



# Generals' ORDERS™

JUNE/1985

VOLUME 1 • NUMBER 5

## TRUMP TALKS TO FANS

Dear Generals Fans:

I would like to take this opportunity to thank you for your loyal support of the United States Football League and the Generals in particular. Our aim continues to be providing you with the most exciting professional football in the country and to enjoy it in the nation's most beautiful stadium.

We are proud of the Generals and the excitement they generate. Our two Heisman Trophy winners, running back Herschel Walker and quarterback Doug Flutie are proof enough that we have the best one-two punch in the USFL — and maybe all of football. We are delighted with their success on the field. They deserve all the accolades you fans and the media have bestowed upon them. They are pros in every sense of the word and create a genuine charisma with their talents and personalities.

As you know, beginning in 1986, the United States Football League is moving to the fall, a season when my colleagues and I sincerely believe is the time to play football. I am a traditionalist, and while we have been successful in the spring, I see even greater prosperity and fan attraction to the USFL in the fall — and, unlike others, the GENERALS WILL NEVER FORGET THEIR ORIGINAL FANS. They will always get the seats and accommodations in preference to the growing numbers that are just now or will be asking for privileges.

I have always wanted to see us go head-up versus the National Football League, and I would love to challenge the Giants and Jets to see if they can stop Herschel Walker. He is the best running back in football and possibly of all time. I have not been associated with anything that was less than 100 per cent successful and I am confident that will continue with the USFL.

The main thing is that we are here to stay. What the Dallas Cowboys did by not drafting Herschel Walker until the fifth round of the NFL draft is the greatest affirmation that we are here to stay. When they don't make a serious pick for the greatest player ever to come out of college, they are telling you what they really think — by action, not by words. This is the biggest compliment they could have



Generals Owner **Donald Trump** hands the ball off to superstar **Herschel Walker**.

paid us. New York Post columnist Dick Young put it aptly when he said:

"If the NFL truly believed the USFL has terminal box office, wouldn't you think one of the 26 teams would have taken a shot at the best running back in the nation before the fifth round? Especially the Giants whose first pick was running back George Adams of Kentucky, a Herschel Walker type of pounder without the Walker breakaway potential."

In providing you, the fans, with the finest football players possible, my actions speak louder than words. With your continued support, I am firmly convinced that we can't miss.

It's about time we had a championship flag flying over Giants Stadium. Let it be the

Generals. Between us we can achieve that goal — if not this year, in the near future.

God bless you and thank you for your continued support.

Sincerely,



Donald J. Trump

P.S. The USFL would greatly appreciate your total support of the championship game on July 14 at the Meadowlands. For ticket information, please call (201) 935-3900.



# 1985 GENERALS PLAYOFF TICKETS

A total of eight teams will qualify for postseason play in the United States Football League. The champion of each conference plus the two runners-up in each conference will qualify. They will be joined by four wild card entries, the teams with the best records of the remaining 10 teams, regardless of the conference in which they compete.

The playoff qualifiers will be seeded Nos. 1-8. The conference winner with the best record is the top seed. The other conference winner, regardless of record, will be the second seed.

Should the Generals have the home field advantage, the first playoff game would be on Monday night, July 1. The second playoff contest would be in the afternoon of either Saturday, July 6 or Sunday, July 7. The USFL championship game will be staged at Giants Stadium on Sunday, July 14.

"We are delighted to be the host for this prestigious event," said Generals Owner Donald Trump. "Obviously, we hope we will be the home team as well, but either way, we will give the metropolitan area sports fans plenty to cheer about."

"It is fitting that our showcase event will take place at one of the country's premier sports facilities," said USFL Commissioner Harry L. Usher. "Generals fans have been particularly supportive of their team and I'm sure will be equally supportive of the USFL's third Championship Game."

"This game will mark the first time in almost two decades that a professional football championship game has been played in the New York metropolitan area, and it will be at the Meadowlands in large part because of the efforts and cooperation of Generals Owner Donald Trump and the New Jersey Sports and Exposition Authority, which is presenting the game in conjunction with the USFL."

Ticket prices for the playoffs, for Generals season ticket holders only, will be \$11 and \$14 each for their current seats. For additional seats and non-season ticket holders, the ticket prices will be \$12 and \$15.

