



WESTERN CONFERENCE PLAYOFF
Green Bay Packers (9-4-1) 28, Los Angeles Rams (11-1-2) 7
Saturday December 23rd 1967 (at Milwaukee)



Packers Rip Rams, Win Western Title

GAME RECAP (GREEN BAY PRESS-GAZETTE)

(MILWAUKEE) – Triggered by that fabulous freshman, Travis Williams, a devastating defense and the matchless artistry of Bart Starr, the incredibly resilient Packers humbled the potent Los Angeles Rams in frigid County Stadium Saturday afternoon, 28-7, to win the NFL's Western Conference championship. With the win comes a chance to make history. The triumph, which saw the world champions rebound from early adversity to take complete command in the second half of a brutal, bruising struggle, projected them into the NFL title game at Lambeau Field next Sunday afternoon against the winner of today's Cleveland-Dallas playoff for the Eastern Conference crown (WBAY-TV, 1 p.m.). The sixth Western title in the last eight years for Vince Lombardi's athletes, it assures them an opportunity to become the first team in league history to win three consecutive championships since the NFL went to the playoff system in 1933.

TRAILED 7-0

Cheered throughout by a chilled, capacity house of 49,861 fans, the Packers called upon all of their playoff experience and physical resources to neutralize the explosive Rams after falling behind 7-0 late in the first quarter. The catalyst was a spectacular play by linebacker Dave Robinson, who burst through to block a 24-yard field goal attempt by Bruce Gossett early in the second period. From that point on, the tide began to turn, although the victory trend did not take shape until some time later. The Rams, who had lost only one of 14 games en route to the Coastal Division championship, had charged into a 7-0 lead on a 28-yard Roman Gabriel pass to Bernie Casey, after recovering a Carroll Dale fumble on their own 48.

STARR INTERCEPTED

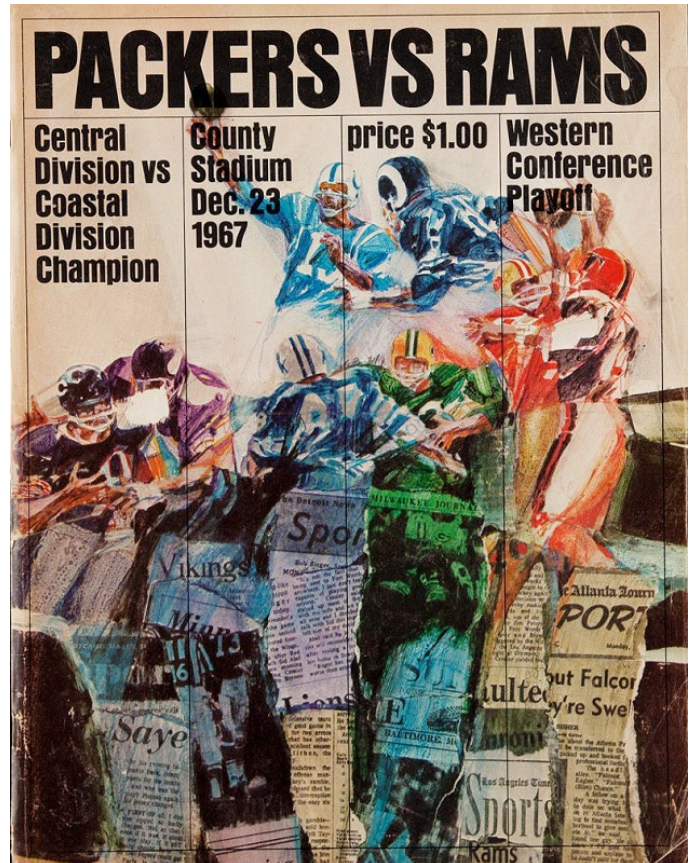
Things looked even less auspicious when Chuck Lamson, who had recovered that earlier fumble, intercepted a Starr pass on the Packer 34 and returned it to the 10 on the first play of the second quarter. Robinson, however, came to the rescue – after Henry Jordan, a spectacular performer this arctic afternoon, had stormed through to hurl Gabriel for a 7-yard loss on third down, forcing the field goal attempt. Offensively, the first breakthrough came one exchange later when Tom Brown, aided by a getaway block from Willie Wood, returned a Ram punt 39 yards to the Los Angeles 46.

TRAVIS TIES IT

On first down, the jet-like Williams burst outside right tackle, faked out the only Ram defender and streaked into the end zone with 8:05 gone. The first of four letter perfect conversions by Don Chandler forged a 7-7 tie. Heartened by this turn of events, the Packers shortly swept into a permanent lead. Forcing the Rams into a 46-yard field goal attempt by Gossett, they barged back into scoring position on the wings of a 44-yard runback by Wood, who gathered in Gossett's short kick and returned it to the 45. The Pack went the distance in nine plays, Starr capping the push with a 17-yard strike, to Dale, who emerged with 6 catches for 109 yards.

MERCEIN SCORES

Taking charge at the start of the second half, the Bays slowed the Angelenos by driving 80 yards to mount a 21-7 lead, ex-Milwaukeean Chuck Mercein blasting the final 6 yards. The world champions wrapped it up early in the fourth quarter when Williams, who finished as the Pack's leading ground gainer, crashed over from the 2 at 2:58 behind a crunching block by all-pro tackle Forrest Gregg. The Rams, who had been listed as three-point favorites by oddsmakers, quickly mounted a



retaliatory threat, but it was all over. The Packers may have had greater days in winning four titles during last six years, although this seems doubtful in the wake of Saturday's spectacular performance, but certainly there have been none more satisfying.

POINT TO PROVE

Shaded in Los Angeles by the Rams 27-24 with the aid of a blocked punt just two weeks ago, and losers of two straight going into the title battle, the NFL's perennial kingpins obviously were out to prove a point – especially to those detractors who suggested there was too much age in the offensive line – and to those who raised doubts about the defense because it had yielded 78 points in the Pack's last three games. In devastating the Californians, they left the skeptics some substantial statistics to mull over. Although Elijah Pitts and Jim Grabowski had to watch from the bench and Ben Wilson was used sparingly because of injuries, the Packers amassed 374 yards against the vaunted Ram defense, including an impressive 163 rushing through the fabled Fearsome Foursome. The figures are a solid tribute to some incisive blocking by Bob Skoronski, Jerry Kramer, Gale Gillingham and Gregg, along with freshman center Bob Hyland. They permitted the Ram front four to fell quarterback Starr only once.

BOWMAN HURT

Hyland was called upon in the first quarter when veteran Ken Bowman, who opened at the pivot, was forced to the sidelines with a shoulder injury. The defense was equally artistic. Throttling the Rams league-leading offense throughout, the Packer defenders limited the visitors to a grand total of 217 yards, including a mere 75 rushing. The Packers' front four (Willie Davis, Ron Kostelnik, Lionel Aldridge and Jordan) dropped Gabriel five times for 44 yards. Jordan nailed the Ram quarterback three times.

LEADING RUSHER

Starr, always at his best under pressure, fashioned one of his most memorable performances. Riddling the defense with a shrewd play selection, the 33-year-old field general completed 17 of 23 passes for 222 yards and 1 touchdown. Williams, who did not make his first appearance until early in the second quarter, amassed 88 yards in 18 carries to finish as the day's leading rusher. Donny Anderson, playing with a painful hip bruise, contributed 52 yards in 12 attempts and also caught 2 passes for 30 yards. Mercein, who made his first Packer start, settled for 13 yards on 12 carries – but six of them were big ones on his touchdown slant in the third quarter.

FUMBLE STOPPED DRIVE

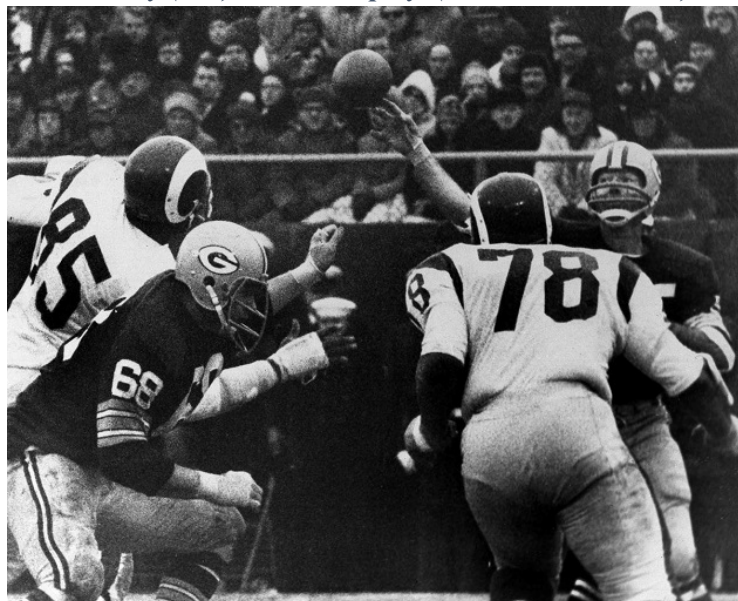
That burst helped erase the memory of a first quarter misadventure when, hit by mountainous Roger Brown, he fumbled and the Rams recovered on the Los Angeles 38 to halt a Packer drive following the opening kickoff. Further problems developed the next time the Packers gained possession when Maxie Baughan dropped Anderson for a 5-yard loss and Brown felled Starr for an 11-yard deficit on the Green Bay 8. Anderson, however, moved the Pack into more favorable position with an 18-yard sweep of right end on third down, although it wasn't sufficient to avert a punt.

DALE FUMBLES

Shortly after reacquiring the leather, the Bays appeared on their way, punching out three quick first downs with the aid of 10 and 11-yard passes to Marv Fleming and Dale. But, with second and 3 at their own 43, Starr hit Dale with a 9-yard strike, and he fumbled when hit by Irv Cross and Lamson recovered at the Los Angeles 48. It took the Rams only four plays to capitalize on this development. A desperate Herb Adderley arrived just a split second too late as Gabriel found Casey, hero



A key play in Green Bay's 28-7 victory over Los Angeles was this return of a short field goal by Willie Wood. The Packer safety man took Bruce Gossett's short kick on the Green Bay one and returned 44 yards, and the Packers went on from there to break a 7-7 tie just before the half. Les Josephson (#34) of the Rams gave chase and caught Wood. Herb Adderley (#26) trailed the play. (Milwaukee Journal)



Bart Starr gets off a pass in the game against the Rams. He hit 17 times in 23 attempts. (AP ARCHIVES)

of the Rams' Dec. 9 victory over the Packers, in the right corner of the end zone with only 44 seconds left in the first quarter. The Rams soon were back knocking at the door, following Lamson's interception of a Starr pass, intended for Dale. After Les Josephson had settled for 5 yards in two thrusts, leaving the Angelenos with third and 5 at the 5, Jordan submarined through to drop Gabriel on the 12.

FIELD GOAL DEFLECTED

After the Rams were penalized for illegal procedure, Robinson crashed through from his left linebacker post to deflect Gossett's 24-yard field goal attempt. Tom Brown picked up the erratically bouncing ball and running laterally at the 9, was dropped by Truax. The Packers surrendered the ball after one first down, but the patten of victory began to develop one exchange later. Running under John Kilgore's punt on the Green Bay 15, Tom Brown broke up the middle into the open, and then, when hemmed in, wheeled to his left and up the sidelines before being run to earth at the Ram 46. The ecstatic faithful had barely recovered from this spectacular when Williams engineered one of his own. Dipping outside right tackle, he suddenly was in the clear and faking Clarence Williams to the inside, veered to the right and wheeled the distance.

OPPORTUNITY BLOOMS

Opportunity shortly bloomed again when Wood, breaking to his left, set off on that 44-yard runback of Gossett's short field goal attempt. A Starr-to-Williams screen produced 8 yards, Mercein added 1 at right guard, and Williams 4 at right end for a first down.

STARR FINDS DALE

Starr then hit Dale with a sideliners for 11 for another. Williams hit right tackle for 3, then burst over right guard for 15 to the 14 and yet another first down. Williams was held to a yard and, with only 1:17 remaining in the first half, the Packers took time out. Travis next lost 5 at right end when he ran into Davey Jones, but Starr found Dale in the left corner of the end zone at 14:27 – just beyond a disheartened Cross – to put the Bays in front for the first time. The Packers appeared in serious straits early in the third quarter when Fleming fumbled after catching a Starr pass and Lamson recovered on the Packer 26. But, on third down, Davis burst through to fell Gabriel for a 9-yard loss on the 30 and Gossett's subsequent 37-yard field goal attempt was wide to the left. Starr, a consummate craftsman all afternoon, then drove the Packers 80 yards in 13 plays to begin the wrapup. The long gainer was a 20-yard pass to Anderson, which carried the Pack to a first down at the 12. Two plays later, the Packers were forced to take a time out when Starr came up limping after running for four yards. When time resumed, Mercein leaped and bounded over the left side of the Packer line into the end zone from six yards out, spinning away from linebacker Jack Pardee at the goal line.

NEW LIFE

The score came at 12: 14 of the third quarter. The Packers officially sealed the Rams' doom early in the fourth quarter, sweeping 73 yards in 10 plays – after Cross had run into punter Anderson on fourth down to give the Packers new life.



Coach Vince Lombardi and quarterback Bart Starr congratulate each other. (AP ARCHIVES)



Fans carry Travis "Roadrunner" Williams off the field after the Packers clinched the Western Conference title at County Stadium. Williams scored two touchdowns in the game.



Roman Gabriel (#18) carries the ball. (Photo by James Drake/Getty)

Following that development, Starr passed 13 yards to Dale. Williams was held to no gain, but Starr then found Dale in the open, and he reached the 2 before being dropped by Clarence Williams. Three plays later, Travis Williams churned into the end zone from the 2. As the game ended, the Road Runner was born off the field by hundreds of slightly delirious fans who later tore down the goalposts at both ends of the Stadium. “That,” one wag observed, “was the first time he’s been stopped this afternoon.”

	LOS ANGELES	- 7 0 0 0 - 7	
	GREEN BAY	- 0 14 7 7 - 28	
	<u>LOS ANGELES</u>		<u>GREEN BAY</u>
First downs	12		20
Rush-yards-TDs	28-75-0		45-163-3
Comp-Att-Yd-TD-INT	11-31-186-1-1		17-23-222-1-1
Sacked-yards	5-44		1-11
Net pass yards	142		211
Total yards	217		374
Fumbles-lost	0-0		3-3
Turnovers	1		4
Penalties-yards	3-25		7-44

SCORING

1st - LA - Bernie Casey, 29-yd pass from Roman Gabriel (Bruce Gossett kick) LOS ANGELES 7-0

2nd - GB - Williams, 46-yard run (Chandler kick) TIED 7-7

2nd - GB - Dale, 17-yard pass from Starr (Chandler kick) GREEN BAY 14-7

3rd - GB - Mercein, 6-yard run (Chandler kick) GREEN BAY 21-7

4th - GB - Williams, 2-yard run (Chandler kick) GREEN BAY 28-7

RUSHING

GREEN BAY - Travis Williams 18-88 2 TD, Donny Anderson 12-52, Chuck Mercein 12-13 1 TD, Bart Starr 2-8, Ben Wilson 1-4

LOS ANGELES - Dick Bass 14-40, Les Josephson 9-16, Tommy Mason 2-13, Roman Gabriel 3-6

PASSING

GREEN BAY - Bart Starr 23-17-222 1 TD 1 INT

LOS ANGELES - Roman Gabriel 31-11-186 1 TD 1 INT

RECEIVING

GREEN BAY - Carroll Dale 6-109 1 TD, Boyd Dowler 3-35, Marv Fleming 3-30, Donny Anderson 2-30, Chuck Mercein 2-10, Travis Williams 1-8

LOS ANGELES - Bernie Casey 5-82 1 TD, Billy Truax 2-45, Les Josephson 2-30, Jack Snow 1-17, Bucky Pope 1-12

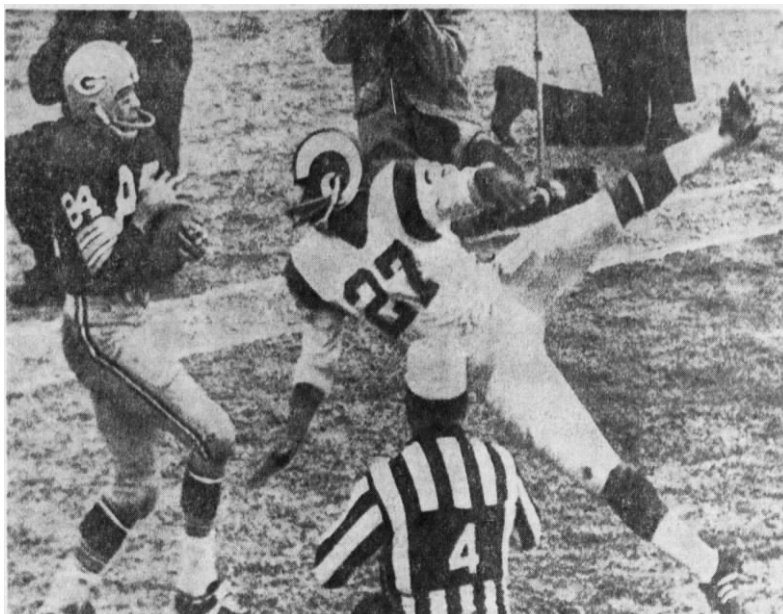
'Fearsome Foursome' Deflated

Starr Lauds Bays' Dedication

STARR LAUDS BAYS' DEDICATION'

DEC 23 (Milwaukee-Green Bay Press-Gazette) – Broad-shouldered Forrest Gregg, blood squeezing out of a batch of cuts across his forehead as a result of his personal duel with Los Angeles’ vaunted Dave (Deacon) Jones, sat contentedly in front of his locker in County Stadium late Saturday afternoon. He was flanked by Bob Skoronski and Gale Gillingham. Jerry Kramer was a few steps away and Bob Hyland was just across the room. This was just the quintet that had just reduced the Rams’ highly publicized “Fearless Foursome” to a floundering foursome, and Gregg had been the ringleader. Not once did Jones get to Packer quarterback Bart Starr. As a matter of fact, only once did a Ram get to Starr, which was considerably more than a small factor in the Packers’ delightful 28-7 victory. “I don’t like to brag,” Gregg said in all seriousness, “but we got ready for them and we did





The Green Bay Packers' Carroll Dale (84) outmaneuvers Los Angeles' Irv Cross to catch a Bart Starr pass for a second quarter touchdown in Saturday's NFL Western Conference championship game at Milwaukee County Stadium. The pass put the Packers ahead for the first time, and they went on to score a 28-7 victory. (AP Wirephoto)



Green Bay's Version of the "Fearsome Foursome," credited with a large measure of the Green Bay victory Saturday, is ready in case Ram quarterback Roman Gabriel eludes the grasp of Henry Jordan (74). Ron Kostelnik (77), Willie Davis (87) and Lionel Aldridge (82) make up the front four along with Jordan. (AP Wirephoto)

a job on them. I've lost a lot of sleep thinking about them, but I was ready to play today." Hyland, who hustled into the game with less than four minutes gone when Ken Bowman was shook up, had a grin that covered his whole face. "I don't think I did very much, but the others did a great job," he volunteered. "All I did was stand back there and wait for someone to come in. They never came," he said....

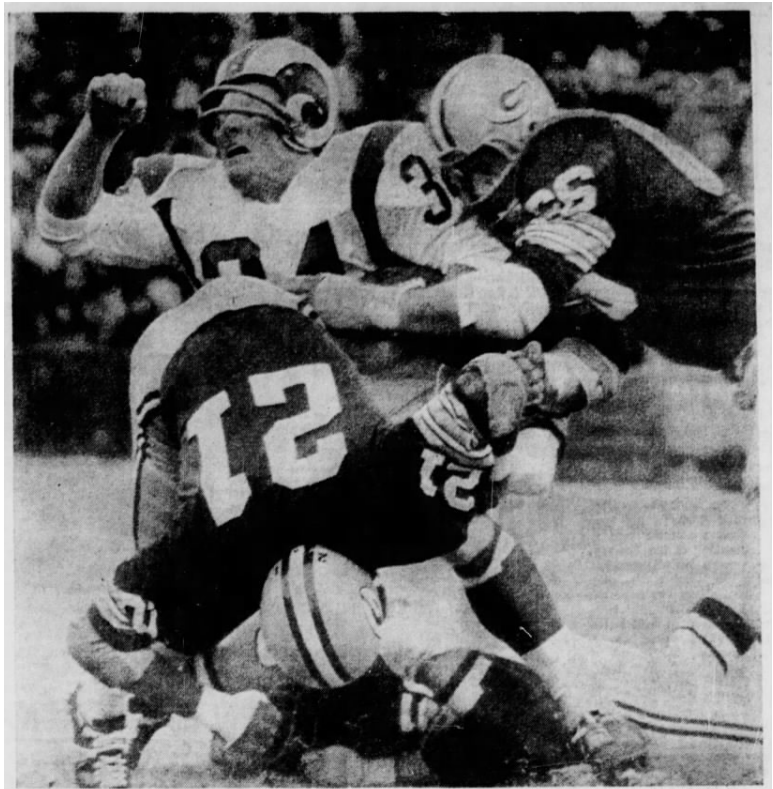
TRAVIS CAN BREAK IT': The beneficiary of this shelter, quarterback Bart Starr, concurred largely with Gregg's feeling. "I've never seen the team more dedicated than it was this week," he declared. Though Starr wouldn't pinpoint it as a turning point, he did note that Travis Williams' 46 yard burst was a calculated thing because, "he can break it for you." For Williams, it was the biggest moment of his brief but spectacular career. "To me it was the biggest one...the biggest touchdown because it was a championship game. I've forgotten about the other ones and now I have to forget about this one and think about the next game." The Road Runner said his jaunt, which tied the score at 7-7 in the second period and launched the Packers toward a 14-7 halftime lead, was just an off-tackle play....

GIVE HIM LITTLE DIP': "I broke through the line and after that there was only one man. I kinda gave him a little dip and went outside." "The hole was there and I just ran," said Williams. "It went just like it's drawn on the board. The only thing I could think about was getting to the goal line." Coach Lombardi confirmed the play was in the playbook. "It was a very simple play, actually," Lombardi said. "It's just a cross buck. Kramer took out the middle linebacker, we double-teamed Ram defensive end Dave Jones and gave Williams a simple handoff." One of the Rams took himself out of the play, Lombardi said, by trying to knock Dale down. "Stopping receivers at the line works sometimes," said Lombardi, "and sometimes it doesn't." As Gillingham said, "We had to establish the running game. We knew that and that was the key to this one today." There were two other key runs, too, both in the "return" category....

BROWN TAKES SECOND GUESS: Tom Brown set up the tying touchdown in the second period when he returned a Jon Kilgore punt 39 yards to the Rams' 46. On the next play, Williams rocketed to the end zone. "It was a line drive type of punt and you should get a return on

those," he said. "I saw it open up in the middle, but when I got to the sidelines, I really should have cut back to the field. I think I would have gone all the way." As it was, Kilgore survived a Jim Flanigan block to trip up Brown, but Tom, reminded that he had a 94 yarder called back last week, laughed, "actually I remembered I got tired on about the 30 last week."...**LEAD TOUCHDOWN:** Moments later, Willie Wood caught a short Bruce Gossett field goal attempt on his one-yard line and wiggled to the Packer 45. From there the Packers drove to their lead touchdown, which came on a 17-yard pass to Carroll Dale. "It's one of those things that happened," Wood offered. "Although its something we work on. We put a man back there for the kick and set up our blocking on the short side. It just broke right." Dale, who caught six passes for 109 yards, acknowledged it was "one of the better games I've had," and credited the fact that the Packers mixed up their passing attack so well. "We usually go for the intermediate ones...10 or 15 yards. But today we threw them all...deep, short

and all of them. It just depended on when we could catch them in a man for man. When they went man for man, they doubled up on either Boyd (Dowler) or myself. And we passed to the other.” Although delighted with his game, Dale was disappointed that he didn’t catch one of the bombs Starr unloaded. He was in the clear in the end zone but couldn’t catch up to the ball...QUIT RUNNING: “I should have caught that one. I slowed down. I actually misjudged it and quit running a bit. I thought I had it.” But while the offense chewed by the Ram defense, the Packer defense halted the highest scoring team in the league with only seven points and gave up only 217 yards in doing so. Henry Jordan, who personally dumped Ram quarterback Roman Gabriel three times according to the press box count, but four times by his own calculations, came up with the expected quip in explaining the defense’s superb performance. “That’s what you call a money game. I’m broke, and I have an expensive wife.” Lee Roy Caffey, dressing slowly and almost alone, had his own theory about the Packers overall splendid job. “I think this is the biggest and greatest victory since I’ve been here...that’s four years,” he began. “Everything has been against us this year. Injuries. We’ve had to play so much harder. But I’ll tell you something. This



OUCH! THAT SMARTS — Los Angeles Ram Les Josephson (34) grimaces as he is hit hard by Green Bay's Bob Jetter (21) with Ray Nitschke (66) lending a hand.—UPI Telephoto.

is the greatest gang ever put together on one football team. We love each other and we play from the heart. That’s the secret of football. You have to play from the heart. This club has character. That’s the big thing. I’m not detracting from anybody’s ability, but I think character is the big thing on this team.”...’FEARSOME ONESOME’: “Never mind that that ‘Fearsome Foursome.’ We’ve got the ‘Fearsome Onesome,’” shouted Ron Kostelnik in a salute to Jordan. “I’m just a wee, little fellow,” joked Jordan. Willie Davis, who had been in a slump in the three weeks since the Packers clinched the Central Division honors, had been unhappy with himself. His opponent, tackle Charlie Cowan, had won the game ball two weeks ago in the Packers’ 27-24 loss to the Rams. “I had to come back,” said Davis. “I couldn’t have lived with myself if I didn’t.” “What do you say?” asked Jerry Kramer. “It was just beautiful.”

