



PRESEASON
Green Bay Packers 34, College All Stars 17
Friday August 2nd 1968 (at Chicago)



AERIAL DEFENSE FAILS: STARS TUMBLE

GAME RECAP (GREEN BAY PRESS-GAZETTE)

(CHICAGO) – “We are glad to get off to a good start for coach Phil.” Master precisionist Bart Starr, temporarily between waves of reporters, said it simply and matter-of-factly in the Packers’ sauna-like quarters at Soldier Field here Friday night, but there was no mistaking the depth of his sincerity. He and his colleagues, many of whom have spent nearly a decade with the world champions and Phil Bengtson, were dedicated to providing their new field leader with a solid testimonial in his head coaching debut against the College All-Stars. And with their customary professionalism, they did just that in their third annual appearance in the midsummer extravaganza witnessed by 69,917 fans. Driving 97 yards for their first touchdown, a one-yard burst by Donny Anderson, the Packers amassed a 21-0 lead before the first half had elapsed and, despite some uncharacteristic lapses in the final 30 minutes, forged a 34-17 conquest of Norm Van Brocklin’s super-charged All-Stars.

HIT 17 OF 23

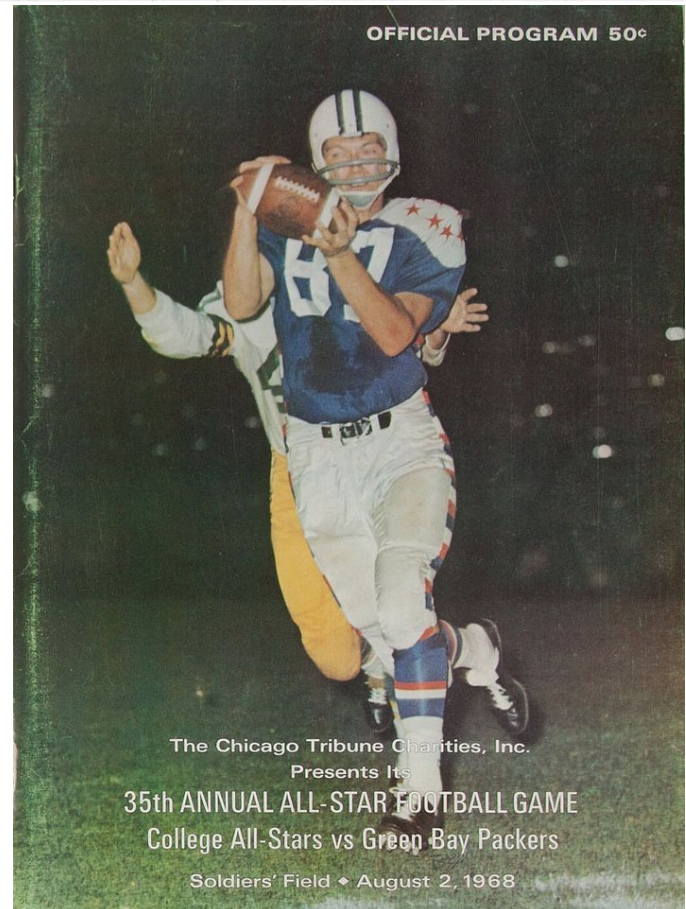
At his incomparable best, Starr completed 17 of 23 passes, three of them for touchdowns in the highly elusive Carroll Dale, as Green Bay’s national football league standard bearers became the first team ever to appear in – and win – three consecutive All-Star games. All-pro guard Jerry Kramer, doubled in brass as the Packers’ placement specialist in the absence of the retired Don Chandler, climaxed the world champions’ production by kicking a 47-yard field goal in the fourth quarter, a record for the 35-year-old series. Earlier, newcomer Wade Traynham, acquired in a trade with Atlanta as a potential successor to Chandler, drilled home a 30 yarder on the final play of the first half. Between these efforts, however, the surprisingly obstreperous All-Stars made life interesting after the intermission frisking the Pack’s league-leading defense for two touchdowns, one of them with the aide of a fumble.

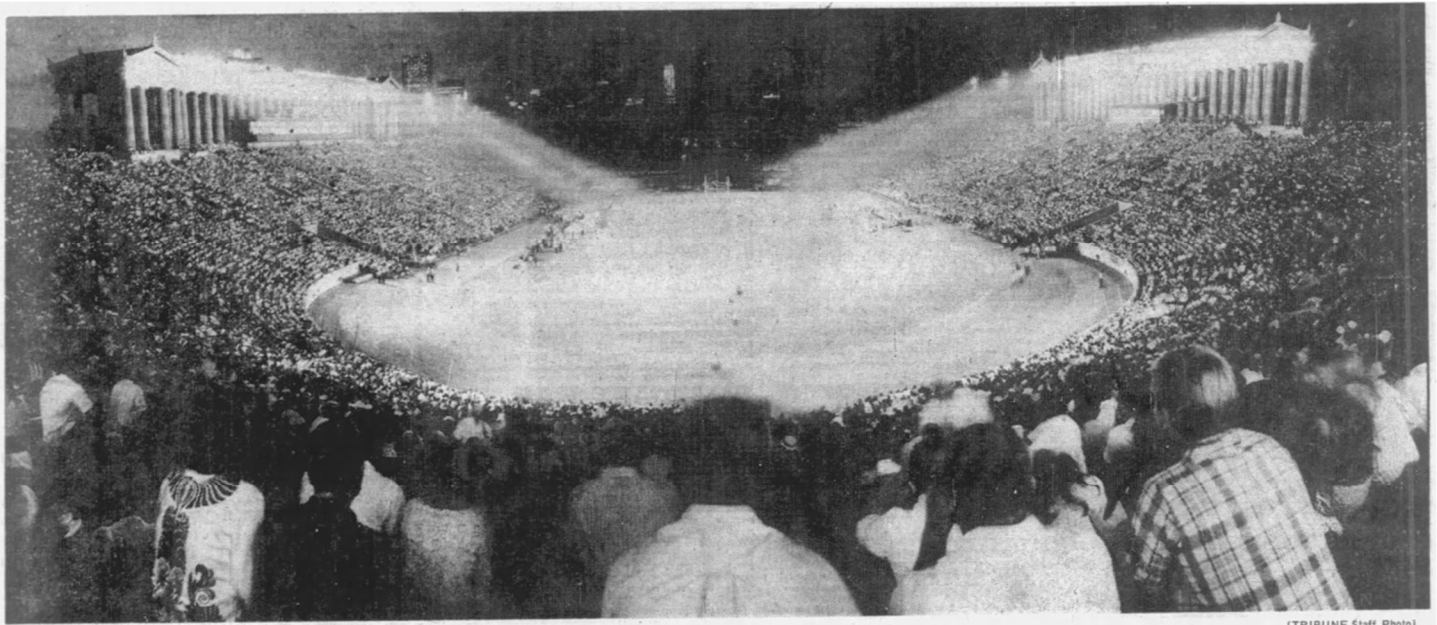
CSONKA LED STARS

The collegians, who amassed the imposing total of 225, with bull-like Larry Csonka of Syracuse leading the charge, yards rushing previously had ended a three-year All-Star scoring drought with a 22-yard field goal by Wyoming’s Jerry DePoyster in the second quarter. Checked by the obviously inspired enemy after receiving the opening kickoff, the Packers refused to permit such effrontery the second time they gained possession, even though it came after a DePoyster punt had bounced out on their three-yard line. They flew the distance in seven plays, the major item being a 72-yard collaboration between Starr and cornerbacking Elijah Pitts. Pulling in Starr’s pass near the east sidelines, Pitts cut back to the middle and motored to the All-Star 25 before being run down by Packer draftee Fred Carr.

ONE-MAN SHOW

The drive was virtually a one-man show thereafter, Anderson collecting 13 yards in two rushes and seven more on a flare pass to the one to set up his lunge into the end zone at 5:56 of the first quarter. The Packers struck again following the next exchange. Beginning at their own 11 after Willie Wood fair caught an All-Star punt, they swept 89 yards in 12 plays, including three Starr passes to Boyd Dowler of 18, 11 and 12 yards. Dale launched his scoring routine at this point, gathering in the leather in front of Oregon’s Jim Smith at the 8, spinning away and past Bob Atkins enroute to the end zone with only 40 seconds gone in the second quarter. Later in the same period,





(TRIBUNE Staff Photo)

The Game—and the Crowd

Huge crowd of 69,917 football fans watch annual All-Star football classic in Soldiers' field.

the champions were on their way again. This time they drove 73 yards in just four plays, among them a 13-yard off tackle excursion by sophomore Travis Williams and an 18-yard Starr pitch to Dowler.

DALE STEPS IN

Dale, who caught 6 Starr passes for 103 yards, again capped the push. He maneuvered into a two-step lead on defender Jon Henderson and the rest was easy. Taking a Starr strike just inside the east sidelines at the All-Star 5, he stepped into the end zone untouched at 6:06. Keyed by quarterback Greg Landry of Massachusetts, an impressive performer, the All-Stars counterattacked. With Landry, a rollout expert, breaking away for 28 yards, the collegians marched to a first down, then were forced to settle for a field goal. It was a considerable achievement, since the Stars had not scored in the series since 1965, having been shut out by the Packers in both 1966 (38-0) and 1967 (27-0). Refusing to concede they were out of it, the All-Stars were even more anti-social in the second half. And they might have been even more so, had not all-NFL cornerback Bob Jeter leaped in front of Max Anderson in the end zone to intercept a Gary Beban pass and short circuit a major threat.

RECOVER FUMBLE

On the following play, the Stars' Tim Rossovich recovered a fumble by Jim Grabowski at the Packer 37, and this time they were not to be turned aside. Eight plays later, Beban found speedster Earl McCullough in the left corner of the end zone from 7 yards out for the Stars' first touchdown since the third quarter of the '65 classic when current Packer Chuck Mercein scored on a pass from Notre Dame's John Huarte as the collegians fell to the Cleveland Browns, 24-16. Perhaps a trifle embarrassed by this turn of events, the Packers retaliated swiftly, driving 73 yards in 10 plays to mount a 31-10 bulge. This time Starr hit Dale on the one-yard line near the west sidelines and the former VPI luminary stepped into the end zone unmolested with only five seconds gone in the final period. Kramer, who later saw a 45-yard field goal attempt drift to the left of the uprights, had considerably more success the next time the Packers acquired the ball. Kicking from a slight angle, Kramer launched a 47-yard drive that nosed over the crossbar at the 6:32 mark, erasing the old series record of 46 yards, established by the Chicago Bears' Lee Artoe in the 1941 game. This development failed to dampen the All-Stars' ardor for combat, however. They crunched 76 yards in 12 plays to score following the kickoff, Landry hitting McCullough up the middle from 24 yards out for the touchdown.

GREEN BAY - 7 17 0 10 - 34
ALL-STARS - 0 3 7 7 - 17

	ALL-STARS	GREEN BAY
First downs	17	20
Rush-yards-TDs	41-206-0	33-89-1
Comp-Att-Yd-TD-INT	20-10-106-2-3	26-18-292-1-0
Total yards	312	381
Fumbles-lost	2-1	1-1
Turnovers	4	1
Yards Penalized	6-33	6-40

SCORING

1st - GB - Donny Anderson, 1-yard run (Jerry Kramer kick) GREEN BAY 7-0

2nd - GB – Carroll Dale, 20-yard pass from Bart Starr (Kramer kick) GREEN BAY 14-0
2nd - GB – Dale, 36-yard pass from Bart Starr (Kramer kick) GREEN BAY 21-0
2nd – ALL – Jerry DePoyster, 22-yard field goal GREEN BAY 21-3
2nd - GB – Wade Traynham, 30-yard field goal GREEN BAY 24-3
3rd – ALL – Earl McCullouch, 7-yard pass from Gary Beban (DePoyster kick) GREEN BAY 24-10
4th - GB – Dale, 13-yard pass from Bart Starr (Kramer kick) GREEN BAY 31-10
4th – GB – Kramer, 47-yard field goal GREEN BAY 34-10
4th – ALL – McCullouch, 24-yard pass from Greg Landry (DePoyster kick) GREEN BAY 34-17

RUSHING

GREEN BAY - Donny Anderson 11-64 1 TD, Travis Williams 5-19, Jim Grabowski 8-18, Elijah Pitts 2-10, Chuck Mercein 2-6, Brendan McCarthy 2-(-2), Zeke Bratkowski 2-(-10), Bart Starr 1-(-16)

ALL-STARs – Larry Csonka 18-95, MacArthur Lane 8-43, Greg Landry 7-41, Gary Beban 4-20, Oscar Reed 2-7, Lee White 1-1, Max Anderson 1-(-1)

PASSING

GREEN BAY - Bart Starr 23-17-288 3 TD, Zeke Bratkowski 2-1-4, Bill Stevens 1-0-0

ALL-STARs – Greg Landry 14-7-79 1 TD 1 INT, Gary Beban 6-3-27 1 TD 2 INT

RECEIVING

GREEN BAY – Carroll Dale 6-103 3 TD, Elijah Pitts 2-76, Boyd Dowler 4-59, Dave Dunaway 2-29, Donny Anderson 2-15, Travis Williams 2-10

ALL-STARs – Earl McCullouch 2-31 2 TD, Bob Wallace 2-27, Dennis Homan 2-15, Haven Moses 1-10, Max Anderson 1-(-13), Charley Sanders 1-(-10)

Big Hearts of Bengtson, Starr Hold Victory Margin Down

BIG HEARS OF BENGTON, STARR HOLD VICTORY MARGIN DOWN

AUG 3 (Green Bay Press-Gazette) – It is said around the NFL that a rookie defensive back is worth six points a game to the other team. The fresh ex-collegians playing under the grand name of all-stars in mammoth Soldier Field here Friday night couldn't help but have four "rookies" in their defensive backfield. Therefore the Packers took a 24 point advantage into the game. But they won by only 17 points, 34-17. Could this be interpreted as a moral victory for the stars? It could be. And the attitude of the stars after the game suggested that this may have been the case with them. They didn't feel bad that they lost. They weren't even in a hurry to return to their dressing room. They chatted with friends. They signed autographs. They handed out helmet chin straps to begging kids. They smiled. They even joked. But this interpretation would really be a ridiculous one. For the Packers could have won by a considerably higher margin. Only the big hearts of Phil Bengtson and Bart Starr kept the score merely doubled. The all-star secondary was as flighty as an old maid on her first date. Boyd Dowler and Carroll Dale spent so much time alone it appeared they either had measles, or they forgot their Right Guard. Starr completed a spectacular 17 of 23 passes and had at least two others dropped but, in most cases, it was like throwing at an Elm tree in his backyard. The Packers did run sometimes. But that was just to keep up the image of the Packer attack. It was so yawningly obvious by halftime that the Packers could make a Hiroshima out of All-Star turf almost at will that the Milwaukee Sentinel's Bud Lea sent in the lead for his story at that time. And Vince Lombardi, watching the proceedings from the press box, looked like he was ready for dreamsville...as were a number of others, who were kept awake only the slight surprise of wondering if the stars could score a touchdown. The Packers themselves were apparently caught in this same enveloping mood as they fell into enough of a lull to allow two touchdowns while getting only 10 points for themselves. It was hardly a sign that the Packer defense is weakening...though the dents made by the Stars may have saved the All Star game for another year...despite the utter futility of it. For three weeks...long weeks...these young men had struggled and strained for a cause they really didn't understand. By day they crashed into one another or facsimiles thereof, bruising themselves and their muscles. By night they crammed professor Van Brocklin's text book into their leads. And all the while they were being brainwashed. "You can beat the Packer," they were told..."Ahem, they put their pants on one leg at a time, too," and they were told...and they were told. After a while some of them began to believe it. But most of them found at least a portion of their thoughts wandering to the various pro camps around the country where their rivals for jobs on these teams were getting a big jump on them. Then came Friday night. And then went Friday night. What hopes had been hammered into them blew up quickly as the Packers soared to a 21-0 lead in a fashion that indicated little had been lost in the Lombardi to Bengtson switch. On the other hand, hiring a pro coach to handle the All-Stars didn't really help, though Van Brocklin did manage to call two touchdowns plays for his quarterbacks. But what the Stars need if they hope to beat the Pro Champs again is some pro defensive backs.

