



Generals' ORDERS™

MAY/1985

VOLUME 1 • NUMBER 4

GENERALS TO HOST USFL CHAMPIONSHIP

The USFL's third Championship Game, certain to be the most important football contest to hit the New Jersey - New York metropolitan area in many years, is set for Sunday, July 14 at Giants Stadium.

"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."

"Our 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 here 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," Usher said.

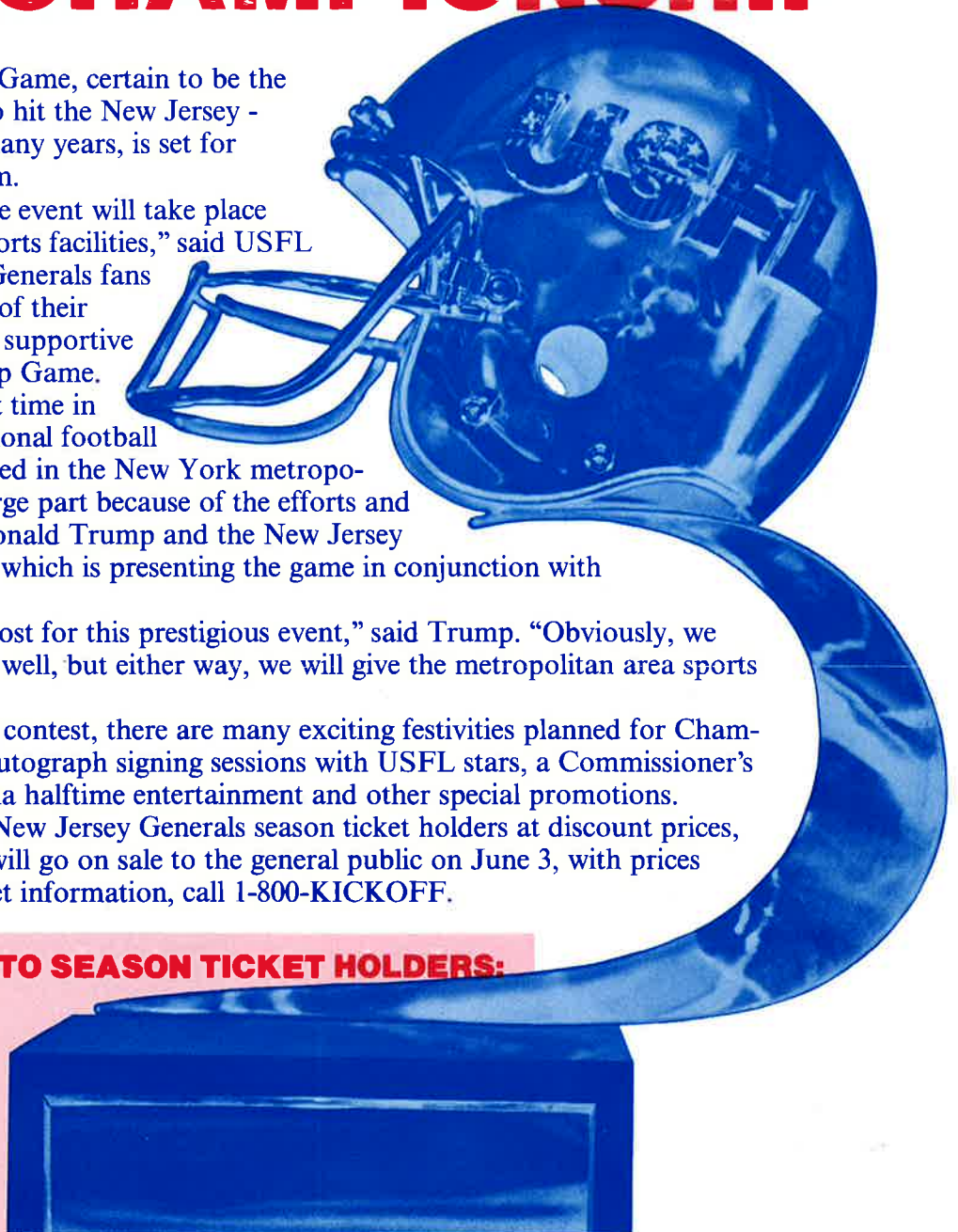
"We are delighted to be the host for this prestigious event," said Trump. "Obviously, we hope we will be the home team as well, but either way, we will give the metropolitan area sports fans plenty to cheer about."