‘FIRST TIME WE REALLY FACED A CHALLENGE,’ VINCE SAYS

DEC 24 (Milwaukee-Green Bay Press-Gazette) – Challenge. The Rams offered it and the Packers accepted it in County Stadium here Saturday. The Packers like challenges. They stunned the Coastal Division champions, 28-7, for the NFL’s Western Conference championship. “We had a challenge today...the first time all year we really faced a challenge,” Coach Vince Lombardi declared, after his crippled, but battling charges had fought into next Sunday’s NFL title game in Green Bay’s Lambeau Field. “You know, some of our most loyal rooters were picking the Rams. Everybody was getting on the Rams’ bandwagon,” he added with a knowing smile. Lombardi also nodded, “I’m very happy.” Then, as something of an afterthought, he hastened to explain, “I don’t mean that we haven’t played a lot of other good teams. But we have been ahead in the standings by three or four games. We had to win today. That’s what I mean by a challenge.”...BETTER THAN CLEVELAND: How well the Packers rose to the challenge. So well, in fact, that Lombardi agreed it was their best performance of the year...”better than the game against Cleveland.” It was suggested that the secret was the Packers’ ability to run the ball against the vaunted Ram defense. (They gained 163 of their 374 total yards on the ground.) “We felt we could run on them,” Lombardi matter-of-factly stated. “Our evaluation of the Ram defense is that it is primarily a pass rushing team. That leaves it vulnerable to the run. At least that’s my feeling. Somebody else might look at it differently.” In connection with the running game, which, in turn opened up the pass paths to let Bart Starr connect on 17 of 23 tosses for 222 yards, the Packer strategist praised his offensive line for a “fine job.” Forrest Gregg, in particular, came in for considerable praise for his work against the Rams’ huge Deacon Jones. “He did a fine, fine job,” Lombardi grinned...HAD GOOD RHYTHM: Then turning to the unit as a whole again, the coach noted, “Anytime you keep a group like that off Starr, it’s a fine game.” Only once did the Rams’ once-proud “Fearsome Foursome” get to Starr, though Bart was forced to run inside. Lombardi also lauded Starr along with the “dogfaces” in front of him. “Starr had a great game. He had good rhythm. He called a good game, and he didn’t hold the ball too long.” But the defense was not forgotten. Lombardi, reminded of the performance of his defenders, proclaimed, “Great...when you stop the highest scoring team in the league with seven points, it has to be great, and we had to make a couple of fumbles to help them to the seven points.” Donny Anderson and



It Tickle His Heart — A beaming Vince Lombardi starts to shed his warm underclothing in the dressing room Saturday after the Packers win over the Rams to win the Western Division title. (AP Wirephoto)

Travis Williams, who alternated at one of the running back spots, also came in for singular attention in the course of the discussion between Lombardi and a horde of sportswriters from all over the country. "Andy had a great second half... Travis was great in the first half," the guiding light of the Pack volunteered. The weather, frightfully cold, did not have any serious effect on the game, Lombardi insisted. "It's the same for both of us and don't forget we were practicing in 60 degree weather this week, too," he noted... **NO INJURIES:** Kenny Bowman, who started at center, was only knocked a little groggy when he was forced out of action in the first half. He returned to special team duty later in the game. There were apparently no other injuries, Lombardi said, although "Bobby Jeter got a kick in the knee, but it's just a bruise... not twisted, thank goodness," he added. Before concluding, Lombardi declared that the Rams were "a real fine football team... but I think today we were a better team." And who would he like to see in Green Bay next Sunday? "There's no way I can answer that one correctly," was the laughing answer.

RAMS AGREE: 'WE WERE JUST BEATEN BY BETTER TEAM'

DEC 24 (Milwaukee-Green Bay Press-Gazette) — What could they say? They all said the same thing — these gentlemanly Rams — and it boiled down to this cold fact: "We were just beaten by a better team." Coach George Allen, surrounded by 25 reporters in the Rams somber dressing room, spoke the first words: "First, gentlemen, take nothing away from the Packers. They played a great game. It's that simple." But the questions spouted forth and the major query concerned the Ram defense, which committed something of a mortal sin in allowing 28 points. "First," Allen said, "they ran on us and that made their passing go. Bart Starr played a tremendous game. We used a revolving defense

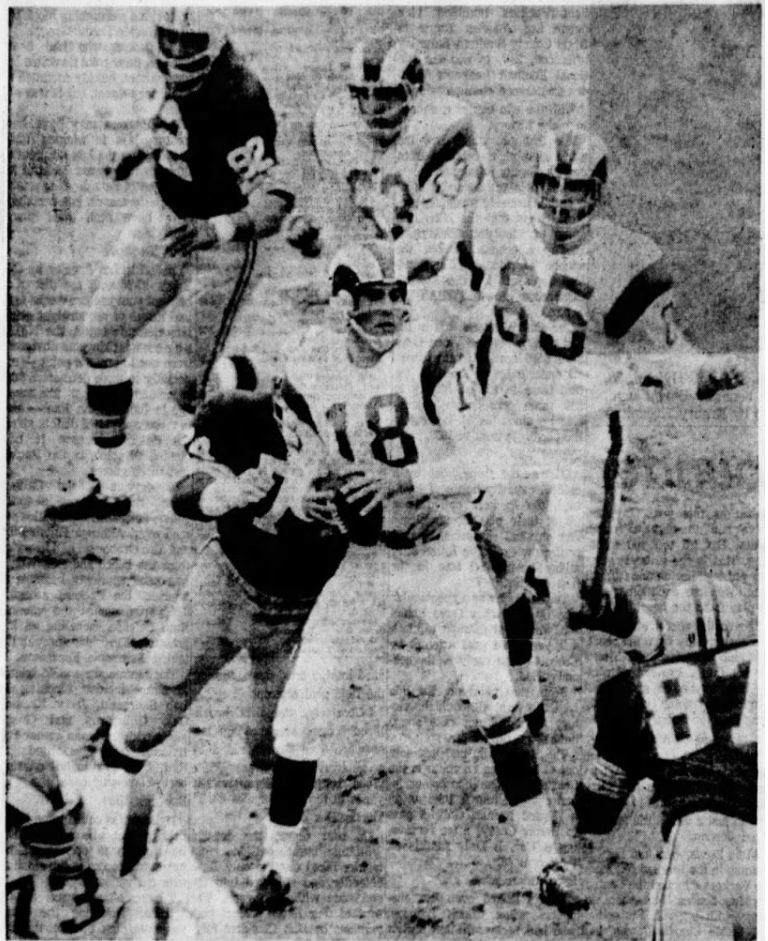
at times, and Starr recognized it immediately. Starr started to hit Dale and Anderson on his short throw, and this opened everything up." The Rams' sophomore head coach said, "We didn't get as much pressure on Starr as I thought we could. We did bother him a few times, but we didn't sustain anything. Starr showed great courage out there, especially after he was hurt."... **DESERVED TO WIN:** Generally, the disappointed Allen said, "We had our opportunities early but didn't do anything about it. And I guess that goes right back to the fact that they just out-hit us and deserved to win today." The Packers lost two fumbles and one pass on an interception in the first half, and the Rams capitalized but once for their only TD. "The Packers played like we did against the Colts. We won that game with 40 players, and we lost today with 40 players," Allen said. The Rams regarded the Packer game as their "Super Bowl" because, Allen said, "We felt we could go all the way if we won. I'm sure the Packers will do that now." The magic name in Packerland, Travis Williams, came up and Allen called the "Road Runner" "the best third string halfback in America. Every time he gets the ball he can go all the way." And, in a parting note, Allen laughed, "and now for the Playoff Bowl. That's like warmed over stew." Perhaps the key to this victory was the Packers' ability to gain 163 yards rushing through the Rams' powerful Fearsome Foursome... **GREGG WON THIS ONE:** Deacon Jones, the Rams' great defensive end, smiled when asked about Forrest Gregg, who played across from the mustached Jones: "We've had some great battles, and I guess you'd have to say he won this one," Jones said, adding, "I just didn't play up to my capabilities, and I'd cut my wrists right now for a chance to play this game over." Asked about the Pack's rushing success, Jones said, "They're smart," referring to Starr, "chiefly because they ran up the middle and got us (The Fearsome Foursome) thinking about the run. When we think about rushing, we automatically slow down on our pass rush. I can't explain it beyond that." The Packers did a lot of stunting in the line on defense, and the Rams' chief victim was young Tom Mack, who was brokenhearted... **DOGGED GABRIEL:** "I feel like I lost the game myself," Mack moaned. He referred to the "fine play" of the Packs' Henry Jordan, who certainly played one of his greatest games. Jordan dogged Roman Gabriel constantly and caught him four times. "Jordan is quick. We all know that, but he moved faster today than I've ever seen him move. They say Bob Lilly is faster, but I don't believe it," Mack said, adding: "One time he got Gabriel, and he took a hard inside (toward center) and I never expected it." Jones said Starr called "more play passes today than he normally does and that kept us off balance, I'm sure. They took it to us, and we just got beat. Maxie (Baughan) called good signals for us, but the crowd noise hurt us. Sometimes all of us didn't hear the calls. On Williams' touchdown run, some of us were in a zone defense and some of us weren't." Gabriel, who looks like a high school senior, stood in the middle of the dressing room and spoke mournfully, explaining: "I didn't play well at all and there

isn't much more to it. Green Bay's pass rush was better than it was in Los Angeles. Overall, they seemed more inspired than we were." Big Gabe, the largest QB in the league at 6-5, 230, said, "Our game plan was to establish a running game. We never did, and nobody's passing will work if you can't run. I'd say they (the Packers) were prepared for the things we did all year." Gabriel said that Herb Adderley "came up twice and fell down on the touchdown pass." Bernie Casey, who caught the TD pass, said, "Adderley overcommitted himself, and then fell down when he tried to get back." Rosie Grier, the Rams giant tackle who is out for the season with an ankle injury, said Williams' TD run was the turning point of the game. "They were behind, and that's not good for their confidence. But they got I back on Williams' run which tied the score. That brought the Packers up high again. That accentuated the positive and they were off and running. The negative was behind them." Baughan said the Packers didn't try anything new. "They ran a reverse once, but that's all. They never tried an option pass. I guess they wanted to win more than we did – and they got it." The most downhearted of the Rams had to be that wonderful former Packer, Ken Iman. This fierce competitor sat with tears in his eyes and shook his head: "I don't know what to say. I was sure we'd win."

DIVISIONS KEPT INTEREST HIGH, PETE

DEC 24 (Milwaukee-Green Bay Press-Gazette) – Pete Rozelle, commissioner of the combined American and National Football Leagues, is well pleased with the way

the new divisional set up of the NFL worked out this season. The league switched this season from a two-division, eight-team league to four, four-team divisions, Century, Capital, Central and Coastal. Rozelle, in Milwaukee for the Central Division (Packers)-Coastal Division (Rams) championship game, said, "It worked out real well." "It kept interest up in a lot of cities. For example, take New York, the Giants were in the title picture until the last three weeks. This way the interest held up later in the season." Following the game, Rozelle, Don Weiss, director of information for the NFL, and Jim Kensil, Director of Public Relations for the league, left for Dallas, Tex., where they will attend the Century-Capital Division playoff between the Cowboys and Cleveland today. Next Sunday, the NFL and AFL championship games will be played and asked which he would attend Rozelle said "that presents a problem" and then using a head coaches adage quipped, "have to wait until we see the films." The stands gave the appearance of a deer hunters convention as many of the assembled fans wore heavy red deer hunting coats and caps. The temperature at game time was 20 degrees with the wind blowing out of the southwest at 12 miles per hour. The humidity was 56 percent. Milwaukee had the state's overnight high of seven degrees. One fan in order to keep his feet off the cold concrete built himself a foot stand out of lumber while others used pieces of cardboard...Ram Head Coach George Allen, trying to show his team that "any kind of weather is Ram weather," wore only a sports jacket and a blue baseball cap on the field during the pregame warmups...Somebody gave out the wrong Milwaukee weather report in New Orleans, and Tom Fears, ex-Packer assistant coach and former Ram end now head coach of the New Orleans Saints, arrived at the game without a top coat. Fears had understood the temperature to be 57. Packer Assistant General Manager Tom Miller found Fears a seat in the press box which wasn't much warmer than sitting out in the stands...In keeping with the Christmas season, the Packer golden girls switched from their normal green and gold costumes to red and white wearing red tights, red sweaters with a green "P," short white skirts and red Santa Claus hats...The Milwaukee County Stadium grounds crew started at 2 a.m. Saturday morning to remove 40 tons of hay which had been placed on the field Dec. 1 in order to keep the turf from freezing. After removing the hay, a process accomplished by using balers and a Vac-All machine which sucked the hay up, it was taken to the Milwaukee County Zoo for use in the animal cages. The crew took the tarps off about 10 a.m. and lined the field, finishing about an hour before game time. The field was in excellent condition. Tom Miller termed it, "one of the best we have played on this season."...Among the signs on display was a large vertical placard decreeing "Go, Go Packers" from Kenosha. It was anchored to the bottom rail and



Pressure Cooker — Three Packers converge on Ram quarterback Roman Gabriel, 18. Closing in for the kill are Willie Davis (87), Lionel Aldridge (82), and Henry Jordan (74), behind Gabriel. Attempting to defend the big Ram quarterback are Charlie Cowan (73), Tom Mack (65), and Joe Carollo (63).

Donoghue Dies At Packer Game

OCONTO (PG) — Thomas Donoghue, 64, Oconto County family court commissioner, was dead on arrival at Milwaukee County Hospital Saturday where he was taken after being stricken at the Packer-Ram game.

Survivors include his wife, two daughters, four grandchildren, his mother and a sister.

along with Coach John McKay of the Rose Bowl bound Southern California Trojans, have been listed among the prime candidates for head coach of the San Francisco 49ers. Bengtson Saturday night said he had not been contacted by the 49er organization. Forty-Niner general manager Jack White said Bengtson would not be contacted before today to permit him to concentrate on Saturday's Western Division championship game against Los Angeles. "And certainly not until after we ask Vince's permission," he said. Vince Lombardi is the Packers' head coach...**49ERS COACH:** The NFL club is looking for a replacement for Jack Christiansen, fired on his 39th birthday after a 7-7 season. President Lou Spadia of the 49ers said, "We need a change." McKay has been mentioned prominently as a 49er potential. He is one of the nation's leading college coaches with a 56-24-2 record and .562 percent for 8 years. "I am completely happy where I am, but I wouldn't turn down the right opportunity with the pros," McKay said in Los Angeles, where he is prepping the Trojans to meet Indiana in the Rose Bowl at Pasadena New Year's Day. He noted he had rejected a Los Angeles Ram offer two years ago. "That's the kind of man we want," commented 49er general manager Jack White Saturday. "We want a successful head coach who is happy where he is but is willing to come with us. A factor is that he be happy." Two and possibly three 49er aides haven't been ruled out: Bill Johnson, offense, and Dick Voris, defense, who would like the post, and Y.A. Tittle, who has said he is not interested. Among college coaches mentioned, Tommy Prothro responded, "I can't imagine why I'd be interested," and Ara Parseghian of Notre Dame said, "I know of nothing that would make me leave Notre Dame." Other college coaches mentioned include Doug Dickey, Tennessee; Frank Broyles, Arkansas; Vince Dooley, Georgia; Lloyd Eaton, Wyoming; Duffy Jim Owens, Washington; and Bill Peterson, Florida State.

5,000 EXUBERANT FANS GREET PACKERS' TRIUMPHANT RETURN

DEC 24 (Green Bay Press-Gazette) — Green Bay's victorious Packers were welcomed home Saturday night by a cheering, banner waving crowd of 5,000. The throng braved a 16-degree temperature and frigid wind to cheer the men who had just won the Western Division of the NFL. Crowds began to gather early and waited patiently, most of them taking refuge from the cold in their cars, until the team appeared...**TO LAMBEAU FIELD:** A bus caravan, escorted by police cars, brought the Packer retinue to the Lambeau Field parking lot from Austin-Straubel Field. As the caravan came into the lot, horns honked, flash bulbs popped and cheers resounded. The crowd of men, women and children surged toward the Packer offices to greet their heroes. The only official ceremony was the presentation of red roses to Mrs. Vince Lombardi by Chamber of Commerce Sports Committee Chairman Al Schneider. The Chamber also will present plaques to individual team members. As the buses rolled to a stop, the Packers filed out, some of them appearing amazed at the fans' enthusiasm — after so many

floated aloft by 15 yellow, blue, orange and white balloons filled with helium. Other signs displayed along railings were "Love That Pack," "Go Pack," "Go Go Pack," "Sock It to 'Em — Packer Power, Show the Rams This is Your Hour."...The Ball State University marching band from Muncie, Ind., provided the halftime entertainment complete with a bevy of 15 dancing girls. As a climax to the program, hundreds of colored balloons were released. The band members had a sign along with them which said, "Ball State Sez Hello Milwaukee."...Vince Lombardi's old boss when he was an assistant coach with the New York Giants, owner Wellington Mara, was in attendance. Mara is a good personal friend of Mr. and Mrs. Lombardi...Packer Publicity Director Chuck Lane was hard pressed to find room for the many press, radio and TV people on hand to cover the game. An auxiliary 20 seats for sportswriters had to be set up for the 77 scribes that were on hand. In addition, the game was carried on Packer and Ram radio networks and on CBS-TV and radio nationally. Another 26 TV stations or video tape services also had to be accommodated.

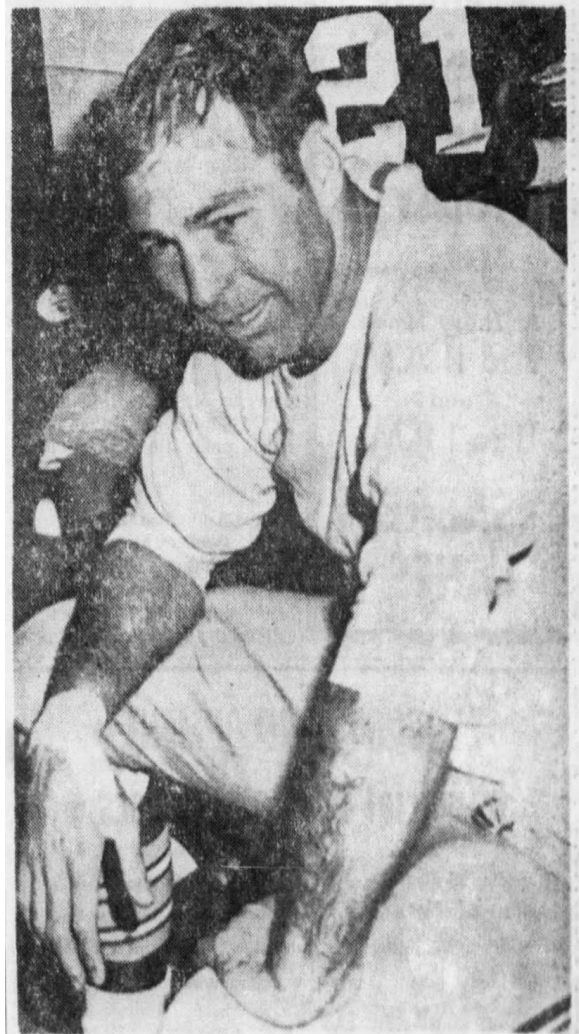
49ERS EYE BENGTSON, COAST REPORT CLAIMS

DEC 24 (San Francisco) — Green Bay Packer assistant coach Phil Bengtson, along with Coach John McKay of the Rose Bowl bound Southern California Trojans, have been listed among the prime candidates for head coach of the San Francisco 49ers. Bengtson Saturday night said he had not been contacted by the 49er organization. Forty-Niner general manager Jack White said Bengtson would not be contacted before today to permit him to



Youngsters climb the goal post to tear it down after the Packers defeat the Los Angeles Rams 28-7 (Photo by Bettmann/Getty Images)

years and so many triumphs...**REPEATED ROARS:** Forrest Gregg appeared, the crowd roared. Travis Williams stepped off! The crowd roared. Bart Starr came forward, and the multitude roared some more. As Bart and his beautiful wife, Cherry, who met him as the bus door swung open, made their way through the noisy, milling fans, a young woman approached them. With one arm holding a child, she thrust the other toward "Mr. Quarterback" and said, "May I shake your hand?" "Yes, ma'am," answered Starr, politely. "I never shook his hand before," Mrs. Judy Zuekle said excitedly, perhaps more thrilled over than the team's stunning win..."**MRS. QUATERBACK**" SCORED: The radiant Mrs. Starr, her dark eyes reflecting the flashing red police lights, told her feelings about the game. "I was scared to death. I knew we could win, but we were hurt so badly. But Bart was so confident." Other fans also greeted their favorites personally. As the crowd thinned and the traffic began to jam up, one youthful enthusiast elbowed his way in front of a group and yelled, "Make way for the man's car." And Forrest Gregg and his wife drove away. Most of the fans – contrary to the Las Vegas bookies – never doubted their team's ability. Confidence was their by-word...**ALWAYS KNEW:** "The game was terrific. I always knew we'd win," said a chilly Daniel Boettge, 915 Allouez Terrace, Titletown, U.S.A. "Perfect," echoed his wife. "Our lines keyed the win," chipped Bud Michels, 1182 Raleigh St. "Both our offensive and defensive lines beat the Rams' lines. That was the key." "I knew all the time we'd win," said Mrs. Lloyd Patton, 889 Stadium Drive. "And we'll win the championship," added her daughter, Mallory, 12...**LONGTIME FANS:** "Been a Packer fan for year," said 75-year-old J.P. Michels of Stanley. Even my wife is. When we make a touchdown, she jumps up and down and yells, 'run, run,'" he added. A Milwaukee visitor here for the holidays expressed a bit more doubt about the outcome. "Yesterday, I thought the Rams would win," said Mrs. Lonny Ditttrich, 2550 N. 54th St. Added her husband, "I think Cleveland will win tomorrow (Sunday), but we'll beat them." Wayne Adler, Green Bay, Rt. 5. Added this bit of thinking, "Everything the Rams said they were going to do, we did better. Rushing the passer, stopping the run, moving the ball, just everything..."...**BEST GAME EVER:** "This was the best game the Packers ever played," noted Roland Handlen, 1712 12th Ave. "And we



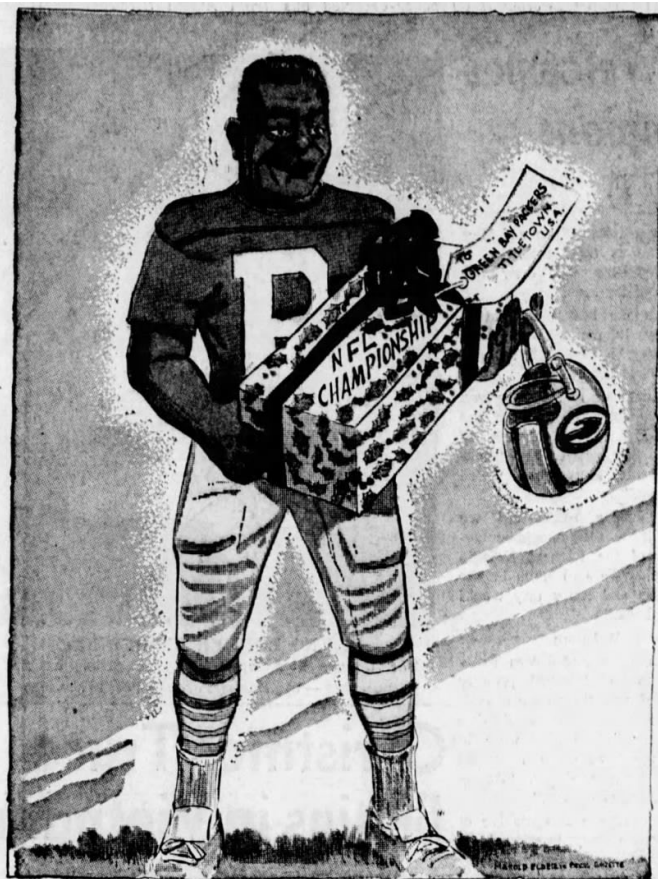
After Leading the Packers to a 28-7 win over the Rams Saturday afternoon, field general Bart Starr sits in the dressing room at the Milwaukee County Stadium. Starr hit on 17 of 23 passes as he riddled the Rams' defense. (AP Wirephoto)

can beat either of them," meaning the Browns or Cowboys who meet this afternoon. The fans also greeted the Packers with a large assortment of signs and posters, most of the handmade variety. Such phrases as "Thanks Vince," "To the Super Bowl," "Let it Snow, Two to Go" and "Best in West, Best in the NFL" were seen throughout the overcrowded parking lot. The victory was considered a must for one Packer fan in particular, Sgt. Dennis Kinney of Green Bay. Sgt. Kinney is spending the holidays with his family in Green Bay after a year in Vietnam and will return for duty there next month. "I used to go to Packer games many years ago," said Kinney, an 18-year veteran with the U.S. Army, "but I've never seen a championship game. The win today will give me that chance."...**THE MOST EXCITING:** Kinney's uncle, Charles Kinney, also of Green Bay, has been following the Packers closely these many years and offered, "This was definitely the most exciting. Believe me, they should have carried Lombardi off the field, too." Mr. and Mrs. Glenn Buckarama of Suamico saw the playoff victory as an opportunity for them to see their second straight Super Bowl. "We went to the Dallas game last year and the Super Bowl. In fact, we went to all the games this year except the game today. We had tickets, but our water pipes froze up." The Buckeramas, greeting the Packers with their three children, carried a huge sign atop their car which read, in the proper green and gold, "Champions."...**TRAVIS NEW FAVORITE:** Much of the comment at Lambeau Field prior to the team's arrival concerned the brilliant Travis Williams. "He's great," said Gordon Loomer of Green Bay, "just fantastic." Williams is quickly becoming the favorite of the younger set. While many of the older generation named Bart Starr and Ray Nitschke as their favorites, it was Williams who drew the praise of the kids. "He's the best," said Mike Murray, 10, while his companion, Rick Kinney, 12, agreed, "Travis is my favorite." The outcome of the game was never doubted by most of the fans. Mrs. Erma Clark of Green Bay noted that "there was never any doubt. We're the best." "Not for a minute did we doubt it," was the unanimous acclaim of the Richard Nejedio family. "We had faith in the Packers and knew they would come back."...**AT EVERY WELCOME:** Jean Haws and Eileen Froelich, both of Bonduel, proudly

claimed that they have attended “every reception they’ve ever had.” The girls were in agreement also when asked their favorite player. “Donny Anderson, of course.” Not everyone was positive of a Packer victory, however. Mrs. Martin Bemis, a Green Bay resident, commented, “I didn’t think we’d win, but I sure am happy they did.” Mrs. Bemis, a former resident of Texas, is anxious to see the Cowboys play in Green Bay next week, but gives her allegiance to the Pack...**DOWNTOWN QUIET:** Green Bay Packer fans apparently returned quietly to their homes to resume pre-Christmas activities following the stadium reception. Green Bay police reported no outbreaks of merry-making in the city and the downtown area was relatively quiet Saturday night with late Christmas shoppers on the street. A lone noisemaker blew a single blast from a car window as it drove past City Hall. Night spots reported only the regular early evening business and anticipated lighter than usual crowds as family activities overshadowed the winning of another title for Super Titletown.

THE PACKERS DO IT AGAIN!

DEC 24 (Green Bay Press-Gazette) – The Green Bay Packers have done it again! With a superb display of offensive and defensive power – total team play – the Packers won the right to enter the NFL championship game next Sunday against the NFL’s Eastern Conference champion. There is time to anticipate the championship game at Lambeau Field next Sunday; today is the time to savor Saturday’s magnificent and thoroughly convincing 28-7 victory over the Los Angeles Rams. Rebounding from a last second defeat at the hands of these same Rams and a second straight loss last Sunday, the Packers proved again they can rise to challenges which would overwhelm teams of lesser character and dedication. Coach Vincent Lombardi alluded to this after yesterday’s game when he said that some critics were saying that the Packers were dead “but they rose again today” to prove the critics wrong again as they have done so frequently before in their recent and storied history. The adversity which this year’s team had to face time and again in the way of injuries to key personnel was leavened by the splendid performances of those chosen to take their places. The Packers were also the prime targets of all of their opponents in the strenuous 14-game regular season because everyone wants to defeat the champions. But the champions all season proved why they are champions and they proved it again in most convincing fashion Saturday. As it has on so many occasions, the Green Bay defense rose to the heights, stymied and all but throttled the vaunted Los Angeles offense. The Packers’ offensive line, on the other hand, put on one of the greatest exhibitions of run and pass blocking it has ever been the fans good fortune to see. This helped the superb running and passing game to dig the Rams’ grave. This, truly, was a complete team effort. Each team member, we are sure, will say that the whole team put its mind and efforts to the task of winning because the team has a great tradition to uphold and also to prove once again, if it needs to be proved, that pride in performance individual and collectively and all-out effort are the touchstones of success. Congratulations, Green Bay Packers and coaches, on the victory Saturday. You deserved to win the Western Conference championship. We know you will do what needs to be done to win the NFL championship next Sunday because you are a team of talent, effort, character, confidence without cockiness, and through dedication. We are confident that the battle cry, “Go Packers Go! Go All The Way,” continuing as it will this week, will also continue to be the exhortation and compliment it is meant to be for you on and through the Super Bowl championship game three weeks hence.



