

LINE OF FIRE

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CAN FIRE GIVE HOTFOOT TO TEXANS?

The World Football League becomes leather popping reality for Chicago fans on Wednesday night, July 10, when the Chicago Fire faces the Houston Texans in Soldier Field.

Ironically, the key word for both infant football teams is experience. There will be plenty of players who

know their way around the yard markers at the 8:15 p.m. kickoff.

Quarterback Virg Carter . . . tackle Steve Wright . . . linebackers Ron Porter and Rudy Kuechenberg . . . wide receiver Jim Seymour . . . running back Cyril Pinder . . . center Guy Murdock.

These are Fire performers who took the big league football test and were not found lacking. Now they're ready to test the Texans and the rest of the WFL.

For the Texans, coach Jim Garrett has put together a contingent of 25 players with at least one year's experience in the National Football League or Canadian Football League.

Garrett, former defensive coach with the New York Giants, will unveil a front four of Jim Kanicki, Al Dotson, Don Brumm and Joe Robb. That's 44 years of pro experience and the heart of what Garrett calls "the best defensive team I've ever had."

That's tall talk, even for a Texan, because Garrett's New York defense of 1972 limited opponents to 247 points, an average of 17.6 points a game, second lowest total in Giants' history.

Texan quarterbacks are Mike Taliaferro, a nine-year NFL vet, and Harry Theofilides, a fine passer who had the misfortune of trying to win a spot on teams that already had Sonny Jurgensen and Joe Namath.

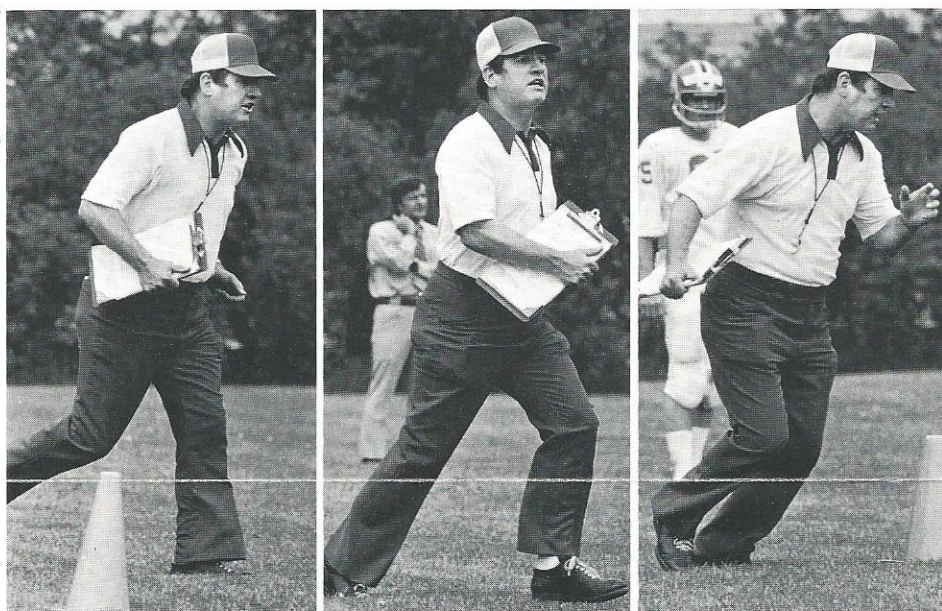
Other names familiar to pro football fans are linebacker Garland Boyette, running backs Hoyle Granger and Jim Nance, guard Bob Creech, wide receiver Charlie Frazier and tight end Willie Frazier.

And to go with this talent on the field is entertainment galore in the stands and on the field—before, during and after the game. Cheerleaders, pompon girls, Dixieland bands, an eight-story-tall hot air balloon and many, many surprises.

It should be a football night to remember. □

Fire Coach Deals Out Tough Camp

Photos by Mark Hertzberg



Fire Head Coach Jim Spavital is a man in motion at training camp.

