one. This method was adopted with the idea of eliminating regional favoritism, and the player receiving the highest number of points across all six sections is the winner.

Here are the past recipients of all Heisman Trophies. Many names you will recognize as athletes who have gone on to successful careers in the NFL. 

## Heisman Winners Since 1960

2003	Jason White, Oklahoma	QB
2002	Carson Palmer, Southern Cal	QB
2001	Eric Crouch, Nebraska	QB
2000	Chris Weinke, Florida State	QB
1999	Ron Dayne, Wisconsin	RB
1998	Ricky Williams, Texas	RB
1997	Charles Woodson, Michigan	DB/WR
1996	Danny Wuerffel, Florida	QB
1995	Eddie George, Ohio State	RB
1994	Rashaan Salaam, Colorado	RB
1993	Charlie Ward, Florida State	QB
1992	Gino Torretta, Miami	QB
1991	Desmond Howard, Michigan	WR
1990	Ty Detmer, Brigham Young	QB
1989	Andre Ware, Houston	QB
1988	Barry Sanders, Oklahoma State	RB
1987	Tim Brown, Notre Dame	WR
1986	Vinny Testaverde, Miami	QB
1985	Bo Jackson, Auburn	RB
1984	Doug Flutie, Boston College	QB
1983	Mike Rozier, Nebraska	RB
1982	Herschel Walker, Georgia	RB
1981	Marcus Allen, Southern Cal.	RB
1980	George Rogers, South Carolina	RB
1979	Charles White, Southern Cal.	RB
1978	Billy Sims, Oklahoma	RB
1977	Earl Campbell, Texas	RB
1976	Tony Dorsett, Pittsburgh	RB
1975	Archie Griffin, Ohio State	RB
1974	Archie Griffin, Ohio State	RB
1973	John Cappelletti, Penn State	RB
1972	Johnny Rodgers, Nebraska	WR
1971	Pat Sullivan, Auburn	QB
1970	Jim Plunkett, Stanford	QB
1969	Steve Owens, Oklahoma	HB
1968	O.J. Simpson, Southern Cal.	HB
1967	Gary Beban, UCLA	QB
1966	Steve Spurrier, Florida	QB
1965	Mike Garrett, Southern Cal.	HB
1964	John Huarte, Notre Dame	QB
1963	Roger Staubach, Navy	QB
1962	Terry Baker, Oregon State	QB
1961	Ernie Davis, Syracuse	HB
1960	Joe Bellino, Navy	HB

