

[21411001]



First-round draft picks have done even better : Average salaries and bonuses for them rose to \$ 685,000 this year , up 44 % from 1987 .

" It ' s a vicious circle . " says Art Modell , owner of the Cleveland Browns .

" One team pays so much and the other pays more .

We just do n't have that kind of income stream . "

All this is causing convulsions in professional football .

Owners , largely complacent in the past , are now almost desperately looking for ways to lower costs and raise revenue - embracing some revolutionary ideas in the process .

Though not intentionally , the Cowboys - Mr. Jones has come to represent this new breed of owner .

First , he unceremoniously sacked Tom Landry , the legendary coach who took the Cowboys to five Super Bowls and 20 consecutive winning seasons .

In Dallas , Mr. Landry has a standing just shy of sainthood .

For Mr. Jones , it was just the beginning .

Mr. Jones calls the ranch " the Pentagon of Sportdom . "

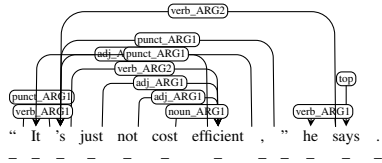
It is a maze of halls that connects film rooms , elaborate spas and weight-training centers that testify to a richer , more free-spending era .

He likes to tell the yarn of how he got lost on the expansive ranch during an early visit , took refuge in an office and called the front desk for help .

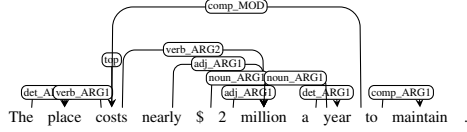
" I said , " Somebody come get me .

With a new day dawning on the sport , Mr. Jones does n't see a place for this sort of luxury .