Do Not Open Until Dec. 31

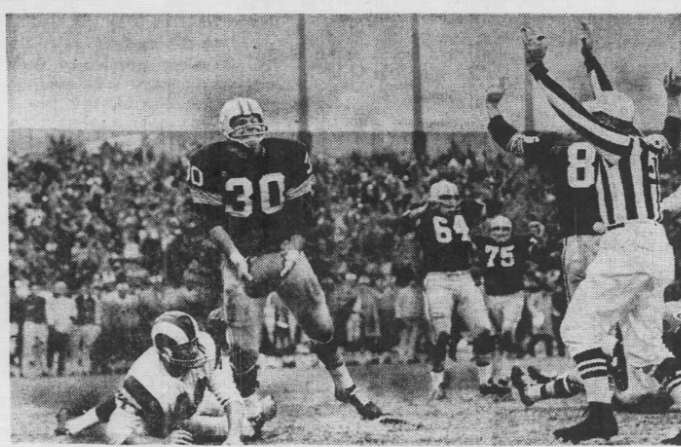
Cowboys Present No Different Problems—Vince

COWBOYS PRESENT NO DIFFERENT PROBLEMS – VINCE

DEC 26 (Green Bay Press-Gazette) – The Packer faithful doubtless pictured Vince Lombardi stationed before a television set at his Sunset Circle residence Sunday afternoon. And it was a natural assumption, since the Dallas Cowboys were playing the Cleveland Browns, on national TV, for the right to meet the Packers in the NFL championship game here Sunday afternoon. Such, however, was not the case. It was less than 24 hours after the world champions had dispatched the Los Angeles Rams in spectacular, 28-7 fashion to win the Western Conference title at Milwaukee County Stadium, but the



Chuck Mercein of Packers bolting into end zone for Green Bay's third touchdown yesterday against Rams in Milwaukee. Los Angeles players are Chuck Lamson (left) and Merlin Olsen [74].



Touchdown calls for celebration and Mercein prepares to throw ball high into air as Lamson watches official and Packers signal score. [Tribune Staff Photos by Phil Mascione and Ed Feeney]

indefatigable Packer headmaster and his staff already were hard at it. "We were working at that time," Lombardi reported today. "But I did see some of the game. I know they had a real fine day...I saw enough to know the Cowboys have a real fine football team." He had been surprised, it was assumed, at the size of the score (52-14, Dallas). Lombardi emitted a dry chuckle and replied, "No, I've been in this league too long to be surprised at anything." Looking to Sunday's title rematch in Lambeau Field (the Packers outlasted the Cowpokes 34-27 in Dallas last Jan. 2 to win their second straight NFL title), Lombardi noted that the Texans are a familiar foe. "They will present no different problems than they ever have before," Vince said, pointing out, "We have played them every year, for some years, in preseason or a league game or both." They last met on Aug. 28 in Dallas, where the Pack forged a 20-3 decision in a nationally televised non-league clash, Zeke Bratkowski coming off the bench to direct the Packer offense after Bart Starr re-injured ribs in the first quarter. The Cowboys' mercurial Bob Hayes, a major Dallas hero in Sunday's runaway, will bear watching, it was facetiously suggested. Lombardi again chuckled and rejoined, "He always has...he's the fastest man in the world." Hayes, reportedly unhappy because he was overlooked in the all-pro selections, staged a dazzling show, collaborating with quarterback Don Meredith for one touchdown, returning punts 64 and 68 yards to set up two other TDs and catching a 36-yard pass that led to a fourth score. The Packers, of course, boast a formidable counter weapon in their fleet freshman, Travis Williams, whose 46-yard burst over right tackle triggered last Saturday's come-from-behind triumph over the Rams. It will be the first time Hayes



[TRIBUNE Staff Photo]

Sweet Victory

Vince Lombardi, Green Bay coach, savoring Packers' victory over Rams yesterday in Milwaukee.

and Williams have been principals on a competitive surface since 1964, when the Cowboy comet shaded Travis, then a freshman at Contra Costa, Calif., Junior College, by a step in the AAU meet's 100-meter trials. The Packers, Lombardi was pleased to report, will be in improved physical fettle for Sunday's struggle. "Bob Jeter (the all-pro cornerback suffered a knee bruise against the Rams and was in and out of the lineup) is all right," Vince said, noting, "We'll be in the best shape we've been in a long time. With the exception of Allen Brown and Jim Grabowski, everybody will be ready to play. At least, I assume at this point that all the rest will be ready to play." Brown is still in St. Vincent Hospital recovering from a ruptured kidney incurred in the Packers' regular season finale against the Pittsburgh Steeler here Dec. 17 and Grabowski is troubled with a knee injury. He is expected to undergo corrective surgery in the offseason. Had he ever, Lombardi was asked, seen his team more dedicated than in Saturday's showdown? Never one to rhapsodize in mid-week, he replied, "I think the Green Bay Packers were ready to play a fine game, and they played a fine game." The lusty support of some 49,000 fans, who cheered the Packers from time they took the field until the final gun, undoubtedly figured in the world champions' performance, Vince conceded. Lombardi, who had given his athletes a two-day vacation in the wake of that resounding victory, sent them through their first pre-Dallas practice this morning. It was followed by a film review of the Ram contest. It was necessary for Lambeau Field custodian John Prosid and his crew to stage an icebreaking expedition,

incidentally, before the Packers could take to the turf this morning. Ice coated the tarpaulin which covers the field and its "electric blanket." Proski and his aides drove jeeps over the area to break it up before removing the tarp. Although the temperature was near zero, the turf registered a relatively balmy 50 degrees, the same temperature it will show for Sunday's title game. As was the case last week in preparations for the Western Conference playoff, all practice sessions will be closed. The Packer dressing room will be open to newsmen, however, after practice, Publicity Director Chuck Lane said. The Cowboys are scheduled to work out in Dallas and fly into Appleton, where they will headquarter at the Holiday Inn, after Friday's practice. A delegation from the NFL office, headed by Public Relations Director Jim Kensil and Don Weiss, director of information, was expected to arrive here today. League headquarters will be established at the Hotel Northland. Commissioner Pete Rozelle is due to arrive later in the week.



Los Angeles Rams Place Kicker Bruce Gossett (30) boots the ball from the 24-yard line in a second quarter field goal attempt. Green Bay Packers Dave Robinson, hand upraised behind teammate Herb Adderley (26) reached up to deflect the ball and block the kick in Saturday's NFL Western Division Championship at Milwaukee. (AP Wirephoto)

COMMUNITY STARTS BRACING FOR NFL TITLE TILT

DEC 26 (Green Bay Press-Gazette) – A formula for community mayhem is brewing as the Green Bay Packers prepare to win a historic third NFL championship in a row and local residents plan the usual New Year's Eve celebrations. The taste test is scheduled Sunday when the Packers meet the Dallas Cowboys at Lambeau Field and the public toasts in the New Year with a Super potent brew. Green Bay area businesses are bracing for the onslaught of the occasion, although the full score of the event is not yet visible in some quarters...LEAGUE HEADQUARTERS: Three of the larger Green Bay motels report all rooms booked for the whole weekend. The Holiday Inn, Beaumont Inn and Downtowner Motel are already turning away reservations. NFL headquarters are being set up at the Hotel Northland today. Other rooms at the hotel are still available. The Dallas Cowboys are making their headquarters at the Appleton Holiday Inn. The team will arrive Friday. A number of other motels and hotels in the area reported some rooms available Monday morning, but said reservations were coming in. Preparing to feed the hungry hoards, a number of area supper clubs were waiting for calls to begin for Saturday and Sunday dinner reservations...ROUTINE TRAFFIC: North Central Airlines reservations in Milwaukee reported Monday morning there are still some seats available on flights into Green Bay. It is possible extra flights will be scheduled, they said, but the demand has not yet warranted it. Green Bay Police said no special arrangements would be made to handle Packer game traffic, as the stadium will hold no more fans than the 50,861 it always packs in. If the weather holds to its bitter proportions, Dallas fans who have never been to Green Bay for a frozen fight should be in the market for keep-warm equipment. The weather bureau is not yet able to promise to freeze them out, but its preliminary expectation is for continued cold.

PUBLIC URGED TO PARTICIPATE IN "GO PACK GO" CAMPAIGN

DEC 26 (Green Bay Press-Gazette) – The Sports Committee of the Green Bay Chamber of Commerce, delighted with the success of Phase 1 (Western Conference title) of its three phased "Go Pack Go, Go All The Way" campaign, moved into Phase 2 (NFL title) at a meeting this morning. The committee urged the public to continue its participation in the support of the Packers through four major avenues: 1. Sending victory messages to Packer Minute Men, Box 27, Green Bay, Wis., 54305. These will be turned over to the Packers late this week. 2. Wearing or displaying Packer colors all week. 3. Displaying the American flag as part of the general celebration. 4. Dressing up business store windows with Packer themes.

ONLY FEW TICKETS LEFT FOR PACKER-COWBOY TITLE BATTLE

DEC 26 (Green Bay Press-Gazette) – Merrill Knowlton, ticket director of the Packers, said this morning that only a few tickets were still available for Sunday's NFL championship game in Lambeau Field and that he expected those to be gone by tonight. Knowlton, who said he was sure that Sunday would find a full house in Lambeau Field for the Packers-Cowboys game, added that there was a small possibility of a few more tickets being available later in the week if the other teams' allotments are not completely sold. He indicated, however, that normally there are very few returned from these allotments.

LOMBARDI, LANDRY SEE TEAMS 'ALIKE'

DEC 26 (Dallas) – Coach Tom Landry of the Dallas Cowboys and Vince Lombardi of the Green Bay Packers see their teams' 1967 NFL season much alike. Both teams won the big one when it had to and meet for the second straight year for the NFL championship at Green Bay Sunday. "We had people helping us all season," Landry said after the Cowboys demolished the Cleveland Browns 52-14 Sunday for the Eastern Conference title...SIMILAR RECORDS: "We didn't have to put it together until this game," he added. Lombardi said the Packers did not have "too much of a challenge all year. It

was not that our opponents were bad. It was just that we were always ahead in our division." Under the division system used the first time this season, Green Bay won the Central Division with a 9-4-1 record and defeated Los Angeles 28-7 for the Western Conference title last Saturday. Dallas won the Capital Division with a 9-5 record...LOT LIKE PACKERS: "I think we are a lot like Green Bay," Landry said. Both teams have outstanding offenses and defenses and experienced quarterbacks – Don Meredith for Dallas and Bart Starr for Green Bay. The Cowboys have never beaten the Packers in regular season play and lost last year's championship to Green Bay's 34-27 in Dallas. Sunday's title game will be played, in all probability, in freezing Wisconsin weather but Landry does not expect it to bother Meredith, a Texas native...HAYES UNTOUCHABLE: "Meredith throws a soft pass, much like Starr, and it will be easy to catch," Landry said. Bob Hayes, the uncatchable Dallas end, is looking forward to the Packers with intensity. "I had a lousy game against them last year," he said. "I caught one pass and I fumbled that one – I recovered it but I fumbled all the same." Coach Blanton Collier, whose Browns were whipped 55-7 by Green Bay during the regular season, said both the Cowboys and the Packers "have great defensive football teams. That is something people don't give Green Bay credit for."

PACKERS' WIN COSTS MILWAUKEE MORE THAN \$2,500

DEC 27 (Milwaukee) – Milwaukee Park officials estimated Tuesday that the Green Bay Packers' victory over the Los Angeles Rams last Saturday at County Stadium cost the county more than \$2,500. Had the Packers lost, the officials said, the fans might not have been enthusiastic enough to make off with the expensive aluminum goal posts, all 22 yard line markers, the sticks and chain used to measure first downs and the microphones used by the Packers' Pep Band. Stadium officials said Tuesday they were still taking inventory.

SPEED MATCH: WILLIAMS VS. HAYES

DEC 27 (Green Bay Press-Gazette) – There will be any number of intriguing matchups when the Packers and Dallas Cowboys collide in Sunday's NFL title game at Lambeau Field. Not the least of these will be a personal duel between the Pack's annual all-league defensive end, Willie Davis, and Cowboy offensive tackle, Ralph Neely, an all-NFL choice. The Texans' gifted Bob Lilly, another "all" selection, and Gale Gillingham, the Packers' talented sophomore guard, will meet head-on in another test of skill and strength. As a matter of fact, the world champions' entire offensive wall, fresh from conquering the Rams' vaunted Fearsome Foursome, faces a bristling challenge in the Cowboys' front four (George Andrie, Willie Townes, Jethro Pugh and Lilly), which led the NFL in defense against rushing with a miserly 77 yards per game average. And, of course, in a slightly difference context, Packer precisionist Bart Starr will be matched with the Cowboys' accomplished quarterback, swashbuckling Don Meredith, eager to avenge a 34-27 defeat at Green Bay hands in last year's title game. But the confrontation that has the Packer faithful agog with anticipation will find the two greatest game-breakers of the day, the Pack's Travis Williams and Cowboy comet Bob Hayes, showcased on the same turf for the first time. For the first time, that is, as principals. Williams, who well could have been the NFL's rookie of the year, was a member of the Green Bay cast when the Packers registered a 20-3 decision over the Cowboys in a preseason game at Dallas Aug. 28 but was employed only on the special teams on that occasion. The Roade Runner, of course, demonstrated his "all the way" prowess most opportunely in last Saturday's triumph over the Rams, bursting over right tackles and streaking 46 yards to score in the second quarter to forge a 7-7 tie and trigger the Pack's surge to a 28-7 victory in the frigid Western Conference playoff at Milwaukee County Stadium. Williams later scored the final touchdown on a two-yard smash and emerged as the day's leading ground gainer with 88 yards in 18 carries. He also caught one of the 17 passes Starr completed for 8 yards. Hayes also had a dazzling day 24 hours later, collaborating with Meredith on an 85-yard "bomb" for one touchdown, returning punts 64 and 68 yards to set up two other TDs and catching a 36-yard pass that led to a fourth score as the Texans decimated the Cleveland Browns, 52-14, in the Eastern Conference at playoff at Dallas. Shaking his head as he pondered that electrifying performance following Tuesday's abbreviated practice, Williams soberly confided, "I just hope he doesn't do to us what he did to Cleveland." Although both Hayes and the Packer phenom are employed on offense, their paths are likely to cross at some point during Sunday's game, Travis noted. "He'll be catching those punts and kickoffs," he said, "and I'm on our punt and kickoff teams. That's about the only time I'll be against him." Williams, a black beret jauntily perched atop his head, paused for a moment and mused, "Bob Hayes...He's a terrible young man, I'll you that." As most Packer fanatics already are well aware, Williams and Hayes

No Packer News?

Editor, Press-Gazette: A fact repeatedly brought to my attention is that The Chicago Tribune gives more space to accomplishments and honors earned by members of the Packer squad than our own daily paper.

When the Packers win a game, there are no really glaring headlines either on the front or sports page. When the Bears win, that fact is blazoned in letters two inches high on the front page, with another tall headline on the sports page. But, when the Packers win, they are not honored with such headlines in the Press-Gazette.

I particularly noted the recent announcement by the Press-Gazette when six of our team were named to the All-N. F. L. Squad. Sure, there were pictures of those men with a short write-up which took up a two-column space, in the body of the sports page. The Chicago Tribune had a heavy type headline on its sports page-across the page in 1 inch high letters, i. e., "6 Packers Named to All-N. F. L. Squad" with splendid coverage on each of the players.

I hope that next season the Press-Gazette "gets with it" and shows pride in our Packers! Too bad they didn't this season.

Puzzled Reader

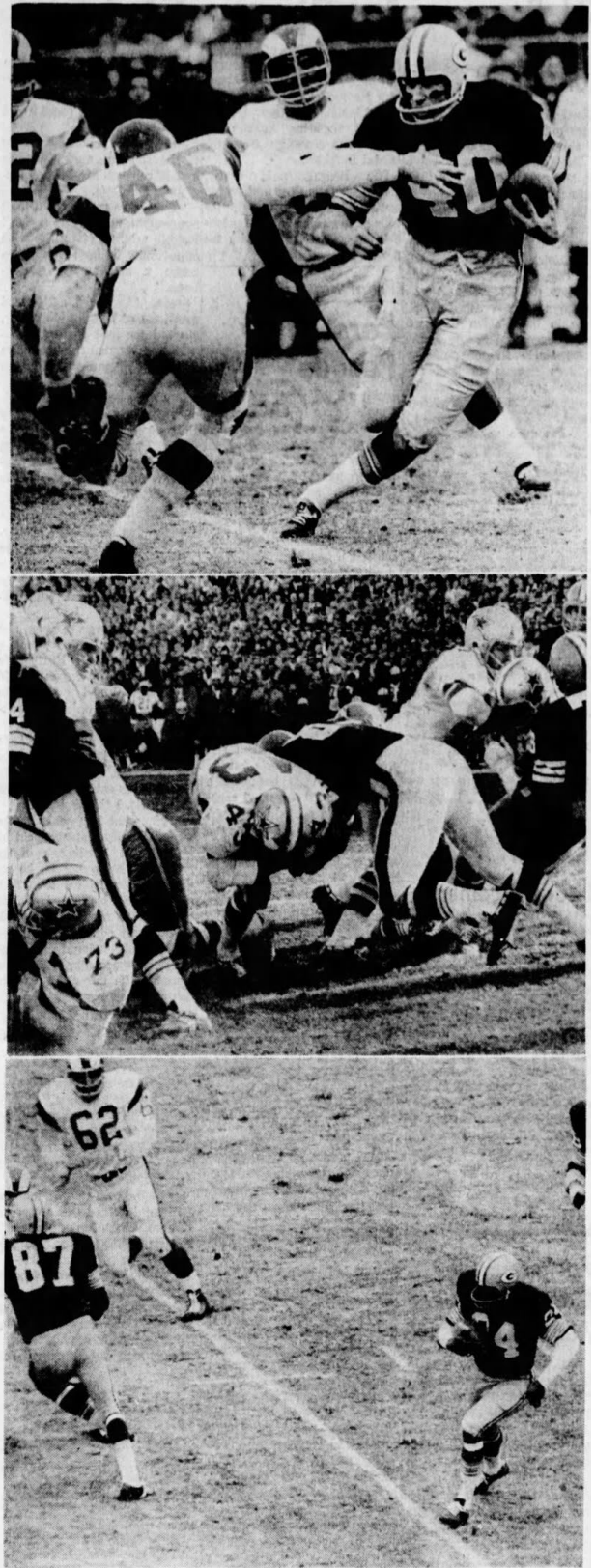
De Pere, Wis.

have met before – in track competition. The mercurial Cowboy, best known as “the world’s fastest human” because he owns the world 100-yard dash record (9.1 seconds) shaded the Packer speedster by a step in the 100-meter trials of the 1964 AAU meet in New Jersey. Travis, who twice was clocked at a blistering 9.3 seconds that year, then was a still developing freshman at Contra Costa (Calif.) Junior College, Hayes a mature college senior. “We were all staying in the same place at that time,” Travis reported, “but I didn’t see a lot of him. I did see him at meals, though – he’s a lot of fun.” He smiled and added, “I remember in the exhibition game at Dallas last August, he looked awfully small. He looked bigger when I saw him in track season in 1964. Working out in that heat down in Dallas probably what was doing it.” Williams, who will not turn 22 until January, is a somewhat more substantial citizen at 212 pounds than Hayes, who is listed at 189. This is an obvious advantage because the Road Runner can be employed at running back, where he operates with impressive power as well as that explosive speed, in addition to running back kicks and his special units assignments. Hayes, stationed at flanker, also runs back punts for the Cowboys, a department in which he finished second to Cleveland’s Ben Davis in the final league statistics with 24 returns for 276 yards and an 11.5 average. Williams, of course, won the NFL’s kickoff return title – and set three records in the process. He compiled the highest average, 41.1 yards, in league history on 18 returns and ran four of them back for touchdowns, another record. Two of them came in the first quarter of the Pack’s 55-7 annihilation of the Cleveland Browns Nov. 12, also an NFL mark. Going the distance, the muscular Arizona State alumnus suggests, is partially a state of mind. “Every time you get the ball, you want to do all the way,” he says with a smile. “You don’t always do it, of course, but you always have it in mind.”...PACKER PATTERN: The Packers, with all hands in playing condition except fullback Jim Grabowski and tight end Allen Brown, staged their first workout of “Titletown Week” this morning...Coach Vince Lombardi said that Bart Starr, who injured his hip against the Rams but was able to stay in the game, defensive back Bob Jeter and center Ken Bowman “are all okay now.” Jeter suffered a bruised knee and Bowman was severely shaken. Grabowski is still hobbling by a knee injury and Brown is confined to St. Vincent Hospital with a ruptured kidney suffered in the Packers’ regular season finale against Pittsburgh...Today’s workout was preceded by a meeting, and followed by another skull session in the dressing room...All practices this week are, as prior to last week’s Ram playoff, closed to the public.

COWBOYS MUST DOMINATE GROUND GAME, SAYS LANDRY

DEC 27 (Dallas) – Coach Tom Landry of the Dallas Cowboys said today the statistics pretty well dictated his plans for the NFL championship game against Green Bay Sunday. “My predictions don’t always come out right as evidenced by last year’s championship game between Dallas and Green Bay,” Landry observed. “I said you could expect a tough defensive game. But it turned out to be an offensive game. However, I note that Green Bay is toughest against passes in the league (the Packers allowed only 98.4 yards per game in the air). So it seems we must dominate the ground game if we are to win.”...PICK OUR SPOTS: He added that “we’ll have to control the ball on the ground, the way we did against

The Runners



A Running Game — The Packers and Cowboys made good use of the “foot” in their championship victories over the weekend. The Bays made 83 yards in these two runs by Willie Wood (24) and Tom Brown (40) while the Cowboys scored four of their seven TDs on rushes, including Don Perkins’

plunge off tackle and through the Browns’ Johnny Brewer. Wood is returning a short field goal try by Ram Bruce Gossett for 44 yards and Brown is returning a punt 39 yards. The Packers and Cowboys collide at Lambeau Field Sunday and the NFL championship will be at stake.



Tackle Bob Lilly (left) and end George Andrie, members of Dallas' defensive line, limber up on the blocking sled in a workout Tuesday. They and their Cow-
boy teammates will invade Green Bay Sunday for the National Football League title game. (AP Wirephoto)

Cowboys Must Dominate Ground Game, Says Landry

going to say a 40-man effort, but I guess we don't have that many able-bodied. What I should have said was it will take a great effort by everybody that's able. The men up front are the answer – they hold the key. Protection and the pressure on the passer make the difference...and we've got the guys to do it." Dale, who caught six passes – including a 17-yard Bart Starr strike for the go-ahead touchdown – in the Packers' bruising 28-7 Western Conference title triumph over the Los Angeles Rams last Saturday, expects the Cowpokes to employ largely conventional coverage in his case. "I couldn't tell too much about what they were doing against the Browns from watching on television," he said, "but I think they use pretty much a man-to-man. They might go to a combination, where they go in and out, but I don't think they use the zone like the Rams used on us, where they try to knock the flanker down. But I'm only speculating, of course." Impressed with the Texans' defense, the former VPI luminary observed, "They have a fine front four and, although their linebackers are not too big, they are very active. And their defensive backs have great speed." The Cowboys, it was noted, have been making no secret of their desire to avenge last year's 34-27 title game loss to the Packers in Dallas. "We are aware of that, of course," Dale said, "but our guys have been through it before, and I'm sure they are all hungry enough to want to win again, not only for the money but for what winning a third straight championship means." This hunger, he conceded, had been dramatically demonstrated in that crunching conquest of the Rams. "It was a case of everybody giving everything he had," Carroll said simply. "In the first quarter, I guess it looked pretty bleak for a while, especially after my fumble, which was really inexcusable. I should have been running outside instead of into a crowd. A receiver should take his yardage and be satisfied. But we've got great guys on this team, even discounting the front four and the offensive line, which did such a great job. Like Tom Brown, with his return of the punt, and Willie Wood's return of the short field goal. They gave us good field position. Even after that I missed that fly from Bart, we came back to score." Carroll, as may already have been divined, was not entirely happy with his performance, although he admitted it had been one of his best overall days of the season. "I should have gone in on that 48-yard catch in the fourth quarter (he was caught from behind by Clarence Williams on the Los Angeles' 2-yard line). I never could get my legs going. I should have had two touchdowns that I didn't get and I probably shouldn't have had the one I did get – it went right through the defender's hands. I don't know what happened on that one fly, if the wind caught the ball or I misjudged it." These items were a source of concern, even though he amassed the imposing total of 109 yards with his six catches, Dale confided. "If you're a perfectionist, you want to be perfect, and I'm pretty much that way. It's hard to sleep after a game like that because you get so keyed up. So I laid awake Saturday

Cleveland (Dallas beat the Browns 52-14 for the Eastern Conference championship) and then pick our spots carefully in throwing the ball." Quarterback Don Meredith apparently was being quite careful when he tried only 12 passes against Cleveland. But he connected on 10, should have completed another and deliberately threw away the 12th when he saw it might be intercepted. But he passed for two touchdowns and his passing helped set up two more, plus a field goal. However, great punt returns by Bob Hayes and ball control by running made much of the scoring possible. The Cowboys took Christmas Day off and returned to practice Tuesday. Landry said nothing new was being tried and would not be. "We have only a week this time to prepare for the playoff, whereas it has been two weeks in the past," he pointed out. "Actually, we only have about three days. We limbered up Tuesday and will work Wednesday, Thursday and Friday and hold only a light workout Saturday." The Cowboys fly to Appleton, Wis., Friday afternoon and move into Green Bay Saturday.

