

## Schramm: Dallas at crossroads

United Press International

THOUSAND OAKS, Calif. — Over the past 20 years the Dallas Cowboys have produced an almost flawless record when it comes to making the proper turn at critical crossroads.

This is the year when another turn is required and Tex Schramm, perhaps more than any other, is currently sweating out the team's ultimate direction.

"We've been in this position before," said the Cowboys' president and general manager. "It always makes the adrenalin flow a little more."

But are there times when Schramm wonders whether the team's long string of successes might finally be coming to an end?

"You'd better believe it," he said. The current crisis point began last December when the Cowboys were run down by the Washington Redskins in their showdown for the NFC East title.

Disappointed in that big game, the Cowboys promptly folded. They were first crushed in the regular season finale by San Francisco and were then ousted from the playoffs by the Los Angeles Rams.

It marked the first time in the team's history it had lost the last three games of a season.

Then came a rash of retirements — offensive tackle Pat Donovan, defensive end Harvey Martin, tight end Billy Joe DuPree, fullback Robert Newhouse and wide receiver Drew Pearson. With the trade of receiver Butch Johnson to Houston, the Cowboys have lost 62 years of pro football experience.

In addition the Cowboys changed hands. Clint Murchison, in failing health and wanting to settle his estate, sold the club for \$80 million to an assortment of businessmen headed by Texas A&M board of regents chairman H.R. "Bum" Bright.

Finally there is the matter of Danny White vs. Gary Hogeboom, an old-fashioned quarterback conflict which will be dealt with during training camp and the exhibition games.

A Dallas newspaper polled the club's players during the offseason and a majority of them, under the cloak of anonymity, said they thought Hogeboom should be the Cowboys' quarterback.

With all of that as a background, the Cowboys reconvened on the campus of California Lutheran College in hopes of once again fighting off the inevitable.

It is their 25th anniversary season and for the last 19 of those years they have had a winning record. And in 18 of those 19 years Dallas

has been in the playoffs.

But is it all coming to an end?

"It is certainly a very important year for us," said Schramm. "But you would like to come through this year because it is in situations like this that everybody questions you. We would like to answer those questions in a positive manner."

The man chiefly responsible for keeping the Cowboys a winner has approached this year's training camp in a relaxed manner, at least relatively speaking. Coach Tom Landry, it seems, thrives under adversity.

"I sense the same determination in Tom he had in 1980," said Schramm. "That was the year Roger (Staubach) retired and a lot of people were saying we would drop down. He rises to the challenge like a lot of people do. He enjoys it."

"It seems in the most stressful times he displays a certain looseness. I think I see some of those signs now."

"As long as he sees it as a challenge he will want to continue to coach and this year will be a challenge."

It has been a trying year for Schramm. He supervised the sale of the club, insuring the survival of the unique structure of the Cowboys — in which the owner spends the money and stays out of the way.

"This year has taken a certain toll," he said. "When you have been doing business with someone for 24 years and have to change and go through all of this, well, it's not easy."

It is times like these that brings out the historian in Schramm. He likes to recount history, naturally, because history has been kind to his efforts.

"This all reminds me a of 1980," he said. "We had seen the end of the era with Staubach gone. We had lost in the playoffs to the Rams in 1979, but we had a lot of enthusiasm and there was a challenge in that camp."

"We played well, but the loss to San Francisco (in the NFC title game) was very disappointing."

"I'm not sure that 1975 isn't a better parallel. We didn't make the playoffs the year before and we had the 12 rookies who made that squad. They seemed to bring new enthusiasm."

"I hope that is the case this year because there will be a lot of rookies make this team."

It is not difficult to imagine a down year for Dallas in 1984. The Cowboys pulled off some amazing victories during the first half of last season and without those comebacks they might well have been looking at a breakeven record.

And what would fan reaction be if



Tex Schramm

the Cowboys do finally tumble.

"We would get a strong reaction from the fans," Schramm said. "We have very emotional fans. I always think of that song, 'You always hurt the one you love.'"

"That's the way it is when people are used to winning. They tend to make very critical statements about a team because it hurts them when they lose."

"Of course we dug our own hole with our success. But that's a lot better than having it the other way."

## Superstation gets CFA TV contract

United Press International

AUSTIN — Turner Broadcasting System and the College Football Association have reached an agreement to televise 15 Saturday night games this fall, it was reported Monday.

The Austin American-Statesman said the agreement, negotiated over the weekend, calls for the Atlanta-based TBS to have second pick of games that are televised in the afternoons by ABC and CBS.

The games will have a 7:05 p.m. starting time on WTBS, which is carried nationally on most cable outlets, the newspaper said.