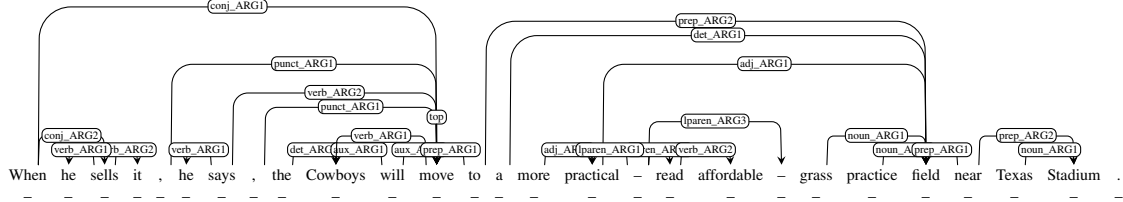
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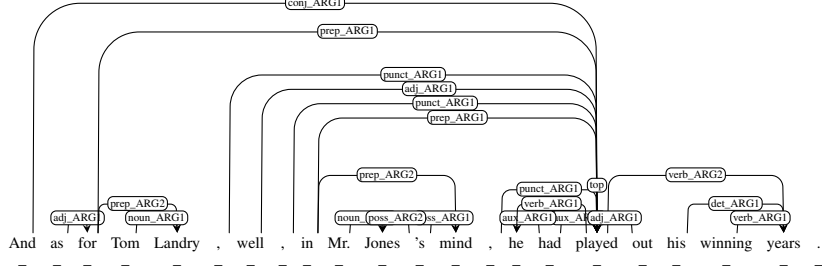
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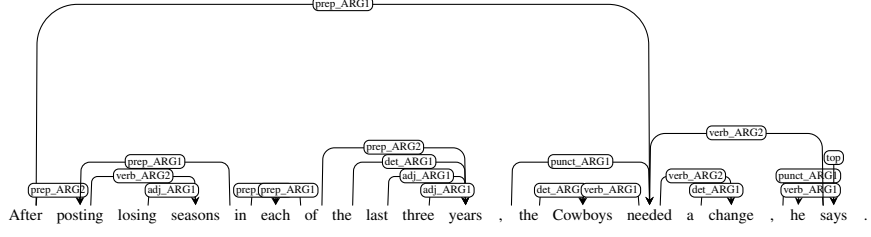
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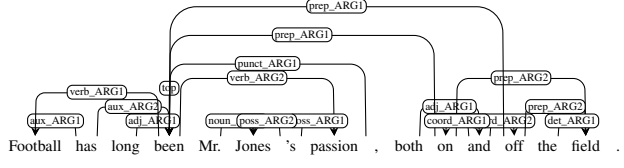
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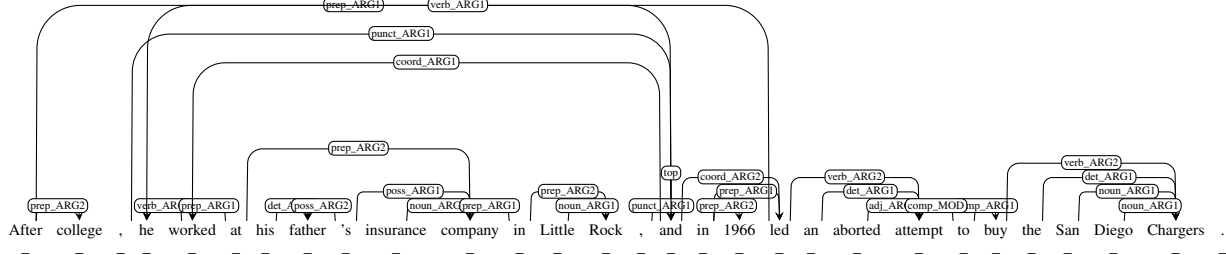
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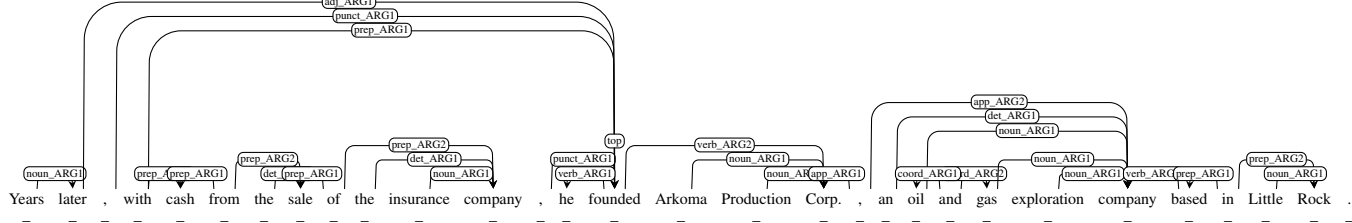
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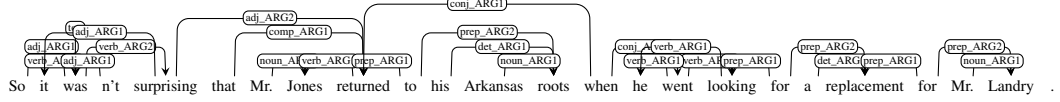
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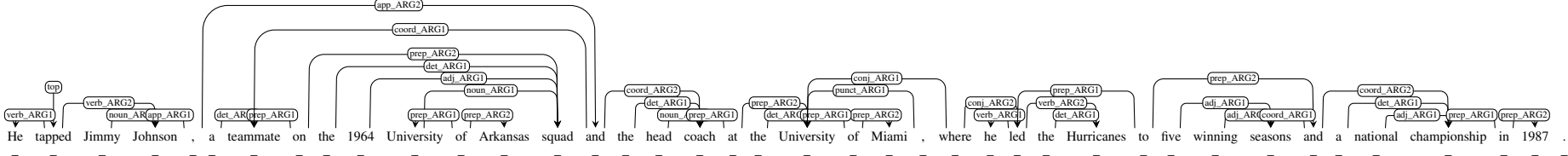
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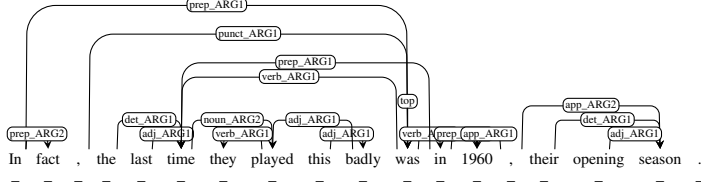
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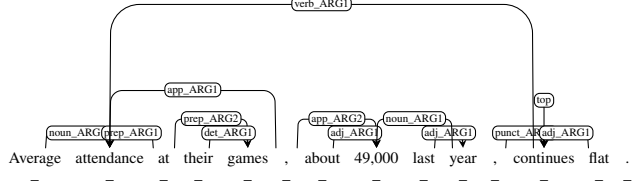
