

CONTENTS

OCTOBER 31, 1977 Volume 47, No. 18

Cover photograph by James Drake

Founder: Henry R. Luce 1898-1967

Editor-in-Chief: Hedley Donovan

Chairman of the Board: Andrew Heiskell

President: James R. Shepley

Group Vice President, Magazines: Arthur W. Keylor

Vice Chairman: Roy E. Larsen

Corporate Editors: Ralph Graves, Henry Anatole Grunwald

Managing Editor: Roy Terrell

Assistant Managing Editors: John Tibby, Jeremiah Tax, Gilbert Rogin, Kenneth Rudeen

Art Director: Richard Gangel

Senior Editors: Arthur L. Brawley, Bob Brown, Peter Carry, Robert W. Creamer, Barbara La Fontaine, Scot Leavitt, Mark Mulvoy, Bob Ottum, Patricia Ryan

Senior Writers: Walter Bingham, Robert H. Boyle, Frank DeFord, Ron Fimrite, Dan Jenkins, William Oscar Johnson, Robert F. Jones, Ray Kennedy, Curry Kirkpatrick, William Leggett, Coles Phinizy, John Underwood

Associate Editors: Gay Flood, Joe Jares, Jerry Kirshenbaum, Virginia Kraft, Barry McDermott, Pat Putnam, Morton Sharnik, Edwin Shrake, M. R. Werner

Staff Writers: Jeannette Bruce, Jule Campbell, Clive Gammon, Peter Gammons, Kent Hannon, Larry F. Keith, Dan Levin, Douglas S. Looney, Joe Marshall, Sam Moses, John Papanek, Sarah Pileggi, J. D. Reed, Ron Reid, Herman Weiskopf

Director of Photography: Jerry Cooke

Production Manager: Gene W. Ulrich

Chief of Research: Mervin D. Hyman

Photography: Thomas Vanderschmidt (ASSOCIATE DIRECTOR), Anthony Donna, Laurel Frankel, Barbara Henckel, Carolyn Keith, Steve Ross, Theodore Stephney, Robert W. Taylor, T. E. Theisen III

Staff Photographers: Walter Iooss Jr., Neil Leifer, Lane Stewart, Tony Triolo

Writer-Reporters: Jim Kaplan, Bruce Newman, Anita Verschoth, Nancy Williamson (Special Projects)

Senior Reporters: Christiana Walford (DEPUTY), Myra Gelband, Julia Lamb, Rose Mary Mechem, Paula Phelps, Denise Rogers, D. Alexandra Stathoplos, Constance Tubbs

Reporters: Wilmer Ames, Kathleen Andria, Kathy Blumenstock, Don Delli quanti, Michael DelNagro, Daphne Hurford, Roger Jackson, Melissa Ludtke, Linda-Ann Marsch, Angel Reyes, Linda Roehm

Art Department: Harvey Grut (ASSOCIATE DIRECTOR), Richard Warner (ASSISTANT DIRECTOR), Brendan F. Mulvey (Color Quality), Barbara Altman, William Bernstein, Linda Schwarz, Catherine Smolich

Copy Desk: Betty DeMeester (CHIEF), Iris Herman (DEPUTY), Lawrence Cannistraci, Edward B. Clarke, Madeleine Edmondson, Barbara W. Murray, Catherine Ogilvie, Sylvia Staub, Robert H. Williams

Production: George Infante (ASSISTANT MANAGER), Richard Colan, Luis A. Morales, Kenneth Tomten

Special Contributors: TEXT: Robert Cantwell, Bill Gilbert, Richard W. Johnston, Kenny Moore, Jack Nicklaus, George Plimpton, Rick Telander; PHOTOGRAPHY: Rich Clarkson, James Drake, William Eppridge, Stephen Green-Armytage, John Iacono, Fred Kaplan, Heinz Kluetmeier, Manny Millan, Herb Scharfman, Eric Schweikardt, George Long, John G. Zimmerman

