

Blacks rank number one on "Sports Challenge"



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Sports fans are in for a thrill when the Boston Celtic's Bill Russell, "Red" Auerbach and John Havlicek score against the California Angels on "Sports Challenge."



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The Washington Redskins' Coach and General Manager George Allen, all-pro flanker Charley Taylor and former defensive signal caller Jack Pardee.



"Sports Challenge" talent coordinator Dan Merrin, the "Brown Bomber," Joe Louis

and his son Jo Jo, a future possible heavyweight, relax after four rounds of taping

"Sports Challenge," TV's most widely syndicated sports show reaching 117 major cities around the U.S.



Host Dick Enberg, who is the 1970 "Sportscaster of the Year," asks Joe Louis, "You held the heavyweight championship 12 years, longer than any other man, and you defended your title more than any other champion. Who was your toughest opponent?" Deadpanned Louis without any hesitation: "UNCLE SAM." "Sports Challenge" airs in Portland on KGW-TV on Saturdays at 4:30 p.m.

College Draft in NBA 7th Round Dull

The survival chances of a seventh-round college draft pick are not the brightest in the National Basketball Association.

Exactly two - from all the drafts over the years - played last season in the NBA.

And one of 'em didn't help his case as a rookie when he suffered a cheekbone fracture and a cracked jaw in training camp or as a second-year pro when he missed half the campaign with groin injuries.

Yet this player - Rick Adelman - is the first official captain of the Portland Trail Blazers.

Appointment of the 6'1" guard obtained from San Diego in the 1970 expansion draft was announced enthusiastically by Coach Rolland Todd of the Blazers.

"Basically, Rick exemplifies the things we think are important to a winning player in the NBA," says Todd, who watched Adelman play "since he was a sophomore in high school."

"Rick," says Todd, "is a highly competitive, intelligent and an unselfish ball player. He is a leader by example, not vocally."

"Adelman is a catalyst for the other four guys on the floor," says Todd. "He makes things happen for them as much as for himself."

Adelman, all-time scoring leader of Loyola University of Los Angeles as a collegian, says of his new responsibility: "I didn't expect it. But it is an honor for the coach to think that way."

But the third-year pro adds with quiet emphasis, "I think I can handle it."

Adelman, who played two seasons with San Diego before becoming one of the Trail Blazers' "originals," set numerous season and single-game career highs last season when he averaged 12.6 points a game and was second in assists on the team with 380.

He set or tied single-game highs for field goals with 10, free throws with 13, free throws attempted with 14, assists with a club record of 13 and points with 27 - against the Boston Celtics.

He set season records for minutes played (2,303), field goals (378), field goals attempted (895), shooting percentage (.442), free throws (927), free throws attempted (369), rebounds (282), assists (380) and points (1,023).

Whew! Ten times during the season Adelman scored 20 or more points in a single game. And get this! Eight of those 20-plus performances were on the road, where unfriendly crowds make it tougher.

"There's no way I can explain that," says Rick, shaking his head.

Despite the finest season of his brief career, Adelman wasn't anywhere close to 100 percent physically. He still was weak from effects of groin injuries which in 1969-70 limited him to 35 games with San Diego.

"I feel a lot better as I approach our second season in Portland," says Adelman, who in the summer was running, lifting weights and shooting baskets.

His personal goals for 1971-72?

"For one thing, I hope to

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Gerry Gross makes no pretensions about being America's number one sports fan, but like any other sports lover he digs an action packed game. So as the idea guy and the executive producer of TV's leading sports show, he's hustling to give sports lovers action and entertainment on a TV game show such as "Sports Challenge," which already rates as the most widely syndicated sports show reaching 117 major cities around the country.

Gross battled some old TV guard concepts to prove his point, and as an inventive, feisty producer he brings to his game, TV producing, the competitive forge ahead tactics of a salty pro.

There are guys who were betting against Gross being able to attract the greatest figures in sports to appear on the show. And now they wish they hadn't. But Gerry Gross has a zest for battling the odds ... and he already snagged Hall of Famers like Bill Russell, Y.A. Tittle, and Ted Williams ... great pros rarely seen in public, much less on TV. Gross sharpened the "Sports Challenge" game format to the ultimate in competitiveness. Gross corralled some of the liveliest film footage in sporting history to give the opposing three-man teams vying against each other an opportunity to beat each other brains out ... and enjoy it!

The weekly show, now playing its third series, is forging ahead. Along with Gross' new TV contender "Fights to Remember," a syndicated show serving up the classic bouts of all times. Heavies like

the "Brown Bomber," Joe Louis and the "Cincinnati Kid," Billy Conn clinch the premiere show as guest stars, reliving their famous bout of June 18, 1941 at the Polo Grounds in New York.

"When we started 'Sports Challenge,'" Gross recalls, "We knew it would take more than love and money to attract the greats ... You need both. That's why the competitive format became the magnet and along with that, there's the kick of helping disadvantaged youth groups all across the country."

The winning and losing teams on "Sports Challenge" are appropriated \$1,500 worth of Volt athletic equipment between them. They play the game on behalf of the youth group that is chosen, according to NBC's Fair Standards Investigation Committee, by drawing from hundreds of letters pouring in each week.

Out of these drawings come warm and human stories. Like the time when the Boston Celtic's Bill Russell, "Red" Auerbach and John Havlicek won \$1,000 worth of Volt athletic equipment for the East Chicago Heights Community Center. Upon receiving the good news, an elated athletic director named Grady McCollum called "Sports Challenge" to thank them for the sorely needed athletic equipment. McCollum said the show's concept was exciting and "Sports Challenge" helped him relive his past. What was his past? "Sports Challenge" representative asked? "Why, I was a former Harlem Globe Trotter," McCollum chuckled.

Recently, someone commented that black athletes are overlooked in favor of white athletes on TV shows. Gross says, "We only take the guys who everybody looks up to. We don't care what color they are. We want star power on TV and that can't be diluted by the color of a guy's skin."

Gross added, "We just want the top pros and couldn't care less about what color they are ... If they're exciting and charismatic individuals. People aren't idolized according to religion or color. You don't think of that individual as being black or white athletes, you think of him being a fantastic athlete."

Gross continued, "The whole beauty of sports recollection and involvement is to be able to look back and reminisce and talk about great moments in sports. All kids in the world and all guys grow up to be great sports fans. Whether the guys are hoisting a few at the local pub or kids milling around a playground, they pride themselves on their knowledge of sports. There will always be guys quizzing each other and that always leads to the "Do you remember?" anthology of memorable highlights.

"No one would believe me when I said that I could get the greatest names in sports to play this game for a modest amount of money. I was also told I would run out of great film clips. I haven't even scratched the surface."

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SCORING a point for milk and milk products is Geoff Petrie, honorary 1971 Dairy Month Chairman. Petrie, standout member of the Portland Trailblazers, is the recipient of the National Basketball Association's "Rookie-of-the-Year" award. Assisting Geoff in making the "bucket" is Susan Gourley, of Brownsville.

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