#### From rags to riches

# Cowboys promote Big D

DALLAS — In almost 20 years of existence the Dallas Cowboys have come from a rag-tag collection of free agents and one-sided losses to become the most marketable commodity in the National Football

And tonight, with a national audience looking on once again, the Cowboys will begin defense of their Super Bowl title.

Dallas-Fort Worth area," said the club's president and general manager, Tex Schramm. "And I don't think they realize what the Cowboys have done for the city.

"The Cowboys have done won-derful things for the image of this city. The city spends an awful lot of money trying to promote its name around the country and our team

NFL Properties, the group that sells all manner of goodies with team emblems on them, say items with the Cowboys' logo far outsell say. those of any other club.

But whatever the image of the Cowboys might be, the team has made a habit of winning for the past dozen years, and when Dallas meets Baltimore tonight it will be going after its 14th consecutive season

Half of the Cowboys' schedule will be televised nationally this sea-son and Coach Tom Landry thinks

"Sure, I like our chances," said shape.
"The thing I like is that we ended Landry, whose team returns all the key elements that made it the NFL champion for the second time last

prove against Baltimore and against 'I don't think people in this area the New York Giants (in the second

team is prepared for close we want it now, but our defense is ready to open the season in good

the preseason schedule on a positive note. The fact we were able to come "I think we are probably about where we usually are after four preseason games. If we continue to improve against Baltimore and the final three minutes and beat a good team like. Pittsburgh (16-13) is a good sign and it should have some carryover value to it."

against Pittsburgh and the generally have any conception of the popularity of the Cowboys outside the right where we want to be. right where we want to be. (except for a noticeable lack in the "Our running game isn't where' third preseason game against Hous-

into the regular campaign has been Tony Dorsett.

Dorsett did little in the way of spectacular running in exhibition games, but he at least came through

without getting hurt.

"He hasn't exploded yet this year," Landry said of the 1,000-yard rusher. "But I think he will when the regular season gets here. The first unit will be working together and he will be playing four quarters.

"The first time he gets in the open field he will explode, just like he did

## Colts without 1-2 punch

BALTIMORE — The Baltimore Colts, opening their 1978 season tonight against the Super Bowl fered in a 13-7 preseason victory last champ Dallas Cowboys, will not be running on all eight cylinders, as Coach Ted Marchibroda is wont to weekend against the Detroit Lions. At quarterback in his place will be Mike Kirkland, a third-year pro out

The Colts will take the field in pleted a pass in regulation play. The Dallas without the one-two punch inexperienced Razorback got the that has propelled the team to the top of the AFC East the past three Bill Troup is also injured.

Jones, who last year completed the NFL, and running back Lydell Mitchell, the team's all-time rushing champ and a 1,000-yard-plus

Other 1977 Colt starters to be

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weekend against the Detroit Lions.
At quarterback in his place will be of Arkansas, who has never com-

Jones will be on the sidelines

nursing a shoulder separation suf-

Bill Troup is also injured.

Mitchell, a durable seven-year Missing will be quarterback Bert veteran, became embroiled in a contract dispute a few weeks ago, more passes than any quarterback in filed a discrimination grievance

traded were tight end Raymond

leod, 11-year guard Elmer Collett, four-year defensive end Ron Fer- tained from Buffalo for a draft nandes and six-year veteran tackle choice

Marchibroda, who has taken pride in bringing along his players rather than trading for new ones since taking over the Colts three years ago, worked hard to get veteran players from other teams this

The Colts' new faces include: inexperienced Razorback got the nod because backup quarterback catcher acquired from Oakland, who will be the backup for wide receiver Roger Carr

trade. Washington, a University of against the club and was traded to Oklahoma star, is a three-year veteran running back who has been plagued by injuries.