NERVOUS 'STARS MORE CONFIDENT IN SECOND HALF

AUG 3 (Chicago-Green Bay Press-Gazette) – The College All-Stars outscored the Packers, 14-10, in the second half of their game in Soldier Field here Friday night, though the world champion Bays had already sealed an eventual 34-17 win with a quick 21-0 lead. But what did Norm Van Brocklin tell his charges at halftime to trigger this surge that saved some prestige for the previously dimming Stars? "He just asked us what we thought of the Packers," quarterback Greg Landry revealed. "And we all told him he had been right about them. We could play with them. So we went out and played." Whether the Packers let down a bit in the second half, after building a 24-

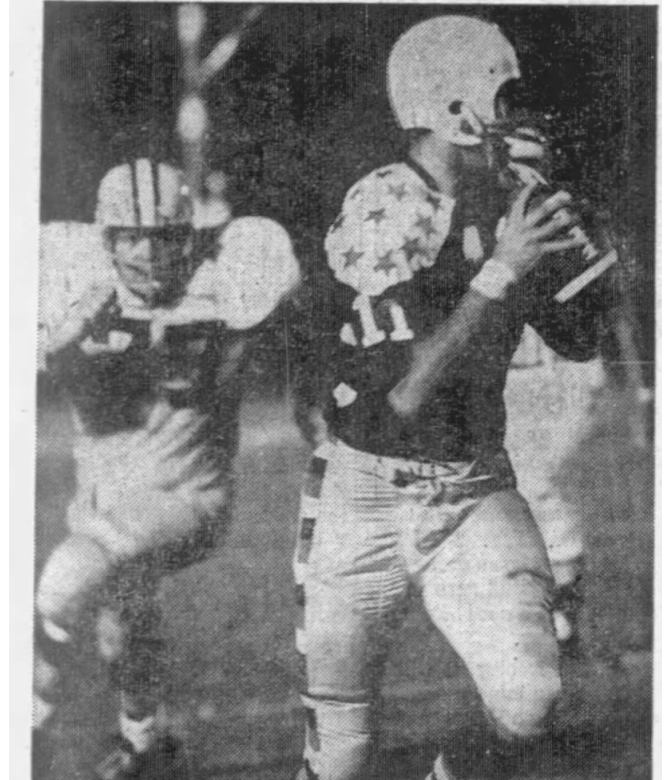
3 lead at that juncture is a matter of opinion but the stars agreed that they were very nervous at the start. "I don't know about the others, but I felt I was in some sort of shell," impressive Larry Csonka declared. "For me, the start of the game was just like a dream. I remember when I was a freshman in high school I saw the Packers win a game and that night I had a dream that I was playing against them. And tonight I was." Csonka, who battered his way to 95 well deserved yards with a rare display of power running, felt his team could have done better with the personnel it had but needed more than three weeks of practice. Coach Norm Van Brocklin, who rejoined the ranks of the unemployed after concluding his first stint as the Star strategist, didn't complain of time. He just praised Bart Starr. "Starr was awfully sharp. When he's sharp as he was tonight, that's the difference," the former Minnesota Vikings coach declared. He added, however, that his secondary "didn't play as well as we had in practice." Csonka came in for the most praise from Van Brocklin but the Dutchman also indicated he was well pleased with blocking by his offensive line. Landry and his fellow quarterback, Gary Beban, also applauded Van Brocklin, who called all the plays. "He called a very good game," Beban said. "I think our problem was that we didn't adjust quickly enough to situations." The Packers' No. 1 draft pick, Fred Carr, felt the game had helped considerably in his quest for the Bays' tight end position, this despite the fact he played linebacker for the All-Stars. "I was playing the strong side linebacker and was usually right over Marv Fleming, the Packer tight end," he explained. "I think I played alright but Marv outsmarted me quite a bit. And he's a good blocker, But I learned just by watching his splits and how he took me in or out on the option block. I think that's where he hurt me the most, on the option block." Anxious to report to the Packer camp now that the All-Star stint is over, Carr chuckled, "I knew they'd initiate me in a hurry. They ran that first play right at me. But we were expecting it." Jim Grabowski was stopped for one yard on the drive, guard Bill Lueck, the Packers' other first round draftee and only other Green Bay rookie on the Star team, found "that Jordan (Henry) is awfully tough. They're a great team. I only hope I can stay with 'em." Defensive back Jim Smith, a frequent and harassed victim of the Packer passes, said the problem was that the All-Stars played the Packers too loose. "We started out by giving them those seven and eight yarders because we had heard so much about how they would bomb us," he noted. "Then when we came up tight, we did a lot better. If we had to do it over again, we'd start playing them tight right away. That's the only way." Csonka found two differences between college and pro ball in the game. One was a smack by Ray Nitschke and the other was the lack of smack. "Two years ago, I got hit awfully hard by a guy from Florida State," he related. "I got a black eye and he got a concussion. Tonight I got hit harder by Nitschke and he just got up and walked away while I counted my teeth." He hastened to add, though, "I saw Nitschke smiling at me, though, and I knew he understood what I was thinking. I'll you one thing, we heard a lot about how there's a lot of socking and pokes in the eye in pro ball. But there was none of that. These are fine guys." But though he bashed his way to 89 yards, the Syracuse bull destined to become a Miami Dolphin, said he felt intelligence was the key. "Listen, these guys are smart. That's the big thing. I know they're just as big as I am and just as smart. So when I got past that middle linebacker, I figured I was picking up some intelligence, too."

USUALLY SERIOUS CARROLL DALE LIGHTEARTED AFTER THREE TDs

AUG 3 (Chicago) – Carroll Dale, a soft spoken Tennessean, is serious about his profession. But the fleet Packer flanker was in a lighthearted mood following his sparkling three-touchdown performance in Friday night's 34-17 triumph over the College All-Stars here. Could he remember of ever having turned that trick before? The former VPI star smiled and rejoined. "Yes, I do remember – it was in November 1963 against the Lions – when I was with the Rams. I had seven catches for 207 yards. It was the best day I've ever had." Flashing a sly grin he added, "We used to put a great value on game balls when we were with the Rams because there weren't too



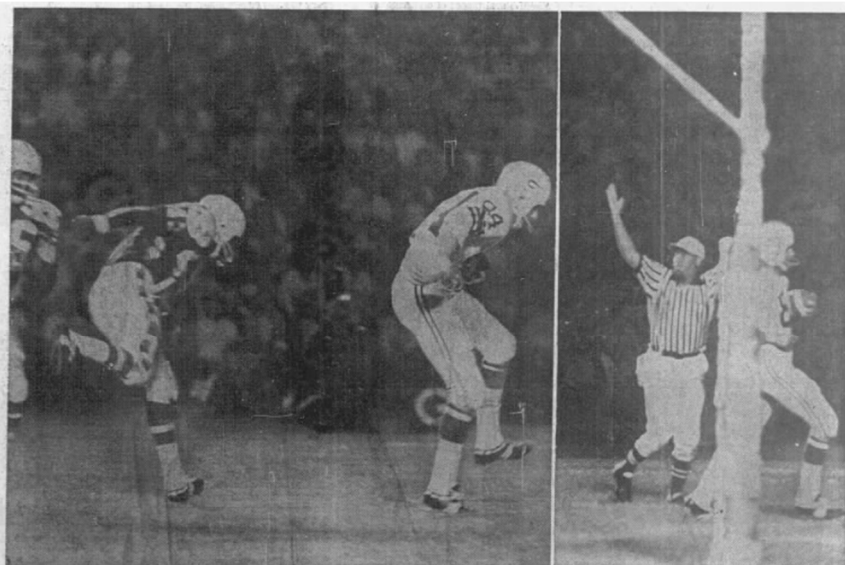
All-Star receive Earl McCullough scored two touchdowns in the game



[TRIBUNE Staff Photo]

Anybody Loose?

Greg Landry, All-Star quarterback, looking for receiver in third quarter as Ron Kostelnik, Green Bay tackle, closes in.



In for the Score

Carroll Dale (84) of Packers takes Bart Starr pass as All-Star defenders try in vain to break up the completion. With defensive halfbacks Dale has a clear path to end zone where referee signals Packers' second touchdown in second quarter. Starr threw three touchdown passes in Packers' victory.

(TRIBUNE Staff Photo)

many...I got one that day – the only one I had in five years with the Rams.”...ZONE COVERAGE: Itemizing his most recent “hat trick,” engineered in collaboration with sharpshooting Bart Starr, Dale reported, “My first touchdown was on a zone coverage. I guess they were going for the ball and messed up. It was between Smith (Jim, of Oregon) and Atkins (Bob of Grambling). I just hit the hole and the ball was there. Bart just turned it loose. The second one was a fly pattern. I tried to give the defensive man a square-out move, and once he takes it, you should be open. I just faked Henderson (Jon, of Colorado State) and took off. On the third one, the ball was a little late. I discovered this following the play when Bart told me he got hit and lost his balance. I was expected to be hit, too, because I knew there was someone behind me. I didn’t know the guy fell down. It was a lucky catch. I thought I was going to drop it. You get itchy when you feel somebody is in back of you.”...UNDER RADAR:

Across the room, Elijah Pitts confided that he had been operating under radar on his 72-yard excursion with a Starr pass that led to the Pack’s first touchdown. “Somebody rang my cuckoo clock,” the pride of Philander Smith chuckled, “on the second play of the game. My bell was ringing then. It happened on an incomplete pass. I leaped for it, got hit and landed on my head. I was a little groggy when I caught the pass. My vision was distorted,” Pitts said, adding, “it looked like they were in one of those linebacker inside defenses and we caught ‘em blitzing.” “I guess nobody saw me but,” he laughed, “they caught up with me in a hurry...for a while, I thought I might go all the way. I saw Dowler (Boyd) down the field, and I thought it looked pretty good. But things closed in, in a hurry.” Jerry Kramer, author of a record 47-yard field goal in the fourth quarter, was both amused and delighted with his long range effort. “Wasn’t that weird,” he smiled. “I never expected it.” The all-pro guard, who always has deprecated his kicking talents, admitted, “I guess it was the longest one I ever made. When I was doing our kicking in 1963, I tried one in Detroit from the 49. I thought it was good. In fact, we started walking off the field, but the safety caught the ball under the crossbar.” All-NFL cornerback Bob Jeter, who had saved a touchdown earlier with a leaping end zone interception in front of Arizona State’s Max Anderson, attributed the Stars’ first TD to “a perfect pass.” “I took the inside away from them knowing Lee Roy Caffey on the outside. Lee Roy was there in good shape – he just missed the ball by an inch. It was a perfect pass.” The Collegians’ final touchdown was a matter of sheer speed – as represented by Olympian Earl McCullouch of USC, Herb Adderley wryly noted. “It was just a quick post,” he said, “he just ran away from me. He was my man all the way.” “He’s the fastest man in the world for 20 yards,” he confided, then ironically concluded, “He ran a quick turnout once. Before I backed two steps, he had gone five yards and turned out...He made me nervous.”

BENGSTON CALM BUT HAPPY

AUG 3 (Chicago-Green Bay Press-Gazette) - A man of extraordinary even temperament, Phil Bengtson accepted his first victory as head coach with characteristic calm. The tall, articulate Scandinavian wore a faint smile as he held forth for reporters in the Packers’ highly humid dressing room following their 34-17 decision over the College All-Stars in Soldier Field Friday night, but there was no other external evidence of his emotions. Analyzing the historic victory, the world champions’ new headmaster observed, “I thought Starr was unusually sharp in hitting his receivers. Along with it, I was pleased with the passing protection. The defense also was pretty sharp in the first half, but in the second half it had a couple of lapses (touchdown passes from Gary Beban and Greg Landry to USC speedball Earl McCullouch).” Their quarterbacks were running out there and we didn’t contain them very well. And Csonka (Larry) is a real horse, and Landry ran well, too. We heard their All-Star staff was well pleased with its offense. We heard it was well organized, and this proved it.” “They gave us a little trouble in the first half,” Bengtson further noted in answer to a question. “On a play where they faked to the fullback and gave it to Lane (McArthur) and they had the speed to go outside.” “They talk about their backs,” he added, “but they must have been blocking pretty well, too.” This last was obvious reference to the 225 yards rushing the All Stars mounted. In this connection, Bengtson said, “It’s hard to say if Csonka was doing so well because it was designed, but he has a way of finding the open hole.” “Beban operated just the way we had him figured,” he continued. “He’s a real hustler and leader, good on extemporaneous plays. And Landry did pretty well on those, too.” He also was impressed with one other All-Star. “Carr (Fred, the Packers’ No. 1 draft choice) was pretty close to that ball all the time,” Bengtson noted with satisfaction.

STARR GETS LOMBARDI SENDOFF

AUG 3 (Chicago-Green Bay Press-Gazette) – It was 40 minutes before game time. Bart Starr was throwing a few warmup passes on the gridiron. Standing on the sidelines, watching in silence, was Vince Lombardi. Suddenly, Lombardi, no longer the coach, yelled, “Bart...Bart.” Starr looked over, then began trotting over...a questioning look on his face. Lombardi stuck out his hand in a good luck handshake gesture. Starr grinned...and ran back to the field. Lombardi turned, grim faced, head down, and walked rapidly to the gate

that would eventually take him to his seat in the press box. Somehow, to the small group of people who had witnessed the scene. It seemed significant. At halftime, Lombardi was presented with the first John T. Riddell award as NFL Coach of the Year, as selected by the Pro Football Writers of America. Ed Pope, sports editor of the Miami Herald and president of the group, made the trophy presentation. Oakland's John Rauch will receive a similar award as AFL coach of the year, and both coaches will have replicas of their trophies in the Pro Football Hall of Fame in Canton, Ohio. Just previous to the Lombardi presentation, Bubba Smith was given the award as the most valuable player on last year's All-Star team. The now Baltimore Colt star was decked out in a black Nehru coach with a bright red turtle neck poking out...The pro football writers, in a meeting Friday afternoon, decided to make two other annual awards beginning next year. One, to be named in honor of George Halas, will go to the most courageous player in either the NFL or AFL. The other, named for the last Dick McCann, first director of the Pro Football Hall of Fame, will go to a newspaper man for distinguished reporting of pro football...For the benefit of the press, it was announced in the press box before the game that the contest would include three commercials in the first, third and fourth quarters and four in the second. As the fourth quarter began, the press box announcers repeated "only three more commercials to go."...Pat Richter, catching the touchdown pass that beat the Packers in 1963, adorned the game program cover...A group of fans paraded through the stands with a huge sign reading "Packer Power" at halftime...For some unexplained reason, the Packers were greeted with a healthy number of boos at the start of the second half.