In addition to the USFL title contest, there are many exciting festivities planned for Championship Game Week, including autograph signing sessions with USFL stars, a Commissioner's Dinner, an open tailgate party, gala halftime entertainment and other special promotions.

Tickets are now available to New Jersey Generals season ticket holders at discount prices, ranging from \$18 to \$28. Tickets will go on sale to the general public on June 3, with prices ranging from \$22 to \$28. For ticket information, call 1-800-KICKOFF.

IMPORTANT MESSAGE TO SEASON TICKET HOLDERS:

It's not too late to secure your Championship Game seats at discount prices. Submit full payment by May 17, and your seats plus any additional seating will be reserved for you.



THE BEST IS YET TO COME

THE GENERALS REMAINING 1985 SCHEDULE

HOME

SUNDAY, MAY 12: BALTIMORE, 2:30 PM
SATURDAY, JUNE 1: MEMPHIS, 7:00 PM
MONDAY, JUNE 10: JACKSONVILLE, 7:00 PM
SUNDAY, JUNE 23: BIRMINGHAM, 2:30 PM

AWAY

SUNDAY, MAY 5: JACKSONVILLE, 2:30 PM
SUNDAY, MAY 19: DENVER, 12:30 PM
SUNDAY, MAY 26: TAMPA BAY, 2:30 PM
SATURDAY, JUNE 15: OAKLAND, 5:00 PM

(BASED ON LOCAL TIMES)

EXCITING HOME GAME EVENTS

SUNDAY, MAY 12 AT 2:30 PM: GENERALS VS. BALTIMORE STARS

MOTHER'S DAY CELEBRATION — Some lucky fan will win a 1985 Renault Encore, compliments of Englewood Cliffs Renault — Jeep.

SATURDAY, JUNE 1 AT 7:00 PM: GENERALS VS. MEMPHIS SHOWBOATS

EUROPEAN COSTUME CONTEST — Wear your finest costume design from France, Germany, England or Italy. Two couples will win free air fare, courtesy of Pan Am, to the country above of their choice. The contest will take place at Gate C at 5:30 PM.

MONDAY, JUNE 10 AT 7:00 PM: GENERALS VS. JACKSONVILLE BULLS

SEVEN-11 CUP NIGHT — The first 50,000 fans will receive a free Seven — 11 Generals Cup.

SUNDAY, JUNE 23 AT 2:30 PM: GENERALS VS. BIRMINGHAM STALLIONS

FAN APPRECIATION DAY — Exciting prizes and gifts to be awarded to our fans.

SPECIAL DAYS AND NIGHTS

WEDNESDAY, MAY 22 FIFTH ANNUAL MARCH OF DIMES SPORTS AWARD BANQUET LOEW'S GLENPOINTE HOTEL, TEANECK, N.J.

1984 General of the Year Maurice Carthon will be honored, along with Players of the Year from Yankees, Nets, Devils, Giants, Jets, and other teams. Tickets for \$175 are available through the March of Dimes, 277 Fairfield Road, Fairfield, N.J. 07006. Telephone: (201) 882-0700.

SATURDAY, JUNE 1 AMERICAN LEGION NIGHT AT GIANTS STADIUM GENERALS VS. MEMPHIS SHOWBOATS AT 7:00 PM

The 400 New Jersey American Legion posts will attend this game as a fund raiser to refurbish the amphitheater at Veterans Hospital in Lyons.