Picture yourself attending coach Jim Spavital's first team meeting at training camp.

You look around at the huge men squeezed into desktype chairs. A rookie fullback over there, a grizzled veteran tackle next to you, a whole room full of men anticipating the month-long ordeal of trying to win a job with the Chicago Fire.

Coach Spavital enters. On the table up front he places a bowl of apples

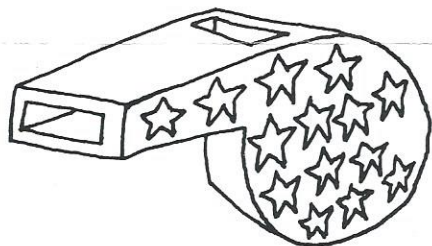
and a stack of road maps. Apples? Maps? What is this?

The coach begins his lecture. He says this will be a tough camp, 24 hours a day. Some have said he runs a concentration camp. He mentions that some players won't be able to take it. He hopes they won't sneak off in the night, but if they do . . .

Coach Spavital cares for each and every prospect. He says if anyone be-

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Author-tackle **Steve Wright** comes out with his first book, "I'd Rather Be Wright—the Memoirs of an Itinerant Tackle" in October with serialization scheduled to begin in *Sports Illustrated* sometime in September . . . When Fire head coach **Jim Spavital** set a National Football League record with a 96-yard run from scrimmage against the Green Bay Packers in



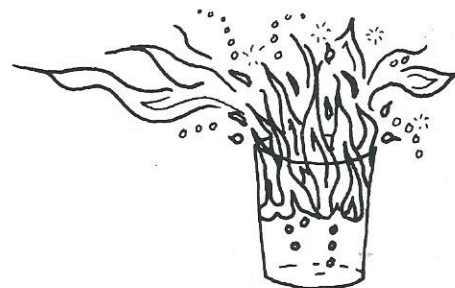
1950, one opponent who missed tackling him was **Joe Spencer**, now the Fire's offensive line coach . . . From more than 4,000 applicants, the World Football League selected 42 officials to serve during its inaugural season. Included are six former National

Football League officials—**Barry Brown**, **Hunter Jackson**, **George Kennard**, **Tommy Miller**, **Aaron Wade** and **Bill Wright**, with 14-year National Football League whistle-toter **John McDonough** serving as a special consultant. McDonough worked 260 NFL games including Super Bowl IV . . . Fire quarterback **Virg Carter** recalls that in his first season at Cincinnati,



wife **Judy** helped him learn the Bengals' first eight plays of each game, which were set up in advance. Relates Virg: "One day Judy bet some fellow \$5 what the first play would be. When she called it right, the fellow gave her 3-to-1 odds she couldn't guess on the next play. So she won again. By the time we ran those eight plays she made more money in the stands than I did on the field!" . . .

Virg is serving as honorary chairman for the Northwest Suburban Council Cub Scout recruitment drive and will host a group of scouts at a clinic in October . . . Quickie trivia quiz: What three Fire players appeared in Super Bowl games? Answer: **Ron Porter** (1969 with Baltimore, 1974 with Minnesota), **Steve Wright** (1967 with Green Bay) and **Mickey McCarty** (1970 with Kansas City). Wright played in three NFL championship games while with the Packers . . . **Bob McKay**, the 6-5, 260-pound offensive tackle of the Cleveland Browns signed by the Fire for the 1975 season, is spending his off-season continuing his studies at the University of Texas, where he earned All-America honors in 1970 . . . Mel Markon's, an "in" spot on Lincoln Parkway, serves a Chicago Fire drink, which, like its name, is red-hot.



Fire Coach Deals Out Tough Camp

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comes too ashamed and embarrassed to walk out like a man, he should pick up an apple and a map.

"I don't want to worry about you," he says, "So if you have an apple, I'll know you won't go hungry. And, if you have a map, you won't get lost."

You get the message. So do the others around you.

Says Spavital, who spent the last four seasons coaching the Winnipeg Blue Bombers in the Canadian Football League: "The players that survive training camp will be winners. And that's what we want for Chicago.