OPTION CLAUSE PERILS PRO FOOTBALL: VINCE

AUG 3 (Chicago Tribune) – Vince Lombardi warned today that pro football faces extinction unless it solves the troublesome problem of players playing out their options. "You can't play pro football the way we do and keep the competitive balance without keeping players from jumping from one team to another," Lombardi said sternly. The warning came in a question and answer session after the general manager and former coach of the world champion Green Bay Packers had delivered a ringing paean to winning at the annual meeting of the Football Writers Association of America...PARKS CASE CITED: The question, from Gus Schrader, sports editor of the Cedar Rapids Gazette, was: Do you think the Dave Parks case will deter players from playing out their options? Parks is the San Francisco 49er end who signed with the New Orleans Saints after playing out his option. Last week Commissioner Pete Rozelle awarded the 49ers tackle Kevin Hardy, this year's No. 1 New Orleans draft choice, plus the Saints' top pick for next year. Lombardi's response to the question: "If it doesn't you will see the end of pro football. You have to have someone to compete against. If players continue to play out their options, the richest teams will get all the talent and you'll destroy competition." Lombardi opened his speech by declaring he would not speak on any of the pressing topics of the day, because all he knew was football. But as he continued, it became quite clear that he was, indeed, talking on America's vital issues. Lombardi, whose name someday may be used as a common synonym for "tough disciplinarian," declared that discipline is needed in everyday life as well as in football...FROM FREEDOM TO CHAOS: While lauding the concept of freedom, he said. "For so long have we ridiculed authority in the family, discipline in the school, order in the state, that the freedom we have sought has brought us close to chaos." He continued: "We will never have a good society, much less a great one, until individual excellence is respected again. Freedom will succumb to communism unless the values underlying it are upheld. These values are duty, responsibility to authority, and the development of mental discipline. The answer today seems to be to take the easy way. If you don't like a rule, change it." Lombardi said that, contrary to public opinion, he never ruled the Packers by fear. "You discipline in the NFL or in your family with love, understanding, and rules and regulations. If a man breaks a rule he must be punished. It's as simple as that." He deplored the trend of society to "have sympathy only for the criminal, the misfit – in short, the losers. Have sympathy for the losers, yes, but have praise for the doers, the winners."...NOT ENOUGH CHEERS: Lombardi came back to this theme later when he was asked how he reacted to the few defeats the Packers suffered under his regime. "Nobody likes to lose," he responded,



[TRIBUNE Staff Photo by Dave Nystrom]

MacArthur Lane, All-Star halfback, en route to 9-yard gain in second quarter, with Linebacker Lee Roy Caffey of Packers in pursuit.



[TRIBUNE Staff Photo]

Charles [Bubba] Smith, former Michigan State star now with Baltimore Colts, accepting trophy recognizing his selection as most valuable player in 1967 College All-Star game. Dave Campbell of Waco [Tex.] Tribune and new president of the Football Writers association, makes presentation during half time.

"but I don't know of any man who disliked it as much as I did. I didn't see why we ever had to lose. Yes, you laugh, but I'm not joking. I'm serious. It's fine to have a little sympathy for the losers, but how about a cheer for the winners!" One of history's all-time great winners got a big cheer from the assembled writers at the conclusion of his address.

LIONS REAL VICTORS IN 'STAR GAME? GET FOUR OF THE TOP PLAYERS

AUG 4 (Green Bay Press-Gazette) – The Packers, football history will surely attest, were the winners of record in Friday night's 35th College All-Star game. But a Chicago observer suggests it was a considerably more profitable evening for one of the world champions' major rivals. "Pro football had an exciting, brand-new game-breaker Saturday," Bill Jauss of the Daily News wrote. "He's a skinny, sure-handed, long-striding sprinter named Earl McCullough. And he's the major reason the Detroit Lions were the big winner in Friday night's All-Star game at Soldier Field. That's right – the Detroit Lions. For the record, the Packers beat the Stars, 34-17. A crowd of 69,917 fans watched Bart Starr (17 for 23 for 288 yards and three TDs to Carroll Dale) pick apart a defense that gave him virtually no pass rush. But those aren't the numbers that make this game significant," Jauss noted. "The number to remember is the '17' on the scoreboard after the Stars' name...JETER, ADDERLEY 'VICTIMS': "The Packers had shut out the Stars for two straight games. Friday night, McCullough scored twice on fourth down passes. He victimized each of the Packers' superior cornerbacks, first Bob Jeter, then Herb Adderley. And this world record hurdles champ wasn't the only impressive rookie who checked in Saturday at the Lions' camp. McCullough was accompanied by quick-armed 6-3 Greg Landry, who threw him one of his TD passes Friday night; by strong blocking tight end Charley Sanders and by Jerry DePoyster, who booted a field goal, added two extra points and punted a 55-yard kick out of bounds on the Packer 3-yard line." "The Lions," the Windy City wordsmith points out, "are members of the Central Division. That means the Packers, the Bears and Vikings will face all of them twice apiece this season." Another Chicago scribe, Sports Editor Leo Fischer of the American, observed, "The most amazing thing about the 35th annual College All-Star game is that the collegians, after giving up early in the second quarter, decided to make a contest out of it, and succeeded in a most emphatic manner. Sure, they lost their third straight decision to the Green Bay Packers, 34-17, but the 69,917 who crowded into Soldier Field last night saw what started out to be another runaway turned into an interesting, exciting battle. It was obvious in the second quarter, after the Packers had taken a 21-0 lead on Bart Starr's passing, that the collegians were ready to concede. With six yards to go on fourth down and the ball on Green Bay's 15, they settled for a field goal – rather than gambling on a touchdown effort which might have sparked a rally." "You can hardly blame them at that," Fischer noted. "After losing the last two games by a combined total of 65-0, the three pointer by Jerry DePoyster ended a scoring drought which extended back to the last quarter of the 1965 game, a total of more than 130 scoreless minutes...TAUGHT ANNUAL LESSON: "The second half was a different story. Led by Greg Landry of Massachusetts at quarterback, Larry Csonka of Syracuse at fullback, and track star Earl McCullough of Southern California at split end, the collegians scored two touchdowns and fourth the fearsome Pack to a standstill in the last two quarters on the ground and in the air."...One of Fischer's colleagues, Bob Pille of the Sun-Times, was less charitable to the simonpures. "Green Bay's oldsters, as befitting the champions of all football, taught the College All-Stars their annual lesson 34-17 Friday night," Pille wrote. "But the collegians managed to stir some excitement...for 69,917 in Solders Field and all the folks out there in television. It took the youths some time to get going, which was understandable after being raised on stories of Packer shutouts by 38-0 and 27-0 the last two years. Perhaps the Packers, even showing that they could play for new coach Phil Bengtson as well as sainted Vince Lombardi, also cooled it a bit after teaching the boys early what sort of evening it was going to be. Certainly the collegians were reinforced in their belief that you can't trust anybody over 30. Bart Starr, a creaking 34 and ready for his 13th NFL season, picked their youthful defenses apart on three touchdowns and a 21-0 score in the first 22 minutes."...Cooper Rollow of the Tribune, game sponsor, understandably adopted the house man's approach. "The Green Bay Packers are still champions of the College All-Stars," he began. "And the fans don't seem to mind it a bit. For the third consecutive year, the professional monarchs overwhelmed the class of the nations' collegiate football crop. The final score was 34-17, and the crowd of 69,917 which thronged into the lakefront arena showed its appreciation of this 35th College All-Star game by whooping and hollering on virtually every play. In the end – indeed, practically from the beginning – Bart Starr and the Packer passing attack proved themselves simply too clever for the collegians' defense to handle."...PACKER PATTERN: Paying tribute to the collegians in his postgame analysis, Bengtson said, "They were certainly a rough fourth down team. We expected them to do a lot of running with that fine offensive line of theirs, and once they got started they were pretty hard to stop. I think we did well to win as handily as we did." Packer General Manager Vince Lombardi, who viewed the contest from the press box in Bengtson's debut as his successor, was asked by a Chicago scribe whether this year's All-Stars were better than the ones he had shut out the last two years. Lombardi merely grinned and replied, "That's a good question. I don't think I'm in a position to answer." Assessing the Packers' defensive problems in the second half, Capt. Willie Davis observed, "In a tight situation, when the All-Stars had a chance to make a first down you knew they were going to go with Csonka (Larry). That's how it was for awhile, but then they started to pass in those situations and they had us a little off balance because we were anticipating Csonka. I was impressed with him and Lane (McArthur)." Starr's 72-yard collaboration with Elijah Pitts in the first quarter turned the tide early, new Packer Fred Carr said. Carr, who made the tackle on the play, opined. "They broke our backs there. If we had held 'em down there, it might have been a



Vince Lombardi

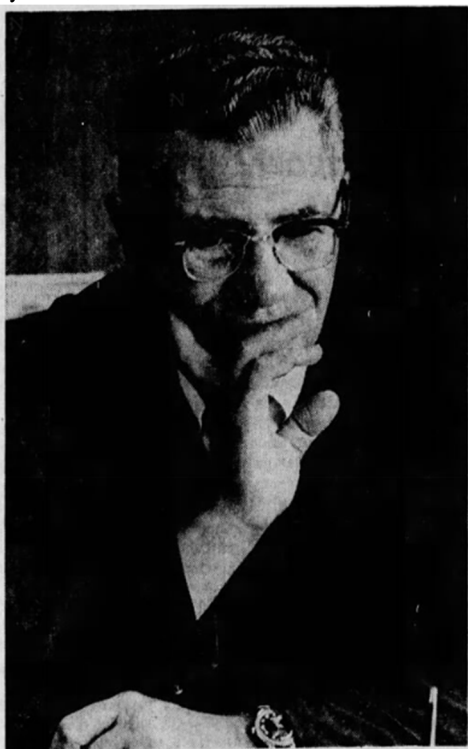
... issuing warning

real flight." Carr, the Bays' No. 1 draft choice, and fellow rookie Bill Lueck of Arizona, joined the world champions today...Starr, seldom sharper, completed 10 consecutive passes during one first half stretch...The Packers, who have become the first team ever to win three successive All-Star games, now own a 6-2 record in the midsummer production. They lost their first attempt, 6-0, in 1937, they won by 45-28 in 1940, 19-7 in 1945, and 42-20 in 1962 before running afoul of the '63 stars, 20-17...The Packers, who next meet the New York Giants in the annual Bishop's Charities game at Lambeau Field next Saturday night, are currently on a two-day holiday. Given Saturday and Sunday off, they return to the practice field at 10 o'clock Monday morning.

Discipline in Action—That's Vince Lombardi

DISCIPLINE IN ACTION – THAT'S VINCE LOMBARDI

AUG 4 (Green Bay Press-Gazette) – Vince Lombardi stretched back in his chair, looked out the window of his office at the street that bears his name, and spoke seriously. "It marks a peak in a man's life when they name a street after him," he said. But then his eyes generated a grin that turned into a laugh which bounced around the gold-carpeted office where he guides Green Bay Packer destinies as general manager. "But they blew it," he said. "They should have named it Via Lombardi," and the laugh echoed again, a deep, hearty sound. There are probably people who are surprised that Vincent Lombardi laughs. There is a picture of the man which says he is dynamic, intent; a non-nonsense man who works miracles. A man who brooks no opposition, is sensitive to criticism, quick to anger. But



General Manager Vince Lombardi
Reflecting on Nine Years as Packer Coach

there is another view. That is a picture of a man easily moved to tears, quick to speak out against wrongs. A man loyal to friends, family, church and community. Both are true – and that is what makes Lombardi watching such a fascinating business. You see, there are two major sports in this town. The first is watching the Green Bay Packers. The second is watching Vince Lombardi. The first goes on six months of the year. The other never stops. The Lombardi watchers will band together Wednesday in a Salute to Vince Lombardi which will be climaxed with a dinner at the Brown County Veterans Memorial Arena. Lombardi tried to dissuade backers of the event from going ahead with their plans. "But they appealed to my civic pride – and here I am," he says with a laugh. People started watching Lombardi when he arrived in Green Bay a decade ago to take over the fortunes of a football team that had become a joke. He warned the



Vince Is Convincing
Packer General Manager Makes an Extra Point

people who hired him that he was no miracle worker – then went out and worked several. In the process he became a national figure, his teams a standard of excellent for the sports world. Since then, too, Lombard has become an enigma. He is not a popular man, as you would ordinarily define popularity. He is respected, admired, looked on with awe as if he were some great natural phenomenon like the Grand Canyon or the Rocky Mountains. He has become, in this part of the land, an epic hero – a man who will always find a way to emerge triumphant. He has done it, he confesses, by building confidence. "You build it in the team and in the people. But I don't know how you do it. It's a contagious thing. If one person has it, it snowballs. But a lack of confidence can snowball, too." The confidence has grown from, and centers on, Lombardi – at 55, a tanned, healthy, strong man with an extra crop of white in his hair the only major visible change in his appearance in a decade. He admits to difficulty in explaining just what the ingredients of his Green Bay success have been. "I had some doubts. But I felt assured that I had the ability to do the job," he says, recalling the early days. "The question was one of putting things together." He put things together with an emphasis on commitment. He told his players that only three things in life were important – their religion, their families and the Green Bay Packers. For the squad it was a half-year commitment. For Vince Lombardi – a 12 month job. "I had to devote all my time to the team, to the job. That left little time for anything else – for social life for example. I was that way for 12 months of the year. I guess if we all had that feeling the contribution we would make to our community would be small. That's one of the reasons I gave up one of the jobs. I think I'm doing more now as a citizen." One of the things which had to be done when he arrived here, Lombardi points out, was the building of some barriers between coach and public...PUT UP BARRIERS: "We had

to put up barrier. That was one of the things that was wrong here. It was one of the musts in the early days. People were too close to the team," he explains. Green Bay fans have respected the barriers. "People here have been very considerate. Either it's consideration or dislike," he says with a chuckle. "But I'm left alone a bit more here." That is not true in other places. "When I go to Milwaukee or other places in Wisconsin – or to New York, for example, it is not that way." While success has changed the man's public life, it has not altered his private life. "I don't feel any different. In fact, I have no feeling about it at all. I haven't changed my way of living or my friends. There has been no effect on my personal life."...NEW TYPE OF FAN: Success, though, has bred a new type of fan in Green Bay. During last year's exhibition season, the Packers shut out the Chicago Bears. Rather than exulting in the victory, fans seemed most concerned that the score had not been larger, but the Packers had not been more impressive. Lombardi chuckled at the memory, then pointed out: "Green Bay is no different than any other city. What is different, though, is the loyalty of the fans. The fans here are quick to criticize. But they are loyal. It's their right, if they buy tickets, to criticize," he says. But if fans have become too confident, the team has not. "The nature of the game dictates against overconfidence. You can feel that way for a game, but not for a season. We have too many fellows who have been through the mill for that to happen."...LEAVE GREEN BAY?: There has been talk, he was reminded, that he has plans to leave Green Bay to accept other football work. It is just talk, Lombardi says quickly. "I expect now to spend my future in Green Bay," he says. "I have no reason to consider otherwise. I'm not a New Yorker anymore. A man has got to do what he thinks is right when he has a choice to make," Lombardi explained. He has made many decisions over the last decade, Lombardi reminds. And all of them have been "pro" decisions. A "pro" decision, he explains, is a decision which keeps him in Green Bay. At the time he resigned as Packer coach to become full time general manager he was presented with five offers from major corporations. "These were all high salary, executive – active executive – positions. One was with a paper company, one with an airline firm, one in electronics, one with a transportation group.



[TRIBUNE Staff Photo]

Immovable Object

Jim Grabowski running into cluster of All-Star defenders after short gain, Adrian Young (left) driving in to help stop play in first quarter.