Don Hardeman, a running

#### OFF CAMPUS STUDENT ASSOCIATION **Positions Available**

- Vice President, university relations · Vice President, community relations
- Secretary Representatives

Applications available in the OCSA cubicle, Room 216 MSC. 1st meeting September 4, MSC conference room.

> VISITORS WELCOME Application deadline Sept. 9

-Joe Washington, picked up from San Diego in the Mitchell

Chester and wide receiver Freddie back obtained from Tampa expected Also lost to injury or retirement are five-year linebacker Tom Macleod, Llayer and Electric Also lost to injury or retirement are five-year linebacker Tom Macleod, Llayer and Electric Also lost to injury or retirement are five-year linebacker Tom Macleod, Llayer and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost to injury or retirement are five-year linebacker Tom Macleon and Electric Also lost line and Electric Also l

veteran cornerback who was ob-



By DERRICK GRUBBS

After breezing through their first out seven opponents unscathed at the 1978 World Baseball Tournament, 1978 World Baseball Tournament, the United States was dealt a serious blow by dropping a 5-3 decision to Cuba Saturday.

This Ceary in Plant Coary in Plant

Both teams enterd the contest undefeated and a crowd of over 10,000 was on hand in Parma, Italy to watch the Cubans hand the U.S. its first setback of the tournament.

The usually sure-handed Americans committed three costly errors to allow the more experienced Cuba team some added opportunities. The U.S. took a 3-1 lead after

three innings but a two-run homerun in the fourth by Cuba's Robert Rodriguez tied the game. Cuba went up 5-3 in the top of the seventh but the U.S. threatened in the bottom half when Tim Wallach of Cal State Fullerton hit a long drive to deep left-centerfield. the Cuba leftfielder made the catch

Tim Leary of UCLA was the los-

Labor Day

players are older and much more experienced than our guys and they have been playing together for several years. We just made too many miscues in the infield that cost us

Chandler added that the interest surrounding the game was tremendous. He said that when the U.S. team went out to take batting practice two hours before the game, there were already 7,000 people in the stands. The game was also viewed by a national TV audience throughout Italy.

some runs.

Mike Hurdle and Kyle Hawth-orne of Texas A&M both played in the game. Hurdle was 0-for-3 at the

The United States is the tournament and as a was in second place beh which went to 6-0 after it

the Americans. The U.S. team has mes left in the tourn takes on Australia with mond of Texas A&M so the starting pitcher. To

Cuba must make up that were postponed ear rain besides playing the scheduled contests. The test in that time will Korea which was 6-1 as of

The U.S. team had St and took a sightseeing tripice. They are scheduled home Thursday followin day's closing ceremo



# MEDONALD'S ITRAMURAL HIGHL



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## Rule Changes

Team managers, read this carefully because the handbook has been amended this year. All team captains are now responsible for the sportsmanship of their members. Also, team captains are financially responsible for forfeiture fees. Due to limited facilities and expanding demands this year, teams who forfeit will be assessed the charges for officiating the scheduled game. The new rule of thumb is to sign up early and not forfeit.

When team managers come in to enter their teams, they must have the name and phone number of their assistants and know what days and times their teams can play. More information is available at the IM office in DeWare Fieldhouse.

25, 73, 92 Hike!

ou sign up. IM is conducting a flag will receive IM T-shirt awards. potball tournament starting play

with the other teams playing Class represented will be dropped. B. Class BC is casual skill and more who compete in round robin and do game in town.

