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## Sherrill vows to put LSU loss behind him

**The 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 Shreveport, La.

"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 of talent."

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

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

to the Tigers for the fourth straight year. The Bulldogs struggled offensively, outside of an 80-yard touchdown pass on their first game and an 80-yard fourth-quarter drive after the game was out of reach.

"Going back to Saturday's game, there are always five to five plays that offensively hurt your opportunity to get back into the game," Sherrill said. "The two screen passes that added up to negative yards, the missed field goal and the two dropped passes on the goal line: you have to execute those."

Another concern this week for Sherrill is playing on artificial turf. The Bulldogs had several players injured when they played on the plastic grass at Texas in 1992.

"The concern is players are accustomed to running on grass, stopping and starting when there is some give there. And there is no give on Astro turf," Sherrill said. "Then you will have some athletes tearing and turning things."

## Cowboys' Jones makes own rules in NFL dealings

**Jones has broken new ground with deals with Pepsi, Nike.**

IRVING (AP) — Jerry Jones is a hard-bitten business man who learned a rough-and-tumble way of making a tough dollar in the oil and gas business.

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 dicey."

Then he smiles, twisting the \$10,000, diamond-bedecked Super Bowl ring on his left hand: "This is a lot more fun."

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 the NFL's elite empire.

Denver owner Pat Bowlen said recently on ABC's Nightline: "Jerry Jones is after one thing. To make as much money as he can."

Those who know Jones from his hustling, conniving, and huckstering days in Arkansas, where he was competing to sign oil leases, aren't surprised by the ruthless NFL Jones who has put the good ol' boy network in a tizzy.

Jimmy Johnson, who had a falling out with Jones after winning two Super Bowl rings, certainly isn't.

"We've had our differences but I'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 195-pound nose guard. "You'll never meet a better deal maker."

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

He's turned his back on official 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 one after a game.

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 open-collared 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

poking holes in the air with his finger. "Getting the job done around here is what matters. The job is getting to the Super Bowl."

Jones knows what San Francisco president Carmen Policy and Giants owner Wellington Mara have said about him. It wasn't very complimentary.

"He enjoys the maverick image," Policy said. "But the man has gone out of control. He's gone too far. There is money and there is class. The two aren't synonymous."

Policy called what Jones did in 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.

"My detractors say I have an attitude," Jones said. "Sometimes my enthusiasm comes off as being brash. That's unfortunate."

"But that's the way it is!" Jones likes to talk about the "dark hole" when he bought the Cowboys in 1989. He paid \$140 million to Bum

Bright, who was immediately credited for suckering Jones into paying too much.

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

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 defective mode. He says he wants to win one for coach Barry Switzer.

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