PERSONALITY PARADE – CARROLL DALE

DEC 27 (Green Bay Press-Gazette) – There may have been many throughout Packerland, particularly the more timorous, who viewed the Dallas Cowboys' 52-14 demolition of the Cleveland Browns in the NFL's Eastern Conference playoff with some alarm. But Carroll Dale, the Packers' fleet flanker, was not among them – for an eminently logical reason. "I was hoping that whoever won would win big," he explained, "so there wouldn't be any question about what we had to do in the championship game." "With the performance the Cowboys put on," he dryly appended, "I think we'll respect them...They looked great. It will have to be a great team effort Sunday. I was

night and wondered, 'What happened on that fly?' Things like this you go over and over in your mind...I was reading until about 3:30 in the morning. That's the only night – after a game – that I take a sleeping pill, but this time I didn't have one." The tension builds throughout the week, he explained, reporting with a chuckle. "When we left for Milwaukee Friday, my wife said she was glad I was leaving because I was getting impossible to live with...I guess you have a tendency to be a little on the gruff side, give short answers." Dale, who has seen how pro football's other half lives, says he will have no trouble reaching another emotional peak for Sunday's climatic struggle. "In my five years with the Rams, we never won half of our games, so I know what losing is, and I don't want any part of it...I try to dwell on that a little bit." Carroll, a deeply religious man who spends many of his offseason nights speaking on behalf of the Christian Fellowship of Athletes, says his football affiliation is largely responsible for the demand. "Being a Packer and a winner, everybody loves a winner," he says. "And that's what I want to be – a part of another world championship."

DICK VORIS JR. KILLED IN CALIFORNIA AUTO ACCIDENT

DEC 28 (Alviso, CA) – Richard J. Voris, son of former Green Bay Packer assistant coach Dick Voris, died in an automobile accident Wednesday. The California Highway Patrol said young Voris, 20, was driving home after a visit with his girlfriend when a car appeared in his lane, forcing him off the road. The patrol said Voris swerved onto the road's shoulder but was sideswiped by another auto. The driver of the other car was hospitalized in critical condition. Voris was a prep star at Preble High during his days in Green Bay. The elder Voris, now an assistant coach of the San Francisco Forty Niners, is a candidate for the team's head coaching job following the firing of Jack Christiansen.

DALLAS SEEKS 1st WIN OVER PACKERS

DEC 28 (Dallas) – Besides \$30,000, which they might make if they beat Green Bay Sunday, the Dallas Cowboys also have another little matter to consider – they need to topple the Packers to remove their greatest detractors. Never has Dallas



Green Bay 'Warmup' — Dallas Cowboys' line-backer Dave Edwards wears an improvised face mask during practice session in cold and snowy weather in Dallas Wednesday. Coach Tom Landry labeled the wintry conditions a good indication of what the Cowboys will find when they invade Green Bay Sunday to meet the Packers for the National Football League championship. (AP Wirephoto)

defeated Green Bay when the chops were on the line – NFL play. They have met four times under these circumstances and on each occasion the Cowboys lost. Only one other team in the NFL holds a shutout in league series with Dallas. That is Baltimore, but the Colts have won only three times...**TITLE EXPERIENCE:** Dallas has met Green Bay in 12 exhibition and league games since entering the NFL in 1960. Green Bay won six of the eight preseason games. And now the Cowboys go to Green Bay to meet the Packers for the NFL championship the second year in a row. Coach Tom Landry has taken the view that playing Green Bay for the title last year has helped the Cowboys' chances this time. "Defensively we are a year older and we will have profited from what happened in last year's championship game," said Landry. "Our ability to

handle the outside receiving of Carroll Dale and Boyd Dowler will be a determining factor." Dale and Dowler took touchdown passes in last year's 34-27 victory by Green Bay. He said if Dallas could move the ball and be as alert as it was in the 52-14 thrashing of Cleveland last Sunday when the Cowboys won the Eastern Conference championship and got into the playoff against Green Bay "we should stand a good chance." Landry also said Dallas would have to find a way to throw the ball against a pass defense that held its opponents under 100 yards per game...**WHIPPED FEARSOME FOURSOME:** Dallas' front four – the defensive troublemakers who lead the league against rushing and were second in quarterback traps – are being looked upon as a strong factor in the Cowboys' bid. But Landry reminded that Green Bay had just finished whipping the highly publicized Fearsome Foursome of the Los Angeles Rams, who had been almost as effective against rushing and throwing the quarterback for losses as Dallas' Doomsday Defense. Would his team be "up" for the Green Bay game? Landry pointed out that if the Cowboys could win they would project themselves for a possible \$30,000 in the event they could then beat the AFL champion in the Super Bowl. "This should be incentive enough, plus the opportunity to beat the champions of pro football for two years," said Landry. "But there is a way for a team not to get up for a world championship game as I have noted in the past. You can never really tell what a team is going to do. I think we have an even chance of winning if we play as we did last week against Cleveland."

COWBOYS NO LONGER JUST FORTUNATE

DEC 28 (Green Bay Press-Gazette) – The Dallas Cowboys have improved from a "fortunate" team to a "helluva good" team and now "have a chance" to beat the Green Bay Packers for the NFL championship Sunday. That was the thumbnail analysis of the challenger for the Pack's crown as offered by Curt Mosher, the Cowboys' publicist, for the benefit of the Mike and Pen Sports Club at the group's weekly luncheon Wednesday. "We've been in and out this season," Mosher said

of his team, which invades Lambeau Field Sunday with a 9-5 regular season record and a convincing 52-14 conquest of the Cleveland Browns in the Eastern Conference playoff last week. "We were fortunate to win a lot of games this year," he continued. "We won with the big play type of thing." But all that is different now, Mosher hastily went on. "Yes, I'd say we were fortunate to return to the championship game, but at this point we are no longer fortunate. We have a helluva team right now and we have a chance to beat the Packers...certainly we do if we play like we did Sunday." The Packers' dramatic blunting of an 11th hour Dallas bid to preserve a 34-27 victory and the NFL tiara in that Texas tussle of last year has served only to encourage the Cowboys, Mosher insisted. "Our loss last year overshadowed the fact that it was a close game and that we came back strong twice against the Packers," he explained. "Our players now feel they can beat the Packers...or maybe more realistically compete with the Packers. As a matter of fact, they



This Trio of Green Bay Quarterbacks, Bart Starr, standing; Zeke Bratkowski, left and Don Horn watched a film of the Dallas Cowboys following Wednesday's outdoor practice session at Green Bay. Despite

sub-freezing weather, the Packers have been working daily in preparation for Sunday's game against the Dallas Cowboys. Starr is expected to start at the signal-calling spot for the Packers. (AP Wirephoto)

probably feel more that way about the Packers than the Rams. I think they have an LA complex. We lost to them in the preseason, and they walloped us (35-13) early this year in Dallas." Does this mean the Cowboys preferred to meet the Packers rather than the Rams? "Actually, it was probably about 50-50 if you took a vote...though the weather might have been a factor. The guys liked the idea of playing in California," Mosher replied. In general, however, the Cowpoke publicist felt the Texans would choose to "ignore" the Wisconsin weather. He explained that Coach Tom Landry felt it was more important to insure a week of good workouts in the supposedly balmy Dallas climate than to try and get used to the Green Bay weather but risk fouling up some practices with frost and snow. "If the Rams had won, we'd have gone to Santa Barbara on Tuesday," he grinned. But he pointed out that the Cowboys did play in cold and snow at Baltimore this year, though they lost, 23-17. Mosher, a former newspaperman in Topeka, Kan., who became acquainted with Green Bay while covering the old Three-I League in baseball, traced the Cowboys' regular season difficulties to just "one reason...Meredith." Quarterback Don Meredith was injured in the second exhibition game and was troubled by hurts all year. "We just weren't the same without him even though Craig Morton played well," he declared. Meredith is now in good shape, though, as evidenced by his 11 completions in 13 attempts (a check of statistics upped his total from the originally reported 10 of 12) against the Browns. Basically, Mosher noted, the Cowboys that appear here Sunday will be the same as the ones who bowed to the Packers last year, though there have been a few changes. In particular, he pointed to Lance Rentzel at flanker, obtained from Minnesota for a third round draft choice. Rentzel replaced Peter Gent in that position and turned out to be the Cowboys' leading pass receiver with 58 catches for 996 yards and eight touchdowns. A year ago, Gent nabbed only 27 for 474 yards and one touchdown. On the other hand, Rentzel's performance cut into Bob Hayes' statistics, though Mosher felt that the swift end enjoyed just as good a year as in 1966. His receptions fell off from 64 to 49 though. The other changes in the Cowboy lineup this year will have Mike Johnson, who intercepted five passes for the season (four of them in a string of five games) at cornerback in place of Warren Livingston; John Niland at a guard spot in place of Tony Liscio, who has moved to tackle in place of Jim Boeke; Jethro Pugh at a defensive tackle in place of Jim Colvin and Mike Connelly at center in place of Dave Manders. Manders is the Kingsford, Mich., native who was injured in the exhibition season and missed the entire campaign. Mosher expects him to be back for action next year, though. Attending the luncheon at the Beaumont Motor Inn in addition to Mosher were Jim Kensil, director of public relations for the NFL, and Don Weiss, NFL director of information.

DALLAS GOOD FOOTBALL TEAM...LIKE LAST YEAR: VINCE

DEC 28 (Green Bay Press-Gazette) – Sportswriters began to file into Vince Lombardi's dressing room office early Wednesday afternoon for the first press conference of what is known hereabouts as "Championship Week." Before a question could be broached, Lombardi's eyes lit up and he effervesced, "Hello, Paul," simultaneously extending his right hand as an unexpected "recruit" arrived with the newsmen, some of whom hail from such distant points as New York and Washington. It was a poetic moment for the reappearance of Number Five, more formally known as Paul Hornung, who had been involved in such momentous proceedings on a fairly regular basis in the past. "Get him a uniform," chuckled Lombardi, who has had his problems with backfield injuries this season. The 32-year-old Golden Boy, in Green Bay for a holiday visit, is, of course, retired, having called it a career prior to the 1967 season because of a neck injury. Chosen by the New Orleans Saints in the expansion draft, he finished out the year as an assistant coach. Smiling as he sauntered through

Lombardi's office into the adjoining players' quarters, Hornung couldn't resist a parting quip. Inclining his head toward his ex-teammates, who were in a meeting, he asked, "Did they vote me a share?" From that lighthearted beginning, the conference branches into more serious subjects – more specifically Sunday afternoon's Packer-Dallas Cowboy exchange for the NFL championship in Lambeau Field. Fresh from sending the Packers through a crisp hour-and-45-minute workout in near zero temperatures, Lombardi drew a comparison between his reigning world champions and their imminent guests. "They've had the same kind of season we had," the onetime Block of Granite said. "They've had injuries, we've had injuries...They have played uninspired football, just as we did." "Football is an emotional game," he noted in this connection. "It's hard to get ready for a game if you're leading your division by three games, or two and a half games." Lombardi also paid matter-of-fact tribute to the talent-laden enemy, observing, "They're a good football team, like they were last year."...NEW MAN ON DEFENSE: "They have the same personnel they had a year ago. They have a new man, Mike Johnson, at right halfback on defense, but outside of that their defense is exactly the same as it was a year ago. And, offensively, they are the same except for Rentzel (Lance), in place of Gent (Peter), and a new center, Mike Connelly, for the fellow who was hurt (Dave Manders). They also didn't have Baynham (Craig) last year. He gives them some speed." Lombardi laughed ironically, then added, "What I should say it that he gives them some more speed. It is a team of great speed. With Bob Hayes, Don Perkins and Baynham, they are blazing. They have great striking power." The conversation shortly turned to the world champions' physical condition. "We're in best shape we've been in for some time," Lombardi said. "Grabowski (Jim) can't play, nor can Allen Brown, but we have 38 players ready – which is more than we've had available in quite a while." Asked about Ben Wilson, the Packers major-domo replied, "He's better. He's running better on Wednesday this week than he was on Saturday (the day of the Pack's Western Conference playoff last week)." Wilson has been troubled with an ankle injury and bruised ribs. Lombardi also reported that Donny Anderson, who drew the opening nod against the Rams, will start at left halfback Sunday. "I don't know about fullback (Chuck Mercein started at Milwaukee). I might start Williams (Travis) – it would give us a lot more speed." He chuckled and added, "That ought to shake up somebody. If I had another halfback, I think I would start Williams." How, he was asked, had the Packers come to draft the jet-like Arizona State product? "We knew he had great speed and good size," Vince informed. "Aside from that, it was just the information we had had on him." "We pushed it in the computer," he laughed, "and it came out 'Williams.'" One scribe noted by way of comparison, both the Packers and Cowboys had manhandled the Cleveland Browns, the Packers by a whopping 55-7 margin on Nov. 12 and the Cowboys by 52-14 in last Sunday's Eastern Conference playoff. "It was the same thing," Lombardi noted. "We had a hot hand when we played them, and the Cowboys had a hot hand last Sunday. But that doesn't mean Cleveland is a bad football team. It can happen any time and you live in fear of it happening. It can happen to the best football team in America." Queried about the condition of Lambeau Field for Sunday's struggle, the Packer generalissimo was happy to report, "It's beautiful." "This is our first year with the system (the new 'electric blanket' installed prior to the 1967 season), of course, so we find a flaw here and a flaw there. We have discovered certain parts of the field have to have more heat than others, because of how the sun and the wind strike it. We'll have to make adjustments after the season is over – we can't make any major changes now. We can make one section warmer the way the system is presently set up, but not beyond that. However, you can use clears, and it's going to be a fast field Sunday." Lombardi grinned and added, "Somebody said I was awfully confident we were going to win (putting in the system for this year), and I said, 'Yes.'" All of which prompted him to observe, in the next breath, "It's nice to have all the excitement in Green Bay again. It's a great city – a good city. These are good people." This last prompted the inevitable question. "Are you going to leave it?" a Washington scribe asked. "No," Lombardi replied. Another scribe suggested that he had made some reference to retirement on last Saturday's victory over the Rams. "I think you said something like 'It's a little too early to talk about that.'" "What I said was," Lombardi corrected with a smile, "It's too early to say no." This

Dallas Good Football Team ... Like Last Year: Vince



Golden Boy Meets Road Runner—Paul Hornung, the Packers' Golden Boy from 1957 through 1966 and a major figure in their drive to four National Football League titles in the last six years, met a

new Packer favorite, Travis Williams, on a visit to the Packer dressing room following Wednesday's practice.

(Press-Gazette Photo by Orvell Peterson)

triggered a discussion on the length of the season, on which subject the Packer head man declared, "I think 22 games is too many for the number of people we have. Something is going to have to be done, the way the game is played today." Nodding agreement to one observation, Lombardi said, "Fewer exhibitions is one answer, but then you have fewer chances to look at your new people. I don't know what the answer is, I'm not saying that I do. But I can tell you this, it's a lot of football games. It's a lot of football games to get ready for, it's a lot of football games to coach." He laughed and said, "You should have two teams and two coaching staffs." Then, some wag suggested, he also would consider 23 games, including, of course, the Super Bowl in Miami Jan. 14, too many. Lombardi chuckled and shot back, "Not this year."

JORDAN ADMITS HAVING DOUBTS ABOUT HIMSELF

DEC 28 (Green Bay) – A balding Henry Jordan of the Green Bay Packers, who probably has less hair and more moves than any tackle in football, is feeling like Henry Jordan again – he's worried as usual. "Don't talk to me about the Super Bowl. I don't even think about the Super Bowl," said Jordan Wednesday as he prepared for the Dallas Cowboys and John Niland, the guard he will oppose in Sunday's NFL championship game. "That Niland, he's a good one," said the 6-foot-

3, 250-pound veteran. It was Jordan's typical way of getting ready. Niland is good. So is Jordan, although a week before he wasn't so sure about that...WILL BE 33: Jordan, who will be 33 next month, was beset with self-doubt as he readied for the Western Conference playoff with the Los Angeles Rams last Saturday. He was worried not only about the Rams and guard Tom Mack, but about Henry Jordan, the oft-time All-League selection. "I was losing a little confidence in myself," he said. For three weeks, Jordan and his mates had not been getting to the enemy passer. The usually stingy Packer defense was giving up an unusual number of points and the Packers even dropped two straight games. Some die-hard Packer fans though that possibly old age had finally caught up to Green Bay. "It wasn't only the fans," Jordan confessed...FEARSOME ONESOME: Jordan proved he wasn't quite ready for the rocking chair. "Our Fearsome Onesome" was what fellow tackle Ron Kostelnik called Jordan after the 28-7 Packer victory Saturday. Jordan truly was fearsome. Four times he sped by Mack to spill Ram quarterback Roman Gabriel for losses. Ram runners who tried to come up with yardage through Jordan's position got nowhere. For Jordan, the Ram game mean the rematch with Mack, a player 10 years younger. "That guy handled me like a baby out there on the coast," Jordan said of Mack's performance in the December 9th game that went to the Rams 27-24. "I was beginning to wonder what was happening," Jordan said. "I didn't feel any slower but..."...PRETTY SATISFIED: "I was pretty satisfied with the outcome," Jordan said. "I got blocked but I kept moving." Jordan had taken the advice of Dave "Hawg" Hanner, the coach of Green Bay's defensive linemen. "Dave told me, 'Now you play like you used to play when I was beside you,'" Jordan said. Kostelnik was beside Jordan Sunday, and Jordan was happy that he was. "Koz played a great game," Jordan said. "He played it in the line, and people don't realize it." Hanner played down his psychologist role. "In the big game," he said, "most veterans always manage to reach down and come up with something extra. This is something that Henry has been known for. I'm hoping and expecting he will do the same thing next Sunday."

MAYOR PROMOTES COWBOY WELCOME

DEC 28 (Appleton Post-Crescent) – Mayor George Buckley talked football today. He suggested Appleton put its best civic foot forward to welcome the Dallas Cowboys when their chartered 727 jet plane touches down at Outagamie County Airport Friday. (No estimated time of arrival is available, but the plane is expected in the late afternoon.) "I'm a Green Bay Packers fan all the way and hope they win the world title, but I also feel a championship team should be recognized when it comes to our city," Buckley said. Buckley intends to contact Airport Manager Max Sagunsky to get the arrival time of the Dallas team and be on hand to greet them...SHOW RECOGNITION: "I hope some of our Appleton residents – even though they are Packer fans – show up in recognition that the Cowboys are the Eastern Conference champions," Buckley commented. There are no plans for the Appleton Area Chamber of Commerce to have an official greeting part at the airport. "I would hope the Cowboys could receive a typical Appleton welcome," Buckley added. "Even the most ardent Green Bay fans

Dallas Mayor Offers Peas In Reply to Bet of Cheese

Mayor Erik Jonsson of Dallas responded by telegram Wednesday night to Green Bay Mayor Donald Tilleman's invitation to Green Bay for the Packer-Cowboy game Sunday and to a wager on the outcome of the NFL championship battle.

Tilleman sent a telegram to Jonsson Wednesday extending "our hospitality which is famous from coast to coast," and proposing a "small token wager" of cheese and paper products on the results of the game.

Regretting that commitments in Dallas will prevent him from attending the game and accepting Tilleman's offer of hospitality, Jonsson thanked the mayor "for myself and the more than 75,000 loyal fans of the Dallas Cowboys."

Instead of a wager, with only the winner collecting, the Texas mayor proposed:

"To have delivered to you (Mayor Tilleman) on Jan. 1 some of Texas' good blackeyed peas which if consumed on the first day of the year insures, a legend says, good luck throughout the year. Wouldn't be the same if delivered Dec. 31, you understand."

A repeat performance of the exchange of telegrams between Tilleman and the mayor of Cleveland before the 1965 Packer-Browns NFL championship game, the friendly volley of exchanges ends:

"With warm best wishes to you and our sincere thanks for your cordiality."

"Mayor Erik Jonsson."

should be happy to have a championship team stay in the Appleton area." The Cowboys will make their headquarters at the Holiday Inn on U.S. 41 between Neenah and Appleton...**SCHEDULED PRACTICE:** They are scheduled to take a bus to Green Bay Saturday and work out at the stadium. Since Tuesday, Mayor Buckley has had a Dallas-dated Associated Press story on his desk, clipped from the Post-Crescent, which said, "The Cowboys will return to practice today and will work through Friday morning, flying to Appleton, Wis., a town near Green Bay, Friday afternoon." The mayor said he laughed when he read the "town bit" but felt the writer hadn't realized Green Bay was a suburb of Appleton. "The story should have added the championship was being played Sunday at a city near Appleton, Wis.," Buckley added with a chuckle. At any rate, Appleton's No. 1 municipal quarterback will give the gridders from "Big D" an official welcome – even if it turns out to be only a one-man welcoming committee.

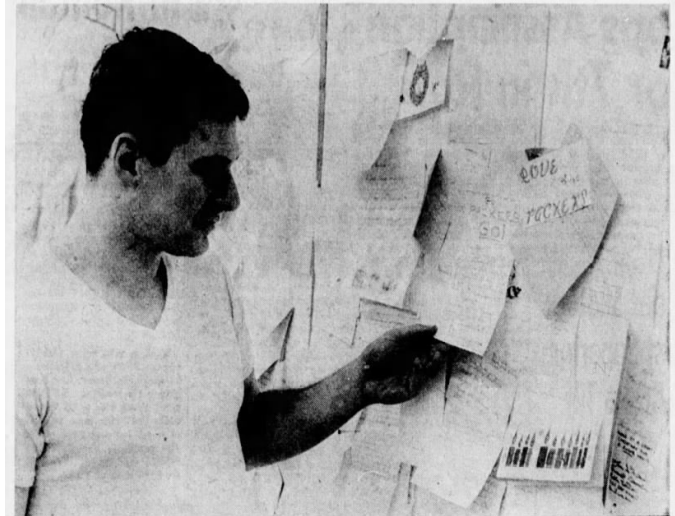
ANOTHER CHALLENGE FOR PACKERS

DEC 29 (Green Bay Press-Gazette) – The Green Bay Packers face their biggest challenge of the 1967 football season in the NFL championship game against the Dallas Cowboys at Lambeau Field Sunday. The Packers have faced other challenges this year and have disposed of them to win their third straight shot at the league championship. But none compares with this one. The game should be a classic, pitting as it does the Western and Eastern Conference champions for the right to not only wear the league championship crown but also to meet the AFL champion in the Super Bowl Jan. 14. The Packers, we are confident, will uphold their proud tradition against Dallas. This tradition includes 10 world championships and a history, particularly during periods of stress and adversity, of supreme effort to meet great challenges. This has been the story of the Packers since 1919, when they were organized, and the reason that a little city like Green Bay, compared to the metropolitan giants which field teams in the NFL, still has a team in the league. Winning another championship Sunday would be a fitting period to the Packers' 49th season, their 47th in the league, and pave the way for the historic 50th season in 1968. No one can question the fact that the Packers have given Green Bay and Wisconsin much in the decades since 1919, and, particularly, during recent years when professional football became the nation's No. 1 spectator sport. In turn, Green Bay in a particular way has supported this team to the fullest extent during bad times as well as good. This city has come to expect from the Packers a will and determination to expend every effort in their play against all comers. We believe the city has received this from the team in full measure. We are confident that this 1967 team will continue that tradition Sunday. The Packers, as well as anyone, know that the Dallas team is a worthy and formidable foe. The Cowboys, too, have pride in performance. They have worked hard all season, sometimes too against adversity in the way of player injuries, to win the right to enter the league championship game. While the Packers have the incentive which goes with defense of the NFL title, Dallas has equal incentive to dethrone the champions. This is particularly so since the Cowboys lost to Green Bay in last season's title game. The stage thus is set for classic combat. As they approach their biggest 1967 challenge Sunday, the Packers can be assured that their supporters in Green Bay and throughout Wisconsin as well as millions of others throughout the nation know that they will meet the challenge with everything they have in skill, prowess and determination to retain the league



Hot Air? . . . Go Pack Go—Jerry Kramer, above, breathes on a ball point pen to thaw the ink so he can comply with a youngster's autograph request after Thursday's practice.

Right, Chuck Mercein looks at some of the hundreds of letters of encouragement posted in the Packer locker room. (Press-Gazette Photos by John Roemer)



crown. By doing so, they will write another successful and heartwarming chapter in the glamorous history of one of the oldest and most successful teams in organized professional football.

TITLE MEANS 8 GS; ROZELLE AT AFL

DEC 29 (Green Bay Press-Gazette) – Big business? You better believe this 35th annual NFL championship game is big business. The television and radio receipts alone will total \$2 million. Of this, \$975,000 goes directly into the player and benefit and pension plans, \$200,000 to the league office, and the remaining \$825,000 into the game receipt pot. After taxes and expenses, 70 percent of the game pot (less \$100,000 for the second place teams in each conference and \$75,000 for the third place teams) goes to the competing players. This is divided with 60 percent to the winners and 40 percent to the losers. Of the remaining 30 percent, 15 percent goes to the league office and 7 ½ percent to each of the participating teams...LAMBEAU FIELD SMALLER: A year ago, the players' shares came to \$9,800 for the winners and \$6,500 for the losers. Because Lambeau Field is smaller than the Cotton Bowl, this year's shares will be less than that. In 1965, when the Packers beat the Browns for the title in Lambeau Field, the winners earned \$7,800 and the losers \$5,200. NFL Director of Public Relations Jim Kensil reports that the shares this year are expected to be about the same as in 1965..."maybe slightly

higher." The winning team advances to the Super Bowl, of course. And in that Miami game, each players on the winning team will receive \$15,000 and each player on the losing team will pick up \$7,500. For last week's conference championship games, the players earned "only" a regular game salary...NFL Commissioner Pete Rozelle was to arrive in Green Bay late this morning for a press conference this afternoon. He will be not here for the game, though. He is to leave Saturday for Oakland to attend the AFL championship game between Oakland and Houston. Why Oakland instead of Green Bay? Kensil, who will be the chief league representative in Green Bay during Rozelle's absence, points out simply, "Remember he's commissioner of both leagues..."The Cowboys were expected to arrive at Austin Straubel Field at 3 o'clock this afternoon. While Coach Tom Landry heads for NFL headquarters at the Northland Hotel and a press conference, the team will bus to Appleton and check in at the Holiday Inn. They hope to work out at Lambeau Field at noon Saturday, but the league will have to okay the condition of the turf before the practice will be allowed...Though Dallas' entire allotment of tickets has been sold, Cowboy Publicist Curt Mosher reports that only one chartered plane load of fans is scheduled to come to Green Bay...Landry revealed Thursday that in his opinion the Cowboys' chances hinge on two things: "Our ability to throw...we have to dent their defense to have a chance...and our ability to handle their outside receivers..."Approximately 370 television stations, including 113 English language and 36 French language stations in Canada and five Mexican stations, will carry the game. In addition, the game will be on 240 radio stations and the Armed Forces network. The television coverage, with Green Bay-Wausau blacked out, will cover 99.5 percent of the television homes in the United States. Ray Scott, Jack Buck and Frank Gifford will handle the game with Jack Whitaker doing the pregame show...The long range weather forecast for Sunday is for cold, wind, some snow and a high of about 17

Good Luck Packers!



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degrees. NFL Director of Information Don Weiss says the general feeling is that the condition of the field is the key factor, not the weather...Weiss expects about 100 sportswriters from around the country to be here for the game. This is down a few because of the lack of New Year's Day papers and the newspaper strikes in Detroit and Los Angeles...The NFL winner will be required to begin training in Florida by Jan. 6 for the Super Bowl. The NFL champ will train on the New York Yankees' spring training base in Pompano Beach.