TUESDAY, JUNE 4 GENERALS MARCH OF DIMES CELEBRITY GOLF CLASSIC AT GREAT GORGE/AMERICANA — VERNON, N.J.

The gala day consists of breakfast, golf, cocktail party and awards dinner. A \$150 fee covers greens fees, cart, shirt, registration gift, brunch, on-course refreshments and the banquet. A \$100 fee covers everything except the awards banquet, and a \$75 fee is for the dinner only. For further information, contact Tom Greve or Mary Lou McCutcheon, March of Dimes, 277 Fairfield Road, Fairfield, New Jersey 07006.

TEAM PROMOTIONS

TEXACO MOST POPULAR PLAYER AWARD SWEEPSTAKES

Visit your participating Texaco service station and vote for your favorite Generals player. Win Emerson stereos, Seiko clocks, autographed footballs and pairs of tickets to Generals games. Texaco also will be distributing \$2.00 off ticket coupons good for any home games.

HERMAN'S — GENERALS SUNSHINE SWEEPSTAKES

Register at your nearest Herman's World of Sporting Goods store and win a weekend for two at Walt Disney World in Orlando, Florida, compliments of Pan Am and the Orlando Hilton.

FUN AND CHEERS AT RACEWAY PARK

See the Generals Cheerleaders, the Brig*A*Dears, at the Raceway Park Spring Nationals in Englishtown, New Jersey on Sunday, May 5 at 12 Noon. Sponsored by K-Mart and Polaroid.

K-MART — POLAROID PICTURE DAY

K-Mart and Polaroid Picture Day will take place at Giants Stadium on Saturday, June 22 from 12:30 to 3:00 PM. Come and meet the Generals and have your picture taken with your favorite player, compliments of Polaroid. Enter at the West Gate.

GENERALS' HIGHLIGHTS FILM NOW AVAILABLE

"CATCH US IF YOU CAN," the New Jersey Generals' 1984 highlight 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 Blvd., South Hackensack, New Jersey 07606.

Narrated by Generals' play-by-play broadcaster Charlie Steiner, the 22-minute 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 Blvd., South Hackensack, N.J. 07606. Generals' Orders is written and edited by Larry Sherman, Director of Public Relations, and Gary Croke, Assistant Director of Public Relations.

GENERALS TEAM SHOP

Mail Order Blank

ITEM:	S	M	L	XL	HOW MANY	UNIT COST	TOTAL
Replica Jersey Scarlet w/white letters 50% Cotton, #22 or #34 only						\$20.00	
Youth Replica Jersey same as above						\$18.00	
Team Jacket Red Satin w/white trim fleece lining, w/logo			Not available			\$50.00	
Youth Team Jacket same as above						\$35.00	
V-Neck Sweater Red/embroidered logo 100% Soft Orlon						\$37.50	
Coaches Sport Shirt Available in red only 50% Polyester 50% Cotton w/logo						\$24.00	
Sweatshirt White body w/screen print of logo Cotton poly acrylic blend, raglan sleeve crewneck long sleeve.						\$20.00	
Adult T-Shirt Available in white only 50% poly 50% cotton w/logo						\$10.00	
Youth T-Shirt same as above						\$ 8.00	
Coaches Cap White w/logo unlined						\$10.00	
Coaches Shorts Scarlet w/white logo Poly Cotton Twil w/drawstring waist & pockets						\$16.50	
Coaches Sweatpants Scarlet w/white logo 50% poly 50% fleece w/drawstring waist						\$19.50	
Coaster set Red plastic w/white logo set of 8						\$ 2.50	
Beverage Cups 22 oz. Plastic cups set of 8						\$ 4.00	
Belt Buckle Red square w/white logo						\$ 5.00	
Lapel Pins 1" Red w/white logo						\$ 3.00	
Herschel Walker Football						\$14.00	