Fall football fever is around the not forfeit will advance to the orner, but you can't play unless playoffs. Each class champion team

Copies of the rules are available at Monday, September 18. Play will the IM office in DeWare Fielbe round robin in AB or BC classes. dhouse. Schedules may be picked up by the team managers at a man-AB classes are higher skilled, datory meeting on Thursday, Sepnore competitive and the leaders tember 14 at 5:15 p.m. in Rudder will play Class A ball in the playoffs Tower, Room 601. All teams not

Entries open September 4 and er fun. Leaders in Class BC will close September 12. Round up your play Class B playoffs and the other fellow punters, passers, and kickers eams will play Class C. All teams and join in the fun. IM has the best



With football season drawing near, campus dorms are quick to begin their practices. Shown here are some of the more graceful leaps made by Davis-Gary residents during a scrim-



NOTICE OF MEETINGS

Flag football officials clinic will pe held Monday, September 4, 1978 at 7:00 p.m. in Room 225 of the M.S.C. The clinic will be held Tuesday and Wednesday at the same time and place. Thursday's meeting will be in 212 M.S.C. at

Entries Opening:

Flag Football - Monday, Sept.

Tennis Singles - Monday, Field Goal Kicking - Monday,

Sept. 4 Meetings:

Sports Club Officers - Wednesday, Sept. 6 at 6:00 p.m., Room 232 G. Rollie White Coliseum
Advisory Council - Tuesday,
Sept. 5 at 5:00 p.m., IM Of-

REMINDER

IM events, activities, and recreation facilities are open to all TAMU faculty, staff, students, and spouses. Take advantage of

#### **Sports** Shorts

the opportunities and recreate,

P.S. Always remember your TAMU I.D. card. You cannot participate or use the facilities without a TAMU I.D.

EXTRA, EXTRA . . .

The first extramural sports club officers' meeting will be at 6:00 Wednesday, September 6, 1978. The meeting will be in Room 232 of G. Rollie White Coliseum. This is a mandatory meeting for all officers as budgets, publicity, and organization for the year will be discus-

#### JOGGER'S NEWS

Hear ye, hear ye, all ye subjects in warm-up suits and track shoes, jogging has come into its own at Texas A&M. No matter if you are a one-miler or a marathon runner, you can find maps of marked, accuratelymeasured pathways for jogging. Maps and more information are available at the IM office at DeWare Fieldhouse.

## A Special Event

What's done quickly, is worth 3 points, and can save a football game? A field goal, of course. IM's field goal kicking contest will open for entries Monday, September 4 and close Tuesday, September 12. The contest consists of each entrant attempting one kick at every 5 yard interval beginning at the 15 yard

Last year's champ was Robert Stringer, who holds the record for the longest field goal of 60 yards. Mark Olmo, a 1977 participant, holds the record of 140 yards, the most total yards for 3 kicks. Entry blanks and more information can be obtained at the IM office in DeWare Fieldhouse.

### A New Stimulus

It's new! It's exciting! It's brand new tennis courts that dry quickly after it rains, resist flooding, and are not surrounded by a fringe of ball eating weeds

That sounds like great motivation to join the action in the IM tennis singles tournament. Entries open September 4 and close September 12. Divisons will be men's and women's classes A, B & C. "A" is for the highly skilled, highly competitive swingers, "B" is for the moderately skilled player, and "C" is for casual or just-for-fun skill level. IM T-shirts will be awarded to each class champ.

Players must furnish their own racquet and an unopened can of new tennis balls. Tournaments are single elimination. Schedules will be posted on Thursday, Sept. 14 at the IM office.

Swing into the fun. Courts may be reserved for practice by calling the IM Reservation Office at 845-

#### Acknowledgments

This ad is sponsored for the fifth consecutive year by our local McDonald's Restaurants, located at University Drive and Manor East Mall. It is published under the direction of the Intramural Office with pictures by Corey Gaskill and stories by the IM Staff.





"I Spy's Participant of the Week"

Mike Eisele takes aim as he begins his forehand swil Mike should come by the intramural office to pick up free "Be Our Guest Card" from McDonald's, which redeemable for free food.

This week's Intramural photos are by Corey Gaskill

# Refs Corner

Wanted: Men and women for ex- enthusiastic officials who like citing employment.

These individuals need to have some knowledge of flag football, water polo, volleyball, flickerball, Fieldhouse. Freshmen are and/or soccer. We are looking for come

ing with people. Will train N