But they would have taken all of my time."...PLANS FOR FUTURE: Some plans for the future have been suggested to him. He has received overtures to write the story of his Green Bay years. There has been talk, too, of a feature length movie. There has also been talk of a political career. But he squelches that quickly. "I have no political aspirations," he says. He is involved at present with a group called Public Facilities associates – a corporation which constructs low-income housing for the elderly and for minority groups. These "turnkey" projects have been instituted in Madison and Milwaukee. "This is a limited profit business," he points out. "But there is a great need for housing for the elderly, for those with low income. And we can't wait for government to provide these things. Our group can provide a package in eight or nine months. It takes government two to three years." Items such as help for the low income, concern Lombardi. So does what he calls a "revolution" in this country...BREAKDOWN OF MORALITY: "There has been a complete breakdown of morality," he said. The old virtues of teamwork and unity have been replaced by an emphasis on individual freedom which, Lombardi admits, he finds disconcerting. "No one man can exist without everyone

else. But there is a selfishness rather than a selflessness around today." Selflessness, he pointed out, has been a hallmark of his football teams. "Our team philosophy is hard to explain. But it is selflessness. If we could get the same feeling into some of our student bodies and some of our people, we would have a better country." This selflessness has led to success in another area of which Lombardi is proud – and about which he is concerned..."NEVER FELT COLOR": A national magazine recently concluded an article on the black athlete and the frictions produced by his competing in a white society. The magazine pointed to the Packers as an example of a team that had no racial problems – because Vince Lombardi refused to let such a problem exist. "I have never felt color," he said. "The approach I have taken here is that a man is a man – he has human dignity, he is entitled to respect. It's the respect one man has for the dignity of another. People here are not treated better, or differently, because of their race or their religion," he said. He has other concerns, too. One of them centers on the business of football..."GLUT THE MARKET": "Pro football," he says, "has not reached a pinnacle. But there is a question as whether we will glut the market." The length of the football season – both pro and college – and the emphasis placed on it have led to fans being able to see football two or three times a week year round in some places. "Green Bay hasn't bought all of these," Lombardi said, referring to a mélange of televised football analysis, films and specials. A players' strike at the start of this season threatened a "no kickoff" year. "This was a source of concern. I have no argument with anyone who fights for what he thinks is right. But it becomes a question of when to stop," he says. The strike, he points out, has changed the image of the pro ball player. The ball player, he said, has been one hero in an age of heroes. "The perils and prizes have never been greater," Lombardi mused. "There is a great opportunity for a man of great station, stature and character. But I don't know who the man will be."...MISSED PLAYING FIELD: In his job as general manager, Lombardi admits that he misses the playing field. "But I sit here and marvel," he says. "I don't know how I did

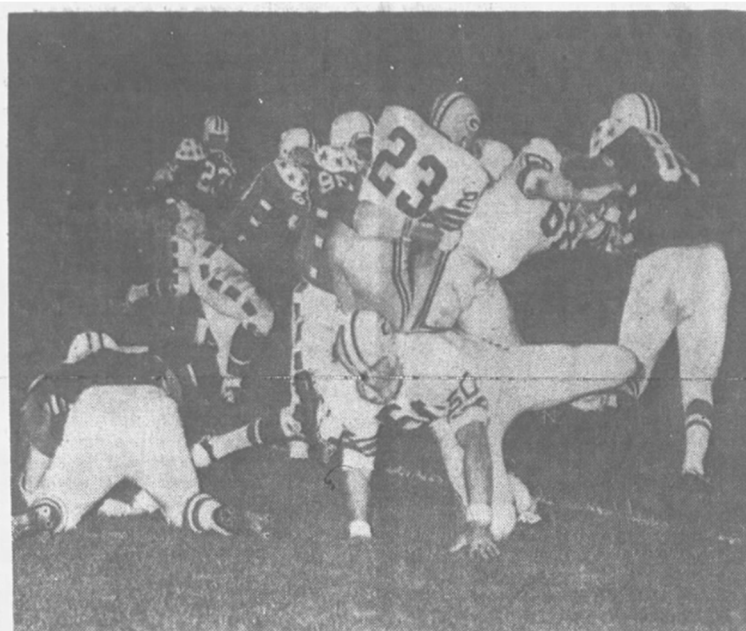
both jobs. With all of the extra things this year, it would have led to neglect of one or the other." In the dynamic decade which he has overseen, there have been high moments and low ones. "Everybody asks about that," he says in a serious tone. "And it is difficult to explain. I can't pinpoint these things one, two, three. There was extreme elation over the first game (a conquest of the Bears in his coaching debut). But every game is the same way...SOME SELF ANALYSIS: "And every game that you lose is just the other way. This is an up and down type of business. It's very demanding. The first championship was a high point." Bringing back memories also led to some self-analysis for Lombardi. "I'm an emotional man. I flare up, then it's gone. I'm sensitive. I guess you drive yourself rather than having people drive you. I'm not concerned with what others think. I'm only concerned with what I think. Our concern has been how well we have done our job." There is a suspicion, though, that what the Packers do and think does affect the community. "We had a survey made, and it pointed out that the excellence of the ball club rubbed off on everyone in town," Lombardi said. There have been honors along the way, too, that made their mark on this complex man...HIGH POINT IN LIFE: "I don't mean the coach of the year. Those are meaningless. But a high point in my life was the Insignis Award from Fordham. And the Alpha Sigma Nu award from Marquette. Those weren't because I was a great student," he chuckled. The words will continue to be written about Vincent Lombardi and why he is what he is. But his own words serve as an excellent summary. You teach by example, he says. "Character is action. It is hard to explain. I'm not a psychologist, I don't have the background or the terminology. But it comes down to a disciplined will. This is character in action." It is, then, this disciplined will, which has Lombardi what he is – and what he will be. The difference between Vincent Lombardi and the rest of mankind is in that will. In this case it has been a will to win. The average man will look back at the end of his career and say to himself that things would be better if he had worked harder at this or that...MAKE NO EXCUSES: Vince Lombardi will make no such excuses.

His will has rolled over people – buoying up some, drowning others. Along the way he has blistered linebackers, waitresses, bus drivers, foes and anyone else who seemed desirous of interrupting his quest for victory. He has driven himself – he has driven others. He has been willing to pay the price. The willingness has led to the aura that surrounds him. There is a story making the rounds which illustrates some of the feelings people have for him. Lombardi has planned the menu for Wednesday's dinner, goes the straight line. He's bought seven barley loaves and five fishes, says the kicker.

CARR, LUECK ARRIVE AS PACKERS ZERO IN FOR CHARITIES GAME

AUG 5 (Green Bay Press-Gazette) – Refreshed in the wake of a two-day holiday, the Packers today began to zero in on the New York Giants – with a full house. The world champions reached maximum strength over the weekend with the arrival of rookies Fred Carr and Bill Lueck, who performed for the opposition with some distinction in the Packers' 34-17 conquest of the College All-Stars at Chicago Friday night. The training camp complement remained unchanged for Saturday night's Bishop's Charities exchange with the Giants in Lambeau Field, however, with the departure of two other first year men. Coach Phil Bengston announced that waivers have

been asked on John Farler, a tight end from Colorado, and Jim Jones, a linebacker from the University of Omaha who had had a previous trial with the New York Jets. Their release leaves the Packers with a 52-man squad, only three above the figure which must be reached by Aug. 29, first cutdown date decreed this season under NFL rules. Of these, 39 are veterans and 13 rookies, including flanker Dave Dunaway and center-guard Jay Bachman, who were members of the taxi squad last year. A further breakdown reveals 31 candidates on offense and 21 on defense. Unforeseen developments, such as injuries, obviously could affect future distribution, but it is likely the final ration will be something like 23-17. His fellow All-Star Lueck is bidding for a berth behind incumbents Gale Gillingham and Jerry Kramer at guard. He is stacked, for the record, against Bob Hyland and Jack Bachman, but both Hyland and Bachman also are working at center. The only other rookies on the offensive unit are Ohio State's Dick Himes, who has been impressive at tackle, and Bill Stevens, whose position appears to have been stabilized by the loss of Don Horn to service, at quarterback. On defense, the principal struggle will be in the defensive line, where an injury to Bob Brown is likely to provide at least temporary employment for one rookie. Brown fractured an arm in a goal line scrimmage 10 days ago and is out for an indefinite period. Fran Winkler (Memphis State), Leon Crenshaw, back for a second try, and Richard Cash (Northeast Missouri) are striving to join – or unseat – holdovers Willie Davis, Lionel Aldridge, Henry Jordan, Ron Kostelnik and Jim Weatherwax. Only one other rookie is on the scene at the moment – halfback Gordon Rule of Dartmouth. The position by position breakdown suggests, of course, the major scrambles for employment will occur on offense, which appears to be "overstocked" by approximately seven or eight hopefuls at this point. The heaviest concentrations are to be found at flanker and running back. Claudis James, a member of the regular roster the first two weeks of the '67 season while Bob Long recuperated from knee surgery, rookie Andy Beath of Duke and Dunaway are listed at the former, along with veterans Boyd Dowler, Carroll Dale and Long. There is a



Green Bay's Travis Williams (23) was stopped by the All-Stars' Harry Gunner (90) of Oregon State after a third period kickoff. Packers on the play were Bob Hyland (50) and Gale Gillingham (68). Other All-Stars were Mike Hull (23), Southern Cal, and Marvin Upshaw (89), Trinity, Tex.

—AP Wirephoto

OFFENSE

Wide Receivers — Boyd Dowler, Carroll Dale, Bob Long, Dave Dunaway, Claudis James, Andy Beath.

Tackles — Bob Skoronski, Forrest Gregg, Francis Peay, Dick Himes.

Guards — Gale Gillingham, Jerry Kramer, Bill Lueck.

Centers — Ken Bowman, Bob Hyland, Jay Bachman.

Tight ends — Marv Fleming, Phil Vandersea, Fred Carr.

Quarterbacks — Bart Starr, Zeke Bratkowski, Bill Stevens.

Running backs — Elijah Pitts, Donny Anderson, Jim Grabowski, Travis Williams, Chuck Mercein, Ben Wilson, Doug Goodwin, Brendan McCarthy.

Kicker — Wade Traynham.

DEFENSE

Linemen — Willie Davis, Lionel Aldridge, Henry Jordan, Ron Kostelnik, Jim Weatherwax, Bob Brown, Fran Winkler, Leon Crenshaw, Richard Cash.

Linebackers — Ray Nitschke, Dave Robinson, LeeRoy Caffey, Jim Flanigan, Dick Capp.

Backs — Herb Adderley, Bob Jeter, Willie Wood, Tom Brown, Doug Hart, John Rowser, Gordon Rule.

possibility, however, that Beath will be moved to defensive halfback, his original assignment on the roster. But, even if this comes to pass, wide receiver corps would still be one over last year's figure. With Ben Wilson hobbled by a refractory knee, the running backfield has been temporarily reduced, but seven candidates remain — veterans Elijah Pitts, Donny Anderson, Jim Grabowski, Travis Williams and Chuck Mercein and rookies Brendan McCarthy and Doug Goodwin. This compares to a normal complement of five in 1967, when the Packers were beset by injuries to Pitts, Grabowski and Wilson. Elsewhere on offense, Carr moves into competition with veterans Marv Fleming and Phil Vandersea at tight end. As in the case of Beath, Carr also could be transferred to defense. The Pack's 6-foot-5, 240 pound Arizonan, the first choice in last January's draft, starred at linebacker for the University of Texas-El Paso.

VINCE OFFICIALLY LAUDED BY STATE

AUG 6 (Madison) — The Green Bay Packers' Vince Lombardi received official state recognition today. A proclamation issued by Gov. Warren P. Knowles' office designated Wednesday as "Vince Lombardi Day in Wisconsin," and cited the accomplishment of the ex-Packer coach, now general manager. The Green Bay area chamber of commerce is sponsoring a salute to Lombardi Wednesday.

BRAZILIAN'S BOOMING BOOTS HAVE PACKER PLAYERS AGOG

AUG 6 (Green Bay Press-Gazette) — Professional athletes, accustomed to a high level of proficiency, seldom are moved to exclaim over a colleagues' performance. But even the world

champion Packers, who have seen more perfection than most, were slightly agog over what transpired near the close of Monday's practice. The cause of their titillation was a Brazilian soccer-style kicker, Fernando Souza, whose booming boots were soaring over the crossbar from distances ranging up to 47 yards with spectacular consistency. As kick after kick sailed through the uprights from first 32, 37 and then 42 yards, most of those who were not directly involved in the final drill of the session gathered around the tower to watch Souza, latest in a succession of candidates to succeed the retired Don Chandler, perform. There was considerable hilarity among the player-spectators, who quite plainly were astounded as most of Souza's towering efforts not only cleared the crossbar but the fence 20 yards beyond. "I guess," defensive tackle Ron Kostelnik quipped, "we're going to have to brush up on our Spanish." Souza, a 28-year-old native of Bello Horezente, Brazil, speaks Spanish and Portuguese fluently, but little English. The dark, wavy-haired Brazilian had first made a profound impression upon the Pack in a kickoff drill at the beginning of practice, when he launched the leather five yards deep into the end zone with awesome regularity. Souza, who formerly played soccer in his native country, lately has been starting at center-forward for the Fall River, Mass., Astros of the American Professional Soccer League. How did he happen to land in Green Bay? Souza's traveling companion and interpreter, John Bertos, explained, "I called here first, and Mr. Lombardi told me to take him to the Hartford Knights (the Packers' Atlantic Coast Football League affiliate in Connecticut) and demonstrate his kicking. I told him to Hartford, where he kicked off 65 and 70 yards, and the coaches there made arrangements for him to come here." "He's a little bit tired today," said Bertos, manager and part-owner of the Fall River club, a trifle apologetically. "He played soccer Saturday and Sunday and he has been traveling to get here." "If he keeps practicing regularly, 50 yards (field goals) would be



Brazilian Booter—Soccer style kicker Fernando Souza, whose lusty kicks created something of a stir, is poised for "launching" during Packer field goal practice Monday. Souza, a native of Bello Horezente, Brazil, who checked in yesterday, is the latest candidate to succeed retired Don Chandler as the world champions' placement specialist. The holder is Bart Starr. (P-G photo by Ken Behrend)

nothing for him," he said, pointing out, "This is the only the second time he has kicked an American football...He has the foot. Now it's up to him to keep kicking." How long, the 6-foot, 180-pound Souza was asked through interpreter Bertos, did he feel it would take him to master kicking the American football long distances with consistency? "One week," was the reply with a faint shrug of the shoulders, "maybe two weeks." "With practice," Bertos predicted, "he will make 19 of 20 without any trouble, and they will not vary much more than

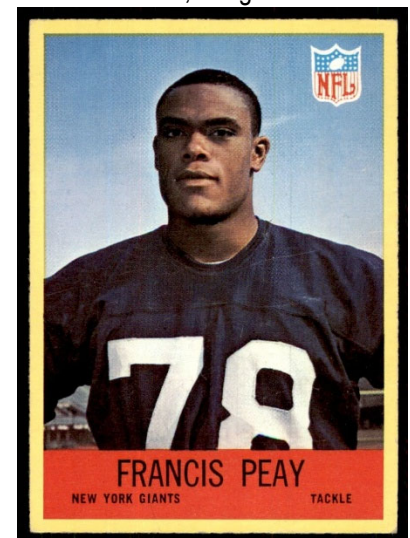
a yard in either direction...he is very accurate." Quarterback Bart Starr, who has held the ball for some of the game's premier placement artists during his distinguished 13-year career, shook his head in wonder after practice and declared, "He has the strongest leg I've ever seen." "He was kicked from the 35 and the ball was clearing the fence behind the goal posts," Starr marveled. "That's close to 60 yards." As might be expected, kicking coach Ray Wietecha was reserving judgment on the newcomer's Packer prospects. "We'll have to see," he said. Also contending for the assignment, of course, are veteran Jerry Kramer, author of a record 47-yard field goal in last Friday night's 34-17 victory over the College All-Stars; fullback Chuck Mercein; and specialist Wade Traynham, acquired in the trade which sent Steve Duich to the Atlanta Falcons last week. How, Souza was asked via Bertos, would he like to give up soccer and be the Packers' placement specialist, should he qualify? After the question was digested, the Brazilian beamed and replied, "I like..."...PACKER PATTERN: Souza, Bertos reports, "is one of the high scorers" in the American Soccer League...His fellow kicking hopeful, Traynham, has been deeply impressed by northern hospitality. The former Falcon says, "They're just fabulous here. They bend over backwards to help you in any way they can. Bart Starr and Jerry Kramer, the ones I work with most closely, have been just tremendous. Everybody, from the coaches down to the clubhouse men, have been unbelievable. Marv Fleming is another. As soon as I came in, he got me a room and took me on a tour of the city."...The New York Giants, the Packers' foe in Lambeau Field Saturday night, will be making their first Bishop's Charities appearance since 1965. The Pittsburgh Steelers provided the opposition the last two years...All was not serious in last Friday night's All-Star game. Riding back to the hotel on the players bus, humorist Henry Jordan reported, "One time the line judge said, 'Watch the right defensive tackle. He's crowding the ball.' The referee, Rennix (George), said, 'Oh, that's Henry Jordan. He always does that.' Jordan chuckled and concluded, 'I told him, 'I'm getting too old to play this game,' and Rennix said, 'You certainly are.'"...Veteran Ron Kostelnik, Bob Brown and Travis Williams have signed their 1968 contracts, General Manager Vince Lombardi announced today. Kostelnik, a full-time member of the defensive line since 1965, is beginning his eighth season. Brown, another defensive lineman currently sidelined with a fractured arm, is starting this third, and Williams, a sensation in 1967 when he set three NFL kickoff return records, his second.