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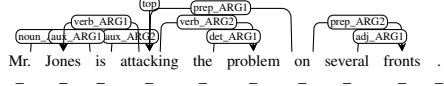
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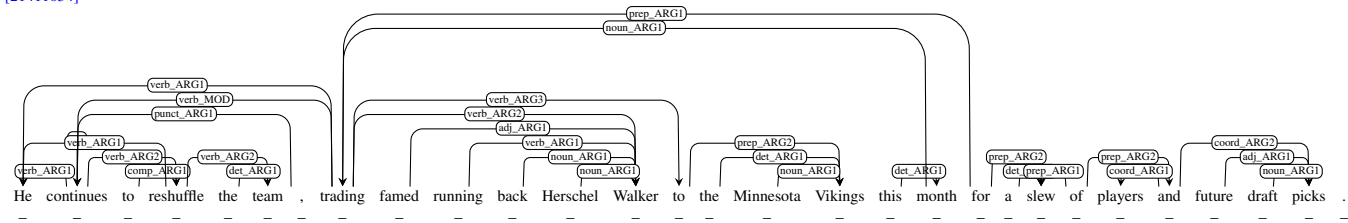
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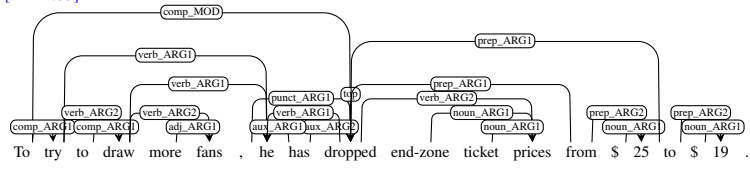
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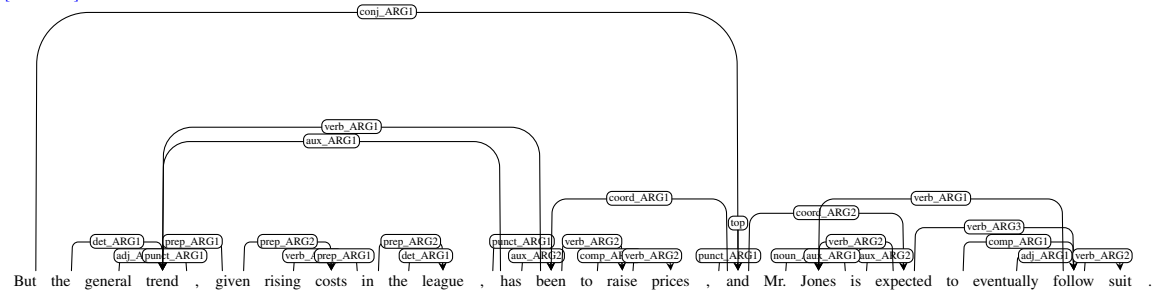
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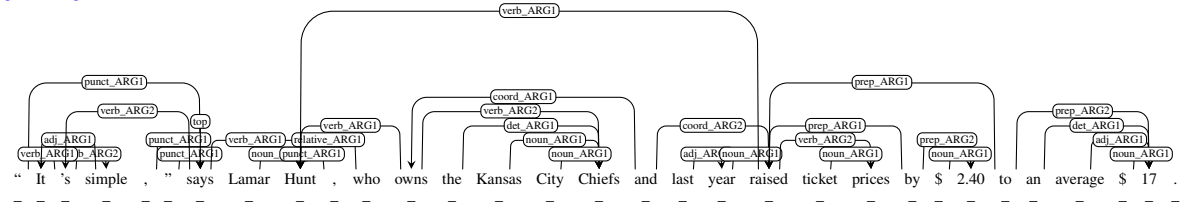
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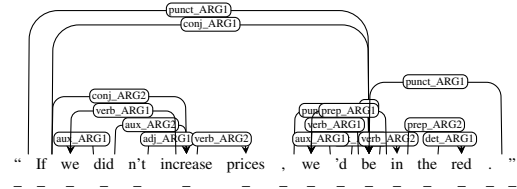
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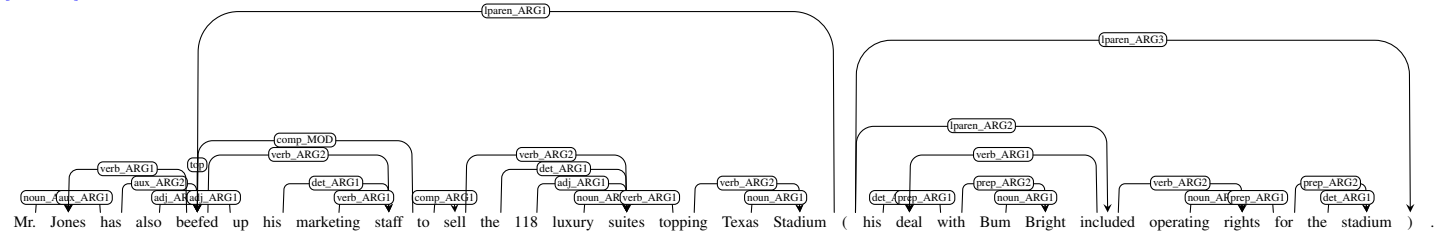
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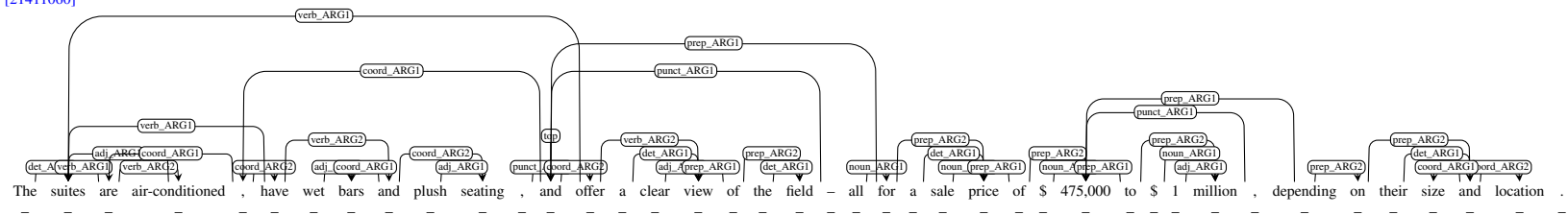
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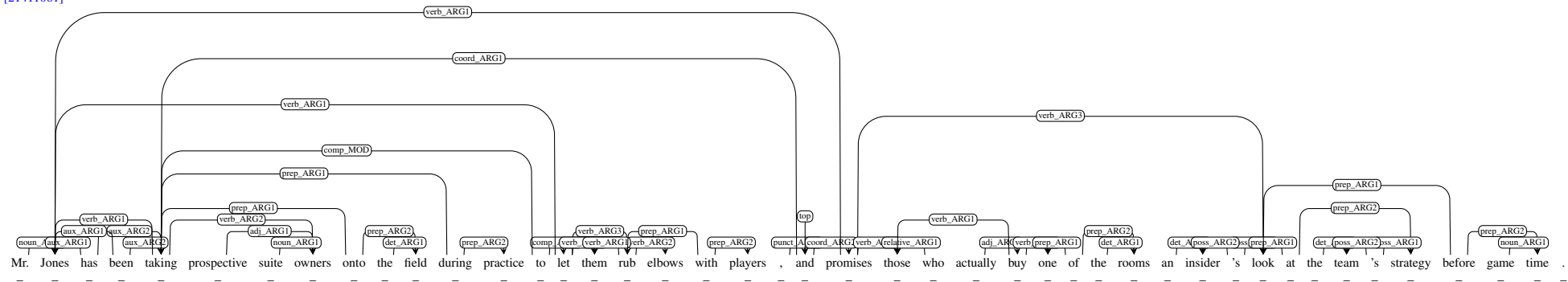