Special Correspondents: Eleanor Milosovic (CHIEF), Anna Stewart (DEPUTY), Anchorage, Howard Weaver; Atlanta, Norman Arey; Austin, Jimmy Banks; Baltimore, Joe D'Adamo; Baton Rouge, Dan Hardesty; Birmingham, Jimmy Bryan; Boston, Leo Monahan; Buffalo, Dick Johnston; Carson City, Guy Shipler Jr.; Charlotte, Ronald Green; Chicago, Ray Sones; Cincinnati, Jim Schottelkotte; Cleveland, Charles Heaton; Columbus, Kaye Kessler; Dallas, Steve Perlman; Denver, Bob Bowie; Des Moines, Bob Asbille; Detroit, Jerry Kins; Greensboro, Smith Barrier; Harrisburg, John Travers; Honolulu, Jim Richardson; Houston, Jack Gallagher; Indianapolis, Dick Denny; Jacksonville, Bill Kastelz; Kansas City, Theodore O'Leary; Knoxville, Ben Byrd; Lexington, Ed Ashford; Little Rock, Orville Henkry; London, Lavinia Scott Elliot; Los Angeles, Jack Tobin; Louisville, William F. Reed; Memphis, Norman McCoy; Miami, Glenn Kirchhoff; Milwaukee, Bob Wolf; Minneapolis, Dick Gordon; Montreal, George Hanson; Nashville, Max York; New Haven, Bill Guthrie; New Orleans, Peter Finney; Oklahoma City, Harold Soles; Omaha, Hollis Limprecht; Philadelphia, Gordon Forbes; Phoenix, Frank Gianelli; Pittsburgh, Pat Livingston; Portland, Ken Wheeler; Port Townsend, Wash., Dolly Connelly; Providence, John Hanlon; Roanoke, Bill Brill; Salt Lake City, George Ferguson; San Antonio, Ray Evans; San Diego, Jack Murphy; San Francisco, Art Rosenbaum; San Juan, Fred Rehm; Seattle, Emmett Watson; South Bend, Joe Doyle; Spartanburg, Les Timms; St. Louis, Bob McCoy; Syracuse, Bud Vander Veer; Tallahassee, Bill McGrotha; Tampa, Tom McEwen; Toronto, Rex MacLeod; Vancouver, Eric Whitehead; Waco, Dave Campbell; Washington, Martie Zad

Time-Life News Service: Murray J. Gart (CHIEF), Richard L. Duncan (DEPUTY)

Editorial Services: Norman Airey (DIRECTOR), George Karas, Michael E. Keene, Benjamin Lightman, Doris O'Neil, Carolyn R. Pappas

Publisher: John A. Meyers

Associate Publisher: Donald J. Barr

Advertising Sales Director: Philip G. Howlett

Business Manager: Robert D. McCoach

Circulation Director: Richard W. Angle Jr.

Promotion Director: Harry C. Rubicam

Special Events Director: Keith Morris

Enterprises: Richard H. Beahrs

© 1977 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR IN PART WITHOUT PERMISSION IS PROHIBITED

Dressed to Kill 20

Taking the field wearing green jerseys for the first time since 1963, Notre Dame trampled fifth-ranked USC 49-19 by Douglas S. Looney

Bill Rodgers Took Manhattan... 24

...the Bronx and Staten Island, too—not to mention Brooklyn and Queens—as he ran away with the New York Marathon by Walter Bingham

They're Sacking the Jones Boy 26

The Patriots tackled Bert Jones for 53 yards in losses and held him to six completions as they beat the previously undefeated Colts by Dan Jenkins

Reg-gie! Reg-gie!! Reg-gie!!! 28

After hitting three home runs and clobbering the Dodgers, Reggie Jackson went on a whirlwind tour that touched all bases by Ron Fimrite

Pro Basketball, 1977-78 30

As the season got underway, Blazermania was at a fever pitch in Portland, but can the champs remain on top? by Curry Kirkpatrick 36

The NBA's enforcers play even tougher than they look. Some of the league's best tell how they maintain order on the court by John Papanek 38

Despite trades, free-agent deals and crucial injuries, scouting reports indicate little change in the power structure 50

You Can't Buy Heart 102

True teams, says the former Knicks' star, are a delicate amalgam of talent and personality, with everyone fulfilling a role by Bill Bradley

The Departments

Scorecard	15	Archery	77	For the Record	117
Football's Week	62	Hockey	86	19th Hole	118
Boxing	72	Pro Football	90	Credits on page 117	
		Sports Medicine	94		

Next Week

THE SECOND EDITION of baseball's reentry draft is apt to show that the owners are now cheaper and wiser. Larry Keith assesses the free agents' play in '77 and combs the draft list for bargains and those players who are overpriced at any price.

SEMI-GOOD is about the way Dan Jenkins rates the movie that was made from his rowdy, best-selling novel, Semi-Tough, and tells what it was like lurking behind the cameras watching Hollywood semi-depict pro football.