Novelties (includes postage)

1985 Generals' Media Guide						\$ 6.00	
1985-86 Cheerleader Calendar						\$ 6.00	
Kickoff Magazine (Games 1-9)						\$ 3.00 ea.	
Propack (Pennant, Bumper Sticker, Button)						\$ 4.50	

ORDER FORM: MAIL ORDER ONLY

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TEL. # _____

SEASON TICKET HOLDERS DEDUCT 20% OFF EACH ITEM EXCEPT NOVELTIES

Make Checks Payable to:
NEW JERSEY GENERALS
 3 Empire Boulevard
 South Hackensack, NJ 07606

(Please allow 4 weeks for delivery)

Season Ticket Account # _____

For information please call Generals' Team Shop Department—201-641-8060

Sub-total \$ _____

Less 20%

(Season Ticket Holders) _____

Handling

(excludes Novelties) 3.00

Total _____

FORM OF PAYMENT: CHECK # _____

CHARGE: ☐ MASTER CARD # _____☐ VISA # _____☐ AMERICAN EXPRESS # _____☐ EXPIRATION DATE _____

No Returns or Exchanges without Receipt
 No Returns or Exchanges If Worn
 Unless Manufacturer's Defect.

GENERAL-LY SPEAKING

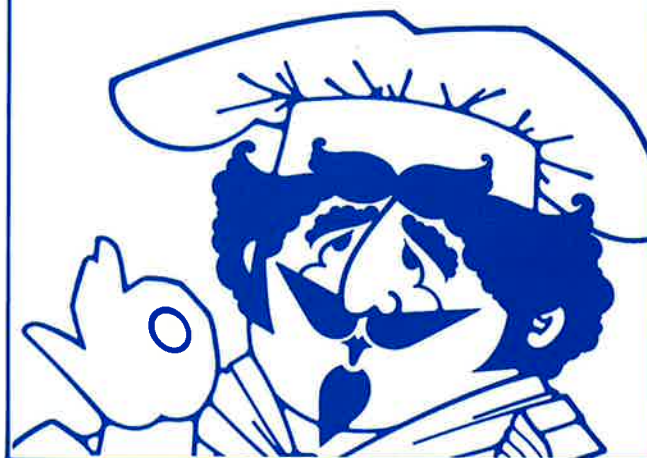
In addition to his heroic activities as quarterback of the New Jersey Generals, Heisman Trophy winner Doug Flutie has been busy off the field as well. Doug and his lovely fiancée, Laurie Fortier, recently were guests of President and Mrs. Reagan at the White House at a State Dinner, honoring His Excellency The President of the Argentine Republic and Mrs. Alfonsín. Doug was the special guest of President Reagan at his table...Ms. Fortier will be spotlighted in an upcoming issue of People Magazine, while Doug just concluded an extensive interview for the Sourcebook, produced by Esquire Magazine...Flutie's bustling schedule has been punctuated with numerous television appearances, including such prestigious programs as Face The Nation and Good Morning America...Doug's media involvement has also reached into the world of TV commercials, with his good looks and sparkling personality being translated on screen in starring roles for the Ford Motor Company and Hamilton Beach cordless knives. And of course his face has graced the cover of Sports Illustrated with appropriate words inside. Newsweek, Time and Sport Magazine have all written of his accomplishments on the gridiron...Generals Owner Donald Trump made an impressive TV appearance on the award-winning Nightline program with Ted Koppel, which was beamed nationwide by ABC...After Heisman Trophy winner Herschel Walker broke two USFL records against the Houston Gamblers, he observed to the media in the locker room: "We're not the number one rushing team in the USFL for nothing." The entire Generals front office, the coaches and his teammates wish Jim LeClair the very best of luck after the veteran linebacker announced his retirement. The popular player will be missed also by his many fans, but not necessarily by opposing linemen. Jim LeClair is a pro and a gentleman in every sense...The Generals season ticket radio commercial, narrated by J.R. Nelson, received third prize at the annual Big Apple Awards banquet in Manhattan.