PACKERS' SOUZA LIKELY TO KICK AGAINST GIANTS

AUG 7 (Green Bay Press-Gazette) – There is a "good chance" soccer style kicker Fernando Souza, latest aspirant to Don Chandler's old job, will make his competitive bow in the Packers' home opener against the New York Giants here Saturday night. Coach Phil Bengtson made his announcement after watching the Brazilian placement specialist, a minor sensation in his first practice appearance 24 hours earlier, kick under pressure from the world champions' vaunted defense during Tuesday's workout. If he is called upon, it will be the lead-footed South American's pro football debut. Tuesday's session marked only the third time Souza, a 28-year-old resident of Bello Horizonte, Brazil, has ever put his toe to an American football...POWERFUL LEG: Fernando, most recently employed as a center forward for the Fall River, Mass., Astros in the American Professional Soccer League, "has a very strong and quick leg, a powerful leg," Bengtson noted. "Of course, that's all he has right now," the Packers' field leader added. "He's never kicked under pressure before." "The pressure didn't seem to bother him, though," Bengtson said. "And his kickoffs have been good." Against a formidable rush, Souza connected on his first attempt from 27 yards out, then saw the second blocked before drilling home four in a row. After a leaping defender had waylaid that second effort, Souza began to apply more lift to the ball and the next four cleared the onrushing charge with comparative ease...OLE...OLE: He then retreated to the 42, from where his first attempt hooked slightly to the left of the uprights. The second struck the right goal post and the next was blocked, but his fourth and last was on target. Souza's fellow Packers, who had marveled at his resounding boots in Monday's practice, reacted enthusiastically to every successful kick. Aware that he speaks Portuguese and Spanish, but very little English, they chorused, "Ole!...Ole!" They did, that is, until Backfield Coach Tom McCormick learned from Souza's manager interpreter, John Berrios, that the Portuguese word they were seeking is "boa," meaning "good." This then became the cry during the Brazilian booter's final efforts...Henry Jordan, the Packers' frequent all NFL defensive tackle, missed Tuesday's practice. Jordan, reportedly troubled by muscle spasms in his lower back, was expected to rejoin the squad today or Thursday...PACKER PATTERN: Tuesday's oppressive humidity should materially assist in conditioning the champions for their imminent title defense, Bengtson observed. "We had a real good test today," he said. "This heat and humidity taxes their strength."...In addition to the field goal drill, the Packers were sent through a session on the passing game and a general review of the offense. The defense also worked against the offense the Giants are expected to display in Saturday night's Bishop's Charities match, a sellout for the seventh consecutive year...Walter Chadwick, rookie running back released by the Packers last week, has been signed by the Atlanta Falcons.

PEAY POISED FOR OLD MATES

AUG 7 (Green Bay Press-Gazette) – When a player is traded from one team to another, he usually leaves with something less than charity in his breast for the club. A notable exception is Francis Peay, the towering Pennsylvanian the Packers acquired from the New York Giants in an offseason exchange for Tommy Joe Crutcher and Steve Wright. If anything, he is grateful to former boss Allie Sherman. Peay, one of football's most fluent citizens, says he bears no animosity toward the Giants, whom he and the world champions encounter in their home baptismal Saturday night, the eighth annual Bishop's Charities game in Lambeau Field. Surprisingly enough, the 24-year-old Pittsburgh native says, "I would just as soon not play against them, as a matter of fact. It's just another game."...NO MORE ADRENALIN: "I'd get a heckuva kick out of giving them a good



shellacking," he admits. "But as far as pointing for them as a team, I'm not doing that. I would want to do anything to do to help my teammates, of course, but the systems are so similar, almost down to the letter, there's very little I can tell them that they don't already know." Exhibiting a slight smile, he continued, "I don't think I'll have any more adrenalin flowing through my body for this game than for any other. I'll be nervous, of course, as I always am." Peay then cautiously appended, "I wouldn't want to say anything that would cause them to particularly point for us. I think, however, they are pointing toward the Packers more than I am toward them. The Packers are the world champions, and everybody wants to beat the champions. As a matter of fact, I'm looking forward to seeing some of my old friends on the Giants. I hope to get a chance to talk to some of them after the game. I don't have any bitterness. I may have had a few inconveniences as the result of the trade, but it didn't catch me by surprise. I have no reason to feel any animosity...HAS TO BE ECSTATIC: "As far as my career is concerned, they may have done me a favor. At least," Peay added dryly, "I hope that is the case...All I can do is be ecstatic." The former University of Missouri All American, currently contending with rookie Dick Himes of Ohio State for a berth as alternate to Capt. Bob Skoronski and perennial all-NFL choice Forrest Gregg, is not entirely devoid of emotion however, where the imminent enemy is concerned. "I can say this," he confided with a smile, "I would hate for them to beat us." A starter with the Giants for two years, Peay is finding his old association something of a handicap at the moment. "It's just the little, fine points of the system that are bothering me," he reported. "I get into a game, and the old system wants to come back." "But I think I now am getting well acclimated to the Packer system," the rangily hewn (6-foot-5 and 250 pounds) easterner concluded. "I feel much more relaxed."

Lombardi Salute Kicked Off on Cheerful Note

LOMBARDI SALUTE KICKED OFF ON CHEERFUL NOTE

AUG 7 (Green Bay Press-Gazette) – Green Bay's Salute to Vince Lombardi got off to a warm but cheerfully informal start this morning with the rededication of Highland Avenue as Lombardi Avenue. In ceremonies at the corner of Lombardi Avenue and S. Oneida Street, the street name was officially changed by proclamation of the city council and proclaimed by Mayor Donald J. Tilleman in the presence of a large crowd and invited guests from all over the nation. Tilleman remarked, in his short speech, that as far as he could determine, the occasion was a historic one for the city since it was the only time in the community's history that a street had been named for a living man. In reply Lombardi remarked that he wanted everyone present to be sure he wasn't dead yet and smilingly promised that anyone present at the dedication would never get a ticket on Lombardi Avenue. Occupying the dignitaries' stand for the short ceremony were Mr. and Mrs. Lombardi, Mayor Tilleman, County Board Chairman Lester Hansen and Maj. Gen. Ralph Olson, Adjutant General of the Wisconsin National Guard. Robert Houle was master of ceremonies. Seats had been provided for out of town visitors, but they never got a chance to use them. The Ashwaubenon High School Band, which furnished the music for the occasion, quickly appropriated the roped off chairs, but nobody cared. Following the official proclamation and the presentation of framed copies of the document to Lombardi and his wife, a special street sign was unveiled. It was quickly removed, however, and given to Lombardi as a memento. The daylong salute to Lombardi began at 7:30 a.m., at Resurrection Church in Allouez with a concelebrated mass by Bishop Aloysius Wycislo, diocesan priests and visiting clergy friends of Lombardi. The church was nearly filled for the service. Later a continental breakfast was served to invited guests at the Beaumont Motor Inn, prior to the street dedication. The Packers themselves were to make their contribution to the day this afternoon when members of the team were stationed on Cherry and Pine Streets between Washington and Adams to meet fans and give autographs. Both the Bay and Vic Theaters were showing Packer film highlights and the Packer Hall of Fame at the Brown County Veterans Memorial Arena was open to the public with Packer alumni serving as guides. The "Salute to Vince" will close at the Arena tonight with a box supper and program, to be attended by more than 5,000 people. According to a report this morning from Norman Chernick, chairman of the Chamber of Commerce project, at least 5,300 were expected. Among the out of town visitors attending the evening event will be representatives of the NFL clubs, the commissioner's office, U.S. Sen. Gaylord Nelson, Gen. Olson and State Rep. Robert Warren, representing Gov. Warren Knowles. Many friends of the Lombardis are also expected to be present. The program will begin at 6:30 at the Arena and is expected to be over by 8:45 p.m.

'NO POLITICAL PLANS,' LOMBARDI TELLS PRESS

AUG 7 (Green Bay Press-Gazette) – Vince Lombardi has no political ambitions and has refused to offer to run for an unspecified statewide office, he told a press conference at the Beaumont Motor Inn this morning. "They'd ear me alive," the Packer general manager and center



A Day Begins — Vince Lombardi and his wife, Marie, joined friends at an early morning Mass at Resurrection Church this morning as Green Bay's Salute to Vince Lombardi got under way today. Lombardi will be honored at a dinner at the Veterans Memorial Arena tonight. (P-G Photo)



of Green Bay's "Salute to Vince Lombardi," said. "That's a pretty tough arena, and I guess I'm too much of an idealist for it." Lombardi confirmed earlier rumors that he had been approached with a serious proposition but said that while he was grateful and appreciated the honor he had given a "quick no." Actually, he said, he has not real interest in politics and does not feel he could make any contribution to the field. Lombardi also said that in the foreseeable future he would remain in Green Bay. He said he had had no offers to return to coaching elsewhere, there had been some lucrative offers in private business, but that it would have to be a good one to lure him away. Asked about his general feelings concerning today's daylong salute, Lombardi said the day had had a wonderful beginning, and he was sure it would be one he would always remember. "I was practicing swallowing the lump in my throat all day yesterday," he said, "but I haven't been doing such a good job so far." To a question about whether he had ever dreamed, as a youngster in New York, having a street named after him, Lombardi had a quick answer. "Yes, Broadway." He also smilingly repeated his remark of a few days ago that the city council "blew it" when they renamed Highland Avenue as Lombardi Avenue. "With a bit of imagination, they could have called it Via Lombardi."

SALUTE TO VINCE IN COLORFUL CLIMAX

AUG 8 (Green Bay Press-Gazette) – With a crowd estimated at between 5,100 and 5,500 and hundreds turned away, Green Bay's "Salute to Vince Lombardi" rolled to a colorful climax in the Brown County Veterans Memorial Arena Wednesday night. The daylong testimonial, sponsored by the Green Bay Area Chamber of Commerce under the chairmanship of Norman Chernick, was a success in every respect. It ended with a deeply moved Lombardi sitting in the spotlight as his Fordham University contemporary and now athletic director, Peter Carlesimo, read a glowing tribute. The concluding event was a smooth, fast paced affair, featuring a succession of speakers representing the NFL, the Packers, Green Bay business and leaders, and friends from all parts of the country. Speakers were limited to three minutes and all stayed within the time limit to keep the evening from becoming overlong. It was over shortly after 8:54. All the speeches were good as well as short, with Carlesimo and the Rev. Timothy Moore of New Jersey, who gave Lombardi his first high school coaching job, sharing top honors. The master of ceremonies, Carlesimo, had the advantage, however, of not being held to a single spot and he repeatedly convulsed the big crowd with his pontifical, deadpan style. Among those paying effective tributes were Paul Hornung, whose thoughtful speech drew heavy applause; Art Modell of the league and Cleveland Browns, who quipped that this was the first time the Browns had ever been "alive" in Wisconsin; Jim Kensil of Commissioner Pete Rozelle's office, and U.S. Sen. Gaylord Nelson. Local tributes came from Mayor Donald Tilleman, Packer Coach Phil Bengtson, Packer President and former Mayor Dominic Olejniczak, and Fred Barnes of the Chamber of Commerce. Rabbi Isaac VanderWalde of Cneses Israel Congregation delivered the invocation, and the benediction was given by the Rev. William O. Lawson...COMIC TRIO HIGHLIGHT: A comic highlight of the evening was a trio composed of Hornung, Max McGee and Fuzzy Thurston. They clowning their way through a set of lyrics based on Lombardi's book, "Run to Daylight," the lyrics written and set to music to Don Vandenhouten. The latter's arrangements of other songs were sung by a double quartet from the St. Norbert

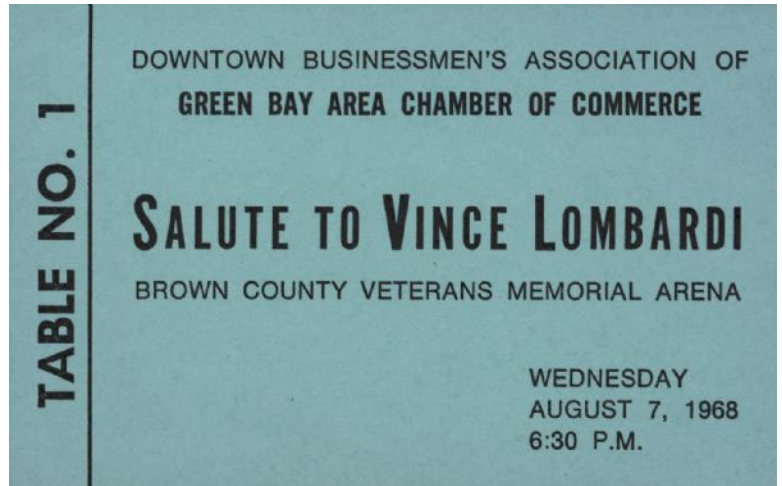
Chamber Singers, with accompaniment by the Packer Band under Vandenhouten and Wilner Burke. Travis Williams earned a roaring ovation for his performance of "That's Life," and there was another tribute from the Packer players by Willie Davis. One of the last speakers was Lombardi himself, who was obviously moved and who gave his conception of what the game of football means to him and how it should be played. He detailed the qualities necessary for good football and the demands made by the game on those who play and coach it, among them dedication, a burning desire to win, discipline and respect for authority, and willingness to sacrifice for success...BEGAN WITH MASS: The evening program ended a day that began with a Mass at Resurrection Church in Allouez, concelebrated by Bishop Aloysius Wycislo, local and visiting clergy. The Mass was followed by a continental breakfast and press conference at the Beaumont Motor Inn, during which Lombardi announced he had no political intentions and that he planned to remain

in Green Bay during the immediate future. At 10:15 a.m., Highland Avenue was renamed Lombardi Avenue and dedicated in a short ceremony at the corner of Lombardi and Oneida Streets. Lombardi accepted the honor with a short talk, jokingly promising that no one present would ever get a ticket on the street, and there was a flyover of Air Force jets. A private luncheon was held at the Beaumont at noon, and during the afternoon Packer players made an appearance in the downtown area. The huge evening turnout completed the big day for Lombardi and his wife. Among those attending the celebration were the club executives Max Winter of the Minnesota Vikings, Louis Spadia of the 49ers, Charles Bidwell of the Cardinals, Art Rooney of the Steelers, Harry Hulmes of Baltimore, Ed McCaskey of the Chicago Bears, Edwin Anderson of Detroit, Bud Erickson of the Atlanta Falcons and William Smythe of the New Orleans Saints. State political figures included U.S. Sen. Gaylord Nelson, Atty. Gen. Bronson LaFollete and Maj. Gen. Ralph Olsen. State Rep. Robert Warren of Green Bay came as the personal representative of Gov. Warren Knowles, who was attending the Republican National Convention in Miami Beach.