Season ticket holders will be receiving more information very soon. We look forward to seeing all of you at the Meadowlands as the Generals march towards the playoffs.



## GENERALS' HIGHLIGHTS FILM NOW AVAILABLE

"CATCH US IF YOU CAN," the New Jersey Generals' 1984 highlights film, is now available to groups and organizations.

To obtain, free of charge, please call or write Tom Madaras, c/o New Jersey Generals at 3 Empire Boulevard, South Hackensack, N.J. 07606. The telephone number is (201) 641-8060.

The 22-minute highlights film recreates the Generals' playoff season and includes some of the Generals most exciting victories en route to their first playoff berth.

Narrated by Generals' play-by-play broadcaster Charley Steiner, the film shows how the Generals were transformed from a 6-12 club in 1983 to a 14-4 team one year later under Coach Walt Michaels.

If you would like to purchase "CATCH US IF YOU CAN" on video cassette, please send \$35.00, check or money order, to Tara O'Day, c/o New Jersey Generals.

## N.J. GENERALS SPEAKERS BUREAU

Are you looking for a program for your weekly or monthly meetings? Call the New Jersey Generals Speakers Bureau. The Generals are pleased to offer their players, coaches and front office personnel for public speaking engagements. Please contact Tom Madaras, New Jersey Generals, 3 Empire Boulevard, South Hackensack, N.J. 07606, (201) 641-8060.

★★★★★

We encourage readers to write to us with comments or suggestions. Please send all letters to "Letters to the Editor," Generals' Orders, 3 Empire Boulevard, South Hackensack, N.J. 07606. When space permits, we will publish some of the letters received.

Generals' Orders is written and edited by Larry Sherman, Director of Public Relations, and Gary Croke, Assistant Director of Public Relations. For additional copies, please write to the Generals' Public Relations Department.

## The New Jersey Generals would like to thank our 1985 Corporate Season Ticket holders:

*Advertisers Services, Inc.*  
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We thank them for their support and wish them continued success. For more information about becoming a New Jersey Generals Corporate Season Ticket holder, please contact Emily Magrish, Director of Promotions at (201) 641-8060.

# GENERALS TEAM SHOP

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<b>Youth T-Shirt</b> same as above						\$ 8.00	
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<b>1985 Generals' Media Guide</b>						\$ 6.00	
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**Kyle Anderson** of Lodi, New Jersey, a member of the McDonald's/Generals Junior Fan Club, enjoys his role as honorary ball person at a recent Generals game at the Meadowlands.



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Pick up your free show ticket now. For another kind of action — Generals' orders.

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**FREE! TRAVEL MUG**

Coupon entitles bearer to one (1) Tropicana travel mug. Present this coupon at the Trop One Club located in the Retail Shopping Arcade, first floor, between 12 Noon and 10 PM daily for redemption. Available while supplies last. Must be 21 years of age or older. Valid through January 31, 1986.

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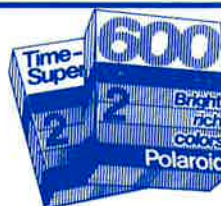
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6/GENERALS' ORDERS

JUNE/1985

## GENERAL-LY SPEAKING

We are pleased to print an original poem sent in by its author, 14-year old Ari Lehman of Warwick, New York. The ninth-grader writes, "I'm a season ticket holder. I wrote this poem for my English and thought you might be interested." We certainly are, Ari, and for everyone's enjoyment, here it is:

### THE LITTLE GENERAL

*He dropped back to throw the ball.  
They said he couldn't do it. He's not very tall.  
A huge lineman jumped in his face.  
He moved to the right to get some space.  
He released the ball through the air.  
The fans got up, watched and stared.  
The receivers got it in the end zone.  
The opposing coach let out a big moan.  
He did it! He did it! They won the game.  
He walks off the field. Doug Flutie's his name.*