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Xavier S. Lividini, General Manager



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Valid toward the purchase of any new or used car. Make your best deal, then present this coupon and take an extra \$300 off your purchase price. Limit one coupon per customer per purchase. Offer may be withdrawn at any time.

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Generals' Orders:



See another kind of great action at the Trop. Free!

And a free Trop Travel Mug to boot.
We're reserving a free Tropicana show ticket to an entertainment extravaganza, a \$20 value, just for you.
Dazzling top-name headliners in spectacular

hit shows of song, dance and comedy. Excitement that exhilarates your senses.

Taste it in our seven gourmet restaurants and four lounges. Superb cuisine, fine wines and exotic cocktails. Thrill to the action in our lavish

casino under a six-story atrium. And feel the elegance of our luxurious rooms for your glorious stay at the Tropicana.

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

COUPON

FREE HEADLINER ENTERTAINMENT SHOW COUPON

Valid through January 31, 1986. Coupon entitles bearer to one (1) complimentary show ticket, valued at \$20.00, to any Headliner show (show only, does not include special events). Coupon must be exchanged for show ticket at Tropicana Box Office. No phone orders accepted. Not redeemable for cash. Not valid in the event of cancellation. Alteration or unauthorized use voids coupon. Must be 21 years of age or older. Must present coupon at least one hour prior to show (may pick up ticket prior to show date). Subject to availability. First come, first serve basis. For show details, please contact the Tropicana Box Office (800) THE-TROP; extension 4020.



COUPON

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.

A Ramada Renaissance Hotel and Casino, Iowa and the Boardwalk, Atlantic City, NJ 08401

740 GLE Sedan



Our loyalty to the N.J. Generals and the fans who support them made us create a special bonus just for them! Any season ticket holder (or player) may present this coupon at time of purchase of any 1985 Volvo.

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volvo**

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K-MART AND POLAROID
PRESENT CAMERA DAY
AT GIANT STADIUM
SATURDAY, JUNE 22nd
Watch for more information
in Future Issues of Kickoff!

Polaroid OneStep 600.

The ideal gift camera.

- Easy to use; no focusing required.
- Infrared sensor for improved flash exposures.
- Never buy batteries; they're in the film pack.
- Lightweight.
- Instant pictures from 4'.



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For Polaroid SX-70, Pronto and original OneStep cameras.
600 High Speed film.
For Polaroid 600 Series cameras.

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New Jersey Generals
3 Empire Boulevard
South Hackensack, NJ 07606

6/GENERALS' ORDERS

MAY/1985

PRESIDENT'S LETTER

Football is a game of effort, breaks and breakdowns. On the football field, penalties are assessed and turnovers occur. The best backs occasionally fumble and the most experienced quarterbacks do throw interceptions or are sacked.

Even administrative personnel have been known to make mistakes. In fact, this season our ticket operation has left much to be desired. In this day and age of computers, a great amount can be accomplished, but a lot is at risk if there should be a computer breakdown.

The response of our fans for season tickets was beyond our expectations, so that the amount of paperwork was voluminous. Despite 'round the clock efforts, the mechanical failure of the computer operation resulted in our inability to properly service some season ticket orders.

Fortunately, the number of orders in absolute terms or the percentage of accounts in relative terms were small. However, the entire front office staff and I sincerely apologize to those involved, through no

fault of their own. Every effort is presently being made to insure that this situation will never occur again.

Some of our loyal fans have brought to our attention problems relating to traffic control and road signs, stadium security and food service. The Generals, unfortunately, have no direct control over any of these situations, but we, on your behalf, bring all of these complaints to the responsible parties.