PERSONALITY PARADE – TOM LANDRY

DEC 29 (Green Bay Press-Gazette) – "When he smiles, it's like somebody else laughing. He's just that way – just preoccupied. Like all coach, all winners, anyway." The subject, described by Dallas Cowboy Publicity Director Curt Mosher, was Tom Landry, the tall, lean Texan who has nursed the Cowpokes from fragile infancy into championship maturity in a spectacularly short time. As may have been deduced, Landry is – in his own quiet way- a shining example of dedication and purpose. There is little room for frivolity in the life of the former New York Giant defensive back who leads his Eastern Conference champions against the Packers in Sunday's NFL championship game at Lambeau Field. Debonair

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arrangement with the creator of these unusual portraits, you may even want to make arrangements for purchasing one or more of these 16"x20" portraits for your home at \$7.95. Regardless, won't you stop in and visit us at our new, expanded location.



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Don Meredith, the Cowboys' devil-may-care quarterback, offers a fresh – and revealing – example of Landry's intensity. "When I walked into the quarterback meeting last Monday before our playoff game with Cleveland, I couldn't believe it," Meredith told Mosher. "Tom had the game plan right there. It was only Monday, but he had it down to the fine points – just like a late week meeting." "Presumably," Mosher dryly appends in relating the anecdote, "he was pretty close to right the way the game went." The Cowboys, it may be recalled, edged the Browns, 52-14. The Cowboys' resident genius, first coach to qualify an expansion team for an NFL title game, applied the same dedication to his personal physical regimen, Curt confides. "Last summer, he was running around our practice field in May and June – when it was 100 degrees – taking a number of laps each day to get himself in shape for the football season." "He's a very methodical, organized type of guy," the Cowboy publicist admits, "but he's still a warm guy." Documenting Landry's exactitude, Mosher cited the balding Mission, Tex., native's approach to coaching. "In diagramming a play at a meeting, he will say, 'The linebacker will be here.' The player may say, 'What if he isn't there?' And Landry will say, 'He will be there.' That's the way he approaches things." There have been those who differed with his theories, but they have not been evident of late, particularly in the last two years, when the Cowboys have forged to successive Eastern Conference titles – following a berth in the 1965 Playoff Bowl. The criticism, of course, stemmed from Landry's commitment to a multiple offense, which embraces approximately two dozen formations. It was effectively stilled, last season, however when the Cowboys amassed more points than any other team in pro football...**MADE MEREDITH BELIEVER:** "Tom isn't afraid to look at the game progressively," Cowboy President Tex Schramm says, "but he also has enough of the old school in him to remember that you have to do the basic things to win. He's not going to be deluded into believing that a new formation or a promising rookie is going to be the answer to all his problems. Tom is that rare combination of innovator and traditionalist." Landry, a former University of Texas back whose collegiate career was interrupted by World War II service with the Air Force in Europe, has made a

believer of quarterback Meredith, who admits he once had some reservations about the system. "It took me about three years just to understand what his main objective was," Don said. "Now we all believe in it. The past few years a lot of our offense has been adopted by other teams in the league. The coach has had a lot to do with influencing the game." As has been suggested, the Cowpokes' 42-year-old leader is a man of reserve and containment. "He's not close to his players," Schramm says. "He's the type who gains a following through respect. In the early days, people said he was too cold, that he should be more human. But it would be ridiculous for him to try to be buddy-buddy with the players. That's not his way. He's just not the guy the players would want to spend a weekend with. But I think the players, almost without exception, will tell you he knows more about football than anybody else they ever knew." Landry, who was a coaching colleague of Vince Lombardi as a member of the Giant staff before moving to Dallas, was known as a defensive genius while in New York. This has prompted some to ask how one with his background came to develop the most complicated offense in the game. "I don't think you can really coach offensive football until you've coached defense," is his logical explanation. "You've got to know what the defenses are doing to beat them. I just felt the offense we put in at Dallas was a good way to move the football. We didn't have the personnel to run the Green Bay attack. But I would have done the same thing with any team. I just think it's the best system." Married and the father of three children, Landry is a deeply religious man, a trait which he carried into his coaching life. At his first meeting each year, he tells his players he is a Christian. "I'm not going to convert them," he says, "but I'm letting them know I expect them to act in a gentlemanly manner at all times."

WE'LL HEAD 'EM OFF AT THE PASS



Those pistol packin' cowpokes are comin' to town. And they're aimin' to take the Packers' crown with 'em clear back to Texas. But don't you worry none, because the Packers are fixin' to ambush those Texans at Lambeau Field. And by sundown those varmints will be hustlin' their way back to the Lone Star State. (If they hurry, they can watch the Packers the following Sunday in the Super Bowl.)

Green Bay Press-Gazette Friday, Dec. 29, 1967 B-1

World Loves Gambler—Except When He Loses: Vince

WORLD LOVES GAMBLER — EXCEPT WHEN HE LOSES: VINCE

DEC 29 (Green Bay Press-Gazette) — "Just remember, the whole world loves a gambler — except when he loses." This pronouncement, delivered with a twinkle, issued from Vince Lombardi Thursday as he expounded upon his philosophy of defense for a host of visiting sportswriters, in Green Bay to chronicle the countdown to Sunday's NFL championship game in Lambeau Field. It came as the Packer major-domo assured his world champions' customarily conservative approach will not be altered against the explosive Dallas Cowboys on the Sabbath. Responding to a question concerning the Pack's use of the blitz, Lombardi said, "We'll blitz if we have to — if the occasion arises." "A lot depends upon the game," he subsequently noted. "A lot of teams don't blitz at all. I think blitzing usually is a sign of weakness... For the number of times you get to the passer, he also makes the big play. If it's a smart team and a smart quarterback, it's a touchdown." "I'd rather give 'em 7 or 10 yards at a clip, rather than 90 yards at a crack," Lombardi added, summing up his philosophy. The talented Cowboy defense, he conceded at another point, "will get to Starr when we gamble and they gamble, a couple of times. That's part of the game. And we will get Meredith (Cowboy quarterback Don) when we gamble and they gamble." His features, still ruddy from an hour and a half in near zero temperatures on the practice field, crinkled in a smile and he added, "Just remember, the whole world loves a gambler — except when he loses." Lombardi earlier had disclosed that the Packers' fluid fullback situation has taken another turn. "Wilson's (Ben) still limping," he revealed. "If he continues to limp, he will not play." "Grabowski (Jim) is running well," Vince continued, "but that doesn't mean anything. He was running well before the Pittsburgh game, but on Friday it went out. If it doesn't go out again, he has a chance of playing some." In his Wednesday press conference, the Packer headmaster reported it then appeared that Grabowski, plagued by a twisted knee, would not be able to play and that Wilson, troubled by ankle and rib injuries, seemed to be on the mend. Lombardi revealed that Donny Anderson, the versatile sophomore, was the only certain backfield starter — other, of course, than Starr. A capacity house also is expected to see more than a little of the Packers' spectacular freshman, Travis Williams, a key figure in last Saturday's 28-7 triumph over the Rams in the Western Conference playoff at Milwaukee. Asked to assess the Packers'

defensive concerns, Lombardi said, "I still think we've got to stop Hayes (Bob) and Rentzel (Lance) and Perkins (Don)...and Clarke (Frank) and Pettis Norman." The Pack had limited Hayes to one catch for one yard in last year's 34-27 title game triumph over the Cowboys at Dallas, one writer observed. "It wasn't a question of anybody doing a great job on him," Vince rejoined. "They didn't throw to him." "Yes," he replied to another query, "we had double coverage in some cases, and in some we didn't...It's purely a guessing game and the one who guesses right is the one who wins." The preparation problem is much more substantial than it was a year ago, he observed in reply to another question. "We had two weeks last year, you know. That makes a great deal of difference. Of course, they have the same thing – there are two sides to that story. I would like to have two more days, but we don't have 'em." Why two more days? Vince smiled and tapped his left temple. "For this," he said, "not for the physical side of it." Did he think the Packers were ready? "They'd better be," he declared. "I've never seen a team that wasn't that could win."...PACKER PATTERN: During the course of the press conference, Lombardi was asked about the sign outside Lambeau Field which reads, "Caution – Field Electrified." Vince chuckled and replied, "That's to scare the heck out of the Cowboys." The sign, of course, has reference to the new "electric blanket" installed under the stadium turf to make it playable in late fall and winter. The blanket also provide a fringe benefit, Lombardi reported. "We don't feel the cold when we're practicing in the stadium, so there must be some heat coming off the field." The turf is consistently kept at or near 50 degrees, regardless of the "outside" temperature. The weather, a matter of concern to visiting writers from more balmy climes, "is beautiful," Vince told them. "This is the kind of weather football should be played in. As long as there is no wind down on the field, what's the difference?"...The Packers and Cowboys exchanged three films for pre-title game study, he revealed, noting with a chuckle. "Neither one of us had changed any...We've both changed some in personnel, but not in theory."

HORNUNG AND TAYLOR KEEP EYE ON PACKERS

DEC 29 (Green Bay Press-Gazette) – Paul Hornung, the Golden Boy so influential in the success of the Packers' Lombardi Era, returned to the base of his sensational accomplishments this week and acknowledged that he was touched by a bit of nostalgia. He was also touched by a bit of what he called pneumonia, contracted in flu-ridden Louisville when he was home for Christmas. And though Green Bay's zero weather did not figure to help the cure, Hornung indicated he would like to be out on the practice field with old comrades preparing for Sunday's NFL Title Tilt. "I miss being with the team, particularly this week. I surely do miss it," he said with a throaty, rattling voice that indicated a horde of germs had downed him in a manner that opposing tacklers had seldom enjoyed. Hornung's partner in the Packers' one-time Thunder and Lightning backfield, Jim Taylor, wished his former comrades "all the luck in the world Sunday" from Natchez, Miss., where he is getting in some hunting. "Certainly I'm very close friends with the players, coaches and management and I'm real happy they beat the Rams. I thought all along they would beat them, even though the Rams have a fine team," he said. Both Hornung and Taylor were recalled many times this season by fans who began to lose faith in the Packer running attack, but neither of them saw much difference in this year's team from their own years. Hornung,



This Is Vince Lombardi in action during one of the frequent news conferences he is conducting this week in Green Bay. The Packer head coach is queried daily by the many visiting writers and sportscasters on hand for Sunday's Packer-Cowboy National Football League championship game. (AP Wirephoto)

who somehow wound up with the New Orleans Saints in the expansion draft last spring, was often recalled this year by fans who began to lose faith in the Packer running attack. But Paul saw little difference in this year's Packer team from the ones he helped spark to five conference and four world championships. "Of course I've only seen them on television," he said, "but this team is about the same as the Packers have always been. They move the ball when they have to. And they have a good, solid defense." The former Notre Dame All-American who scored 760 points in his nine seasons with the Packers and still holds the championship game record of 19 in one game, against the Giants in the 1961 scrap at Lambeau Field, was not surprised that the Packers wound up in another championship game. "I thought they would win it," he said. And the reason? "That's easy. In the big game, they play big," he unhesitatingly stated. Then, harking back to his own experience, he added, "The Packers play so well together. That's always been the secret of the Packers, the way they play together."...USED TO TENSION: Taylor expressed similar sentiments. "The Packers are used to the tension and pressure of championship games. And they come up with the big plays. I think they'll take Dallas," he said. Both Hornung and Taylor wound up with the New Orleans Saints this year, Paul, somehow via the expansion draft, and Jim via a trade after he played

out his option. But while Hornung looked with some envy on his old mates, he volunteered that he had enjoyed his year in New Orleans "very much. It's a fine city and they took to pro football very well down there." Paul, of course, didn't do any playing for the Saints this year, having been sidelined by the recurring neck injury in his neck that forced him into retirement. He spent the campaign as an assistant backfield coach with the Saints and had a radio and TV show that he said kept him "very busy." As to his future, Paul said he planned to remain with the Saints in some capacity, but not as a coach. He said his exact status was still undetermined...**SAINTS' LEADING RUSHER:** Taylor had a rugged year but wound up as the Saints' leading rusher with 390 yards and a 3.0 average. He was also the team's second leading receiver with 38 catches for 251 yards. "I was very satisfied," he said of the season. "It was an interesting year. We played some good football and we were in a lot of games. We won three of them. And we had a fine exhibition season, but it takes time to get young players oriented. With an expansion club, it is about what you expect." Like Hornung, Taylor intends to remain with the Saints. But he is more definite about his capacity. Contrary to rumors, the Bayou Bronco, who is the Packers' all-time ground gaining leader with 8,207 yards in nine seasons, insists. "I'm planning to play a few more years."

CALL FROM LOMBARDI CHANGED MERCEIN'S CLOUDY FUTURE IN NFL

DEC 29 (Green Bay) – Chuck Mercein is one happy guy. With a little bit of luck, he can pick up a check for about \$27,500 by Jan. 14. Not bad for a fellow who was out of work in November. In a way, Mercein is in the same position that Red Mack was a year ago. Mack was cut by the Atlanta expansion team and hooked up with the Green Bay Packers for a slice of the Super Bowl money. But Mercein has become a hard-working running back for the Packers. Mack was strictly a backup man. Green Bay's emergency need of running backs, after Elijah Pitts was lost for the season, and the New York



MUCH WORSE TO COME AT GREEN BAY, at least in the weather line, is the prospect for Don Meredith, Dallas Cowboys quarterback, and teammate Bob Hayes, pulling on gloves at a Dallas practice session in 34-degree weather in preparation for the NFL championship clash with the Packers up in the north country.

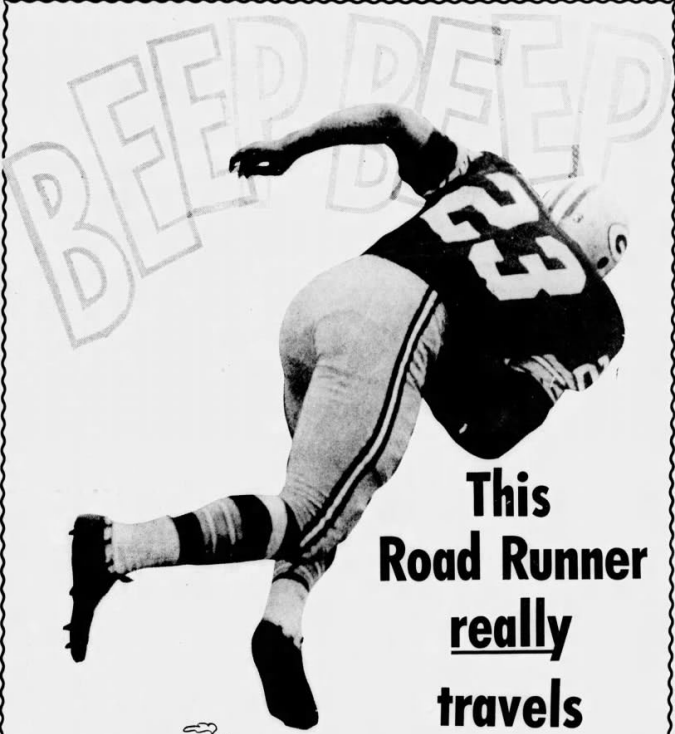
Giants' decision to put their 1966 rushing leader on waivers added up to one great stroke of good fortune for this 24-year-old Yale product in his third year as a pro. In the big game with Los Angeles for the Western Conference title in the NFL, Mercein started at fullback and scored an important touchdown that helped break the game open. "It was a shocking thing to be cut by the Giants," said Mercein Thursday in the Packers' locker room. "I was coming off my best year and had led the club in rushing. I didn't worry when I didn't play much in the preseason games. They had backs coming back from injuries, like Tucker Frederickson and a new man, Bill Triplett, to work into the system. It never entered my mind that I wouldn't stay. When the Giants got Vince Costello for middle linebacker, they had to make room for him. We all understood was to be a temporary thing. They asked me to go up on their farm club, the Westchester Bulls, just to stay in shape. I went up for three weeks, and they called me back to help out with their kicking. Then Pete Gogolak was able to get weekend leaves from the Army, so they put me on waivers again."...**HAD NOT SIGNED:** "This time I figured my future was not with the Giants. I knew Washington needed

a running back with Joe Don Looney gone and Steve Thurlow hurt, so I went down and worked with their taxi squad. I was going to be activated but hadn't signed any contract with them when Vince Lombardi called me and asked me to come to Green Bay. He told me he wanted me to play right away, so I went. It's not only the money, but the thrill of playing with a great team and making a contribution to a team that has won a conference championship." When Mercein plowed through the tough Los Angeles defense on a six-yard touchdown run last Saturday, he threw the football high in the air in jubilation. The score widened the Packer lead to 21-7 in a eventual 28-7 victory. Now the Packers only have to beat Dallas for the NFL title Sunday and then take the American League champion Jan 14 and Mercein can tuck away the money. He worked with a Wall Street investment firm last summer and probably already has an option to invest in stock.

'THREE STRAIGHT' TOP RECORD AT STAKE

DEC 29 (Green Bay Press-Gazette) – Sunday's championship game at Lambeau Field will afford the Packers, as a team and individually, a chance to carve a deeper niche into the NFL record book. Chief among those who have a chance to change the book are quarterback Bart Starr and head coach Vince Lombardi. Starr holds three records and is second in six others while Lombardi trails Bear Coach George Halas by one game in most games won by a head coach. The most important team record at stake will be consecutive championship games won by a team. The Packers have a chance to make it three in a row – a feat never accomplished since divisional playoffs started in the 1930s. Currently, Green Bay is tied with five other clubs with two straight wins. The Packers have done it twice in 1961-62 and 1965-66. The Bears, Philadelphia, Detroit, Cleveland and Baltimore have all won two straight. The NFL has listed 91 individual records and 145 team marks.

The Packers lead the league with 17 individual records and hold 25 top spots among the team records. Lombardi has coached four championship Packer teams, 1961, 62, 65 and 66, while Halas has had five titles, 1933, 40, 41, 46 and 63. In the passing department, Starr tops the list in most attempts in a game without an interception, 34; most consecutive attempts without an interception, 84; and is tied with four others for fewest passes had intercepted in a lifetime, one. Starr had played five games while the other four signal callers have played in one game, Don Meredith, Dallas, George Blanda, Bears, and Charles (Ed) Brown, Bears, or two games for Bill Wade, Rams and Chicago. Starr has thrown nine touchdown passes to trail Cleveland's Otto Graham by one in most touchdown passes in a lifetime and trails Sid Luckman, Bears, by one in most touchdown passes in one game, having thrown four against Dallas last year. Starr is second to Graham in most passes attempted, in a lifetime, 118 to 159 for Graham, and in lifetime completions, having connected on 69 compared to Graham's 86. Starr has a lifetime passing efficiency of 58.5 percent, second to Baltimore's John Unitas' 62.9 and has a 67.0 one-game percentage, a shade lower than Graham's 68.8. In addition, Starr is second to Graham in most yards gained in a lifetime, with 878 to 1,161 for Graham, who played in one more game than Starr. In player service, Fuzzy Thurston tops the list in most games on a winning team with five, having played on the four recent Green Bay title wins and with Baltimore's championship team in 1958. Lew Carpenter holds the distinction of having played on the most different teams, three. Carpenter played with the Packers in the 1960-61 title games. Prior to that he played on Detroit's championship team of 53-54 and Cleveland's title team of 57. Paul Hornung holds the record for most total points in a game with 19, having set it in the 1961 game against New York with one touchdown, four extra points and three field goals. Jerry Kramer has the record of most field goals attempted in a game, five, while he, Hornung and Don Chandler are tied with four others in the most field goals in a game, three. Jim Taylor holds two rushing records and is tied for a third. Taylor tops the list in most attempts, lifetime, with 106 and most yards gained lifetime, 392, while he is tied with Steve Van Buren of Philadelphia with most attempts one game, 31. Van Buren notched his in 1949 while Taylor records his in 1962. Chandler, who has played in eight title games, one less than the record, tops the list in most punts in a lifetime, 38, and in highest punting average for a lifetime, 42.4 yards. Ray Nitschke is tied for the lead in most opponents fumbles recovered in a lifetime, two, and in a single game, two, both marks being set in 1962. In combined yards gained, including rushing, pass receptions, runbacks of interceptions, punts, kickoffs and fumbles, Taylor paced the group with 502 yards for a lifetime. He also tops the list in most attempts, lifetime, with 122 and most attempts, game, 34. In addition to being tied for the lead in consecutive games won in the team record portion, the Packers also notched the most games won, seven, with titles in 1936, 39, 44, 61, 62, 65 and 66. The Packers and Cleveland combined in 1965 to set a mark of most field goals by both teams, five, and Green Bay combined with New York in 1962 to produce the most field goals attempted in one game, five. In the 1936 title game, Green Bay and Boston combined to post only 15 first downs to earn them the distinction of setting a record for fewest first downs by both teams in one game. The game led to two other fewest type records as the combined teams totaled only 106 yards for the game and had the lowest average gain per play for two teams, 1.54. On the other end of the list is most net yards gained by both teams, a mark of 785 set last year by the Cowboys and Packers. Other team records include fewest passes intercepted by both teams in a game, one; most yards gained in a game on interceptions, 123, and most yards gained by both teams on interceptions, 156 by Green Bay and New York. Green Bay, New York and the Bears hold the distinction of having the fewest punt returns in a game, none, and the Packers and Giants combined in 1944 to the most with 11. In the kickoff return category, the Packers and Dallas combined last year to return 12 for the most kickoff returns by both teams and the Packers, again in their game with Boston in 1936, returned the fewest kickoffs, none, and fewest kickoffs by both teams, 1. In the



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yardage bracket, the Packers and Dallas combined to return kickoffs for 263 yards last year, a total which tied them with New York and Chicago in 1933. Despite heavy snow in the 1965 championship game at Lambeau Field, the Packers and Browns combined to set a mark of none in fewest fumbles by both teams. Green Bay is tied with the Bears and Rams for most fumble recoveries for a touchdown, one, with Jim Grabowski doing the trick against Dallas last year.

DOWNED REPORTER PROTESTS NFL RULE BARRING HER FROM BEING UPSTANDING

DEC 30 (Green Bay Press-Gazette) – When more than 50,000 Packer and Cowboys fans file into Lambeau Field Sunday afternoon, clasp tightly the tickets some of them fought long and hard to find, one fan will move regretfully toward a seat in the end zone stands. The regret will not be that the seat is not on the 50-yard line, but that I have to take a seat at all and sit “down in the front, DOWN in front” while some of my colleagues can stand up through all four quarters along the playing field. I really wanted to stand up – it’s so much easier to dodge flying bottles and exuberant fans gone wild when one is on her feet, you understand. But NFL people from a League headquarters telephone answer Commissioner Pete Rozell said, in effect, sit down...CAN’T STAND UP: They really did not say sit down. They said I can’t stand up on the edge of the field, working for the few dollars I could pick up on a cool Sunday afternoon. I have waterproof boots to keep out the effects of the mud on the field and a brand new ski suit that would keep me warm. I have health insurance, although



Tackling the NFL—Press-Gazette reporters Sarah Alden, left, and Carolyn Stewart picket National Football League headquarters at the Hotel Northland to protest what they claim is discrimination in the NFL's refusal

to grant them passes to work along the sidelines at Sunday's Packer-Cowboy football game. League policy prohibits women on the sidelines during NFL games.

(Press-Gazette Photo)

Downed Reporter Protests NFL Rule Barring Her From Being Upstanding

granted women for entry. The assembled sportswriters groaned, and one remarked, “You can fight this one alone.”...TEMPORARILY GAVE IN: After the commissioner rejected me with charm and deftness, I gave in temporarily and put off buying steak for supper because I knew I wouldn’t make any extra money Sunday. In addition, I owe my friend \$10 for a lousy seat where the only thing I will be able to see is whether the extra points and field goals on my end are between the posts. So, if a furry-headed woman in blue refuses to sit “down in front” ahead of you Sunday afternoon, remember, she’s probably making-believe she’s walking the muddy sidelines, dodging cameras and bucking misled players. P.S. My complain to higher authorities is already in the mail.

GRABOWSKI MAY PLAY; MERCEIN DUE TO START AT FULLBACK

DEC 30 (Green Bay Press-Gazette) – Injury-plagued Jim Grabowski, all but written off earlier in the week, could cut off a figure is problematical at this point, since a torn cartilage is a capricious item, but Coach Vince Lombardi announced Friday that Grabowski may see some action in the now imminent NFL showdown against the Dallas Cowboys. Lombardi said that the talented sophomore, who began the season as the Packers’ No. 1 fullback, “ran real well today and may or may not play, depending on how he is Sunday.” The Packer generalissimo added, however, that Chuck Mercein (who drew the starting

I’m not sure whether it would cover me under the circumstances. But still no. Only the men will be allowed the privilege of being run over by a television camera or trampled over during an out of bounds play. In my opinion, that’s grossly unfair...ONE NEEDS A PASS: To get onto the field as a news reporter or a photographer or a messenger or anything else that will disseminate the news of the championship game to the world, one needs a press pass for the field. And the NFL policy militates against giving field passes to females. Since the Civil Rights Act of 1964, I thought, freed us all from discrimination, I challenged the nasty NFL. First, I called headquarters and asked the man who answered if it was true sideline passes are not issued to women. He checked and said that was true. Then I went higher and spoke to Jim Kensil, director of public relations for the NFL and he said, no woman are allowed on the field because of the violence. “We don’t want anything to happen to women on the field.”...WASN’T SATISFIED: I wasn’t satisfied. With a chip on my shoulder, I went to Pete Rozelle’s news conference Friday afternoon and asked how the NFL could withhold press credentials from women. Kensil said “field passes,” to make sure his boss understood my question. Rozelle’s answer – “We like women too much for that.” He said at some fields, women were allowed in the press box, citing San Francisco as an example. But that’s out in Green Bay, as the press box passes specifically state, “No women or children permitted in the press box.” On the special request of sports editors, Kensil explained under some circumstances press box passes could be issued to women. Rozelle’s solution: “We could take a poll of sportswriters” to see if permission should be

assignment in last Saturday's 28-7 Western Conference title triumph over the Los Angeles Rams) "probably will start." Grabowski, who made his last competitive appearance against the Bears in Chicago Nov. 26, corroborated Lombardi's optimistic medical report. "The knee feels real good," he said following Friday's practice, the Pack's final major exercise for Sunday's struggle. "I can cut on it pretty well." The 22-year-old Chicagoan, first sidelines in the Packers' 13-10 loss to the Colts at Baltimore Nov. 5 when he twisted his knee, expects to undergo surgery when the season is over. But he explained, "By playing, I don't think it can hurt it anymore...It might swell up a little." He was encouraged about the possibility of playing, he said, because "I ran pretty hard this week. It felt real good all week, and it's held up real good." "It's one of those things – it might hold up for the whole game, and it might go our at any time," Grabowski added, tempering his appraisal with a note of caution. "You just don't know." Discussing the projected surgery, he confided, "If I wasn't going to do anything, that is if I was going to retire from football, I wouldn't have it done. It could go for a long time and it might not pop but, because it's torn, the chances are that it will." Three times this season, Grabo noted in this connection, he has had to begin the mending process anew. "Every time it takes awhile to bring it back," he reported. "After the first time, it took me three weeks. It was pretty good then for the Bear game in Chicago, and it went out again. Then it came back again, and it went out on me in practice on the Friday before the Pittsburgh game (the Packers' final regular season home appearance Dec. 17). It comes and goes." "I got hurt at Chicago," he ironically informed, "at the end of the game pass blocking. Nobody touched me when I was running with the ball." In each case, his improvement has been hastened by daily sessions on the Packers' new weight machine, Grabowski said, "I've been working on that thing like crazy – every day for the last six weeks. Each time you hurt it, you also hurt some of the muscles in there, so you have to build up the muscles again before you can do anything." The long siege has affected his weight, Grabo reported. "I'm lighter – I'm down about four or five pounds from my normal playing weight. I'm about 215 right now."...REPEAT CAMEO ROLE: Grabowski, who understudied the since departed Jim Taylor last year, admits he would like to at least repeat his cameo role in the 1966 title game, which saw the Packers outlast the fast-finishing Cowboys 34-27 in the capacious Dallas Cotton Bowl. Jim scooped up a fumbled kickoff on that occasion and returned it 18 yards for a touchdown which erected a 14-0 Packer lead in the first quarter. "Oh man," he said, fondly reflecting upon that happy moment. "I'd be satisfied with another touchdown." Pondering this last for a moment, he wistfully appended, "I'd just like to get in."...PACKER PATTERN: Lombardi indicated that his starting lineup will be the same as it was for last Saturday's Western Conference playoff, announcing "it probably will be Ken Bowman at center." Rookie Bob Hyland had been starting at that position through the final half of the regular season. In reporting the switch last week, Lombardi said it had been made because "Bowman has more experience."...Assessing Sunday's match, the Packer major-domo told sportswriters at his early afternoon press conference, "It will be a good game...that's what I hope. I want to win, and I would be disappointed if we didn't. But I'd like to see our team play well, real well. That's the main thing."