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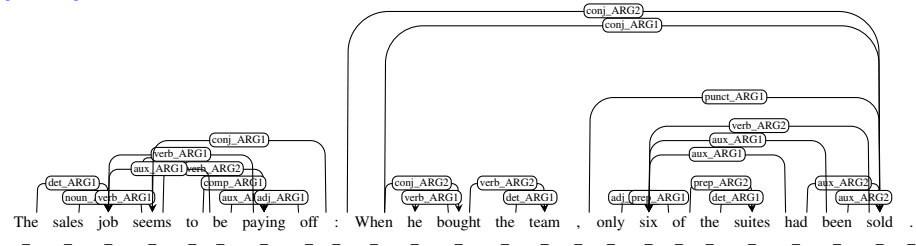
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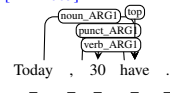
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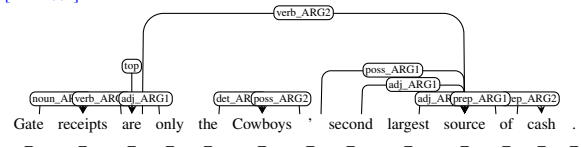
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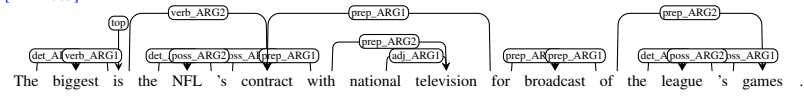
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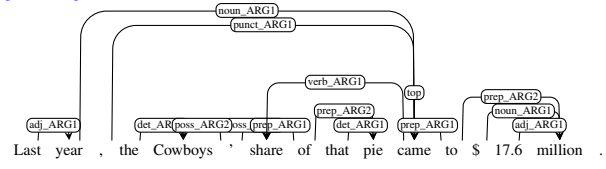
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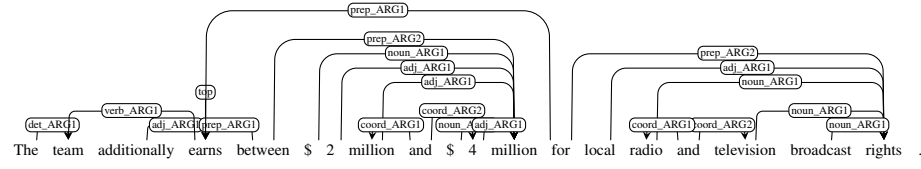
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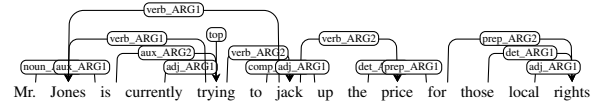
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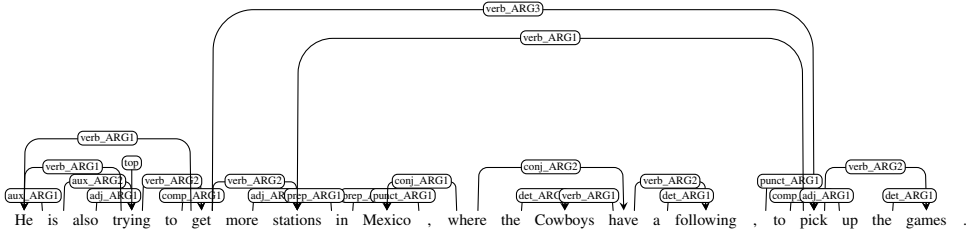
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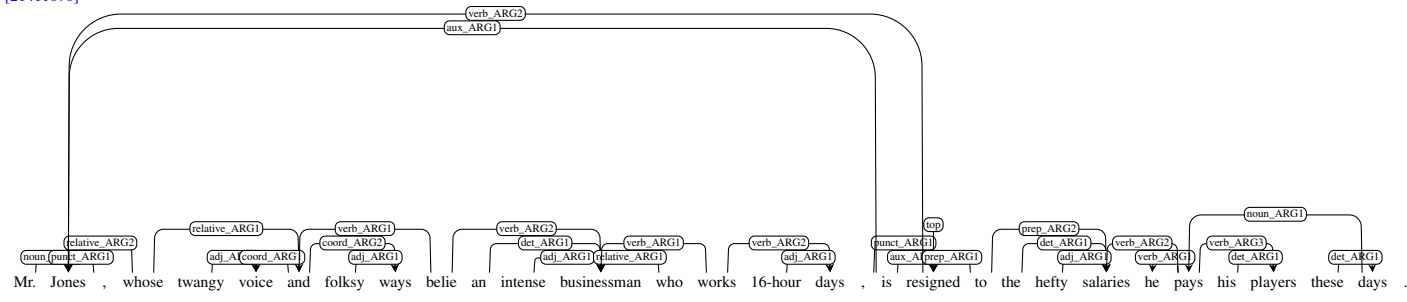