The New Jersey Sports and Exposition Authority is in total control of and fully responsible for security and traffic. Any complaints concerning either of these two areas should be addressed to the Authority, East Rutherford, N.J. 07073, Attention: Jim Minish, Director of Operations (with respect to security) or Bruno Barillari (with respect to traffic).

We have been advised that there is presently underway a major project relating to the updating of both the ground-mounted and overhead signs that have a computer controlled variable message capability.

Harry M. Stevens, Inc., is the exclusive concessionaire and is in total control of food and food service at the facility. All complaints with respect to this area should be addressed to Harry M. Stevens, Attention: Edoardo J. Mazza, General Manager, Giants Stadium, East Rutherford, N.J. 07073.

To date it has been an exciting season and we trust it will continue. We look forward to the Generals being a playoff contender and, hopefully, the winning participant in the USFL Championship Game at Giants Stadium on July 14.

Sincerely,



Jason Seltzer
President
New Jersey Generals

COACHES CORNER

HEAD COACH WALT MICHAELS' COLUMN, COACHES CORNER, WILL APPEAR IN EACH ISSUE OF "GENERALS ORDERS." IN THIS ISSUE, COACH MICHAELS COMMENTS ON THE OVERALL IMPROVEMENT OF PLAY IN THE LEAGUE SO FAR THIS SEASON.

★★★★★

We have gone through half the season at this point and one thing that sticks out in my mind is the overall improvement of play in the League. In my first season as head coach, we finished the year with a 14-4 record and a playoff appearance. Coming into this season, I knew it would be very difficult to match that because I could tell even last year that some teams that were struggling a bit would be much more competitive this season. One of the main reasons is the cutdown in teams from 18 to 14. Through mergers and player allocations, teams have solidified positions that were a weakness to them last season. The Oakland Invaders, for instance, merged with the Michigan Panthers, the USFL Champions the first

season, and in the process got a quality quarterback in Bobby Hebert and an exciting and productive receiver in Anthony Carter. They won only seven of 18 games last year and they have gotten off to a very good start so far this year. Teams like the Denver Gold, with new head coach Darrell "Mouse" Davis and their 'run and shoot' offense, the Memphis Showboats with quarterback Walter Lewis and running back Tim Spencer, and Houston, Birmingham and Arizona all have improved and have made it difficult for any team to rise to the top of the heap. If the word parity has to be used to describe the caliber of play, then so be it. As far as individual performances go, I feel the USFL has some of the best quality players at the skill positions in any League. At quarterback not much else can be said of Jim Kelly. He is a great one and will probably have a better season than he did last year. Other QB's like Hebert, Cliff Stoudt, Steve Young, John Reaves and our own Doug Flutie add consistency as well as excitement to the League. The running backs in the

USFL are nothing short of awesome. Gary Anderson of Tampa Bay, Joe Cribbs of Birmingham, Mike Rozier of Jacksonville, Kelvin Bryant of Baltimore, and Buford Jordan of Portland are all excellent runners as well as pass catchers. They are what all coaches like to have in a back, a complete ball player. There is one back that I cannot forget to mention. The Generals' Herschel Walker is having his best season in my opinion since he became a pro. Last season he was bothered by a shoulder problem that he finally had corrected during the off-season and he has returned to the form he was famous for at Georgia. Herschel gives 100 per cent on every play and never gives up. He can catch the ball and block as well as anybody, and I believe he will be one of the League leaders in rushing at the end of the year. The second half of the season should be very interesting with eight teams fighting for playoff spots. It won't be easy, but I believe that the Generals will be there at the end. It is still too early to tell, but it will probably go down to the last week of the season before we know who makes the playoffs. There could be some surprises but that just goes to show you that this year, every team has a shot.

A REMINDER TO GENERALS SEASON TICKET HOLDERS
INDIVIDUAL GAME TICKETS ON SALE AT LAST YEAR'S PRICES. ONLY \$10 OR \$12.50 EACH.
CALL THE GENERALS TICKET DEPARTMENT AT (201) 641-8060.