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YES, VIRGINIA—The University, that is—used to be comfortable with losing, paying more mind to Tradition, Parties and Mister Jefferson. Now, declares Frank Deford, those times are changing. Football's up, basketball's hot, sports are in.

THE LAST TIME they met, Pittsburgh beat Houston for the AFC championship. They meet again in the opening game of the NFL season, but this time the Oilers have two new weapons in Ken Stabler and Jack Tatum. Paul Zimmerman reports.

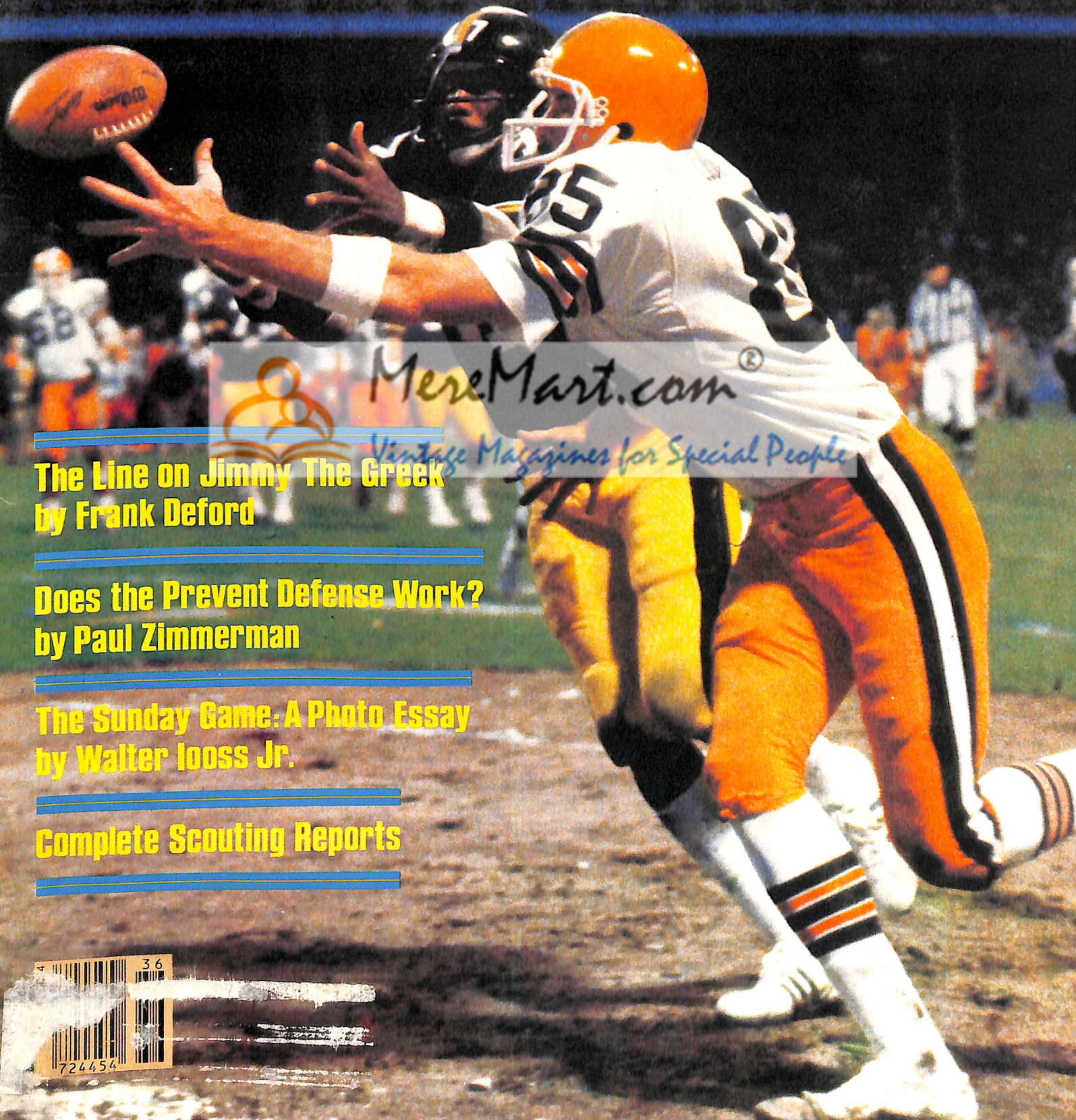
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