

Thursday • September 14, 199

Sherrill vows to put LSU loss behind him

DThe MSU coach faces former SWC opponent **Baylor on Saturday.**

STARKVILLE, Miss. (AP) — Mississippi State coach Jackie Sherrill says his Bulldogs have to put their LSU loss behind them and prepare for this week's battle with the Baylor Bears. Sherrill knows the Bulldogs

(1-1) have to get ready to play at Baylor (1-0). It will be the first game in the series since 1950, when Baylor won 14-7 in

They have been talking about this game for a long time now," Sherrill said Tuesday during his weekly press conference. "They are the biggest team we will play this year. They have an awful lot

Baylor won its season open-er at Tulsa, and then had an extra week to prepare for Mississippi State because of an

Mississippi State is coming off a 34-16 loss to LSU, losing

to the Tigers for the four straight year. The Bulldo struggled offensively, outsid of an 80-yard touchdown pa on their first game and an & yard fourth-quarter drive aft

the game was out of reach. "Going back to Saturday game, there are always for to five plays that offensive hurt your opportunity to ge back into the game," Sherr said. "The two screen passe that added up to negativ yards, the missed field goa and the two dropped pass

on the goal line: you have to execute those." Another concern this week for Sherrill is playing on artif-cial turf. The Bulldogs had se-eral players injured when the

played on the plastic grass a Texas in 1992. 'The concern is players a accustomed to running grass, stopping and startin

when there is some give there. And there is no give on Ast turf," Sherrill said. "Then you will have some athletes tearing and turning things.

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age," Policy said. "But the man has gone out of control. He's gone

New York "tawdry and cheap." "Jerry doesn't have any concept what it means to work as a team and work in concert with your associates," said Mara, the NFL's senior owner.

Jones relishes the attention. Praise him, bash him, just don't ignore him.

brash. That's unfortunate. "But that's the way it is!"

Jones likes to talk about the Denver owner Pat Bowlen said "dark hole" when he bought the Cowboys in 1989. He paid \$140

Bright, who was immediately credited

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learned a rough-and-tumble way of making a tough dollar in the oil He's applied those principles to the NFL. Forget hard feelings. Do

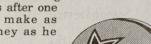
anything you can to succeed. Run over the competitors. Trick 'em or put tire tracks on their backs. Do whatever works. But get it done. "The two businesses have a lot

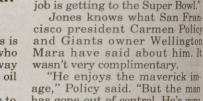
in common," Jones said. "Both can get cutthroat. Both are Then he smiles, twisting the

\$10,000, diamond-bedecked Super Bowl ring on his left hand: Many owners still hate Al

Davis for all his manipulations and franchise-moving. But to them Jones' has replaced the Oakland Raiders owner as boss of

recently on ABC's Nightline: "Jer-



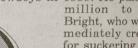


too far. There is money and there is class. The two aren't synony mous.

Policy called what Jones did in

"My detractors say I have an attitude." Jones said. "Sometimes my enthusiasm comes off as being

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Jones who has put the good ol'

falling out with Jones after winning two Super Bowl rings, cer-

've always said he's the best businessman I've ever met in my life," said Johnson, who played football at Arkansas with Jones. an undersized but feisty 195pound noseguard. "You'll never

The energetic 52-year-old Jones, who seldom gets more than four hours of sleep a night, has changed the NFL's way of do-

NFL sponsor Coca Cola and given rival Pepsi-Cola the pouring rights for Texas Stadium. Troy Aikman and Emmitt Smith promote Coke. But they can't drink

Jones signed a megabucks deal with Nike that helped finance his free-spending courtship of Deion Sanders. Jones paraded Nike president Phil Knight around the Meadowlands in the second quarter of the season-opening Monday

Night Football game. Now, the Nike "Swish" is everywhere in Texas Stadium and Jones is wearing a \$400 gold Nike pin on the lapel of his suit when he isn't wearing an opencollar Nike golf shirt, which on this day he was.

Jones is driven. Not so much for the dollars, he says, but for the gratification of winning.

In short, he's a trophy hunter willing to do almost anything to accomplish his goals.

"I couldn't live with not doing something that would keep us from going to Super Bowls," Jones said, his jaw firmly set and

for suckering Jone into paying too much.

"Anytime I've paid too much for something it's been for quality," Jones said. "I was count-

ing on making things happen." The Cowboys went 1-15 in Johnson's first year but it only made Jones work harder.

"Not many people know this, but Jimmy and I used to go out in the afternoons and line up potential suite buyers," Jones said. "We made \$15 million that way."

Jones has tried to preach his new-wave marketing to the other resentful NFL owners, but admits "Maybe I'm not a good messenger. They tell me it's easy for me to do what I'm doing because it's the Dallas Cowboys.

By paying Sanders a record \$13 million bonus on a contract that could reach a \$35 million payout in seven years, Jones has challenged the other owners to break out their billfolds or suffer the consequences.

Jones doesn't care that it might be the same greedy attitude that damaged major league baseball.

"I can't wait around for the communal check to come in the mail," Jones said. "I was losing \$1 million a month that way. I have to do something about my own fate. I had to do something about

One thing Jones did was to get Fox to outbid CBS for the NFC championship games. Each team now gets \$44 million.

But bitterness persists at Jones' backbiting way of doing business.

Policy said Jones has become obsessed with another Super Bowl ring "because he is trying to escape Johnson's cloud.'

Asked how sweet it would be to win a Super Bowl without Johnson getting the credit, Jones gets into his deflective mode. He says he wants to win one for coach Barry Switzer.

WANTED