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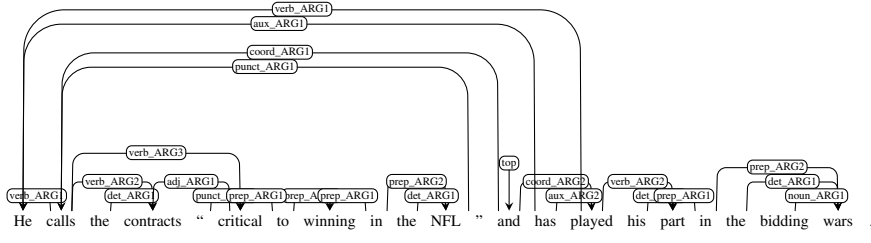
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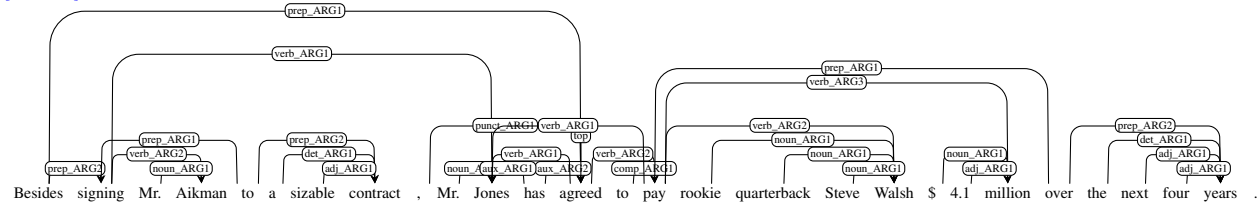
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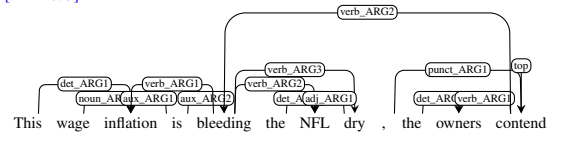
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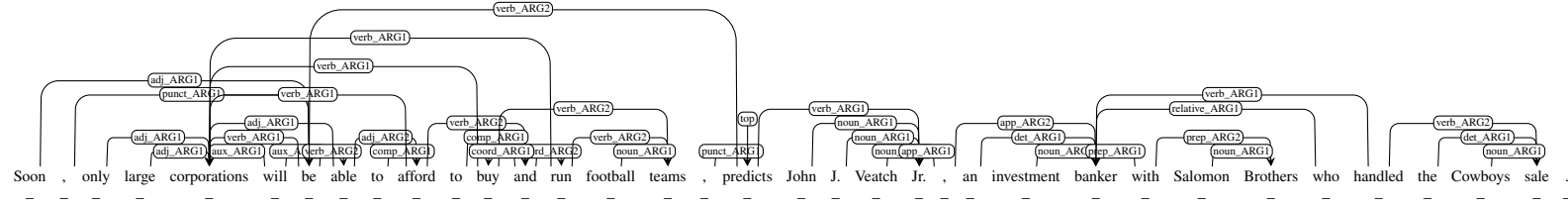
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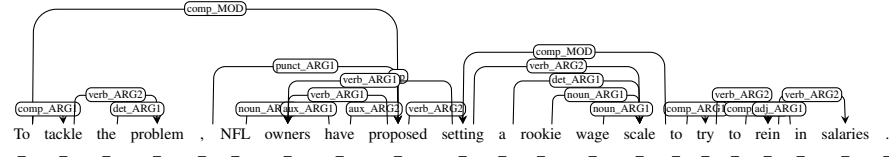
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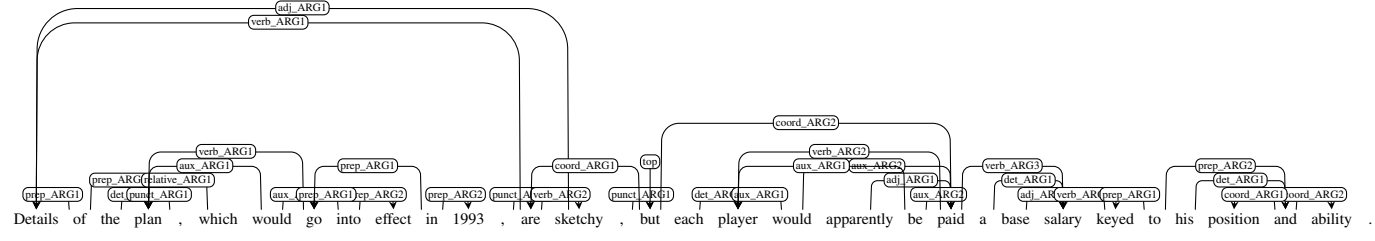
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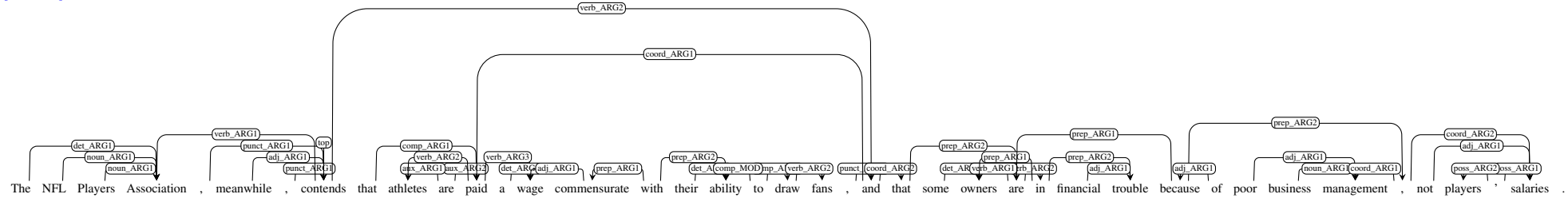
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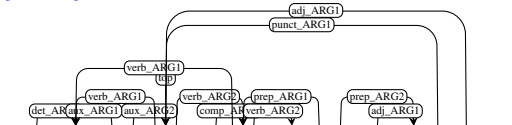
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[21411078]