'WE HAVE AN EXCELLENT CHANCE' – MEREDITH

DEC 30 (Green Bay Press-Gazette) – The cold weather and snow that greeted the Cowboys when they arrived at Austin Straubel Field Friday afternoon did not overly concern the players. Their main concerns, voiced by quarterback Don Meredith as he lounged in his warm room at the Holiday Inn in Appleton where the team is staying, for Sunday's NFL championship encounter with the Packers at Lambeau Field was field conditions. "Speed, and when I saw speed I mean overall team speed, is the main thing with our club. The most significant thing will be the condition of the field. If it is wet and sloppy, this could hurt us more than anything," Meredith said. The Cowboys, who were met by a group of about 200 spectators including Green Bay Mayor Donald Tilleman and Appleton Mayor George Buckley, stepped aboard waiting buses which took them to Appleton. Along the route Mayor Buckley had them waylaid and taken on a forced tour though the city of Appleton. When they finally arrived, Buckley formally welcomed them to the city as they left the bus for refuge in their rooms. Meredith, who entertained a small knot of newsmen in his room, expounded confidence on his team's chances of upending the Packers. The 29-year-old signal caller said, "We have an excellent chance to win. We are confident, and it



Russ Skall, Right, played host Friday night to a group of coaches and officials of the National Football League's Eastern Division champion Dallas Cowboys. Next to Skall, from the right, are backfield coach Eral Allen, personnel director Gil Brandt, business manager Tom Hardin, offensive coach Jim Myers and Dr. Joe Garvey, team physician. In the foreground, from left, are Fritz Hahn, one of the Cowboys' owners, and Jim Parker, administrative assistant. (Post-Crescent Photo)

just remains to be seen if we can execute well. To beat the Packers, you have to out-execute them and this is the thing we had to go out and do.” Meredith said he was real happy to play Green Bay again, after losing in the title game to the Packers a year ago. Getting ready to attend a team meeting and standing in the open doorway Meredith concluded, “The weather doesn’t really seem that bad.” Meredith’s roommate, linebacker Lee Roy Jordan, quipped, “It’s not as cold as I thought it would be, I’m glad it warmed up for us. We have been practicing in temperatures in the low 30s and we even had snow. We



TEXAS IN WISCONSIN

Cowboy Don Meredith relaxes in motel room in Appleton after Dallas team arrived Friday afternoon

thought Landry (Coach Tom) ordered it special so we could get used to handling a wet and slippery ball.” For Dave Manders, the cold meant absolutely nothing personally. Manders, a Cowboy center, is a native of Kingsford, in Upper Michigan, and he felt quite at home. He will not get a chance to test his cold weather background as he is sitting out the season on the injured reserve list. The Michigan State alumnus suffered a severe knee injury in a preseason game and although it is completely healed he is still working on getting the mobility back into it. “I wouldn’t mind playing at all. It has been a discouraging season and you build up a lot of anxieties, but I still feel just like one of the team. It’s the type of game that can go either way. We are playing the best team in football, and our goal is to come up here and take it away from them,” Manders said. In mulling over the two teams, Manders said, “We lack experience, but we have very good athletes and a complicated offense with many formations. I think personnel wise we are about identical, and our complicated offense can help offset our lack of experience.” Bob Lilly, the Cowboys’ hulking 6-foot-5, 260-pound defensive tackle, also was unconcerned with the weather. “We had it cold at home, and it shouldn’t make any difference,” he said. In viewing the forthcoming game Lilly said, “We have always admired Green Bay. Last year, we were like big-eyed kids. This year we have grown up. We are a better team than last year, better overall. We have a better chance than last year, but they are the champs and we have to beat them.” Tight end Pettis Norman echoed the sentiment on the weather, “It’s about what we expected. It won’t have any effect.” Norman was delighted with the prospect of playing the Packers and he said, in borrowing a statement from Bob Hayes who he said stole it from him in the first place, “We want to play the best, and we fell they are the best. You have to beat the best team to be recognized as the best.” Hayes, when he deplaned at Austin Straubel and felt his first blast of icy Wisconsin winds, let out a short whoop, indicating the cold, as he quickly jumped aboard the bus. After getting settled in their rooms, the Cowboys wasted little time in going over preparations for Sunday’s game as they held a 45-minute team meeting. Following the meeting the team planned to have dinner at the Holiday Inn and for the most part spend a leisurely night at the motel. Another team meeting was planned for this morning prior to their workout at Lambeau Field at noon. Following the workout they will return to Appleton and remain there until Sunday morning.

‘I FEEL LIKE THIS WILL BE A DEFENSIVE GAME’ – LANDRY

DEC 30 (Green Bay Press-Gazette) – The snow was snowing, the wind was blowing, and the temperature was making threatening gestures when Texan Tom Landry escaped it all momentarily by stopping at the Hotel Northland Friday afternoon minutes after his Dallas Cowboys had deplaned at Austin Straubel Field. “It’s nice to get into this snowbank,” he wryly acknowledged as he was greeted by the assembled newsmen, whose words will blanket the country this weekend. Naturally, the

weather was one of the major topics of conversation and Landry, rawboned and virile looking as a wrangler just back from a cattle drive, said the sun had been shining and the temperature had been in the high 30s when the Cowboys worked out in Dallas before leaving for Green Bay. “Perfect for football,” he called it. Someone then pointed out that just hours earlier Packer Coach Vince Lombardi had called Green Bay’s weather “ideal” for football. “Lombardi has his opinions and I have

mine,” Landry shot back with a somewhat weak grin. The Cowboy coach, dedicated to stealing the Packers’ NFL championship in Sunday’s shootout at Lambeau Field, said he had never really considered coming to Green Bay earlier in the week to attempt to get used to the cold. “I never believed you can come into cold weather and get adapted to it,” he said. “I feel it’s better to go in there, get cold, play the game and get out all at one time.” He admitted, however, “You’ve got to think about the cold. You can’t look outside without thinking about it. But I think the condition of the field is more important than the weather. Oh, the cold will affect you...handling the ball. But if you have your normal footing...what you’re used to...it shouldn’t make any difference.”...TWO WEEKS LAST YEAR: With “normal” field conditions pretty well assured by Lambeau Field’s electric blanket, Landry said, “I feel like this will be a defensive game. With the preparation time a little less than last year, I don’t anticipate a 34-27 game like last year. The big difference between this year and last year is that we had two weeks to prepare last year. We are short a few days this year.” Along this line, Landry volunteered that he feels it is “more difficult to prepare for our offense than for us to prepare for the Packer offense because we use a multiple offense. But when you have a defense like the Packers, there’s really no difference. You’re working with maximum experience, and it adjusts quickly.” The 42-year old New York Giant assistant added that he does not see any difference in the Packer defense from a year ago. “They’re just as good as they’ve ever been...toughest in the NFL. The Packer defense is based on linebacking strength. We’re going to try to offset that. It’s a containing type team. They bend a little for the rushing game...but they don’t let you get across the goal line. They stress pass defense. That’s where we differ. We stop the rush.” Offensively, Landry said the Packers have the same passing game, “good receivers and Bart Starr,” but he said there is some doubt about their rushing game because of the injuries. The crippled backfield talk led inevitably to sensational Travis Williams. “He scares you a lot,” Landry, handsome and impeccably dressed, smiled. “He’s very explosive. Now Green Bay has something we haven’t had to worry about before. Hornung and Taylor were great players, but Williams can go all the way on any given play.” Will he kick off in the air? “You’ll find that out Sunday,” came the quick reply in answer to the obvious reference to the Road Runner’s four kickoff return touchdowns. Landry also felt that if Jim Grabowski can play, which became a possibility Friday, according to Lombardi, it “would help their confidence...it would have to give them a lift.”...HAYES COULD BE KEY: As to his own team, Landry insinuated that Bob Mayes could be the key. A year ago, the swift end caught only one pass for a measly one yard, and the Cowboys still came within an 11th hour interception of a sudden death situation with the Packers. “It wasn’t anything the Packers did,” Landry insisted. “He just didn’t have a good game. I think Meredith (Don) will be aiming at him a few times Sunday. Anything over last year will be an improvement.” Meredith, Landry reported, is in “fairly normal” condition after being hampered by a string of injuries all season. He felt that Meredith’s in and out of the lineup season prevented Hayes from receiving just recognition on the All-Pro teams this year but that the blossoming of Lance Rentzel at flanker has actually made Hayes more effective. “Hayes gives us a tremendous lift,” the coach added. If Meredith should run into more injury difficulty (he will wear a U-shaped bar on his helmet as protection), Landry said he has “all the confidence in the world that Craig Morton can come close to pulling us through. He has great potential. He’s had a great year.” Maintaining the peak the Cowboys reached last week in demolishing the Cleveland Browns will be “very difficult” Landry admitted. “We were ready last week. We were concentrating. You could sense it.” Can he sense it this week? “It’s too early to tell.” Even with about \$30,000 per man on the line? “Money isn’t the thing that motivates football players, much as you may think that it does,” he declared. “Pride and prestige are the important things. Pride drove the Packers last week...but gosh knows they’ve won enough now. You’d think they had enough money.” Though he expects the experience of last year to help the Cowboys because “playing in an NFL championship game is not so new this year,” Landry boiled everything down to expecting a “tougher game...though in any championship game a team with a hot hand can put the game out of hand in a hurry.”



Dallas Coach Tom Landry and his Cowboys faced 20-degree temperature and falling snow as they arrived at Green Bay airport Friday. The Cowboys play the Packers for the NFL championship Sunday at Green Bay. (AP Wirephoto)

May See Defensive Battle, Landry Says

Dallas Strategist Concerned More With Footing Than Temperature

Original Packer Backer Sold Out But Gets Ducat

BUTTE, Mont. (AP) — Dr. Harry Farrell will have a personal interest in Sunday's National Football League title game between Green Bay and Dallas.

He was one of the original seven stockholders in the Green Bay Packers, but gave away his stock to a friend.

Dr. Farrell, a dentist here, was one of seven businessmen who put up \$50 apiece in 1919 to help a young athlete named Curly Lambeau buy one of the franchises in the just-organized National football league.

About 20 years ago, he gave the stock to a friend who needed some interest in the Packers to get a job with the team.

There's one consolation, though. He has no trouble getting tickets to Packer games, including Sunday's championship.

PLAYING OUT OPTIONS 'A VERY SERIOUS PROBLEM,' SAYS PETE

DEC 30 (Green Bay Press-Gazette) — The problem of pro football players playing out their option, a la Jim Taylor and Ron Kramer, is a very serious one, NFL Commissioner Pete Rozelle said Friday at a pre-championship game press conference in the Northland Hotel. "If this becomes widespread, it could severely hurt pro football," the czar of the business declared. There are two ways to handle the problem, he insinuated. "There's blacklisting...but I won't permit it," Rozelle said. "We can't have that. But we do feel that compensation can solve it. That way the club losing a player gets something in return." The biggest case brewing right now is that of Leroy Kelly, the Cleveland Browns star who led the league in rushing this year while playing out his option. The rumors have it that as soon as he becomes a free agent on May 1, he will sign with the new Cincinnati Bengals of the AFL. This would be a new twist in the entire affair. Rozelle pointed out that the compensation rule, which calls for a team signing a player who has played out his option with another team to satisfactorily reimburse the losing team, is currently only effective with the two leagues, but not between the two leagues. This difficulty will be basically cleared up, though, the commissioner indicated, hopefully before the Kelly cases arises, if it actually does. But Rozelle added he does not expect any inter-league trading before 1970. Rozelle said that he did have to step into the Taylor case, talking to both sides, Green Bay and New Orleans, until they reached a decision on compensation that both sides agreed to. The Packers received the Saints' first round draft choice and a veteran player to be named later. Among the other players who have played out options this year are San Francisco's George Mira and Dave Parks and Minnesota's Marlin McKeever. The topic was only one of many touched on by Rozelle, who was to leave Green Bay again today for Oakland, where he will observe the AFL title game between the Raiders and Houston Oilers. "I was at the NFL championship game in Dallas last year," he explained, "and I thought it would be appropriate to go to the AFL game this year. I will watch the NFL game on television." This turned up the question of the merger of the two leagues, and Rozelle said that, "The leagues are now 90 to 95 percent totally merged. As a matter of fact, our officers will be together by June 1." The merger, of course, is to bring around realignment of the leagues and/or divisions for the 1970 season.

Rozelle said he hadn't given this much thought yet but plans to have a committee begin groundwork on it this spring. The alignment could be handled in one of two ways, he said. Either the leagues would remain basically the same as they are now or all the teams would be thrown into a hopper and the alignment would start from scratch. In either case, though, the merger agreement calls for regular season games between teams that were in the NFL and the AFL as of June 8, 1966. And although the commissioner through the four team, four division setup in the NFL this year was "excellent," this does not mean that the 1970 alignment would be based on four team divisions. "I do think it will be smaller than 13 or 14 teams in a division, but four is not necessarily the magic number," he said. He also said that he hopes the season can be shortened some way but feels that there is no way to cut down on the 14 regular season games, and he said the coaches feel that they need five preseason games for training and conditioning. The players and the killing of the Playoff Bowl may help shorten the season by a week, though, he said. Furthermore, there will be only one pro bowl game after 1970. The NFL and AFL will conduct separate all-star games until that time because of TV agreements. Injuries have been another problem that football has been confronted with this year, but Rozelle said he doesn't know of any planned rule changes to help curtail them. "Our main effort is from the medical standpoint," he volunteered. "All the teams have developed better medical counsel and the physicians from all the teams are going to meet informally and recommend any changes in equipment they feel are needed and how we can best invest our money for study of the problem."...PLAYER LIMIT: Because of the long schedule and injuries, Rozelle said that the questions of player limits and how players may be added to the roster will be brought up at the league meetings. On other topics, the commissioner said there are about 6,000 to 8,000 tickets left for the Super Bowl, and these are on sale right now...He has not heard from owners about franchise shifts although there are rumors about moving the Houston, Boston, Buffalo and Pittsburgh teams...The Philadelphia Eagles situation is "status quo" though he would not comment one way or another about the report that three visiting teams had not yet been paid by the Eagles...The NFL is staying close to the reports that gambling interests have paid observers with each pro team to report on injuries.

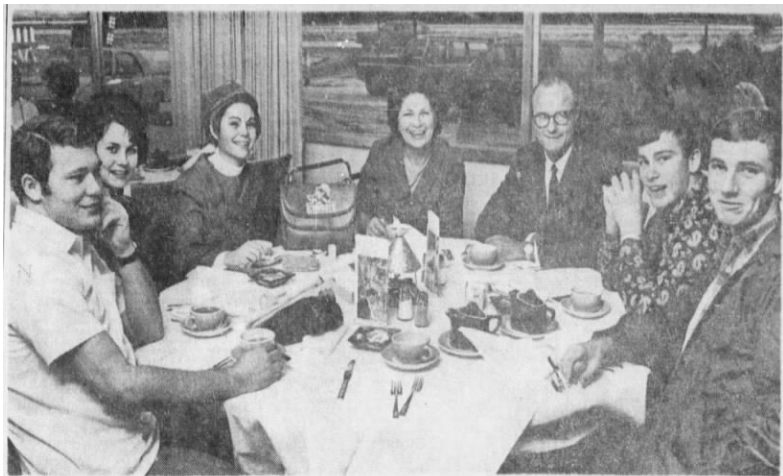
\$1 TICKET HANDLING CHARGE DEFRAYS GAME EXPENSE: VL

DEC 30 (Green Bay Press-Gazette) — The \$1 handling charge for tickets to Sunday's Packer-Dallas Cowboy NFL championship game was made to partially defray expenses occasioned by staging of the game in Lambeau Field, Packer GM-Coach Vince Lombardi said Friday. "There are a lot of expenses connected with putting on the game," he said, "such as extra help and the cost of the computer service to print the tickets. If you take that off the top, you are cutting into what

you are able to give the visiting team and into the players' share." Another Packer spokesman said that the original plan was to deliver the tickets to all purchasers through a parcel service, but it was abandoned, he said, "when it was determined that the local post office was the best way of handling it. We had a number of phone calls indicating that people would not be at home to receive the tickets if we delivered by the parcel service. As a result, Postmaster George Farah put on an extra crew to handle the added volume of mail Saturday night, December 23." Another Packers spokesman noted that the \$1 handling charge also is being made by the NFL and AFL for tickets to the Super Bowl game in Miami Jan. 14.

93 PACKER FANS BUY FLIGHT TICKETS FOR 'SUPER BOWL'

DEC 30 (Green Bay Press-Gazette) – Almost 93 Packer fans have placed their money where their hopes are and purchased tickets for a charter flight to the AFL-NFL Super Bowl game in Miami, Jan. 14. The Green Bay Area Chamber of Commerce sports committee has made arrangements for two Super Bowl trip packages, one a two-day trip to Miami and the game and the other a five-day trip including the game and two nights in the Bahamas. Although the Packers cannot be assured a place in the Super Bowl game until Sunday's NFL championship game between Green Bay and the Dallas Cowboys, the Chamber set the deadline "prior to December 31," making the trips a possibility for only the most optimistic of fans. Dick Pehl of the AAA, who is making arrangements for the Chambers' two-day package plan, said, however, that the 93 seat Northwest Orient jet charter is not quite full. The remaining seats will be available on a first come, first served basis after the game Sunday. He said that it is a possibility that, if the Packers win the NFL title, a second jet will be chartered. But, the spokesman said, the demand for a second section must be sufficient and equipment must be available. "It's difficult to charter equipment at this time of the year," he said. The extended trip, being arranged by the Kellogg-Citizens Travel Service for the Pack-alongs will hold 110 passengers. A spokesman at the travel bureau said that requests for tickets have been heavy but that no reservations will be taken for the trip to Miami and to Freeport, Grand Bahama, until after the NFL title game Sunday. If it goes, the charter jet will fly from Green Bay non-stop to Miami. Private groups and individuals seeking reservations on scheduled flights have very heavily booked all flights to and from Miami. The travel service said that those wishing to return to Green Bay immediately after the Super Bowl game have been meeting with the most trouble finding room. In addition to a shortage of plane seats, they indicated hotel rooms, too, are going fast. The Kellogg Travel Service reported that not only Green Bay fans are making plans to go to Miami, flights are being booked all over the country. Besides the Super Bowl game, January is a nice time to go to Florida was the explanation.



A Little Bit of Texas came to Wisconsin Friday as fans of the Dallas Cowboys moved into Holiday Inn in preparation for the National Football League championship game between the Texans and the Green Bay

Packers Sunday. Discussing the game are, from left, Mike Howell, Peggy Howell, Shareyn Finnegan, Mrs. Jack Howell, Gary Anderson and Wally Anderson. (Post-Crescent Photo)

City's 3rd Title Game Finds Fans Reacting With Poise of Pros

CITY'S 3RD TITLE GAME FINDS FANS REACTING WITH POISE OF PROS

DEC 31 (Green Bay Press-Gazette) – As the sports spotlight swings this way for the third time in the 1960s, there are signs that the city of Green Bay has become more poised under its beam. The occasion is the NFL championship battle between the Green Bay Packers, winners of the Western Division, and the Dallas Cowboys, winners of the Eastern Division. The weather will be cold (about 12 above zero) and a capacity crowd will be eagerly watching when the starting whistle

sounds at 1 p.m. today at Lambeau Field. Packer fans are more composed (but still eager for another crown) than when their heroes engaged in a frosty battle with the New York Giants for the NFL title in 1961. On that Sunday, New Year's Eve, banners, billboards and store displays urged the Packers to trounce the big city rivals were seen throughout Green Bay. Christmas was hardly over before green and gold bunting replaced the traditional seasonal drapings in the city...CITY GAINS POISE: Today those billboards and banners are less conspicuous, and few stores put up displays. But still coats and cares are adorned with "Packer Backer" and optimistic "Titletown" stickers first promoted at the 1961 game. Today the 75 Green Bay and Brown County police officers, out-of-town officers who assist them, are old pros at what was an experiment that day – one way traffic patterns to and from Lambeau Field. Except for about 40 husky men who'll suit up in green and gold, most persons probably weren't too excited to sleep Saturday night. The city's sophistication probably isn't a sign of waning spirit, but poise – developed through experience of other title games...REMOTE CHANCE OF SNOW: The

temperature, which was expected to drop Saturday night, will be cold and accompanied by partly cloudy skies today. A few brief snow flurries are remotely possible, according to the forecast. The precipitation probability is 10 percent. The high will be 12 above zero and winds will blow from northwesterly and northern directions at speeds of 8-14 miles per hour. As a result, the 85 sportswriters representing a variety of publications probably aren't going to believe the holidays brought the winter's first heavy and lasting snowfall or that December began with cold spring-like rains. For those less hearty, CBS-TV will carry the game exclusively. It will be available to 99.5 percent of the total viewing audience, with only Green Bay and Wausau blacked out. NBC and ABC will be shooting film reports...POLICE WARN CAUTION: Gross gate receipts will be in excess of \$500,000, while television-radio receipts are estimated at \$2 million. Radio station WNFL will carry full coverage, starting at 11:30 a.m. with a pregame show. Ted Moore will provide play-by-play game details and interviews in the locker rooms and among the fans after the game. WBAY Radio will carry the full game, offering a pregame show at 12:30 p.m. The Green Bay Chamber of Commerce has reported plenty of accommodations available in hotels and motels as of Saturday night. The city's motels and hotels offer about 1,000 rooms. Police officers estimate their work won't be completed even after the postgame traffic breaks up and urge special caution to fans who may be planning to combine two celebrations in one.



Looks Like a Turf Game

Tom Landry (center), Dallas coach, checking Lambeau stadium turf on eve of battle with Packers in Green Bay for National Football league title. Players (left to right) are Chuck Howley, Don Meredith, Bob Lilly, and Bob Hayes.

Packers Shoot for Historic Third Straight Title

PACKERS SHOOT FOR HISTORIC THIRD STRAIGHT TITLE

DEC 31 (Green Bay Press-Gazette) – A date with destiny? At high noon on a sunny day in September, an optimistic Vince Lombardi told a fan luncheon, “The 1967 Packers have the wherewithal to win a third straight NFL championship.” This afternoon, at 1:05 (WNFL), they get a historic chance to validate his positive assessment in the chill of Lambeau Field, where the reigning world champions duel the explosive Dallas Cowboys for the NFL title – and a berth in the Super Bowl at Miami Jan. 14 – before an anticipated capacity house of 50,861 fans. If Lombardi's highly disciplined disciples are successful, they will become the first team to win three consecutive championships since the league adopted the divisional system in 1933, the year the fabled Bronko Nagurski and the Chicago Bears shaded the New York Giants, 23-21, in the baptismal playoff. The Packers of 1929-30-31 were the first to win three successive NFL championships – before the two-division alignment was inaugurated. Now, of course, there are four divisions in two conferences following recent expansion. The oddsmakers reportedly have established the Packers as 7 ½ point favorites to turn the trick, a substantial spread in a game of this magnitude, presumably because of the convincing manner in which they handled the Los Angeles Rams (28-7) in last week's Western Conference playoff. Wisconsin's intemperate weather, which many of pro football's knowledgeable feel is likely to inhibit the visiting firemen, also may be a factor in the bookmakers' somewhat surprising evaluation. And this last may not be without merit. The weatherman has forecast a cold, cloudy afternoon, with possible snow flurries and a high temperature of 12 degrees, a figure not overly uncommon in Dallas. The Packers, however, are not deluded by the betters' vote of confidence. They are fully aware of the pitfalls, particularly after watching the Cowboys decimate the Century Division champion Cleveland Browns, 52-14, in last Sunday's Eastern Conference playoff...VIVID MEMORIES OF 1966 PLAYOFF: They also have vivid memories of the 1966 NFL playoff, in which it was necessary to halt the Cowboys on the final play of the game to preserve a 34-27 decision, Tom Brown intercepting a Don Meredith pass in the end zone to neutralize the Texans' last gasp. This will be the second time around for the Packers – only team ever to get a second chance at a three-title parlay. The last time was in 1963, when they finished a half game behind the Bears in the Western Division race after winning consecutive titles in 1961 (37-0 over the New York Giants) and '62 (16-7 also over the Giants). Standing between the

Attempts at Three Straight

CHICAGO BEARS
(Coach George Halas)
1940—Bears 73, Redskins 0
1941—Bears 37, Giants 9
1942—Redskins 14, Bears 6
PHILADELPHIA EAGLES
(Coach Greasy Neale)
1948—Eagles 7, Cardinals 0
1949—Eagles 14, Rams 0
1950—Eagles Finished Third
DETROIT LIONS
(Coach Buddy Parker)
1952—Lions 17, Browns 7
1953—Lions 17, Browns 16
1954—Browns 56, Lions 10
CLEVELAND BROWNS
(Coach Paul Brown)
1954—Browns 56, Lions 10
1955—Browns 35, Rams 14
1956—Browns Finished Fourth
BALTIMORE COLTS
(Coach Weeb Ewbank)
1958—Colts 23, Giants 17
1959—Colts 31, Giants 16
1960—Colts Finished Third
GREEN BAY PACKERS
(Coach Vince Lombardi)
1961—Packers 37, Giants 0
1962—Packers 16, Giants 7
1963—Packers Finished Second
GREEN BAY PACKERS
(Coach Vince Lombardi)
1965—Packers 23, Browns 12
1966—Packers 34, Cowboys 27
1967— ? ? ? ?