"I'm tough in training camp because I need to find out which players

will pay the price."

When the season starts, Spavital says, he'll ease up on the discipline. He'll still be a stickler for perfection, though, and aims to have the best conditioned team in the league. He'll back his players to the hilt if they work to their capabilities, which is all he ever asks.

At Winnipeg, Spavital took the Blue Bombers from last place and molded it into the winningest, most exciting team in the Canadian Football League.

Vic Grant, a Winnipeg sportswriter, recalls: "Jim gave the people of Winnipeg what they wanted, an entertaining team when they won and an entertaining team when they lost. When first place was out of sight in his first year, he still made it entertaining." □

THUMBS DOWN ON TIES

Neither Fire owner **Tom Origer** nor head coach **Jim Spavital** like ties. Origer never wears one and Spavital never plays for one.

"I've got to think about winning, nothing else, ever," says Spavital.

The World Football League has taken drastic steps to avoid ties, too.

For instance, there will be a fifth "quarter" (two 7½-minute periods) to break deadlocks. And the innovative seven-point touchdown, with a one-point run or pass conversion for an eight-point potential, is designed to avoid ties. □

CHICAGO FIRE 1974 ROSTER

NO.	NAME	POS.	HT.	WT.	PRO YEAR	COLLEGE	NO.	NAME	POS.	HT.	WT.	PRO YEAR	COLLEGE
7	Carter, Virg	QB	6-1	195	7	Brigham Young	50	Porter, Ron	LB	6-3	235	7	Idaho
10	Pennington, Peil	QB	6-5	210	R	Massachusetts	53	Greb, George	C	6-2	250	R	Kent State
11	Sark, Earl	K	6-2	190	R	New Mexico State	54	Brewer, Richard	LB	6-2	225	R	San Diego State
12	Daigneau, Maurie	QB	6-1	195	R	Northwestern	55	Best, Keith	LB	6-3	220	2	Kansas State
15	Ramsey, Chuck	P-PK	6-1	185	R	Wake Forest	56	Murdock, Guy	C	6-2	230	2	Michigan
16	Walton, John	QB	6-2	190	R	Elizabeth City State	58	Whye, Wayne	OG	6-3	250	R	Maryland (E-S)
17	Phillips, Hal	CB	6-1	190	R	Michigan State	59	Kuechenberg, Rudy	LB	6-2	230	6	Indiana
18	Heath, Clayton	RB	5-11	190	R	Wake Forest	60	Jarmon, Sherwin	LB	6-2	220	R	Nebraska
19	Lantz, Dennis	CB	6-1	185	R	Kansas	61	Sikich, Mike	OG	6-2	250	2	Northwestern
20	Hill, Travis	CB	6-2	195	2	Prairie View A&M	63	Riley, Mike	LB	6-2	220	R	Miami (Fla.)
21	Ivory, Herb	CB	5-11	170	R	Cal State	64	Bradley, Dave	OG	6-4	250	4	Penn State
22	Warner, Don	K	6-3	205	R	Indiana	65	Quinn, Tim	OG	6-4	240	R	Bowling Green
24	Robinson, Marv	RB	5-8	190	R	N. E. Missouri	66	Malheiro, Dave	OG	6-2	250	R	Miami (Ohio)
25	Snyder, Todd	WR	6-0	185	4	Ohio U.	67	Fletcher, Wayne	DE	6-4	245	R	Loyola (Chic.)
28	Howard, Harry	S	6-1	190	R	Ohio State	68	Turner, Joe	C	6-6	260	R	Trinity
30	Wyatt, Bob	RB	6-0	240	3	North Texas State	70	Belgrave, Earl	OT	6-4	250	R	Ohio State
30	Carter, Mike	CB	6-1	185	R	Western Michigan	73	Wright, Steve	OT	6-6	245	11	Alabama
31	Kellar, Mark	RB	6-0	220	R	Northern Illinois	74	Sanduk, Ken	DT	6-4	250	R	Utah State
32	Ruffner, Barry	S	6-1	190	R	Indiana	75	Bailey, Chuck	DT	6-1	235	R	Michigan State
33	O'Neil, Vince	RB	6-0	205	R	Kansas	77	Hyde, Glenn	OT	6-3	245	R	Pittsburgh
37	Conley, Steve	LB	6-2	225	3	Kansas	79	Gleason, Dan	DE	6-4	245	R	Hillside
40	Madden, Don	RB	6-0	200	R	Eastern Michigan	80	Palmer, Luther	TE	6-2	225	R	Virginia Union
41	Dolbin, Jack	WR	5-10	185	R	Wake Forest	81	McCarty, Mickey	TE	6-5	250	3	Texas Christian
42	Scott, James	WR	6-0	185	R	Henderson J. C. (Tex.)	82	Lothamer, Ed	DT	6-5	260	R	Michigan St.
44	Brooks, Jimmie Lee	S	5-10	180	R	Eastern Kentucky	83	Burchfield, Don	TE	6-2	225	3	Ball State
46	Pinder, Cyril	RB	6-2	220	7	Illinois	84	Redmond, Tom	WR	6-0	180	R	Butler
47	Womack, Joe	CB	6-1	185	2	Louisiana State	85	Seymour, Jim	WR	6-4	205	4	Notre Dame
48	Kogut, Chuck	LB	6-2	220	R	Illinois	87	Heinrich, Mike	DE	6-5	230	R	Illinois
49	Armstrong, J. D.	LB	6-1	230	R	Kansas State	89	Gessford, Jim	TE	6-4	235	R	Hastings (Neb.)