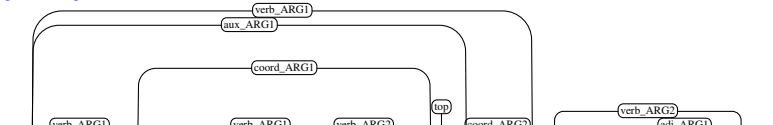


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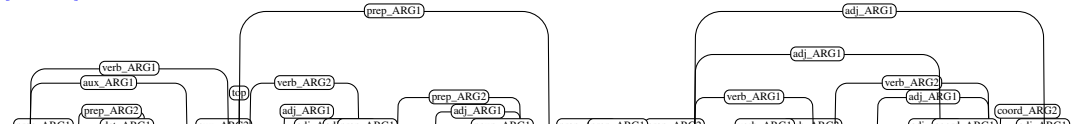
The owners are trying to boost profit in other ways , too .

[21411080]



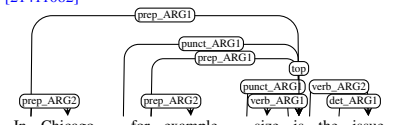
Many have launched promotions to attract new fans and are renegotiating dated stadium contracts

[21411081]



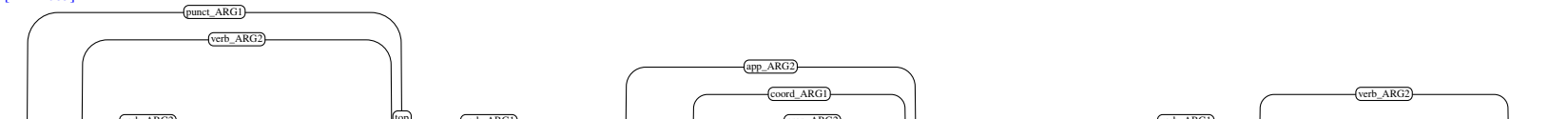
Most of the owners must pay up to 10 % of gross ticket sales for leases on stadiums they say are either too small or too old .

[21411082]



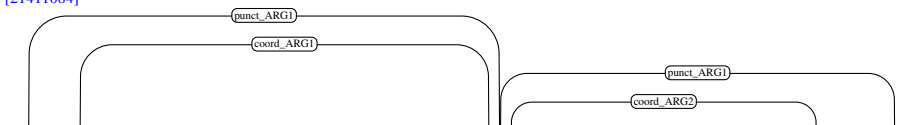
In Chicago, for example, size is the issue.

[21411083]



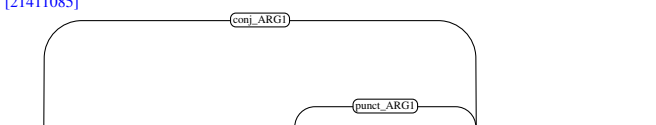
“ We have the worst lease in the NFL , ” contends Michael B. McCaskey , the president of the Chicago Bears and a grandson of George Halas , who founded the NFL ’ s predecessor organization .

[21411084]



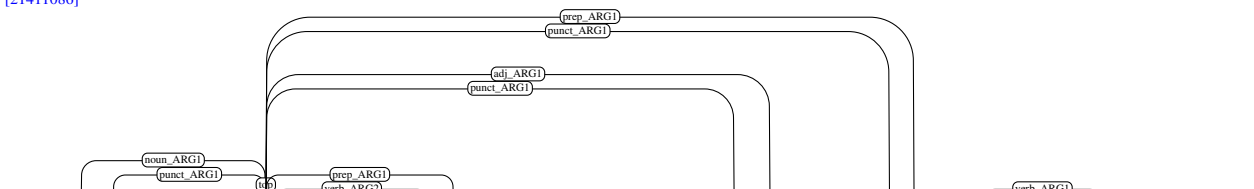
" We're in a metro area with millions of Bear fans , and only a small number can be accommodated . "

[21411085]



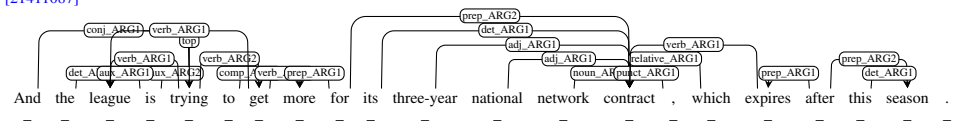
When the lease expires in 1999, he says, "It's got to be changed."