Packers and success is a young, talented cast, meticulously coached by precisionist Tom Landry, with impressive overall balance. Quarterback Meredith, reportedly even better than he was in '66 when he escorted the Cowpokes to the Eastern Conference title and to within an eyelash of a sudden death playoff in the championship game, has some awesome weapons at his command. Chief among them, of course, is that famed speedball, Bob Hayes, who was a major figure in last Sunday's annihilation of the Browns, collaborating with Meredith on an 85-yard "bomb" for one touchdown, returning punts 64 and 68 yards to set up two others and spearing a 36-yard pass that led to yet another. The world's fastest human is not, however, Meredith's only accomplished receiver. There also is Lance Rentzel, the fleet ex-Minnesota Vikings, who finished sixth in the NFL's final tabulation with 58 catches for 996 yards and 8 touchdowns, not to mention veterans Frank Clarke and Pettis

Facts and Figures

AT STAKE — National Football League championship.

SITE — Lambeau Field, Green Bay.

DATE — Dec. 31, 1967.

STARTING TIME — Kickoff, 1:05, Central Standard Time.

CAPACITY — 50,861.

NETWORK TELEVISION — Nationwide by Columbia Broadcasting System (Green Bay area blacked out). Air time 1 p.m., CST. Pre-game program starts one-half hour earlier.

NETWORK RADIO — Nationwide by Columbia Broadcasting System. Air time 12:45, WNFL.

NETWORK TV-RADIO RECEIPTS — \$2,000,000 of which \$975,000 goes directly into benefit and pension plans, \$200,000 to league office and remaining \$825,000 into game receipts.

DIVISION OF GAME NET RECEIPTS — After deduction of taxes and expenses: 70 per cent (less \$100,000 for second place teams in each conference and \$75,000 for third place teams) to competing players. This is divided 60-40 between winners and losers. Remaining 30 per cent is divided 15 per cent to league office; 7 1/2 per cent to each participating club.

SUDDEN DEATH — If the game is tied at the end of regulation 60 minutes, it will continue in sudden death overtime. The team scoring first (by safety, field goal or touchdown) will win.

TEAM RECORDS — Dallas won 9, lost 5; Green Bay won 9, lost 4, tied 1.

COACHES — Tom Landry, Dallas eighth year; Vince Lombardi, Green Bay, ninth year.

Probable Offensive Lineups:

Probable Offensive Lineups:		
DALLAS	GREEN BAY	
Hayes	SE	Dowler
Liscio	LT	Skoronski
Niland	LG	Gillingham
Connelly	C	Bowman
Donohue	RG	Kramer
Neely	RT	Gregg
Norman	TE	Fleming
Meredith	QB	Starr
Reeves	LH	Anderson
Rentzel	FL	Dale
Perkins	FB	Mercein

Probable Defensive Lineups:

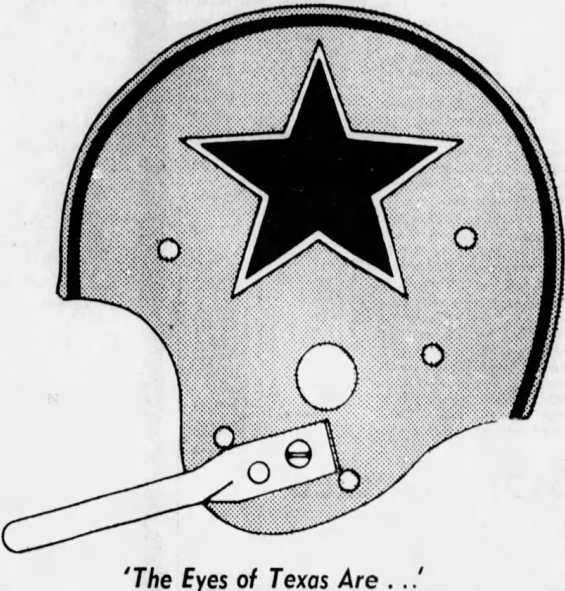
DALLAS		GREEN BAY	
Townes	LE		Davis
Pugh	LT		Kostelnik
Lilly	RT		Jordan
Andrie	RE		Aldridge
Howley	LLB		Robinson
Jordan	MLB		Nitschke
Edwards	RLB		Caffey
Green	LH		Adderley
Johnson	RH		Jeter
Gaechter	LS		T. Brown
Renfro	RS		Wood

Norman — or halfback Dan Reeves. Reeves, who likewise is a fair country running back and passing threat off the halfback option, has caught 39 passes — only 10 less than Hayes — for 490 yards and six TDs. As a running back, the former University of South Carolina luminary has amassed 603 yards, more than any member of the injury-ridden Packer backfield corps has been able to roll up, in 173 carries. The big man, figuratively speaking, in the Cowboys' potent rushing attack, however, is Don Perkins, the 5-foot, 10-inch, 204-pound fullback who finished as the NFL's No. 6 ground gainer with 823 yards in 201 attempts. With such as Hayes, Rentzel and Reeves, and the cat-quick Perkins, the Cowboys "are a team of great speed," Lombardi has noted in assessing the task that confronts his prideful defense, which finished the season as the NFL's statistical leader. "They have great striking power." Expanding upon this theme, Defensive Capt. Willie Davis says, "Alertness will be a big part of the game. The big thing in playing Dallas is you can't make the mental mistakes. You can't let some guy run free. I think a lot will depend on how much pressure we can get on Meredith. Part of that is mental, too, of course. You've got to get in there no matter what the obstacles." This responsibility, of course, will rest with Henry Jordan, a key figure in the massive rush of Ram quarterback Roman Gabriel in the Western Conference playoff last week, Ron Kostelnik, and Lionel Aldridge, who man the Packers' relatively light but highly effective front four along with Davis. Backing them up will be what is rated as football's finest trio of linebackers — Dave Robinson, Ray Nitschke and Lee Roy Caffey — and "deep four," Herb Adderley, Bob Jeter, Tom Brown and Willie Wood. The Dallas defense, led by all-pro tackle Bob Lilly and Cornell Green, also is a matter of considerable concern. Best in the league against rushing, it limited opponents to an average of 77 yards per game over the '67 route. Comparing the challenge at hand, to the one faced in Milwaukee a week earlier, Bart Starr soberly noted, "There are some differences in the way the people in the Ram and Cowboy defenses play, so you can do certain things against one that you can't do against the other, and there are some things you can't do because of their differences. But the Dallas defense is excellent. They play extremely well as an 11-man unit. They make you earn everything you get." Starr, who frisked the Rams for 374 yards in last Saturday's memorable victory, is expected to be operating with the same starting backfield which opened against the Rams — Donny Anderson at left halfback and Chuck Mercein at fullback. Jetlike Travis Williams, who will be making his first appearance on the same turf against ex-track rival Hayes, is expected to see early and frequent action, however, both as a running back and kickoff returner. Williams, of course, triggered the Packers' revival against the Rams, streaking off right tackle for 46 yards and a touchdown which lifted the world champions into a 7-7 tie. There also is a possibility that Jim Grabowski, the Pack's No. 1 fullback when the season started, will play. Grabowski, who has been troubled by a torn knee cartilage since early November, has been running well all week and Lombardi has said "he may or may not play, depending on how he is." This last had reference to the fact that a damaged cartilage, unpredictable at best, may "go out" without warning. Starr, who complemented

a strong rushing game (163 yards) with a spectacular passing performance against the Rams, completing 17 of 23 for 222 yards behind near flawless protection of Forrest Gregg, Jerry Kramer, Gale Gillingham, Bob Skoronski and Boy Hyland, customarily employs a variety of targets and today is not expected to be an exception. Veteran split end Boyd Dowler finished among the league's leaders with 54 catches for 836 yards — the best season of his nine-year career — while Carroll Dale caught 35 for 738 yards and five touchdowns, Anderson 22 for 331 yards and tight end Marv Fleming 10 for 126. Emotion, of course, also will be a factor. Are the Packers, Starr was asked, likely to be as ready as they were in last week's



'The Pride of Wisconsin ...'



'The Eyes of Texas Are ...'

all-out effort? "Yes, sir," the 33-year-old field general declared. "At least that ready. We had to win that one to get to this one, but this one now becomes THE big Game."

EVERYBODY READY...BY MID-AFTERNOON SATURDAY

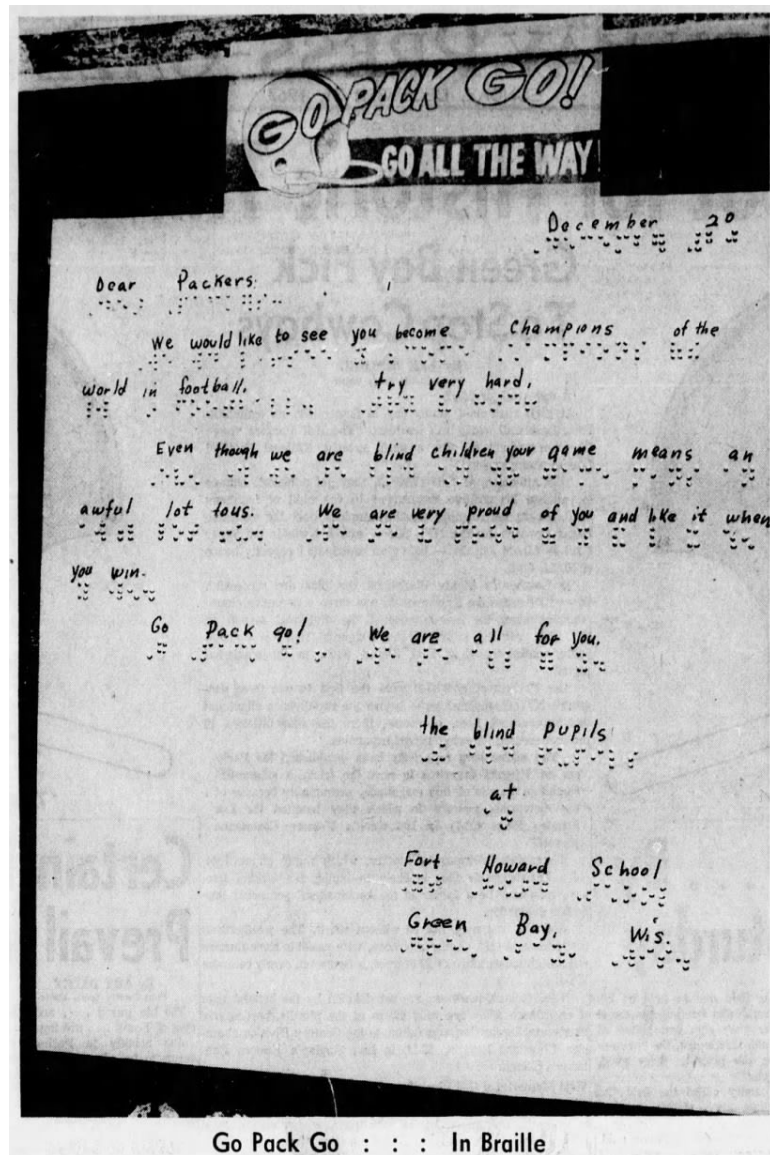
DEC 31 (Green Bay Press-Gazette) – By mid-afternoon Saturday, everybody was ready. The Packers held their final drill...a half hour of limbering up...at 10 o'clock Saturday morning and afterwards Coach Vince Lombardi said, "I'd be rather disappointed if we aren't ready." The Cowboys held their final workout...also a half hour of loosening up drills...at noon Saturday and afterwards Coach Tom Landry said, "We feel ready. We've been ready to play them any place and any time." But both teams held squad meetings later just to make sure. Inside Lambeau Field, puffs of steam rose from the electric turf, and it appeared like a low fog was rolling across the gridiron. The ground was cool but not cold to the touch and soft but not soggy. The general feeling among all concerned was that the field was ready...**SWEPT SNOW OFF SEATS:** Work crews shoveled and swept the remaining snow off the seats ringing the gridiron and many of the fans, gathered in small clusters to watch the teams practice, pointed to the sections where they will be sitting today and acknowledged that they were ready. Everybody was ready for the showdown...the battle between the champion Packers and the challenging Cowboys for the NFL title at 1:05 this afternoon with most of the world either looking or listening in. Lombardi, jovial and joking about "lots of excitement," declared the game will be a "matter of defense. Both are good defensive clubs." He added, "It's just like I said last year. It still comes down to which quarterback has the hot hand." His words echoed those of Landry, who said Friday, "This will be a defensive game." Lombardi said he was still undecided about who would start at fullback, though he had indicated Friday it would be Chuck Mercein. But he pointed out that Ben Wilson, while still limping a bit "looked pretty good" in Saturday's brief drill. He also said Jim Grabowski would play but wouldn't start. The Packer coach emphasized, "I guarantee it won't be the cold weather that beats the losing team." The sun was shining and the temperature was hardly in the warm category, neither team seemed to have any difficulty passing and catching in the Saturday drill. And Landry admitted, "Our boys are more

optimistic today. They feel better after this morning." The Cowboys had landed in Green Bay Friday in the midst of a short but driving snowstorm. Lombardi was so satisfied with the condition of the playing field that he held up his thumb and forefinger in the O for okay sign and yelled at John Harrington, the engineer on the project, "Very good, John." Landry called the field "excellent...though a little damp." Several of the Cowboys like wearing soccer shoes, which have shorter cleats than the usual football shoes, when the footing is real good but they indicated that they would return to normal cleats for this game because the turf was just a bit soft. Halfback Dan Reeves had his soccer shoes on for the workout and slipped and fell but acknowledged the field would be fine for football cleats. Lance Rentzel, the Cowboys fine flanker who is their No. 1 pass receiver this year, also felt the field was in good condition "though a little sloppy in places." He didn't think the field would make any difference in the game, however, pointing out that "passing will be the key for us, and it's the wind that can affect a passing game."...The captains of each team agreed with their coaches that all was in readiness, but expressed it cautiously. Packer Offensive Capt. Bob Skoronski – "I'm ready and we're going to show up tomorrow." Packer defensive Capt. Willie Davis – "I certainly think we're ready and winning will be our No. 1 objective." Cowboy offensive Capt. Don Meredith – "We're ready. It'll be a fine game." Cowboy defensive Capt. Chuck Howley – "We're ready...come what may."...Travis Williams has been made an official member of the Road Runner Car Club of Butte, Montana, Packer Publicist Chuck Lane learned Saturday. A letter from the club said, "We believe that Travis represent the real true image of a Road Runner by eluding every opponent and enemy."...**FOOT-NOTES:** Lombardi proudly displayed the controlling equipment for the Lambeau Field electric blanket to the members of the Dallas press corps Saturday and a few minutes later there was the strange sight of grown men walking around a football field and bending over to field the ground at various spots...NFL Information Director Don Weiss reported Saturday that there are about 85 actual newspaper and magazine writers in Green Bay for the game but that the total press corps including photographers, radio and TV people, statisticians,

etc., will number over 400...Checking in Saturday were Arthur Modell, owner of the Cleveland Browns and president of the NFL, and Bill Austin, former Packer assistant coach and now head coach of the Packer-conquering Pittsburgh Steelers. On hand in addition to Weiss and NFL Public Relations Director Jim Kensil is Mark Duncan, league supervisor of officials...A special version of the official version of the official film of this game will be shown on all American Airlines coast-to-coast flights beginning Wednesday. This will be the first time the NFL title game film is shown in the air.

CERTAIN INTANGIBLES COULD PREVAIL IN TITLE CONTEST

DEC 31 (Green Bay Press-Gazette) – The big game...and the eyes of Texas...are upon us. And nobody in Packerville seems to be alarmed over the possibility that the Packers could actually lose. People...er, fans...are funny. A week ago, the faithful hereabouts weren't so faithful. They felt the Packers would lose to the Rams. Even Coach Vince Lombardi was aware of this uneasy feeling – as he noted after the game..."For some reason, they got off the Green Bay bandwagon." Some folks felt that because the Packers finished the league season with two straight losses, including a rarity at the hands of the Rams,



Go Pack Go : : : In Braille

the Packers were on the skids. They, in effect, had lost the faith. The impressive victory over Los Angeles provided a new religion and now – to hear some of the locals talk – it would appear the only question is the final score. This, of course, is foolhardy – no matter how much confidence we all have in our Packers. Certain intangibles will prevail today – things beyond the strategy of the Packers and Cowboys, the individual battles on the field, the weather, etc. The major impalpable is winning a third straight championship – something no team has done since the playoff system was started 34 years ago. This really is a fantastic barrier in a sport like professional football because (1) the ball is shaped so it will bounce odd ways and (2) the college player draft is designed to strengthen the weak and weaken the strong. This intangible somehow played a part in the Packers' losing their first bid for "three straight" in 1963. The Packers finished with a tremendous 11-2-1 record. Yet, the Bears skinned through with 11-2-1. If the three straight thing prevailed for an entire season (as in 1963), certainly it can "work" in 60 minutes. Another intangible has to do with the Cowboys, one of the four beat teams (along with the Rams, Colts and Packers) in the NFL. The Cowboys of 1966 were like the Packers of 1960. Both clubs were happy to just be in the title game. Both lost by close margins - the Packers to the Eagles 17-13 and the Cowboys to Green Bay 34-27. The 1961 Packers, unawed by a title game, murdered the Giants 37-0, The 1967 Cowboys are unawed of a title game for the first time. Another Cowboy intangible is the thing they lived with all winter – inability to score from two yards out in four downs, a situation that could have produced a sudden death overtime in the 1966 championship game. That the longest two yards in Cowboy history...but it

will be a spur for Dallas today. The greatest thing the Packers have going for them today is the fact that they are the champions. They are masters at winning the big game...but there is one door they have yet to open – the door labeled "three straight." Actually, the Packers have the tougher job – based on the old proverb which says it's harder to stay on top than to get there. Making the job a bit rougher this week was the aforementioned overconfidence of Packer fans...the thing to do is grit your teeth and yell yourself hoarse Sunday because the Packers face two foes – Third Straight and Dallas.

SIX OFFICIALS, TWO ALTERNATES NAMED FOR GAME

DEC 31 (Green Bay Press-Gazette) – The crew of six officials and two alternates who will work the 35th annual NFL championship game was announced here Saturday by Mark Duncan, NFL supervisor of officials. The officials are: Referee Norm Schachter, umpire Joe Connell, head linesman George Murphy, line judge Bill Schleibaum, back judge Tom Kelleher and field judge Fritz Graf. Alternates are Jim Tunney and Pat Harder. Schachter is a high school principal in Los Angeles;

Connell an executive in steel sales in Pittsburgh; Murphy a sales executive for a manufacturer of welding equipment in Coronado, Calif.; Schleibaum a school administrator in Los Angeles; Kelleher a sporting good company executive in Miami; Graf a sales executive for a manufacturer of medical supplies in Akron; Tunney, a junior high school principal in Pasadena, Calif.; and Harder, a sales manager of a container corporation in Wauwautosa.

ALLEN BROWN SATISFACTORY AFTER SURGERY

DEC 31 (Green Bay Press-Gazette) – Green Bay Packer Allen Brown underwent surgery Saturday morning at a Green Bay hospital, the Packer public relations office confirmed Saturday. Brown, a reserve tight end, had been hospitalized since he suffered a ruptured kidney in the Dec. 17 game with the Pittsburgh Steelers. Neither hospital nor Packer spokesmen would say whether the operation was for the injured kidney, declining any comment on the exact surgery. But a spokesman for St. Vincent Hospital said Brown's condition was satisfactory Saturday night.

STARR SELECTED FOR VIET TOUR

DEC 31 (Oakland) – Commissioner Pete Rozelle said Saturday that nine professional football players will make postseason tours. Rozelle, who arrived here to watch Sunday's AFL championship game between Houston and Oakland, told a news conference that two groups of players will make the tour. It will be the third straight year that professional football players have traveled to the Far East and for the first time, the tour will include players from the AFL. One group of five players will visit military installations in South Vietnam and Thailand. The second unit will tour hospitalized servicemen in Japan, the Philippines, Okinawa, Guam and Hawaii. Scheduled to go to the military bases are linebacker Bobby Bell of the Kansas City Chiefs, running back Bill Brown of the Minnesota Vikings, running back John David Crow of the San Francisco 49ers, quarterback Jack Kemp of the Buffalo Bills and linebacker Andy Russell of the Pittsburgh Steelers. The hospital tour will include flanker Lance Alworth of the San Diego Chargers, running back Ernie Green of the Cleveland Browns, quarterback Bart Starr of the Green

Bay Packers and linebacker Wayne Walker of the Detroit Lions. The player touring Vietnam and Thailand will be on a 20-24 day junket while the hospital tour will last 17 days. Both groups will depart from Travis Air Force Base, Calif., Jan. 24 or 25. This is the largest number of athletes ever to visit the war zone. Tours of three NFL players have gone through the area in each of the last two seasons. "The players on the Vietnam will helicopter through U.S. patrolled areas to show films and talk with the servicemen," Rozelle said. "On the hospital tour, the players will visit the wards and rehabilitation areas."

SUCCESS SEEMS UNREAL TO ROOKIE TRAVIS WILLIAMS

DEC 31 (Green Bay Press-Gazette) – The \$100 car Travis Williams drove when he came to Green Bay was in the hands of a friend. Williams was driving a brand new hardtop now, with the letters V.I.P. emblazoned on the side. The car was lent to Williams by a dealer, tuned in to the hottest item in town – rookie Travis Williams, the extravagantly swift Packer halfback. Williams was on his way to buy something of his own – his very first custom-made suit. He was talking about his dreams. "The only thing I wish, that has been on my mind constantly, is winning the Dallas game Sunday, winning the Super Bowl, and getting home to my wife and kids in California. It's like being away somewhere for a year. After a while you just get



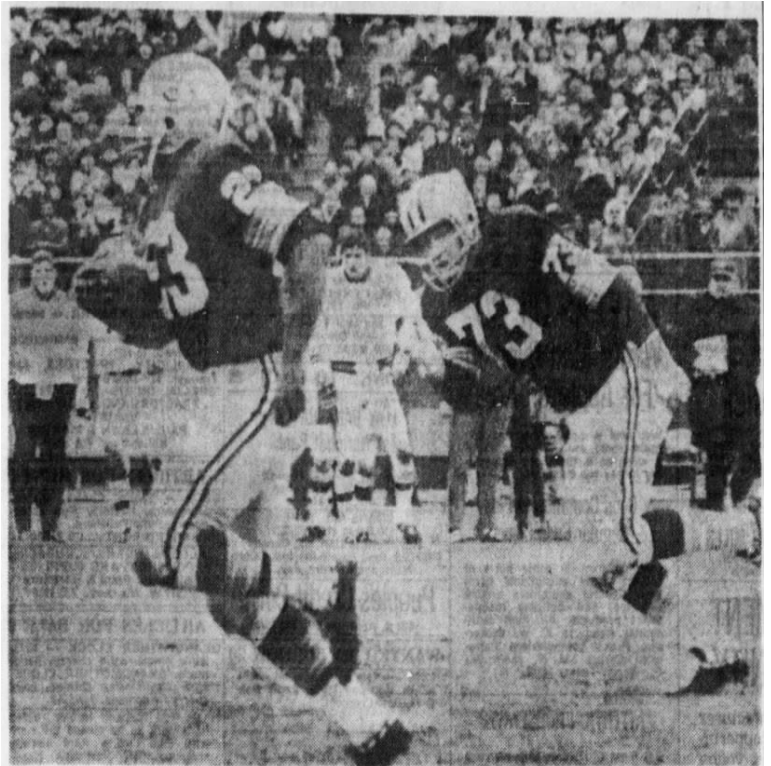
These Five Members of the Dallas Cowboy football team had dinner Saturday night at Skall's and talked about today's date with the Green Bay Packers in Lambeau Field. Standing at the left is Mike Johnson while seated left to right are Les Shy, Dick Daniels, Frank Clarke and Sims Stokes.



[AP Wirephotos]

Packers go thru final tuneup for today's game.

anxious to go back home.”...15 MINUTES TO CAR: Williams, from Richmond, Calif., took almost 15 minutes just to maneuver from the Packer dressing room to his car less than 100 feet away. The autograph hunters, the amateur photographers, the well-wishers, were all there, waiting, it seemed, just for him. “Hey, Travis,” called a young man bundled in wool against the raw Green Bay winter. “Wait until you see the sign Sunday.” He pointed to a gray stretch of grandstand in the background. “It will be right up there. We’re running you for president.” Travis looked puzzled, “For president?” he asked. “Oh.” The signs have grown in profusion. So has the number of autograph hunters since Williams, an unknown out of Arizona State, began making his mark in the NFL...RECORD SEASON: Before Travis came along, no one had ever run back more than three kickoffs for touchdowns in a single season. Travis ran back four. He might have run back even more, but opponents began kicking away from him. Williams said he thought to himself after his first touchdown, “How the heck did I do that?” He also established himself as a halfback, rushing 35 times for 188 yards and one touchdown in the regular season. In the Western Conference playoff against the Los Angeles Rams Dec. 23, he carried the ball 18 times for 88 yards and two touchdowns, including a 46-yard run from scrimmage. “Oh, ma, look. It’s Travis Williams,” a child no more than six shouted to her mother as Travis finally reached his car. “I don’t know,” Travis said. “It makes you feel a little...don’t know. I guess it’s all right. It sort of makes you feel a little self-conscious.” Williams screwed up his face in embarrassment. “It sort of gets to me. I’m just no used to this attention.”...WIFE HELPS OUT: The rookie worries about success going to his head. “A person sort of gets stuck on himself. I’m lucky though. My wife. She knows me, and sometimes if I say something, not meaning anything by it, you know what I mean. She’ll say, ‘You’re getting cocky.’ She doesn’t like that sort of thing.” It has been an intoxicating season for Williams, a former junior college flash who felt he failed in two seasons of varsity ball at Arizona State. He married when he was 17. He and his wife, Arie, were faced with a struggle in college. For one thing, there was little money. And Williams wasn’t sure just he wanted to study. A recreation major, he kept changing courses. He never did graduate. “It was kind of hard going to school, and football too, and my wife having to work and me...I couldn’t work. My parents and hers helped, but every month, you hate to have them send you money. Then there was always the football season and then the spring practices.”...NOT BREAKAWAY THREAT: Williams won a modest reputation for his blocking at Arizona State, but he was not the breakaway threat he came with the pros one season later. “I had troubles running under control.” William said. But something about Williams, possibly his size (6-foot-1, 210 pounds) and 9.3 seconds speed in the 100-yard dash, attracted the attention of the Packers. Green Bay claimed Williams in the fourth round of the draft. Williams, surprised by his selection, doubted he would make the Packers. He also feared an injury that might knock him out of training camp shortly after it opened. “I would have been in a world of trouble,” he said. “I think I would just be out there in the jungle. I kept telling myself, ‘I can’t get hurt. I can’t get hurt.’ I don’t know what I would have done had something like that happened. I guess someone up there likes me. But if I did get hurt, then I would have laid down and dug a hole and jumped into it.” He spoke of the \$25,000 which will go to each Packer if Green Bay defeats Dallas for the NFL title Sunday and goes on to win the Super Bowl. “My wife can get rid of some of the bills we have,” he said. “We have to get something going for us.”



