



Detroit Lions (2-1) 23, Green Bay Packers (1-2) 17
 Sunday September 29th 1968 (at Green Bay)



Pack Fades in Stretch, Loses to Lions, 23-17

GAME RECAP (GREEN BAY PRESS-GAZETTE)

(GREEN BAY) – For nearly 25 minutes, the Packers resembled their purposeful, championship selves at sunswept Lambeau Field Sunday afternoon. Striking early, they charged to a 10-0 lead with their old aplomb and, winging to the Detroit Lions' 7-yard-line midway through the second quarter, appeared on the verge of a major breakaway. But the drive floundered there, largely because the invaders' Alex Karras stormed through to fell quarterback Bart Starr for a 6-yard-loss on third down, and the Packers came away empty-handed as Jerry Kramer's 21-yard field goal attempt was ruled wide to the right. This development obviously served to inspire the Lions who shortly began to assert themselves when sophomore cornerback Lem Barney leaped in front of tight end Marv Fleming to intercept a Starr pass near midfield.

SCORE IN 5 PLAYS

The visitors swept 47 yards to a touchdown in five plays, a six-yard pass from quarterback Bill Munson to bantam Billy Gambrell covering the last six yards. From that point, the situation began to deteriorate for the home forces. They subsequently fell behind 17-10 as the Lions first erected a tie with a 30-yard field goal by rookie Jerry DePoyster, then moved out from a 3-yard-run by Mel Farr. The Packers forged back to tie briefly on another Starr-Dale bomb before finally submitting to the surging Lions, 23-17, before the customary capacity house of 50,861 fans.

2ND STRAIGHT LOSS

The second loss in a row for the defending world champions, it left them with a 1-2 record but, fortuitously enough, only one game out of first place in the NFL's highly competitive Central Division because the previously winless Chicago Bears scuttled the pacesetter Minnesota Vikings, 27-17. If the faithful came away thinking they had seen two distinctly different games, they were right. Blocking incisively and blocking with precision, the Packer offense rolled up 226 yards in the first half while the defensive platoon, outcharging the Detroit front wall, was restricting the Lions to the relatively modest 95 yard total. During those 30 minutes, the champions had the ball for 37 plays, the Lions for only 22.

AMASSED 248 YARDS

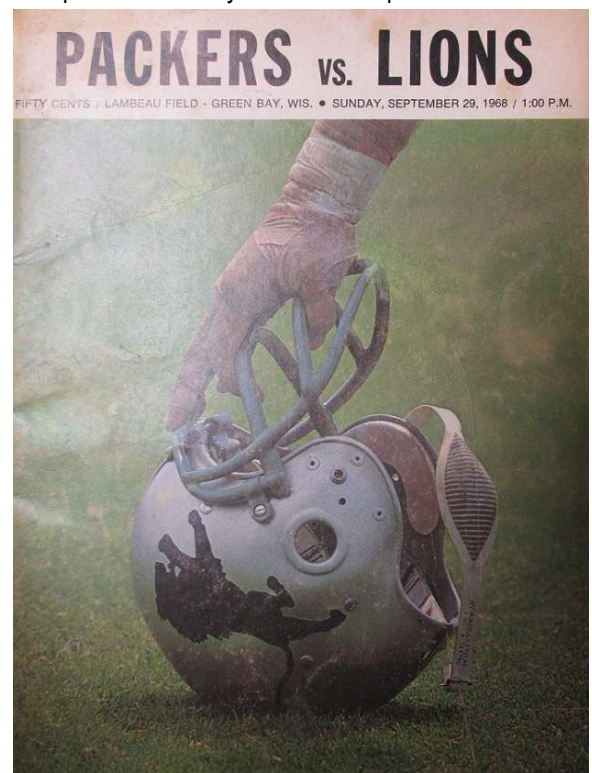
The second half, however, starkly contrasted with its predecessor. Taking command, the Lions amassed 248 yards and limited the Pack to just 98. In the process, they forced the Packers to succumb to their own longtime weapon, the possession game, controlling the ball for 44 of 57 plays. The afternoon had begun auspiciously, with the Packers coming off the ball crisply in the early going. Taking over at their own 22 after a 19-yard kickoff return by Travis Williams, they flew 78 yards to score in 5 plays, the payoff coming on a 63-yard pass-run collaboration between Starr and Carroll Dale, then enroute to a near-record day.