LOMBARDI 'OVERWHELMED' BY MASSIVE COMMUNITY TRIBUTE

AUG 8 (Green Bay Press-Gazette) – Impeccable in a powder blue jacket, black slacks and navy tie, Vince Lombardi paused as he prepared to enter Resurrection Church Wednesday morning. "At least some good is going to come of this," he joked to a friend. "I got you all up for early Mass." The Mass

was scheduled to begin at 7:30 but the Packer general manager, accompanied by his wife, Marie, had arrived 10 minutes early, a ritual of punctuality which has come to be known among his intimates as "Lombardi Time." So began Vince Lombardi Day, a unique civic observation honoring the man who dramatically converted the once-floundering Packers into the unchallenged standard of professional football and became a national legend in the process. His lighthearted observation at the church doors set the day-long tone. The muscular, Brooklyn-born Italian, whose public image has been that of a stern disciplinarian and militant leader, exuded warmth, humor and exuberance throughout the round of activities and appearance climaxed by "An Evening With Vince" in the Brown County Veterans Memorial Arena. There also were flashes of humility as the former Block Granite, who had some distance from his coaching debut at St. Cecilia's High School in Englewood, N.J., accepted the massive tribute from his adopted community. One of them came as he rode, in an open convertible, the familiar downtown route from his office to the corner of South Oneida Street and Highland Avenue for the late morning ceremonies which changed the latter to "Lombardi Avenue." "This is really something," he confided to his "chauffeur," John A. (Jake) Stathas. "Most of these have been named for dead admirals or presidents. How do you tell them in your own words, this is a great honor?" Surrounded by many of his old friends and relatives from New York and those who have been close to him here, Lombardi was obviously in his element, shaking hands, exchanging quips and greetings and signing autographs wherever he went. The man who thoroughly enjoys a part, the 55-year-old former West Point aide was at his effervescent best during an impromptu luncheon at the Forum, where he was honored with another dedication. Near the end of this function, Packer Assistant General Manager Tom Miller rose to announced, "This new room has been named the Vince Lombardi Room. It will have a mural of the Rome Coliseum in the left corner and one of the Green Bay stadium in the right corner. The fact that he is Italian and the owners are Italian," Miller quipped, "has nothing to do with it." Earlier, Lombardi had greeted erstwhile Golden Boy Paul Hornung warmly. And, when a member of his party asked him to pose for a picture with Hornung, Vince threw an arm around Paul's shoulders and said, "Let's take it right now, because that's my boy." Ed Izzo, a cousin of Lombardi's from Sheepshead Bay, N.Y., interposed, "You've been needling me about my sideburns. How about Paul's?" Turning to Hornung in a semi-serious vein, Vince told him, "If you were on my ball club, you wouldn't be wearing those." Hornung, presently a television-radio sportscaster in Chicago, grinned and shot back, "I can wear a goatee or anything I want now." After this genial exchange, Lombardi moved to a corner of the room where he began trying to master the intricacies of his new Polaroid. He pored over the instructions with his spouse and cousins Ed and Dorothy Izzo and tinkered with it for several minutes without conspicuous success. Later, as the party was seated for the luncheon, he continued, between bites of salad, his attempt to operate the camera and began to sight in experimentally on Charles (Stormy) Bidwell, St. Louis Cardinals owner who was a few feet to his left. "Dorothy, we need another film," Marie Lombardi shortly announced to her husband's cousin, seated at the far end of the table. "Did you use this one up already?" was the reply, somewhat incredulous because no pictures had been taken up to that point. "Vince ruined it," Marie facetiously rejoined. A friend, Pat O'Hara, shortly adjusted a new film properly and Lombardi took his first picture, a still of Bidwell. Upon seeing the finished





Singin' Up a Storm — Packer halfback Travis Williams, who made a resounding hit with 5,100 listeners, belts "That's Life" during the "An Evening With Vince" program at the Brown County Veterans Memorial Arena Wednesday night.

—Press-Gazette Photo

product minutes later, he boomed, "Beautiful, beautiful...Cecil B. DeMille. That's a great picture." Lombardi then rose to take a shot of Hornung posing with cousin Dorothy, which prompted Paul to quip, "Anybody who would take that long to take a picture of you would catch it." Lombardi was even more pleased with his second effort. He said happily, "Holy gravy, look at this one." Rising again to pose with his cousin and Hornung as his wife manned the camera, Lombardi later enthuses, "Let's get a picture of all the NFL people here."...LEADS BIRTHDAY SING: Whereupon Art Rooney, the widely respected owner of the Pittsburgh Steelers, President Lou Spadia of the San Francisco 49ers, General Manager Harry Hulmes of the Baltimore Colts, Executive Vice President Edwin Anderson of the Detroit Lions, Bill Smyth of the New Orleans Saints and Bud Erickson, representing the Atlanta Falcons, lineup in something akin to a Notre Dame huddle to pose with the Packer chieftain. A few minutes later, shortly before the luncheon adjourned, Lombardi rose to say, "I have one more announcement to make, a personal announcement. We have a birthday boy here...Dick Bourguignon." He then proceeded to lead the group, with the assistance of cousin Buddy Izzo, in singing "Happy Birthday" with considerable gusto to the Packer vice president...FESTIVE MOOD PREVAILS: The same festive mood had prevailed at the street dedication, where Mayor Donald Tilleman had evinced a flair for humor as the skies temporarily grew overcast. "The sun was shining a short time ago," he said, adding tongue-in-cheekily, "whether by coincidence or demand I do not know." After hearing Tilleman read the official proclamation over the public address system, Lombardi called it "a singular honor, particularly so because in most cases streets are named after the deceased." He laughed heartily and appended, "I hope this is not..." After waiting for this to digest, he laughed again and added, "I just want you to know I'm not dead." Upon descending the platform, he was immediately encircled by autograph hunters, one of whom slapped him on the back and said, "Have a great day, coach." There subsequently were more autographs and a host of pictures, by a swarm of news and amateur photographers, as Lombardi moved toward his car and the return trip to his office following the unveiling. Upon arriving at his "new" address, 1265 Lombardi Ave., he devoted the balance of the morning to one of his favorite

hobbies, "home movies." Shown to his friends, relatives and NFL club representatives in the conference room, these happened to be "1967 Packer Highlights." There was little in these light moments to suggest that Lombardi, who had retired from coaching last Feb. 1, misses his on-the-field role. But he admitted, at a mid-morning press conference, that it had been a difficult transition...DEEPLY MOVED: Convulsed more than occasionally by the admirably timed wit of emcee Peter Carlesimo, an old friend, not to mention the antics of Hornung, Max McGee and Fuzzy Thurston, Lombardi frequently exploded into chuckles during the course of the fast-paced program in the Arena, building with 5,100 admirers. But he was deeply moved as Carlesimo read a tribute, with Lombardi spotlighted in the darkened auditorium, to the Packer leader's contributions and achievements. "If I say I'm anything less than overwhelmed, it would be a gross understatement," he said. "What makes it so wonderful is to have so many of my friends here to share in this great tribute. I must confess I was skeptical when the idea was broached, but now that it's over, I am happy that it has been held...THANKS COACHES, TEAM: "I have no illusions as to my credentials. I want you to know that I do not stand alone. I want to thank all of the coaches and the team...the team...the team, without which there would be no Vince Lombardi. And my wife and children, who have given me their support." It was an emotional moment for a proud and complex man, who twice had received a lengthy, standing ovation during the course of the evening. But it ended, as it began, on a light note. McGee sauntered up from his seat at the end of the speakers table to present Lombardi with five loaves of bread and two fishes. As Lombardi guffawed and rose to display one of the fishes, Carlesimo quipped over the microphone, "You can pick up your portions on the way out."

EXECUTION: PACKER PLAYERS SWEAT THROUGH DOWNTOWN AUTOGRAPH STINT

AUG 8 (Green Bay Press-Gazette) — Execution has long been the trademark of the Green Bay Packers and Vince Lombardi. Wednesday afternoon, in conjunction with the city's day-long salute to its retired head coach, the world football champions executed an all-out assault on the Green Bay citizenry. The offense took Cherry Street, and the defense took Pine Street. There, on the hot downtown pavement, amid some 2,000 giggling girls, wide-eyed boys and clamoring tourists, the burly Packers sweated through a 45-minute autograph and small talk session...TEST OF ENDURANCE: The event was one of several daytime features of Titledown's "A Green Bay Salute to Vince Lombardi." Other activities lined up by the Chamber of Commerce and the Downtown Businessmen's Association included free movies of the Packer '67 highlights and NFL championship game at the Vic and Bay theaters, Packer alumni conducted tours of the Packer Museum and a diversionary tour of a Navy destroyer escort, Ely, docked on the Fox River just off Washington Street. Climax of the day, of course, was "An Evening with Vince," a box lunch bash at the Brown County Veterans Memorial Arena attended by Lombardi, several

noted NFL dignitaries, Packer players and ticket-holding fans. The autograph session may have been as much a test of endurance for the player as was last New Year's Day's icy NFL title game at Lambeau Field against the Dallas Cowboys...ROBBY DOESN'T MIND: Hemmed in on all sides by anxious bodies, the players signed everything from official "The Duke" footballs to hat brims, all the while nodding acknowledgements of praise and spirited pats on the back. "Hey Dave, I'll sign your name for a while if you want a break," a fan jokingly called to Dave Robinson, the Packers' towering all-pro linebacker. "Oh, I don't mind," Robinson grinned. "You feel bad when nobody wants your autograph in this business." Women rushed about, shuttling their kids through the alley which connects the two cordoned off streets. "Let's see, Jimmy, you've got Willie Davis, Tom Brown, Lee Roy Caffey...hmmmm, what is this one? I can't read it. Who is this one, Jimmy?" The kid shrugs...HOW YA DOIN' TRAVIS: "Hey, there's Travis Williams. Well, I'll be darned. Hey, Travis, how ya doin'?" a delighted fan yelled over several autograph hunters. Williams, the Packers' soft spoken sophomore halfback sensation who rocketed to stardom the latter part of last season, looked up suddenly from his writing, "Great, buddy, how it goin' with you?" While Davis, Ray Nitschke, and Herb Adderley were among the biggest drawing cards in the Pine St. defensive lineup, Bart Starr, Donny Anderson and Forrest Gregg were the top offensive attractions on Cherry. Also among the Packer autograph delegation was Head Coach Phil Bengtson and his staff. The free films drew large crowds, perhaps because of air-conditioned comfort. An estimated 250 persons were in the Vic Theater at 3 p.m., viewing the two highly artistic films documenting the Packers' 1967 charge to a third straight world title. The Packer Museum, housed in the Arena, did a record business. Officials reported that approximately 1,335 people toured the Packer shrine. The previous single day attendance record was 1,250.

JUMPING COULD BE DISASTROUS TO NFL, CLUB OWNERS AGREE

AUG 8 (Green Bay Press-Gazette) – Destructive. Disastrous! Chaos! These were among the words used by NFL owners and team officials pertaining to the problem of players who play out their options and sign on with another team. For the most part the owners, who were in Green Bay Wednesday to pay tribute to Packer General Manager Vince Lombardi, felt it was the most serious problem facing the NFL. Lombardi, in a statement a week ago, said if something does not happen to stop this it could mean the end of pro football. Art Modell, owner of the Cleveland Browns and president of the league, echoed Lombardi's words Wednesday, and said, "For the umpteenth time Lombardi was right."... 'WOULD HAVE NO SPORT': The league has a rule, as in the case of San Francisco's Dave Parks, who signed with New Orleans, that if a team signs a player he must compensate the original team with another player of equal talent. "Without compensation, we would have no sport," Modell said. "Who would want to play in Cleveland or Green Bay if they could just go where they wanted too. You can't have musical chairs in a professional sport. We have to have competitive balance. Without that we are dead." Lou Spadia, president of the San Francisco 49ers, echoed Modell's words. "It could be disastrous. A league is only as strong as its weakest two teams. I speak from experience. In the All-America Conference, we had two teams, San Francisco and Cleveland, that were strong and five or six weak teams. This is what destroyed the league. If it were not for that the All-America Conference would still be today," Spadia said... 'MUCH MORE SERIOUS': Art Rooney, owner of the Pittsburgh Steelers, said, "It is a much more serious problem than anyone, the players, fans or owners, even realize. It could destroy pro football, or any other sport for that matter. It will destroy the balance of the league. The strong will get stronger. The main answer is to do away with the option clause, but there may be some other way that I haven't thought of." Jim Kensil, special assistant to league commissioner Pete Rozelle, agreed that the problem is a serious one, but felt that the compensating rule is designed to hold it in check. "It could be a very serious problem if a number of players would do this. But with the compensating rule the owners will have to think in terms of what they have to give up; without this rule, there would be chaos," Kensil

Lombardi Night Song Lyrics ...

These are the lyrics to the special songs written by Don Vandenhouten for "A Night With Vince." They were sung by the St. Norbert College Chamber Singers.

Run To Daylight

Run to Daylight! Run to Daylight!

Here's a phrase we've all been taught,

The perfect phrase so you won't get caught.

You drill and drill on this routine

'Til your mind becomes a steel machine ...

Run to Daylight! Run to Daylight!

We hear this phrase in dreams at night.

We worked and worked til we got it right.

You keep on running til the goal's in sight.

It came in handy when the game got tight!

Run to Daylight! Run to Daylight!

(Fuzzy): Now we'll tell you what it meant to us personally.

(Paul): Max, why don't you start?

(Max): I shook my man, I'm out here free;

If you've got time, Bart, throw to me!

Here comes the ball and the safety too.

Six guys come charging now what do I do?

Run to Daylight! Run to Daylight!

(Paul): I get the ball, the play begins.

A big red dog comes charging in.

By the time I get to look around,

Fuzzy's laying on the grass.

Run to Daylight! Run to Daylight!

(Fuzzy): Protect Paul Horning when he hits the line.

I make my block and he's doing fine.

I've got my man he looks two ton.

He's holding my mask; I'm a son of a gun.

Run to Daylight! Run to Daylight!

(All): Now you've heard what it meant to us,

This phrase that made everybody cuss.

With Coach Lombardi, we got it right.

Now Coach please can we sleep at night?

Run to Daylight! Run to Daylight!

A word to the guys who value their lives.

Now you'd better look what he wrote in the book;

You'll live with this phrase the rest of your days.

Run, run, run, run run to Daylight!

We Like You Here

We Like you here!

The Green Bay folks will always say

We Like you here!

The theme of Vince Lombardi day.

A brave and dedicated leader all the time,

Vince Lombardi, action man in overtime.

We Like you here!

An honest word from all Green Bay,

We like you here.

We truly hope you plan to stay.

And all your friends agree, we frankly like your company.

We're proud to say We like you here.

You came to us in fifty nine to start the season,

Molding Packers to go.

Then onward to nineteen sixty celebration,

Starting fever to grow.

On New Year's Eve of sixty one you made us cheer.

You brought Green Bay the title after sixteen years.

And then you won three titles in a row!

We're mighty proud to say We like you here ... We like you here.

• • •

Mr. Touchdown U.S.A.

(Special lyrics only)

Remember the day he murdered Minnesota?

Remember the day he dumped the Cleveland Browns?

The foursome of the Rams have never seen such slams.

He took the Forty Niners and he ran 'em out of town.

And look at the way he branded all the Cowboys.

He knocked the "L" right out of Baltimore.

Look out sister, Here comes Mister Touchdown USA.

He certainly worked to build the Green Bay Packers.

He certainly helped to bring home all the gold.

He took the Packer team and put it on the beam.

And every fan in Packer Town wants the story told.

And now we're here to pay him just a tribute.

The hero and the pride of all Green Bay.

Look out sister, here comes Mister Touchdown USA.

Races at Astrodome

HOUSTON (AP) — Roy Hofheinz, president of the Houston Sports Association, announced Wednesday that midget auto racing will be held in the Astrodome next year starting March 8.