SPORTS ILLUSTRATED is published weekly, except semi-weekly during the second full week in February, and except two issues combined in one at year end, by Time Inc., 541 N. Fairbanks Ct., Chicago, Ill. 60611, principal office Rockefeller Ctr., N.Y., N.Y. 10020. J.R. Shepley, President; E.P. Lenahan, Treasurer; C.B. Bear, Secretary. Second-class postage paid at Chicago, Ill., and additional mailing offices. Authorized as second-class mail by the Post Office Dept., Ottawa, Canada and for payment of postage in cash. Subscription in the U.S. \$20.00 a year.

PRO BASKETBALL

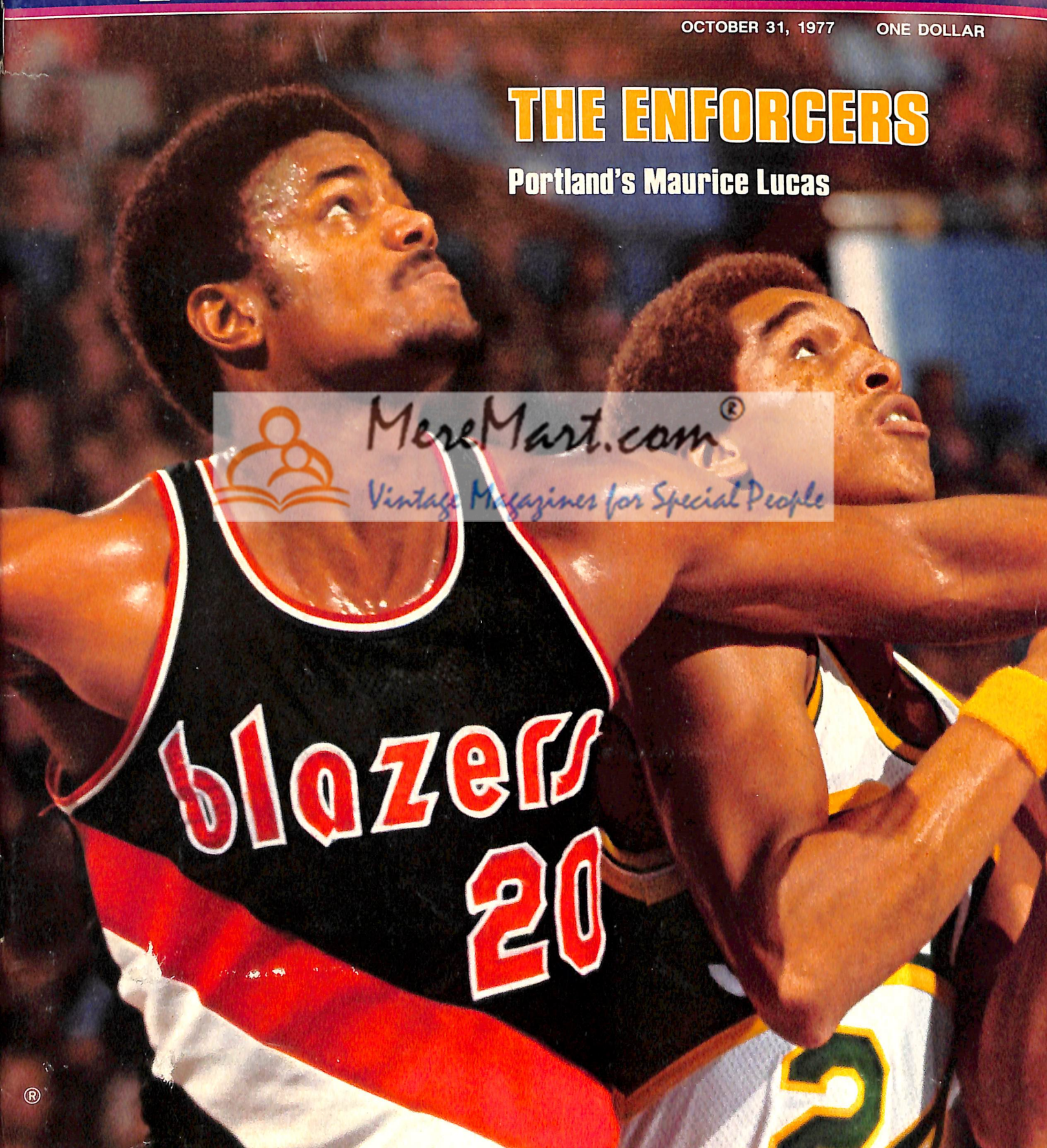
Sports Illustrated

OCTOBER 31, 1977

ONE DOLLAR

THE ENFORCERS

Portland's Maurice Lucas



MoreMart.com®

Vintage Magazines for Special People

blazers
20

®