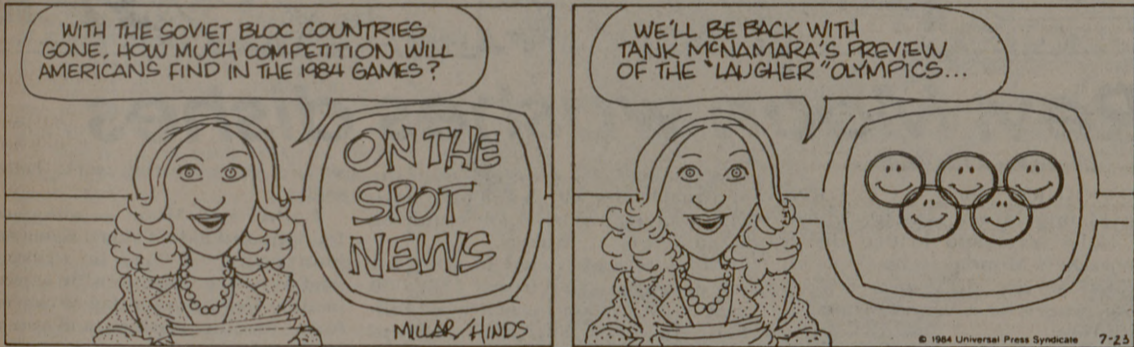
University of Texas Athletic Director DeLoss Dodds, who helped negotiate the contract for the 63-member group of major college football powers, declined to disclose the figures for the TBS deal.

But he said it exceeded the \$8 million that CBS will pay the Big Ten Conference and the Pacific 10 Conference for 14 games over 10 weekends.

Despite TBS' second choice of games, Dodds said "that still leaves some good ones."

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### Monitoring Olympic athletes

## Doctor fights drug use

United Press International

LOS ANGELES — In as many languages as will be represented at the Olympic Games, the message is coming across simply and clearly.

"We'd like every athlete to receive our message," said Dr. Anthony Daly, medical director of Olympic Health Services. "Don't come and try to test our system."

Daly is a man with a missionary's zeal, and his long-range objective is to leave a legacy for future athletes. Of immediate concern is to ensure that no one beats what he considers to be a fool-proof doping system once the Games begin on Sunday.

"What we want is a drug-free Olympics where everyone competes to the best of his natural ability," Daly said Monday. "What I would

hope comes out of all this testing, what the athletes want to know, is that when they go to the starting line the person they are competing against is not trying to gain an unfair advantage."

A sophisticated \$2 million laboratory has been built at UCLA — another legacy to be offered by these Games — and during the two weeks of competition more than 1,500 athletes, representing almost 20 percent of the contestants, will be tested for drugs. The top four finishers in each individual event, plus others selected at random, will be asked for urine specimens, with the tests completed within 24 hours.

Someone such as track standout Carl Lewis, a candidate for four medals, conceivably could be tested

as many as four times.

Each athlete tested will give two specimens, and these will be rushed by special couriers in cars to doping control. If the first specimen proves positive, the athlete involved will be permitted to have a representative present when the second specimen is tested.

"We will bend over backwards to be sure an athlete is positive before we report him positive," Daly said. "We would like not to see any positives."

As for the possibility of accused athletes taking legal action, Daly said, "This was of some concern to us in the past, but now we think we have scientific facts to back us up."

## Lockhart outshines Cannon at Cowboys' rookie camp

United Press International

THOUSAND OAKS, Calif. — On draft day, with the Dallas Cowboys obviously in need of linebackers, that team made Billy Cannon of Texas A&M its surprise opening pick.

The coaches said they were tired of drafting projects and wanted to make sure that with this No. 1 they acquired somebody who would help them in a hurry.

But Billy Cannon, who played linebacker only during his senior year at Texas A&M, has not exactly been the star of the Cowboys' rookie camp this year. Instead, most of the talk has been about another young linebacker — Eugene "The Hitting Machine" Lockhart.

He is a sixth-round draft choice from the University of Houston and he quickly gained the reputation of being a violent football player.

"When we had our first meeting," said Lockhart, "coach (Tom) Landry told us the best way to make this ball club was to hit. That was music to my ears. That's what I love to do."

"I've always enjoyed hitting because that's what football is all about. When I go out on the field I expect to hit and I expect to be hit."

One of the Cowboys' chief weaknesses of late has been its linebacking play, so the showing of Lockhart in the early days of training camp makes it likely he will win a place on the team.

The Cowboys cut three free agent rookies Monday to trim their roster to 120 players.

Running back Lionel Wilson of Houston, defensive lineman Reese Freeman of Northern Colorado and wide receiver Michael Gray of Bishop College were placed on waivers.

The cuts left the Cowboys with 76 rookies.

The injury rate at the Cowboys camp this year has been high this year, chiefly because the answer to Landry's call for more hitting.

At the end of one afternoon of work there were 20 new names on the injured list.

But Lockhart, other than a slight sting from a hit on his elbow, has sailed through in fine fasion.

"I believe that if you keep hitting the other guy as hard as you can, you are less likely to get hurt yourself," said Lockhart. "You cannot afford to let up one play because if you do that is the play that you will get hurt."

"So I go all out every play." In the opening days of training camp Landry strolls around from one area of the other to watch players working with their particular assistant coaches.

And at the end of the first week of camp Lockhart was the one who had caught his eye the most.

"There are so many players out there (the Cowboys brought in well over 100 rookies to their camp) that it is hard to get a good look," Landry said.

"But, of course, there is Lockhart. He has stood out some."

Lockhart earned his business degree at Houston and if he just as mentally prepared for another career as he is for pro football. "I would just go back to Houston and get a job," said Lockhart. "But this is what I want to do."

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