PASSBOOK

said. Kensil said the commissioner's sending of Kevin Hardy from New Orleans to San Francisco for Dave Parks was only the second time that Rozelle actually had to make a ruling. The other was in the case of the Cardinals' Pat Richter. In the cases where Green Bay's Ron Kramer went to Detroit and Jim Taylor to New Orleans, Kensil said that the commissioner got together with the respective teams, but that the teams themselves decided on the actual compensation. For this season the problem has ended. "Now there are no players hunting for jobs," Kensil said. "All those who have played out their options have either signed back with their clubs or have gone with other teams." Bill Smyth, public relations director for the New Orleans Saints, was non-committal on the problem. "I don't think that I am in a position to say, so I will have to just say no comment," he said...ANDERSON PROPOSES SOLUTION: Edwin Anderson, executive vice president of the Detroit Lions, did not consider the problem to be too serious at this point, but said, "If they (the players) persist in playing out their option there could be chaos. The rich teams getting richer and the poor getting poorer." Anderson did propose a solution to the problem. He said, "it is a little ridiculous that baseball operates with a reserve clause which in effect gives them the right to a player in perpetuity while other sports don't have this. I don't see an immediate answer, but we may have to go to Congress and get a law the same as baseball. It might be up to them to help us out of our dilemma."

HICKSVILLE? YES IT IS...BUT WE LIKE IT THAT WAY

AUG 8 (Green Bay Press-Gazette) – Is this Hicksville? Is this Bushville? It was Norm Chernick's question at the conclusion of a Night with Vince...and the answer is YES...a resounding YES. Yes, this is Hicksville. Yes, this is Bushville. Yes, this is Small Town...and what's more the greatest thing about Green Bay is that it's Hicksville, Bushville and Small Town. And the Night with Vince program in the Brown County Veterans Memorial Arena proved that this is Small Town and that is wonderful Small Town...or Hicksville, if you please. The program was corny...hokey. Would you believe baton twirlers, pompon girls, a rock and roll band, hundreds of balloons and a box lunch comprised mainly of cold chicken and orangeade? Plus an amateur hour in the entertainment department? If that wasn't Small Town, what could be? And that's the way Green Bay honored a man who has been toasted across the county by the finest...very finest...in food, speakers and entertainment. But the important thing is that this was Green Bay honoring him. This was Hicksville...where the fans turned out over 5,000 strong for the event. Fans...the guys and gals who scrimp to buy a season ticket, the folks who brave every type of weather known to man to back their team. These weren't the people who could afford to pay \$6 for a high priced testimonial. There were Green Bay's fans. And what better testimonial could there be than that? It's not true that it could happen only in Green Bay. But it is true that it did happen in Green Bay...a city setting a whole day aside to honor a football coach. And it was a glorious day, though dawn had to break over a horizon that looked like midnight on a rampage. But break it did, as all of the faithful knew it would. The sun was bound to shine on Vince Lombardi Day. There has been considerable snickering, of course, some of it from sources close to the typewriter that drummed out these words, about the whole affair. The stories were that the Chamber of Commerce had worn out about eight hammers getting the tickets to A Night with Vince sold. But those snickers and those stories died a terrible death in the Arena Wednesday night. It was not the kind of crowd that had to be dragged in from the highways and byways and threatened with excommunication from the Packer Backers Association if it did not show up. The crowd thoroughly enjoyed its chicken and the rookie entertainment. But, more purposefully, it was sincere in its honoring of Vince Lombardi. It was much the same downtown throughout the day. The quips and the kids at the Lombardi Avenue dedication, the folks young and old shuffling stacks of note cards as they hustled autographs on Pine and Cherry Streets, the pictures and clippings pasted to the Northland Hotel and Holzer Drugs windows, the sign reading "Hi Ya Vince" on the arm of the Concrete Man on Washington Street, the cheers that went up in the Bay and Vic as the Packers beat Dallas and Oakland for at least the 3,478th time...the studious faces investigating the Packer museum displays...and even the kids Packer pajamas highlight Flatow's window. It was all here...for the enjoyment of the fan and the honor of Vince Lombardi. But then the phone rang and the voice pleaded, "Say, I'm from New Jersey with my two teenage sons for the festivities, but we can't seem to find the festivities. Can you tell me where they are?" How do you tell an outsider that the festivities are found in all these places...if you are a Green Bayite. Perhaps the casual visitor to Our Town expected a carnival, Lombardi lollipops or bingo. But we found the heart of the festivities in our heart...the thump-thump of it when we watched Bart Starr signing autographs for hundreds of admirers, heard the delighted discussions of kids over the relative merits of Travis Williams and Gale Sayers...and just wallowed in the atmosphere that truly can envelop only Green Bay. If we wanted to be Big City instead of Small Town, we could move to Chicago, New York, Miami, Cleveland or even Milwaukee. But Wednesday...Vince Lombardi Day...we walked the streets of Green Bay, visiting the theaters and the Hall of Fame, talked to the people and visiting newsmen. We had a most enjoyable time. In Hicksville, Mr. Chernick.

Tougher Sherman Sends Healthier Giants Against Packers

TOUGHER SHERMAN SENDS HEALTHIER GIANTS AGAINST PACKERS

AUG 8 (Green Bay Press-Gazette) – The 1968 New York Giants? They are considerably healthier and much better conditioned than they were a year ago at this point, according to their veteran publicity director, Don Smith. Which suggests the New Yorkers, who brace the Packers in Saturday night's eighth annual Bishop's Charities game at Lambeau Field, will be somewhat more competitive than on their last Green Bay appearance. That was Sept. 9, 1967, when the Packers, just preparing to launch their successful bid for a third consecutive NFL championship, claimed a solid 31-14 decision over Fran Tarkenton and Friends...MORE, FASTER CONTACT: "We have a faster paced camp than a year ago," Smith, currently disseminating "The Giant Story" in Green Bay and environs, explained. "There has been more contact and faster than ever. Allie (Coach Allie Sherman) has determined that the team is going ahead at a fast pace and that it is

up to the individual to keep up. He says he is not going to baby anybody. A year ago, at this time, for example, Tucker Frederickson had had knee surgery, and we had a hospital bulletin on how he was progressing every day of practice. In fact, last year at this time, we'd had four knee injuries already. This year, Allie told Tucker, 'I want you to come back as though you've never had an operation.' Condition-wise, as a result of this approach, they are in much better shape than a year ago – their legs, their wind...**WRIGHT, CRUTCHER STARTERS:** "Summing up, I would say we are ahead of last year for three reasons: One, conditioning; two, no injuries and therefore, no lost time with key personnel; and, three, more good football players in camp. I'm counting Wright (Steve) and Crutcher (Tommy Joe) in this last, and I'm counting Tarkenton, who has a year behind him with the Giants instead of just joining us." Wright and Crutcher, of course, wore the Packers' green and gold last season but were dealt to the Giants last spring in exchange for offensive tackle Francis Peay. "Crutcher," Smith informed, "still is not completely indoctrinated on our defensive keys and such, because they're quite a bit different than he was used to here in Green Bay. As a result, he has to play his position pretty mechanically at this point instead of reacting instinctively, as he otherwise would. But I think both he and Wright will be starters for us. They both have done well."...**HASN'T DROPPED PASS:** Continuing with his resume, Smith reported, "We've also come up with some boys who are doing very well for us. Five of them on offense, including two fine young receivers, Randy Payne of Indiana State, a free agent, and Joe Koontz, a flanker who was a ninth round draft pick. Koontz reminds you a lot of Buddy Dial. He's not fast or big but has very good moves. He hasn't dropped a pass since camp opened. We also have a rookie running back, Ronnie Blye, who is from Notre Dame. He was with New Orleans last year but was in camp only one day and pulled a muscle. It never healed and he was released. He's one of the guys – he's 9.6 in the 100. We signed



Familiar Faces — Tommy Joe Crutcher, left, and Steve Wright, who wore Packer livery the last four seasons, will be on the opposite side of the scrimmage line when the New York Giants invade Lambeau Field for Saturday night's Bishop's Charities game. Both were dealt to New York in the Francis Peay trade.

him as a free agent, and he played for our Westchester Bulls farm club last year and averaged 6.1 yards a carry...**TWO BIG NEEDS:** "I might add, in this connection, that Allie has said our two big needs this year were a strong pass rush and an outside runner. Right now, Blye is the only candidate as an outside runner. In the line, Rich Buzin from Penn State looks like a good prospect at right tackle, where he is playing behind Wright. He may have to spend a year as a reserve, but he should be a good one. And Lou Thompson, who was our top draft choice last year but didn't make it, also should help us. He's working at right guard, behind Darrell Dess and Bookie Bolin...**FINE ATHLETE:** "On defense, we have four good rookies. McKinley Boston from Minnesota looks like a good prospect at end, for one. And Henry Davis, who is playing behind Vince Costello at middle linebacker, is the best looking athlete we drafted. He probably is to us what Carr (Fred) is to the Packers. Davis is a great potential football player. He's 6-3, 230 pounds and runs the 100 in 9.8. The other two are Bobby Duchon from Tulane; who is being used at safety, and Jimmy Holifield, from Jackson, Miss., State, at right cornerback."

PACKER LUNCH SOLD OUT

AUG 9 (Green Bay Press-Gazette) – Tickets for the annual Green Bay Packer Recognition Luncheon Monday at St. Norbert College have been sold out, according to Al

Schneider, co-chairman of the event. Highlight of the event will be the presentation of a special championship trophy, honoring the Packers for their three straight world championships. Packer General Manager Vince Lombardi will accept the trophy on behalf of the 1967 team. New Head Coach Phil Bengtson will introduce members of the 1968 squad. Jim Irwin, president of the Green Bay Mike and Pen Club, will serve as master of ceremonies.

HURT JORDAN SIDELINES FOR BISHOP'S TILT

AUG 9 (Green Bay Press-Gazette) – For the first time in five years, colorful Henry Jordan will not be in the starting defensive lineup when the world champion Packers take to Lambeau Field against the New York Giants Saturday night. The 33-year-old Jordan, a five-time all-pro, came out of the hospital Thursday following treatment for a back injury suffered in last week's College All-Star game. Coach Phil Bengtson, who announced that Jim Weatherwax will open at right defensive tackle in the Bishop's Charities match, said Jordan's status is uncertain at this point...**IN TRACTION:** "He's been in a hospital in traction this week," Bengtson pointed out. "His chances of playing are not real good, but it doesn't necessarily mean he will not. Back injuries are funny things. One day you've got a problem and the next day it's gone." Jordan, relaxing at home Thursday, reported, "I got out this morning and I'm still a little stiff. I don't know right now whether I'll be able to practice tomorrow or play Saturday. I have muscle spasms in my lower box, and it's one of these things that can get all right in an hour or it might last a couple days."...**CHANGED STANCE:** Jordan, who hasn't missed a game or a starting assignment since early in the 1963 season, confided, "I've been troubled off and on for a couple of years. I even changed to a four-point stance at times. It hurt so." He paused, then philosophically appended, "It's an occupational hazard." Ironically, Jordan added, he had been done in by one of

his teammates...COLLIDED WITH COFFEY: "I think Lee Roy (Caffey) and I collided when we were trying to block an extra point. I guess I was in an awkward position, and he came into me. Lee Roy came in from the side, and I came in from the middle and we both knocked each other off course." "Maybe," Henry added facetiously, "Lee Roy is tougher than I am." This kind of misadventure is not unusual, he explained. A durable citizen who has missed only one game in 10 Packer seasons, Jordan said, "Over the years, I dare say, my own teammates have hurt me more than the other teams have." Henry also confided, "Most of the time, when I've had a back problem, I go out and practice and run it back in – it gets knocked back in. But this is a little too early in the season."...PACKER PATTERN: Bengtson indicated there will be two changes from the Pack's All-Star format in the starting lineup Saturday night. In addition to Weatherwax, he said, "It probably be will Donny Anderson at halfback." Elijah Pitts, who triggered the champions' first touchdown on a 72-yard collaboration with Bart Starr in the first quarter, started there in Chicago...Pleased with his athletes' progress, Bengtson said, "I thought we had a real good week."...The Packers, who closed out the session with the offense operating against the expected Giant defense, ran through the last half hour of Thursday's practice in a steady drizzle...Travis Williams, accepting plaudits in the dressing room for his singing performance in Wednesday night's "An Evening With Vince" program at the Arena, beamed and informed, "I'm still shaking."...Jerry Kramer reported that his newly published book, "Instant Replay," has just been selected as an alternate by two book clubs. "One of them has never had a sports book and the other one has only had one and that was 'Paper Lion,'" he said. "Dick Schaap (who collaborated with Kramer) called yesterday to tell me and he was pretty happy about it."...Giant tight end Bob Crespin will miss Saturday night's skirmish. He suffered a back injury in a passing scrimmage on Wednesday. Defensive back Willie Williams also incurred a severe muscle strain in the rib area while participating in an apparatus drill but the injury is not considered serious.

PACKERS UNVEIL NEW PRESS BOX

AUG 9 (Green Bay Press-Gazette) – What appears to be a high rise apartment building growing out of Lambeau Field's western stands is actually the remodeled press box that Vince Lombardi promised when he retired as Packer coach Feb. 1. Remodeled? Technically that is probably the word since the basic structure can still be found under the new face. But in reality it is a new press box and Public Relations Director Chuck Lane is convinced it is the finest in the NFL. "It will certainly alleviate the crowded conditions and increase the efficiency of everyone in it," he said. The facility, built completely by the Packers, will be unveiled officially for the Bishop's Charities Game Saturday night though some work will remain before it is finished. There are certain obvious features that distinguish the 1968 version of the press box from its predecessor. It appears wide, though it is not. The wings that it seems to have sprouted on each side are merely stairwells. Formerly, the one, ladder-like stairway was located in the center of the box. Though it is not wide, it is deeper. The first two floors have been extended 16 feet toward the rear. The third floor has been completely enclosed and made weather tight. And the fourth floor, added as a temporary facility for the 1965 NFL championship game, has been made permanent. Equally major changes have taken place inside. The first floor includes three rows of working space plus a large area for statisticians, refreshments and storage for such things



Plush Press Box—The new Lambeau Field press box rises high over the stadium (above) as workmen complete the job in preparation for Saturday night's Bishop's Charities Game. The interior of the first floor (below, left) is given its final trim while the camera takes an airplane-like view from the top deck (below, right).

(Press-Gazette Photos by Emery Kroening)



as coats, typewriters, etc. Previously, there were two rows of working spaces and that's all. Where this area formerly could handle about 48 people, it will now accommodate over 60. And the entire first floor is decorated with cherry paneling, recessed fluorescent lights in an acoustical ceiling and indoor-outdoor carpeting. The second floor has six announcer booths for television and radio, including two of them which join one another. This space is for network television, but it can be separated into two booths by a soundproof, folding door. To the rear of the row of booths will be a large lounge area, including a snack bar. Lombardi has indicated that he will use one of the booths on this floor for his seat at games. This entire area is decorated much like the first floor. The third floor is for TV cameras, NFL films and various other photographers. In place of the large windows that serve the first floor, the top two levels have garage type doors that can be easily raised or lowered. The fourth level is also for cameramen but will also include a soundproof scouting booth on each corner. The entire structure will be heated electrically.