WE GET LETTERS

Gentlemen:

I am being transferred and will be unable to use the ticket I have purchased.

There are many people in our area who cannot afford to be a part of the Chicago Fire scene. Therefore I would appreciate it very much if you would use this ticket to take senior citizens to the games.

Thank you and have a great year.

Sincerely,
Thomas L. Haskett
312 W. Wisconsin
Chicago

Dear Mister Fire:

Hello, I was at Community when Mark Kellar was there. I got a Chicago Fire bike flag, tee shirt and football.

Mark sure is my sort of hero. I hear he should be good (Of course, everyone on the Chicago Fire is!) Please tell Mark I said Hi and tell him to write.

Your Best Fan,
Bob Lietz
Chicago



P.S. Ask Mark if he remembers me.

FOLLOW THE FIRE WITH



Carling Sports is pleased to bring you weekly telecasts of WFL games throughout the season on WGN-TV. And on every televised game you'll enjoy our Carling Sports Features—interesting between-period interviews with guests from the Chicago area.

When you're watching the Fire on TV or at the stadium, a few Carling Black Labels make a good game all the better.

Carling Black Label is a full-flavored brew. It has a taste that comes through, straight and true, beer after beer. So if you like a beer with flavor,

"Mabel, another Black Label!"



WJJD-FM will carry all 20 season games on radio.



TICKET RESERVATION FORM

THE CHICAGO FIRE FOOTBALL CLUB, INC.
1580 N. NORTHWEST HIGHWAY
PARK RIDGE, ILLINOIS 60068 • 312/694-3220

If you have a friend who hasn't joined the parade of Fire season ticket holders, tell him how easy it is to get with it. Let him know he can charge season tickets to the Fire on American Express. Have him fill out the attached coupon, with his charge card number, and return the order to the Fire. Season tickets to the entire 10-game home schedule may be purchased for only \$70 per seat. Excellent positions are still available but they are going fast. Seats are assigned as the orders are processed. Order now!

☐

PLEASE MAIL MY TICKETS IMMEDIATELY.

Enclosed is \$_____ for (no.) _____ season tickets (\$70/ticket).

☐ American Express ☐ Master Charge ☐ BankAmericard

Card No. _____

name _____

address _____

city _____ state _____ zip _____

home phone _____ business phone _____

signature _____



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