[21411086]



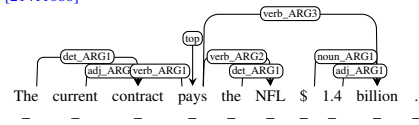
This year, the NFL also imposed an 80-player limit on teams going into training camp, down from 120, in a move meant to trim payroll costs.

[21411087]



And the league is trying to get more for its three-year national network contract , which expires after this season .

[21411088]



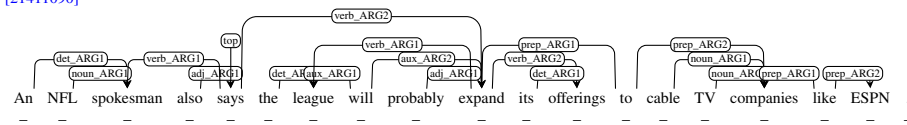
The current contract pays the NFL \$ 1.4 billion .

[21411089]



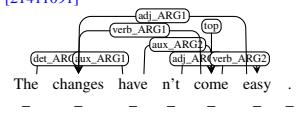
Owners say they expect the league to demand a 50 % increase , despite the fact that televised football games have had lackluster ratings

[21411090]



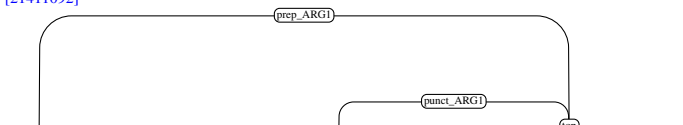
An NFL spokesman also says the league will probably expand its offerings to cable TV companies like ESPN

[21411091]



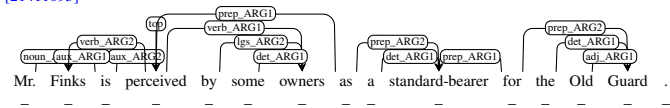
The changes have n't come easy .

[21411092]

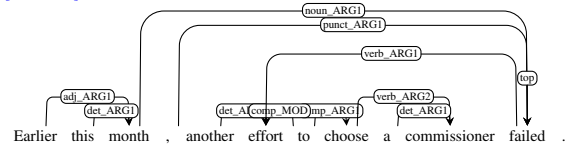


Like the game of professional football, the NFL organization itself is in turmoil.