REBUILT GIANTS TEST PACKERS IN CHARITIES CONTEST

AUG 10 (Green Bay Press-Gazette) — "We're ready." Phil Bengtson delivered himself of this firm assurance as he walked off the Packer practice field under leaden skies Friday. "I'm sure," he added in the next breath, "the Giants are, too." The Pack's new field leader thus cryptically assessed tonight's Bishop's Charities exchange with the New York Giants in Lambeau Field, the world champions' first assignment against professional opposition under the former All-American's direction. Behind them, of course, is a 34-17 conquest of the College All-Stars in last week's annual mid-summer production, but both Bengtson and his athletes are well aware their imminent confrontation to be considerably more strenuous. The rebuilding Giants, elevated to 7-7 respectability by resourceful Allie Sherman after a plunge to 1-12-1 the year before, figure to be the Dallas Cowboys' prime challengers for the NFL's Capitol Division championship. At the moment, they are something of an unknown quantity to both Sherman and the Packers because the easterners will be making their 1968 debut in tonight's 8 o'clock match, seventh renewal of the Bishop's Charities and again a sellout (50,861). One thing is certain, however. The champions' prideful defensive unit is not likely to suffer from boredom. It will have the frequently frustrating task of containing that notorious int4erant, Fran

Tarkenton, the one-time Minnesota Viking who is beginning his second season as the Giants' quarterback. Taking note of this prospect, Lionel Aldridge was able to find one small measure of consolation. "New York is a different team than Minnesota," the veteran end explained following yesterday's final tune up. "The Giants are not yet as adept at adapting to Tarkenton's scrambling as Minnesota's linemen were because he has only been with New York one year. I think the thing that made him so effective with Minnesota was that his offensive linemen expected him to scramble." "But it's still a big problem," he admitted, "one you have to be concerned with in preparing for them. You get used to the conventional type of quarterback who just drops back and throws the ball. But this guy's got another way to beat you, which makes it that much tougher." Tarkenton, the NFL's No. 3 passer last season, is not the Giants' only formidable weapon. His favorite target, speedball Homer Jones, led the league in touchdown receptions with 13 and average yards per catch, a slightly spectacular 24.7. Tight end Aaron Thomas, another accomplished receiver, finished tenth with 51 catches for 877 yards and 9 touchdowns, while veteran flanker Joe Morrison caught 37 for 537 yards and 7 TDs. To complement this trio, Tarkenton can call upon two of the NFL's most powerful runners, Ernie Koy and Tucker Frederickson. Koy, a strapping 6-foot-3 and 230 pounds, finished ninth in the league's individual rushing race with 704 yards in 146 attempts and an impressive 4.8 average. Frederickson, coming off knee surgery but now completely healed, added 311 yards in 97 thrusts. The Giant defense is led by veterans Jim Katcavage, at left end, and Vince Costello, a former Cleveland Brown, at linebacker. Much of New York's success this season, Sherman has said, will depend on developing a better pass rush. This responsibility tonight will fall to Roger Anderson, Bob Lurtsema and Bruce Anderson, all more or less newcomers, in addition to Katcavage, the only returning starter in the Giants' front four. Right safety Carl Lockhart is the only defensive starter who may not play. He has been with the National Guard for two weeks and did not rejoin the Giants until Thursday. In the absence of Pete Gogolak, still in the Army, ex-Packer Les Murdock will be handling the invaders' placekicking duties. His opposite number, Bengtson indicated, will be the colorful Brazilian booter, Fernando Souza, the soccer style kicker who is expected to make his pro football debut with the Pack. Souza, who has been troubled with a muscle pull, has been "purposely rested" the last two days in the hope he would be available tonight, Bengtson said. "As far as we know," the Packer chieftain informed, "he will be doing both kickoffs and field goals." Souza, center-forward with the Fall River, Mass., Astros of the American Professional Soccer League until signed to a Packer contract Tuesday, would replace veteran guard Jerry Kramer in the assignment. Offensively, there will be only one change in the lineup

PACKERS

vs.

GIANTS



TONIGHT—10:30 P.M.

VIDEO TAPE RE-PLAY OF
BISHOP'S CHARITIES GAME

AL SAMPSON—PLAY BY PLAY

TONY CANADEO—ANALYST

WBAY

GREEN BAY

TV

2

The Lineups

NEW YORK

GREEN BAY

OFFENSE

Jones	SE	Dowler
Young	LT	Skoronski
Case	LG	Gillingham
Larson	C	Bowman
Dess	RG	Kramer
Wright	RT	Gregg
Thomas	TE	Fleming
Tarkenton	QB	Starr
Fredrickson	RB	Anderson
Morrison	FL	Dale
Koy	RB	Grabowski

DEFENSE

Katcavage	LE	Davis
R. Anderson	LT	Kostechnik
Lurtsema	RT	Weatherwax
B. Anderson	RE	Aldridge
Swain	LLB	Robinson
Costello	MLB	Nitschke
Avery	RLB	Caffey
Eaton	LH	Adderley
Childs	RH	Jeter
White	LS	Brown
Harris	RS	Wood

which started the All-Star contest, Bengtson said. It will have Donny Anderson at left halfback, where veteran Elijah Pitts held forth a week ago. On defense, Jim Weatherwax also will start at right tackle in place of Henry Jordan, who has not been able to practice this week because of muscle spasms in his back. "Pitts has a little leg problem," Bengtson also reported, "and there is some question about him." The pride of Philander Smith is suffering from a knee bruise. A sidelight to tonight's collision will find all three principals in the Packers' biggest offseason trade on display. Towering Francis Peay, obtained from the Giants, will see action at offensive right tackle for the Packers while Steve Wright, dealt to New York, will start the same position for the visitors. Tommy Joe Crutcher, also involved in the transaction, presently is playing behind the Giants' Bil Swain at left linebacker. Unbeaten in the Bishop's Charities series, the Packers will be seeking their 12th straight victory over the Giants, their sixth in the Charities classic.

PACK AT LITERARY BINGE

AUG 10 (Green Bay Press-Gazette) – More and more Green Bay Packers are becoming authors. Jerry Kramer has published a book entitled Instant Replay, which is really his edited diary of last season. Look magazine has edited it further and carried the first installment last week with the second and last installment due in the next issue. And it's excellent reading...if you like things like Lombardi's training camp being compared to a penal institution. Now Bart Starr, who authored Quarterbacking Bart Starr last year, has returned with another how-to-do-it publication, this one in magazine form and called Winning Football. Its part of a series by various athletes in various sports called Grow

Ahead Sports Special. It's beautifully done and will be particularly interesting to the kids. And Donny Anderson is collaborating with Dr. Edward J. Storey of Great Barrington, Mass., on a punting book with emphasis on his left-footed spin that causes some trouble for opposing receivers.

Rebuilt Giants Test Packers in Charities Contest

DOWNTOWN BUSINESSMENS ASSOCIATION OF
GREEN BAY AREA CHAMBER OF COMMERCE

SALUTE TO VINCE LOMBARDI



AUGUST 7th 1968

BROWN COUNTY ARENA

RESERVED TICKET \$2⁵⁰

INCLUDES ENTERTAINING PROGRAM & BOX LUNCH



Mr. and Mrs. Lombardi at Breakfast

Green Bay Salutes Lombardi



Bart Starr Adds His Name to Festivities

Green Bay Wednesday saluted the man who has contributed so much to the community — Vince Lombardi, former head coach and now general manager of the Green Bay Packers.

Starting with a Roman Catholic Mass followed by a breakfast press conference through the dedication of a street bearing his name and into an evening program, Green Bay turned out in strong numbers.

The events of the day are shown in this series of pictures taken by Press-Gazette photographers Emery Kroening and Ken Behrend.



Lombardi Satisfies Autograph Seekers



Characteristic Gesture Marks Press Conference



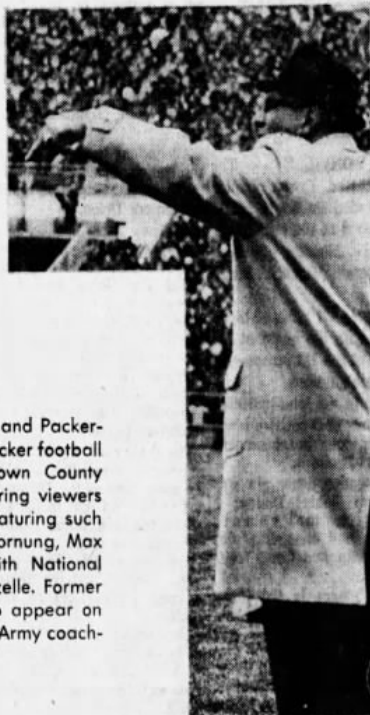
Navy Joins Salute With Open House on Ship



Mayor Don Tilleman Unveils Lombardi Avenue Sign



"An Evening With Vince"



In "An Evening With Vince," Green Bay and Packerland salutes the man who engineered Packer football fame. TV-11 cameras step inside Brown County Memorial Arena Wednesday night to bring viewers an hour-long portion of the program featuring such former Packer football greats as Paul Hornung, Max McGee and Fuzzy Thurston, along with National Football League Commissioner Pete Rozelle. Former Army football coach Earl Blaik will also appear on the program. Lombardi was once on the Army coaching staff.

Enjoy "An Evening With Vince" Wednesday evening honoring now Packer General Manager Vince Lombardi.



Wednesday, Aug. 7

7:30 - 8:30 p.m.

WLUK-TV



Keeping Your Eye On the World

Stars to Shine in Chicago

CHICAGO (AP) — Names and numbers for Friday night's football game between the College All-Stars and the Green Bay Packers, to be televised by ABC starting at 9:30 p.m., EDT. Names of colleges and pro teams included for All-Stars:

College All-Stars

No.	Name
11	Landry, Greg
	Massachusetts, Detroit
16	Beban, Gary
	UCLA, Washington
20	Henderson, Jon
	Colorado State, Pittsburgh
21	Kiick, Jim
	Wyoming, Miami
22	Anderson, Max
	Arizona State, Buffalo
23	Hull, Mike
	Southern California, Chicago
24	Freeman, Mike
	Fresno State, Minnesota
25	Homan, Dennis
	Alabama, Dallas
26	Atkins, Bob
	Grambling, St. Louis
27	Moses, Haven
	San Diego State, Buffalo
28	Hill, Jim
	Texas A&I, San Diego
29	White, Lee
	Weber State, N.Y. Jets
30	Reed, Oscar
	Colorado State, Minnesota
34	Smith, Jim
	Oregon, Washington
36	Lane, MacArthur
	Utah State, St. Louis
39	Csonka, Larry
	Syracuse, Miami
43	Hazelton, Major
	Florida A&M, Chicago
44	Duncan, Jim
	Maryland State, Baltimore
50	Young, Adrian
	Southern California, Philadelphia
51	Blue, Forrest
	Auburn, San Francisco
53	Lenkaitis, Bill
	Penn State, San Diego
54	Johnson, Bob
	Tennessee, Cincinnati
55	Garlington, John
	Louisiana State, Cleveland
60	McGill, Mike
	Notre Dame, Minnesota
61	Leuck, Bill
	Arizona State, Green Bay
65	Funchess, Tom
	Jackson State, Boston
66	Meylan, Wayne
	Nebraska, Cleveland
67	Przybycki, Joe
	Michigan State, Philadelphia
68	Daney, George
	Texas-El Paso, Kansas City
70	Culp, Curley
	Arizona State, Denver
71	Moorman, Maurice
	Texas A&M, Kansas City
72	Rossovich, Tim
	Southern California, Philadelphia
73	Williams, John
	Minnesota, Baltimore
74	Staley, Bill
	Utah State, Cincinnati
75	Humphrey, Claude
	Texas A&L, Atlanta

Pos.	Name	Team
	76 Washington, Russ	T
	Missouri, San Diego	
	77 Yary, Ron	T
	Southern California, Minnesota	
	78 Taylor, Mike	T
	Southern California, Pittsburgh	
	79 Tatareck, Bob	DT
	Miami, Fla., Buffalo	
	80 Wallace, Bob	SE
	Texas-El Paso, Chicago	
	81 Cox, Jim	TE
	Miami, Fla., Miami	
	82 Roussel, Tom	LB
	Southern Mississippi, Washington	
	83 Byrd, Dennis	DT
	North Carolina State, Boston	
	84 DePoyster, Jerry	K
	Wyoming, Detroit	
	85 McCullough, Earl	SE
	Southern California, Detroit	
	86 Carr, Fred	LB
	Texas-El Paso, Green Bay	
	87 Sanders, Charley	TE
	Minnesota, Detroit	
	88 Hyatt, Fred	SE
	Auburn, St. Louis	
	89 Upshaw, Marvin	DE
	Trinity, Tex., Cleveland	
	90 Gunner, Harry	DE
	Oregon State, Cincinnati	
	Green Bay	
	10 Stevens, Bill	QB
	12 Bratkowski, Zeke	QB
	13 Horn, Don	QB
	15 Starr, Bart	QB
	19 Gerela, Metro	K
	20 Beath, Andy	DB
	21 Jeter, Bob	DB
	22 Pitts, Elijah	RB
	23 Williams, Travis	RB
	24 Wood, Willie	DB
	25 Smith, Willie Ray	RB
	26 Adderley, Herb	DB
	27 James, Claudis	FL
	28 Robinson, John	FL
	29 Dunaway, Dave	FL
	30 Mercein, Chuck	RB
	32 Apisa, Bob	RB
	3 Grabowski, Jim	RB
	36 Wilson, Ben	RB
	37 Vandersea, Phil	TE
	38 McCarthy, Brendan	RB
	40 Brown, Tom	DB
	42 Chadwick, Walt	RB
	43 Hart, Doug	DB
	44 Anderson, Don	RB
	50 Hyland, Bob	C
	55 Flanigan, Jim	LB
	57 Bowman, Ken	C
	60 Caffey, Lee Roy	LB
	64 Kramer, Jerry	G
	66 Nitschke, Ray	LB
	68 Gillingham, Gale	G
	71 Peay, Francis	T
	73 Weatherwax, Jim	DT
	74 Jordan, Henry	DT
	75 Gregg, Forrest	T
	76 Skorinski, Bob	T
	77 Kostelnik, Ron	DT
	78 Brown, Bob	DE
	80 Long, Bob	FL
	81 Fleming, Mary	TE
	82 Aldridge, Lionel	DE
	84 Dale, Carroll	E
	86 Dowler, Boyd	E
	87 Davis, Willie	TE
	88 Capp, Dick	TE
	89 Robinson, Dave	LB

CLIP THIS AD



Keep Track of the Pack

with the

1968

Packer Football Schedule

PRE-SEASON

		G.B.	Opp.
Aug. 10	New York at Green Bay (8 P.M.).....	_____	_____
Aug. 19	Chicago at Milwaukee (8 P.M.).....	_____	_____
Aug. 24	Green Bay at Dallas (8:30 P.M.).....	_____	_____
Aug. 31	Pittsburgh at Milwaukee (8 P.M.).....	_____	_____
Sept. 7	Green Bay at Cleveland (9 P.M.).....	_____	_____

LEAGUE GAMES

Sept. 15	Philadelphia at Green Bay	_____	_____
Sept. 22	Minnesota vs. Green Bay at Milwaukee.....	_____	_____
Sept. 29	Detroit at Green Bay	_____	_____
Oct. 6	Green Bay at Atlanta	_____	_____
Oct. 13	Los Angeles vs. Green Bay at Milwaukee....	_____	_____
Oct. 20	Green Bay at Detroit	_____	_____
Oct. 28	Green Bay at Dallas (8:30 P.M.).....	_____	_____
Nov. 3	Chicago at Green Bay	_____	_____
Nov. 10	Green Bay at Minnesota	_____	_____
Nov. 17	New Orleans vs. Green Bay at Milwaukee....	_____	_____
Nov. 24	Green Bay at Washington	_____	_____
Dec. 1	Green Bay at San Francisco	_____	_____
Dec. 7	Baltimore at Green Bay	_____	_____
Dec. 15	Green Bay at Chicago	_____	_____

POST SEASON GAMES

Sat., Dec. 21 — Eastern Conf. Championship (Century vs. Capitol)
 Sun., Dec. 22 — Western Conf. Championship (Central at Coastal)
 Sun., Dec. 29 — NFL Championship (At Eastern Conf. Champion)

For the best in Pro Football Coverage, read the sports section of the Green Bay Press-Gazette. And for the best in moving, packing, or storage, you can rely on Leicht's Transfer and Storage Company, Green Bay, Wisconsin.



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TONIGHT

on



8 P.M.

GREEN BAY

PACKERS

VS.

NEW YORK

GIANTS

TUNE IN THE PRE-GAME SHOWS

7:30 — PRO PREDICTIONS

7:40 — PACKER PROFILES

7:45 — PACKER PREVIEW



1440