Travis Williams, (23), the “Road Runner”, streaks for a touchdown after taking a Cleveland Browns kickoff Nov. 12 in Milwaukee. Williams set a NFL record with four kickoff returns for touchdowns this season. Packers’ Jim Weatherwax is following the rookie halfback. (AP Wirephoto)

From Obscure Start to Stardom

Williams Anxious to Play

COLD WAVE PREDICTED FOR TITLE GAME

Our 1967 Packers

No.	Name	Pos.	Hgt.	Wgt.	Age	School
12	Bratkowski, Zeke	QB	6-3	210	34	Georgia
13	Horn, Don	QB	6-2	195	22	San Diego State
15	Starr, Bart	QB	6-1	190	33	Alabama
21	Jeter, Bob	DB	6-1	205	30	Iowa
23	Williams, Travis	HB	6-1	210	21	Arizona State
24	Wood, Willie	DB	5-10	190	30	S. California
26	Adderley, Herb	DB	6-0	200	28	Michigan State
30	Mercein, Chuck	FB	6-2	225	24	Yale
33	Grabowski, Jim	FB	6-2	220	23	Illinois
34	Chandler, Don	K	6-2	210	33	Florida
36	Wilson, Ben	FB	6-1	230	27	S. California
40	Brown, Tom	DB	6-1	195	26	Maryland
43	Hart, Doug	DB	6-0	190	28	Arlington State
44	Anderson, Donny	HB	6-3	210	24	Texas Tech
45	Rowser, John	DB	6-1	180	22	Michigan
50	Hyland, Bob	C-G	6-5	250	21	Bost-n College
55	Flanigan, Jim	LB	6-3	240	21	Pittsburgh
56	Crutcher, Tom	LB	6-3	230	25	T.C.U.
57	Bowman, Ken	C	6-3	230	24	Wisconsin
60	Caffey, Lee Roy	LB	6-3	250	26	Texas A&M
63	Thurston, Fred	G	6-1	245	33	Valparaiso
64	Kramer, Jerry	G	6-3	245	31	Idaho
66	Nitschke, Ray	LB	6-3	235	30	Illinois
68	Gillingham, Gale	G	6-3	255	23	Minnesota
72	Wright, Steve	T	6-6	250	25	Alabama
73	Weatherwax, Jim	DL	6-7	260	24	Los Angeles State
74	Jordan, Henry	DT	6-3	250	32	Virginia
75	Gregg, Forrest	T	6-4	250	33	S.M.U.
76	Skoronski, Bob	T	6-3	245	33	Indiana
77	Kostelnik, Ron	DT	6-4	260	27	Cincinnati
78	Brown, Bob	DE	6-5	260	26	Ark. A.M. & N.
80	Long, Bob	FL	6-3	200	25	Wichita
81	Fleming, Marv	TE	6-4	235	25	Utah
82	Aldridge, Lionel	DE	6-4	245	26	Utah State
83	Brown, Allen	TE	6-5	235	24	Mississippi
84	Dale, Carroll	E	6-2	200	28	V.P.I.
85	McGee, Max	E	6-3	210	35	Tulane
86	Dowler, Boyd	E	6-5	225	29	Colorado
87	Davis, Willie	DE	6-3	245	32	Grambling
89	Robinson, Dave	LB	6-3	240	26	Penn State

Their 1967 Cowboys

No.	Name	Pos.	Hgt.	Wgt.	Age	College
11	Villanueva, Danny	K	5-11	200	29	New Mexico State
13	Rhome, Jerry	QB	6-0	186	25	Tulsa
14	Morton, Craig	QB	6-4	217	24	California
17	Meredith, Don	QB	6-3	202	29	SMU
19	Rentzel, Lance	FL	6-2	203	23	Oklahoma
20	Renfro, Mel	DB	6-0	192	25	Oregon
21	Daniels, Dick	DB	5-9	180	22	U. of Pac. (Ore.)
22	Haves, Bob	E	5-11	189	24	Florida A&M
23	Johnson, Mike	DB	5-11	190	23	Kansas
25	Shy, Les	RB	6-1	200	23	Long Beach State
27	Gaechter, Mike	DB	6-0	190	27	Oregon
30	Reeves, Dan	RB	6-1	198	23	South Carolina
31	Stokes, Sims	E	6-1	198	23	Northern Arizona
32	Garrison, Walt	RB	6-0	205	23	Oklahoma State
34	Green, Cornell	DB	6-3	214	27	Utah State
35	Gent, Pete	E	6-4	204	25	Michigan State
37	Clark, Phil	DB	6-2	216	21	Northwestern
43	Perkins, Don	RB	5-10	204	29	New Mexico
46	Bavnham, Craig	RB	6-1	206	23	Georgia Tech
50	Tubbs, Jerry	LB	6-3	218	32	Oklahoma
52	Edwards, Dave	LB	6-1	226	27	Auburn
53	Connelly, Mike	C	6-3	243	31	Utah State
54	Howley, Chuck	LB	6-2	223	31	West Virginia
55	Jordan, Lee Roy	LB	6-1	216	26	Alabama
56	Hays, Harold	LB	6-2	223	28	Mississippi South.
57	Walker, Malcolm	T	6-4	247	24	Rice
62	Donohue, Leon	G	6-4	249	28	San Jose State
65	Wilbur, John	G	6-3	245	24	Stanford
66	Andrie, George	DE	6-7	259	27	Marquette
68	Boeke, Jim	T	6-5	253	28	Heidelberg
71	Townes, Willie	DT	6-4	265	24	Tulsa
72	Liscio, Tony	T	6-5	259	27	Tulsa
73	Neely, Ralph	T	6-6	265	23	Oklahoma
74	Lilly, Bob	DT	6-5	261	28	TCU
75	Pugh, Jethro	DT	6-6	262	23	Elizabeth City St.
76	Niland, John	G	6-3	254	23	Iowa
77	Stephens, Larry	DE-DT	6-3	250	28	Texas
79	East, Ron	DT	6-4	242	24	Montana State
82	Clarke, Frank	TE	6-1	210	33	Colorado
84	Norman, Pettis	TE	6-3	227	28	Johnson C. Smith

Club Comparison

	Dallas		Green Bay	
	Offense	Defense	Offense	Defense
Total First Downs	261	236	243	*183
Rushing	109	*64	115	98
Passing	141	145	112	*78
Penalty	11	27	16	*7
Rushing				
Net yards gained	1900	*1081	1915	1923
Rushes	477	*339	474	443
Average per rush	4.0	3.2	4.0	4.3
Passing				
Total yards gained	3093	3167	2758	1644
Tackled—yards lost	42/294	45/377	41/394	29/267
Net yards gained	2799	2790	2364	*1377
Passes attempted	417	482	331	337
Passes Completed	210	260	182	155
Completion percentage	50.4	53.9	55.0	46.0
Had intercepted	28	29	27	26
Combined Net Yards	4699	3871	4279	*3300
Ball Control Plays	936	866	846	809
Average yards per play	5.0	4.5	5.1	4.1
Interceptions by	29	28	26	27
Yards returned	331	353	284	370
Returned for TD	3	3	2	3
Punts	67	72	66	75
Average distance	40.4	42.5	36.5	41.6
Punt Returns	33	37	39	*13
Average return	9.7	7.2	4.0	*1.7
Returned for TD	*1	0	0	0
Kickoff Returns	48	59	46	59
Average return	21.1	22.9	*27.0	21.6
Returned for TD	0	0	*4	0
Fumbles	26	27	19	23
Own recovered	12	8	9	9
Opp. recovered	*19	14	14	10
Penalties	81	64	48	55
Yardage	785	717	531	482
Scoring				
Touchdowns	45	35	39	24
Rushing	13	11	18	7
Passing	28	21	15	13
Returns	4	3	6	4
Extra Points	41	34	39	23
Field Goals	9	8	19	14
Field Goals Att'd	23	23	29	28
Safeties	2	0	1	0
TOTAL POINTS	342	268	332	209
*League Leader				

Congratulations



1967 Champion Green Bay Packers Squad

Front row, left to right, Dave Robinson, Elijah Pitts, Lionel Aldridge, Doug Hart, Bob Jeter, Bob Skoronski, Willie Davis, Herb Adderly, Willie Wood, Marv Fleming; second row, Trainer Carl (Bud) Jorgensen, Tom Brown, Ray Nitschke, Zeke Bratkowski, Carroll Dale, Bart Starr, Ron Kostelnik, Henry Jordan, Don Chandler, Don Horn, John Rowser, Bob Long, Equipment Manager G. E. (Dad) Braisher; third row, Asst. Trainer Dominic Gen-

tile, Bob Brown, Ken Bowman, Jim Grabowski, Jerry Kramer, Fred Thurston, Ben Wilson, Gale Gillingham, Bob Hyland, Claudis James, Asst. Property Manager Bob Noel; back row, Donny Anderson, Jim Weatherwax, Tommy Crutcher, Jim Flanigan, Allen Brown, Boyd Dowler, Forrest Gregg, LeeRoy Caffey, Steve Wright, Dick Capp, Travis Williams, Max McGee.



KELLOGG
Citizens

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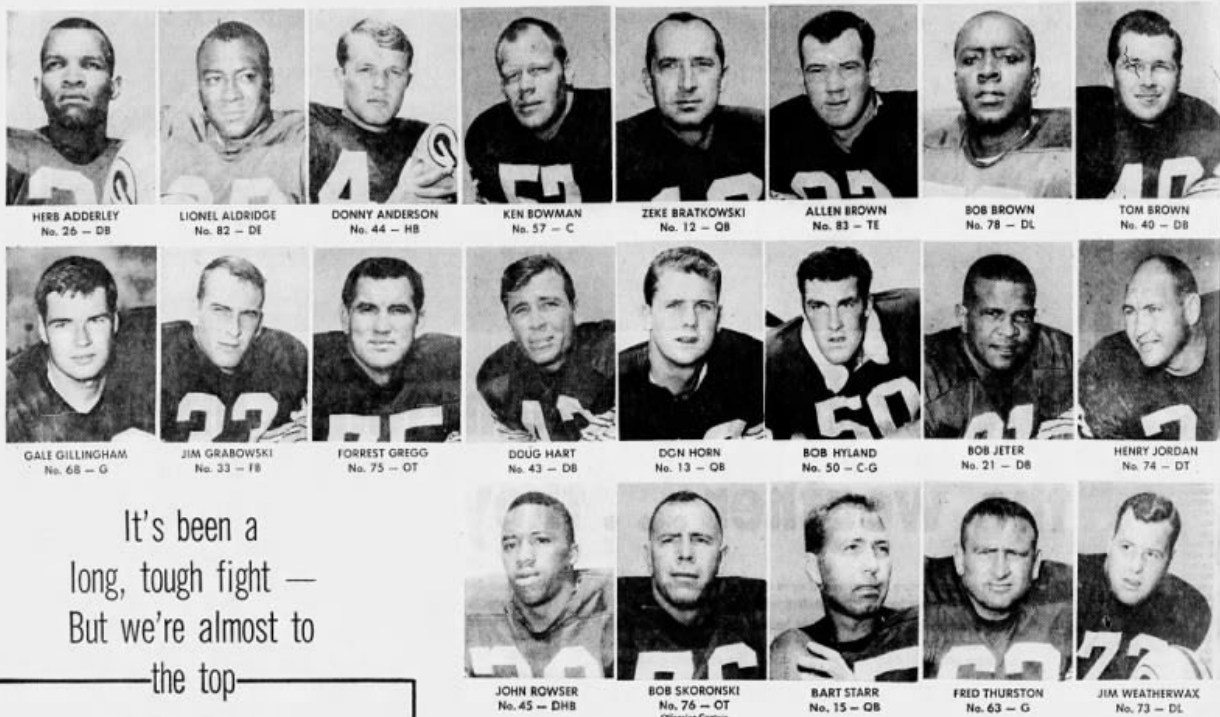
...to lighten your life, to brighten your future.

GREEN BAY, WISCONSIN



**BEAT THE COWBOYS BEAT
BEAT THE COWBOYS**

**Beat the Cowboys — then on to Miami
for another Super Bowl victory and an
unprecedented 3rd consecutive World Ti**



It's been a
long, tough fight —
But we're almost to
the top

CHAMPION Green Bay Packers
Win-Lost Record for 1967

(Games Away)

Oct. 8 Packers 27	Detroit 17
Oct. 22 Packers 48	New York 21
Oct. 30 Packers 31	St. Louis 23
Nov. 5 Packers 10	Baltimore 13
Nov. 26 Packers 17	Chicago 13
Dec. 3 Packers 30	Minnesota 27
Dec. 9 Packers 24	Los Angeles 27

(Games Home)

Sept. 17 Packers 17	Detroit 17
Sept. 24 Packers 13	Chicago 10
Oct. 1* Packers 23	Atlanta 0
Oct. 15* Packers 7	Minnesota 10
Nov. 12* Packers 55	Cleveland 7
Nov. 19 Packers 13	San Francisco 0
Dec. 17 Packers 17	Pittsburgh 24

*Milwaukee

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Wisconsin Public Service Corp.

Wisconsin State Bank

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Tile World

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THE COWBOYS EAT THE COWBOYS

COACHES OF CHAMPIONS

THE PACKER COACHING STAFF have molded another Powerful Contender. Pictured at right are: Kneeling left to right: Jerry Burns, Head Coach Vince Lombardi, and Tom McCormick. Standing are: Bob Schnelker, Ray Wietecha, Dave Hanner and Phil Bengtson.



LEE ROY CAFFEY
No. 60 - LB



DON CHANDLER
No. 34 - K



TOM CRUTCHER
No. 56 - LB



CARROLL DALE
No. 84 - E



WILLIE DAVIS
No. 87 - DE
Defensive Captain



BOYD DOWLER
No. 86 - E



JIM FLANAGAN
No. 55 - LB



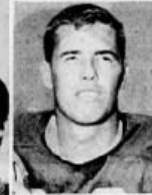
MARV FLEMING
No. 81 - TE



RON KOSTELNIK
No. 77 - DT



JERRY KRAMER
No. 64 - G



BOB LONG
No. 80 - FL



MAX MCGEE
No. 85 - E



CHUCK MERCEIN
No. 30 - FB



RAY NITSCHKE
No. 66 - LB



ELIAH PITTS
No. 22 - HB



DAVE ROBINSON
No. 89 - LB



TRAVIS WILLIAMS
No. 23 - OLB



BEN WILSON
No. 36 - FB



WILLIE WOOD
No. 24 - DB



STEVE WRIGHT
No. 72 - OT

Keep The
Title
in
Tittletown

World Championship Games

(Composite Standings)

	W	L	Pct.	Pts.	O.P.
Lions	4	1	.800	129	100
Packers*	7	2	.778	202	99
Eagles	3	1	.750	59	41
Colts	2	1	.667	54	60
Bears	6	4	.600	259	194
Cardinals**	1	1	.500	28	28
Browns	4	5	.444	217	192
Rams***	2	3	.400	81	113
Redskins*	2	4	.333	83	177
Giants	3	11	.214	208	309
Cowboys	0	1	.000	27	34
Forty-Niners	0	0	.000	000	000
Steelers	0	0	.000	000	000
Vikings	0	0	.000	000	000

*Packers actually won 10 titles - 3 were won in 1929, 1930, 1931 before present league playoff system was adopted.

**Both games played when franchise was in Chicago.

***One game played when franchise was in Cleveland.

-One game played when franchise was in Boston

Go Packers - Make It 3 In A Row

These Packer Backers!

Kinney Shoes

Newmans (Downtown and West)

Rothe Shoe

Stewart's

Jacobs Ready to Wear

Mullen's Shoe

Jeffrey's

Montgomery Wards

Bertrand's Sport Shop

Model Launderers & Cleaners

J. of De Pere, Inc.

Brown Co. Savings & Loan Assn.

Fairmont Foods Co.

Snider-Daanen Furniture

Woolworth's

Dick Bros. Bakery

Cuene Buick & Opel

Murphy Insurance Agency

Bingham & Risdon Co.

Fox River Lanes

CHAMPIONS 10 TIMES—GOING ON ELEVEN

Through the years, the Packers have always played to win. This desire paid off ten times with National Football League World Championships. The 1967 Packers rate with the greatest. All of

us at Leicht's — where doing the best job is the utmost desire of everyone in our organization — know that the Packers will come through and bring Green Bay another World Championship!



1929

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1930

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1931

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1936

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1939

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1944

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.

1961

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1962

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1965

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



1966

Back row, left to right: Bill Gaudin, Fred Greer, Ed Tamm, Ray Stettin, Harry Pearson, Hugh Jordan, Earl Vetter, Jim Taylor, Sam Kravitz, Bill Foster, Fred Hart, Jack Johnson, Ross Sordani, second row from left, left to right, Traylor, Bud Jorgensen, Bill Bernick, Earl Hoot, Gary Fleming, Jim Hight, Harry Masters, Gus Carter, Billie Davis, Jim Gorman, Bill Gaudin, equipment manager Don Brainerd, and one from below, left to right, Lee Veen, Willie Wood, Hank Greenberger, Tom Moore, Jerry Krawiec, Fred Throckmorton, Jack Whiteman, John Fetzko, Tom McLean, Arthur Tate, left to right, Fritz Lee, Pauline, Ross Kowalski, Earl Lee Thacker.



BEAT THE COWBOYS !



1967

Front row, left to right: Dave Robinson, Elvin Pitts, Lionel Anderson, Doug Hart, Ray Jones, Sam Sorensen, Willie Davis, Harry Adelman, Willie Wood, Gary Fleming, second row, Traylor, Carl (Bud) Jorgensen, Jim Brown, Ray Anderson, Zeke Bonkowsky, Carroll Dale, Earl Hart, Earl Kowalski, Harry Jordan, Don Chandler, Don Hirt, John Rasmussen, Bob Leav, Equipment Manager G. B. (Bud) Bickler, third row, Art, Traylor, Raymond, George, Ben Wilson, Gale Gilguth, Don Hirt, Claude James, Art, Property Manager Ben Bickler, fourth row, Lionel Anderson, Jim Sorensen, Traylor, Ottoboni, Jim Flanagan, Alvin Brown, Don Lewis, Forrest Green, Lee Roy Coffey, Steve Wright, Dick Capps, Vince Wilkins, Max McGee.



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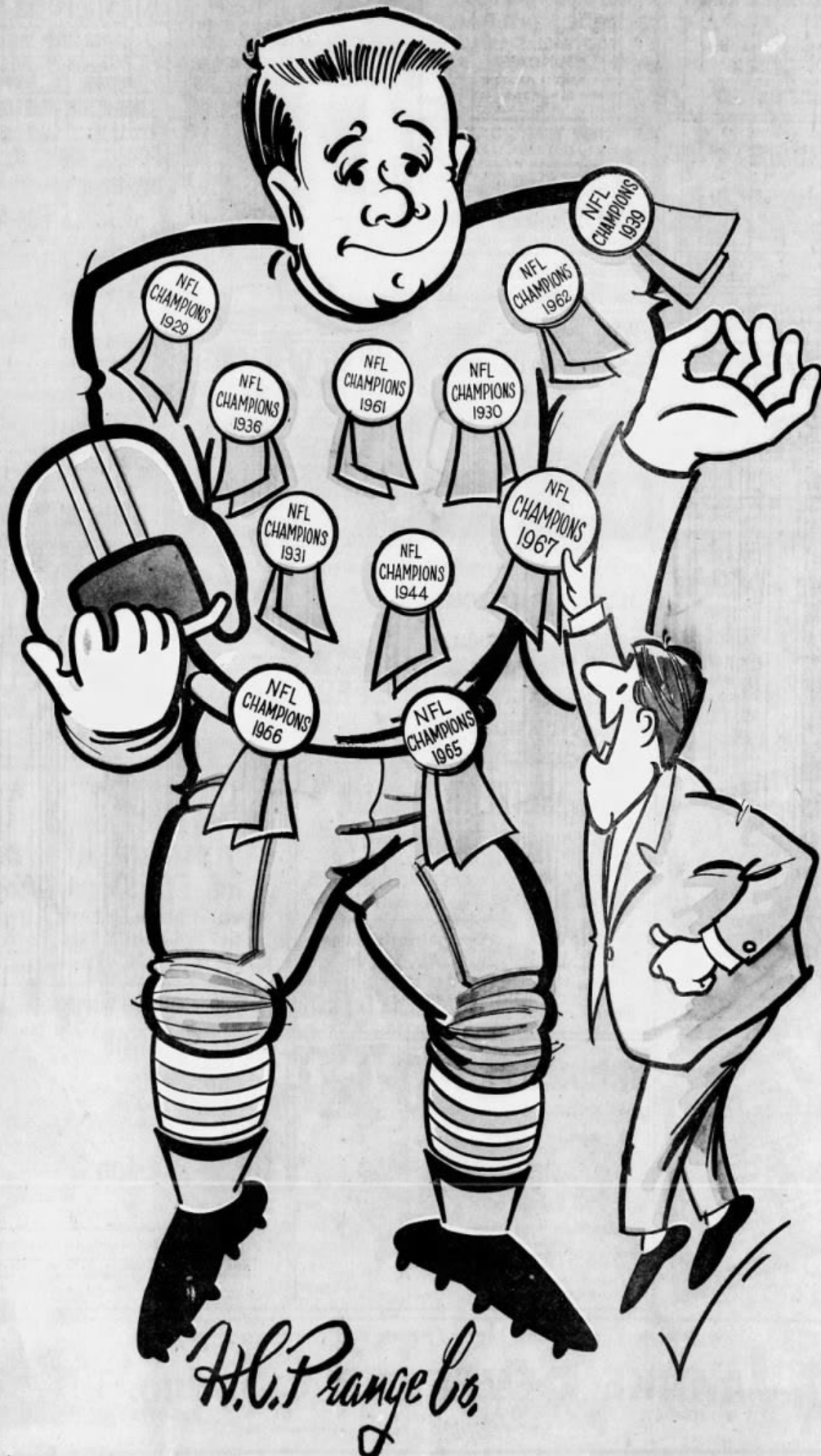
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Packers! Let's Pin On Another NFL Championship



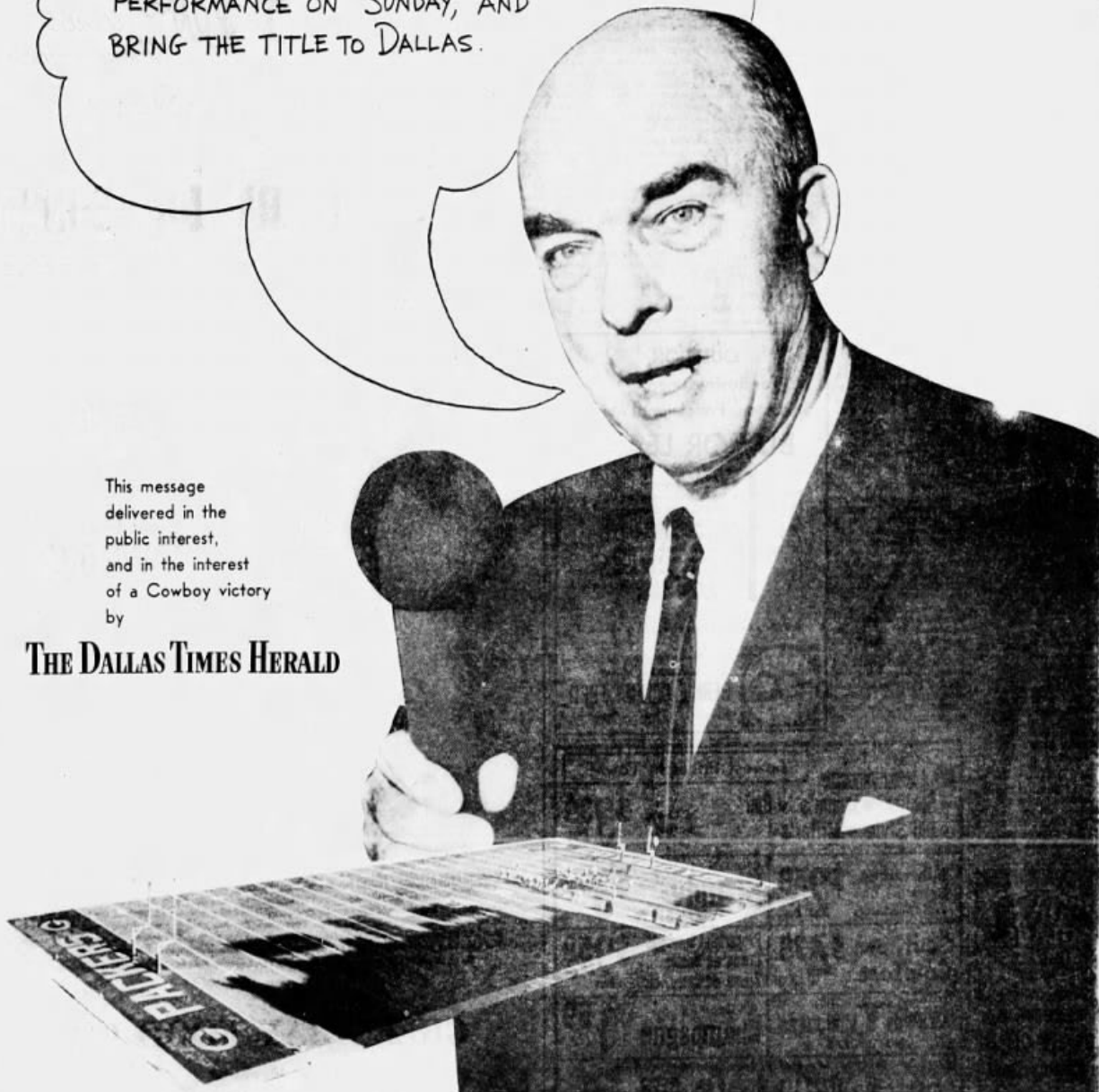
MEMO

FROM: ERIK JONSSON, MAYOR OF DALLAS
TO: DONALD TILLEMAN, MAYOR OF GREEN BAY
SUBJ: TITLETOWN, U.S.A.

YOU HAVE WORN THE TITLE WELL, BUT
SUGGEST REFERENDUM AT EARLIEST OPPORTUNITY
TO CHANGE YOUR CITY'S DESIGNATION AS
TITLETOWN, U.S.A. OVERWHELMING OPINION
HERE IS THAT COWBOYS WILL WARM
LAMBEAU FIELD, BUT NOT THE HEARTS
OF PACKER FANS, WITH A RED-HOT
PERFORMANCE ON SUNDAY, AND
BRING THE TITLE TO DALLAS.

This message
delivered in the
public interest,
and in the interest
of a Cowboy victory
by

THE DALLAS TIMES HERALD





Packer fans DO something about the weather... they ignore it.

They can ignore it because they're dressed for it. The elements don't interfere to any great extent with their enthusiasm.

It's heartening to the players to have a rip-roaring home crowd cheering and responding. Packer fans do this naturally — just as they naturally defy the weather to fill the stadium game after game.

Sunday's playoff with the Cowboys will determine the championship of the NFL. This is THE GAME. The entire season's work is pointed to this date and every player is primed for 100% effort, plus.

We in the Packer organization would like to express our thanks and appreciation to you fans for helping make the Packer story such a tremendously successful one. In this section of the country, this type of success could never come about with "fair-weather friends."

We pledge to continue our efforts in behalf of the team, the city and you fans who are the backbone and spirit of Packerland.

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RICHARD BOUBIGNON
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