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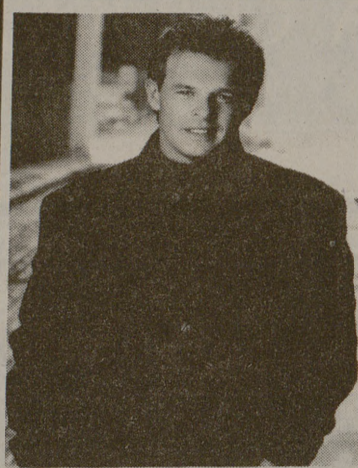
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Smith ready to soar like a eagle after huge day

The Associated Press

IRVING — Emmitt Smith retired his game shoes Monday to his own personal hall of fame.

"I'm going to put them in my card shop in Pensacola where I've got some footballs and jerseys," Smith said. "I'll put 'em in a case. I'll have engraved on the outside, 237 yards, sixth best day in the NFL, Dallas Cowboys record, all that good ole jumbo stuff."

Smith was sore but still bubbling over his sensational Sunday where he rushed 30 times for a club record 237 yards in the Cowboys 23-10 victory over the Philadelphia Eagles.

Smith, who missed two games in a bitter contract dispute with owner Jerry Jones, was thought to have no chance for a third consecutive rushing title.

However, he moved to within 241 yards of Detroit's Barry Sanders. Whereas the Cowboys have used their two idle weeks, the Lions still have one ahead.

"I'm back in this thing guys," Smith said. "Barry has to sit out a game. I got to still have some more big days, but it's not over."

Smith said the NFL rushing title isn't as important as winning. "Winning is still the main thing but it means something to me when you join the company of somebody like Jim Brown," Smith said. "I'm shooting for Super Bowls and the Hall of Fame some day and this doesn't hurt."

Smith tied the 237 yards the 1961 Eagles surrendered to Cleveland's Brown as the most ever by the franchise.

Tony Dorsett's 206 yards rushing against Philadelphia in 1977 was the Cowboys previous club record.

"I'm still not 100 percent, but I'm getting there," Smith said. "There are still things I need to work on. I'm making some mistakes. But my hamstring isn't very sore any more."

The Eagles will attest to that. Smith's 62-yard scoring run in the fourth period put the Eagles away for good.

"Emmitt just broke their back," said offensive guard Nate Newton. "You can't stop him when he's having a day like he did Sunday."

Smith said he didn't realize he was having a club record day until someone came up and told him after his touchdown.

"I said, 'Well, blow me down,'" Smith said. "I didn't feel like I had carried 30 times. But I do today. I don't want 30 carries every week, that's for sure."

Smith said he still feels like Sanders is too far ahead to catch. "I'm never going to say it won't happen," Smith said. "I still have



The Associated Press

Dallas Cowboy running back Emmitt Smith (22), shown here in earlier action against the Indianapolis Colts, ruffled the Philadelphia Eagles' feathers for 237 yards on Sunday in Dallas' 23-10 victory.

a chance and it (the rushing title) will be in the back of my mind. But I'm just going to concentrate on winning games."

Smith said he had heard reports Sanders was unhappy with his contract.

"I've just got one piece of advice," Smith smiled. "Barry, go ahead and walk out."

Basketball

Continued from Page 7

win one?" Burket asked. "The only problem is getting it in our minds. The returning players see that this goal is easily attainable, but we have to stay focused on what we want."

Branch, who earned SWC Newcomer of the Year honors last season, said that she is setting her goals even higher for the upcoming season, but she said she realizes the team is first.

"I'd like to be the Most Valuable Player of the conference," Branch said. "But I know to do that, I'm going to have to make sure that the team is successful."

To accomplish preseason goals, Branch said that practice has been brutal.

"Practice so far has been, in one word, intense," Branch said. "From the time we warm-up, to when we scrimmage at the end of practice, it is all intense."

"The coaches have thrown a lot of new stuff at us and we still have a ways to go, but we're ready to compete."

Norton hurts bicep muscle

The Associated Press

IRVING — Middle linebacker Ken Norton suffered a torn right bicep muscle in Sunday's 23-10 victory over the Philadelphia Eagles but Dallas Cowboys coach Jimmy Johnson said the defensive signal caller would likely postpone surgery until the end of the season.

"It will have to fixed eventually but if it's corrected now he would miss the rest of the season," Johnson said Monday. "There is a knot in the bicep where the muscle was torn

away. He could have some problem taking on blocks but should be able to perform as time goes on."

Johnson said Norton, who was moved to the middle three games ago, was still considering the option of surgery.

Should Norton not be able to play against the New York Giants on Sunday, the Cowboys will move four-year veteran Bobby Abrams into the middle.

The Cowboys picked up the former Michigan star as a free agent. Robert Jones has been moved to outside linebacker.

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Chelkowski

Continued from Page 7

along with sports, the two become one in the same and the newspaper ends up selling itself short. Although the stories may be fair and accurate, the ads represent a shortage of values and consequently, their credibility suffers.

And what does this say about the players, coaches, and other individuals involved in a sports story.

It's difficult, if not impossible, to avoid associating the ad with

the story when they are sitting side-by-side.

For example, alongside a feature about a Southwest Conference coach or player, there may be an ad that features a painted woman with hair that looks like it would hurt to touch which reads:

"Rubdowns by beautiful, exotic women" and "Native Tan. A professional alternative to topless clubs where the women are restless."

A young person reading this page may come away with a slightly different image of this particular individual or team.

What about the women who are entering the sports world in many different areas such as athletes, fans, writers or critics? They read these pages and it's probably safe to say that most of them would rather not see ads where other women are up for sale.

If the ads are going to remain on the sports pages, then there needs to be some balance by "catering to women." How about: "Clothes, jewelry and HUNKS. These massive men have no brains, but can dance around in Speedos like you won't believe" placed next to a

story on women's tennis? It probably wouldn't fly.

One of the unfortunate things is that sports fans have become so numb to sexual advertising, they don't even notice what's really being said.

They don't realize that these ads reflect on everyone and everything involved with sports and with each ad, their values fall another notch.

The bottom line is there is no room for it.

Sports and the ever-faithful fans will do just fine without promotions for sex. They both have their place, but it's not together.

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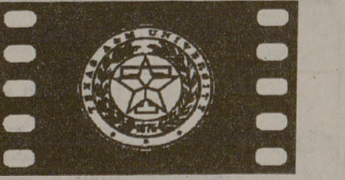
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