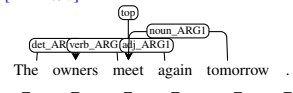
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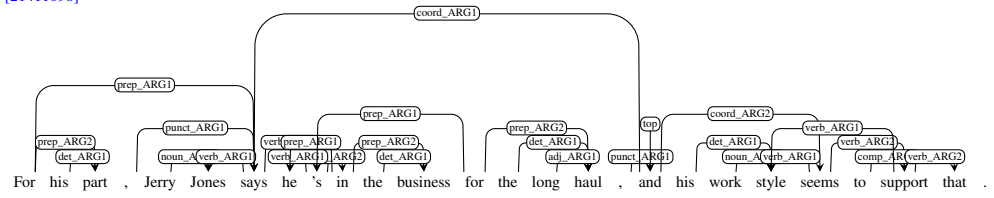
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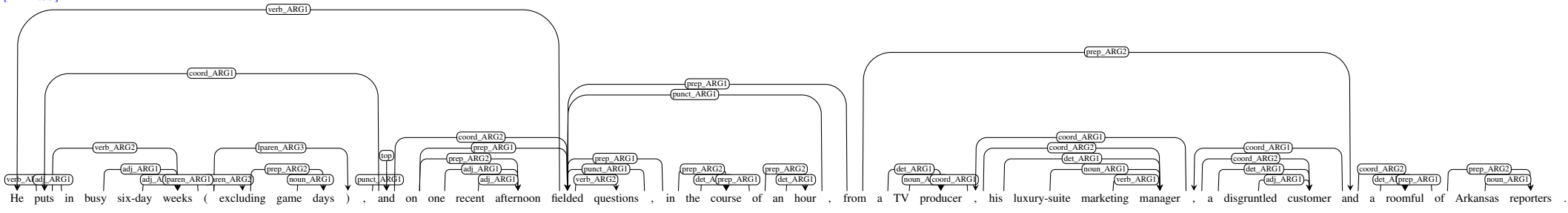
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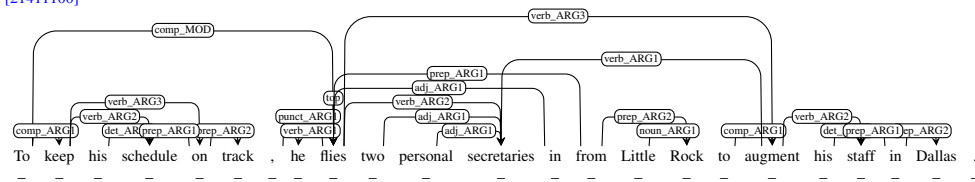
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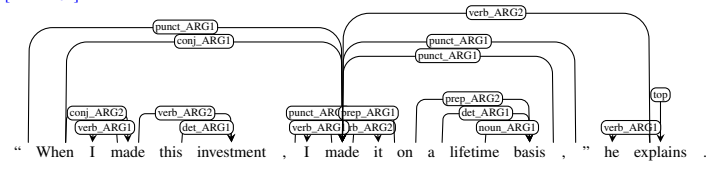
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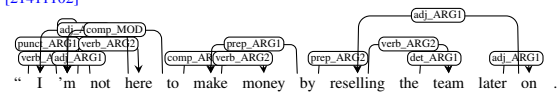
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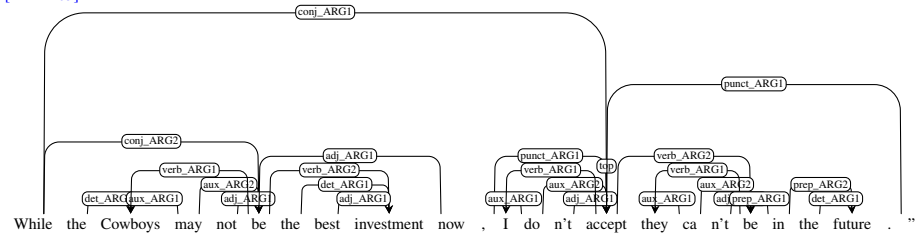
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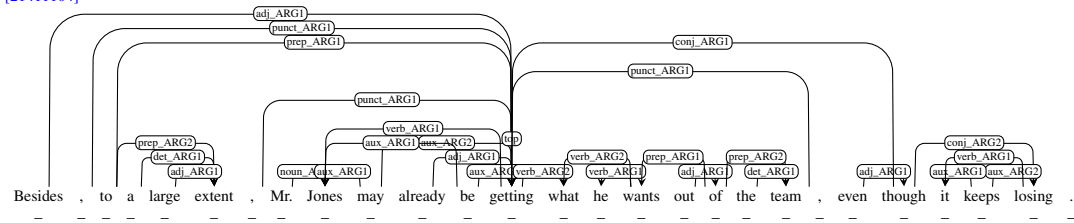
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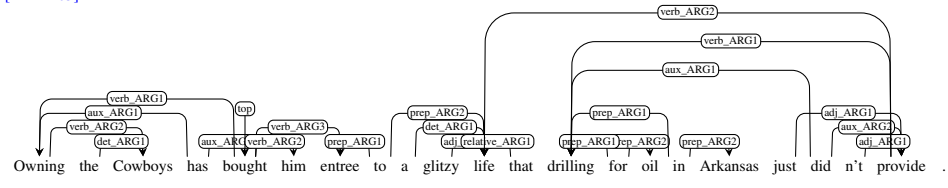
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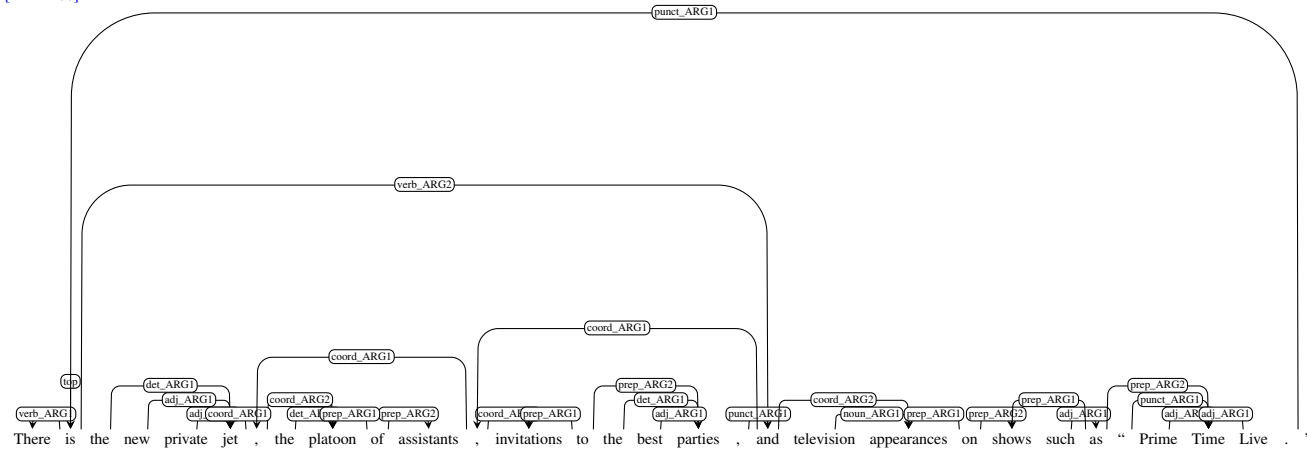
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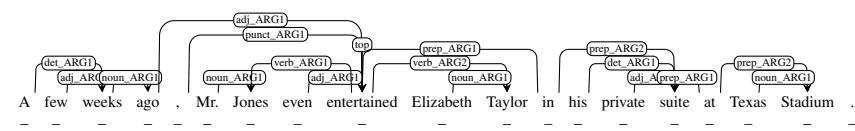
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[21411106]



[21411107]



[2141108]