★★★★★

Don't forget K-Mart and Polaroid Picture Day which will take place at Giants Stadium on Saturday, June 22 from 12:30 to 3 PM. Come and meet the Generals and have your picture taken with your

favorite player, compliments of Polaroid. Fans should enter at the West Gate...The next day, June 23 marks the final regular season game prior to the playoffs when the Generals host the Birmingham Stallions at 2:30 PM. The first 50,000 people to attend the game will receive a 1985 Generals team picture in color, compliments of the Ford Dealers Association, who will also be giving away a 1985 Ford Tempo GL to some lucky fan. We urge all our fans to wear red at that game to show their support of the home team...The Generals have been most active in their community relations and charitable work. Doug Flutie has posed for pictures for the American Heart Association and United Cerebral Palsy; John Joyce was honored at the fourth annual MS Dinner of Champions; all the Generals, including management, players and coaches, participated in the Kickoff Luncheon with the proceeds going to the New Jersey Special Olympics; Rick Partridge, John Jewell and Roger Ruzek were some of the Generals who competed in the Generals March of Dimes Celebrity Golf Classic at Great Gorge/Americana in Vernon, and Sam Bowers participated in probably the most unusual charitable donation of them all. On behalf of the Generals, Sam accepted a

check of \$1,000 raised by the inmates at the Mid-Orange Correctional Facility in Warwick, N.Y., to aid the Ethiopian refugees. Sam was most eloquent when he spoke in front of a packed audience in the gym: "Tonight as I stand here before you to congratulate all of you for your outstanding donation to people who are starving, I want to share another story of a struggle you can probably relate to. Being rejected by the New York Giants and also the New York Jets, I was really down in the dumps, feeling that although I believed that I had something to offer, no one would give me the chance. I wanted to quit. But I really believed in myself and wanted to prove that I was someone special. I then tried out for the Generals and gave a 200 per cent effort. After a struggle they gave me a third chance and I made it. As I look out at you knowing you had helped other people with their struggle I pray you will help one other person, that being yourself." The officials of the facility called Bowers' speech "inspirational, truly meaningful and worthwhile." We echo those sentiments...Congratulations to BRIG\*A\*DEARS cheerleaders Patricia Hopkins and Nancy Cozzini. Patricia was named Miss Meadowlands Grand Prix and Nancy was chosen as a Princess in her Court.

## COACHES CORNER

HEAD COACH WALT MICHAEL'S COLUMN, COACHES CORNER, WILL APPEAR IN EACH ISSUE OF "GENERALS' ORDERS." IN THIS ISSUE, COACH MICHAELS COMMENTS ON FOOTBALL'S UNSUNG HEROES, THE DEFENSIVE AND OFFENSIVE LINEMEN.

★★★★★

Our defense deserves a lot of credit. I don't want to downgrade the play of anyone. We all know the terrific year Herschel Walker is having and Doug Flutie has shown the potential to be one of the great quarterbacks with his scrambling and passing ability. Nevertheless, the line deserves mention. Defensive ends Jim Byrne and James Lockette are playing extremely well, not necessarily by sacks, but by the pressure they put on the opposition. Linebacker John Joyce, captain of our special teams, has been a leader for the Generals, and look at cornerback Jerry Holmes. The other teams stay

away from him. He leads by example. He is all-pro caliber whether it's the NFL or the USFL. There are few cornerbacks who hit and cover like Jerry. Our defense is bending without breaking, gaining experience all the time. I constantly look for consistency...rarely giving up the big play...good tackling...hard work. Oh sure, you get beat once in awhile but that's natural, as long as it's not too often. Strong safety John Preston has been another positive influence on the Generals. The positions may not be noticeable, but we've picked up the slack when there were injuries and when a veteran like linebacker Jim LeClair retired. Many times these players are unnoticed by the crowd and the media. They get their job done and they get off the field. They understand applause and cheers don't come with playing defense. They accept that. But I like to point up their contributions and those of the offensive line as well. Let's not forget the way

they block and open holes for Herschel Walker and Doug Flutie. They work together as a unit. It takes awhile. You have to make adjustments. When offensive tackle Doug Mackie came off the injury list, it made a big difference. It gave us an edge. Overall there has been a tremendous team effort. A good defense is a good day against the pass and run. And despite Herschel's outstanding success, he couldn't run it by himself without somebody blocking for him up front. He's the first one to give those linemen credit. He's that kind of unselfish player. And so is Doug Flutie. You don't pass and run by yourself. You can't do it alone. A guy like tight end Sam Bowers comes in awfully handy when he grabs that ball and holds on to it even after taking a vicious hit. Like I say, the name of the game is teamwork. The entire 50-man roster should be commended. I'm proud of them all.