REACHED DETROIT 19

Shortly regaining possession, they launched another push that reached the Detroit 19 before middle linebacker Bill Swain barged in to topple Starr for a 12-yard loss, forcing the Packers to content themselves with a 38-yard Kramer field goal – his longest effort of the season and fourth success in as many attempts - and a 10-0 first quarter bulge. After crashing the scoreboard just before the half as a result of Barney's heroics, the suddenly obstreperous Lions began to take charge. They first took the third quarter kickoff and drove to the tying field goal, then barged to the front with a 65-yard march, capped by Farr's three-yard sweep of left end, on which he broke tackles by Ray Nitschke, Willie Wood and Bob Jeter. The Packers only major maneuver, meanwhile, was a 52-yard field goal attempt by Kramer, a spinning boot which sailed to the right of the uprights.

ADDERLEY INTERCEPTS

Herb Adderley, twice victimized by the pocket-sized Gambrell after a dazzling defensive job on the Lions' gifted Earl McCullouch, shortly averted further embarrassment with a falling, end zone interception of a Munson bomb intended for Gambrell and the champions were on their way. They wheeled 80 yards in just five plays, the first of them a 33-yard pitch to Dale which bore the home forces to Detroit's



47. Soon faced with a third-and-20 situation after being dropped for a 10-yard loss by Jerry Rush, Starr hurled a 22-yard strike to Claudis James up the middle and the Packers had a first down on the Detroit 35. On the next play, Starr wafted another one to the incredible Dale, who maneuvered behind the Lions' Dick LeBeau, bobbled the ball once and then cradled it as he cantered into the left corner of the end zone at 5:32 of the fourth quarter.

LAST GESTURE

That, unfortunately, was the Packers' last gesture. Launching from their 21. The Lions charged 79 yards in 12 plays to what proved to be the decisive touchdown - with an assist from Dame Fortune. The latter occurred with the Lions at the Packer 25. Under heavy pressure while back to pass, Munson fumbled and the ball bounced ahead to guard Bob Kowalski, who recovered. "That was a rare one," Packer Coach Phil Bengtson later pointed out. "Most often the defense will cover



Gale Gillingham (68) leads the way for running back Donny Anderson (44) (Source: Green Bay Press-Gazette)

a fumble in that situation because the offense has its back to the ball." To compound the damage, the Packers were assessed a 15-yard personal foul penalty on the play for alleged piling on. It was charged to linebacker LeeRoy Caffey who, Bengtson explained, "thought the ball was still loose." That moved the ball to Green Bay's 14 and, three plays later, Munson found Gambrell in the right corner of the end zone, just out of Adderley's reach. Still hopeful of reversing the trend - nearly 2 minutes remained - Caffey crashed through to block DePoyster's extra point attempt and provide the Packers with an outside chance. But any hopes of a last minute revival were quashed when LeBeau, making his second theft of the afternoon, leaped to intercept Starr's first down bomb at the Detroit 28.

DETROIT - 0 7 10 6 - 23

GREEN BAY - 10 0 0 7 - 17

	<u>DETROIT</u>	<u>GREEN BAY</u>
First downs	20	15
Rush-yards-TDs	43-153-1	26-105-0
Comp-Att-Yd-TD-INT	15-22-194-2-1	9-20-255-2-3
Sacked-yards	1-4	4-36
Net pass yards	190	219
Total yards	343	324
Fumbles-lost	1-0	1-0
Turnovers	1	3
Penalties-yards	4-44	4-34

SCORING

1st - GB - Dale, 63-yard pass from Starr (Kramer kick) GREEN BAY 7-0

1st - GB - Kramer, 38-yard field goal GREEN BAY 10-0

2nd - DT - Billy Gambrell, 6-yd pass from Bill Munson (Jerry DePoyster kick) GREEN BAY 10-7

3rd - DET - DePoyster, 30-yard field goal TIED 10-10

3rd - DET - Mel Farr, 3-yard run (DePoyster kick) DETROIT 17-10

4th - GB - Dale, 35-yard pass from Starr (Kramer kick) TIED 17-17

4th - DET - Gambrell, 12-yard pass from Munson (Kick failed) DETROIT 23-17

RUSHING

GREEN BAY - Donny Anderson 14-57, Jim Grabowski 11-43, Bart Starr 1-5

DETROIT - Mel Farr 23-92 1 TD, Bill Triplett 13-35, Dave Kopay 3-14, Bill Munson 3-7, Earl McCullouch 1-5

PASSING

GREEN BAY - Bart Starr 19-9-255 2 TD 3 INT, Donny Anderson 1-0-0

DETROIT - Bill Munson 22-15-194 2 TD 1 INT

RECEIVING

GREEN BAY - Carroll Dale 6-205 2 TD, Claudis James 1-22, Marv Fleming 1-16, Boyd Dowler 1-12

DETROIT - Earl McCullouch 5-75, Charlie Sanders 5-53, Mel Farr 2-28, Billy Gambrell 2-18 2 TD, Jim Gibbons 1-20

PACKERS' WORST START SINCE '58

SEPT 30 (Green Bay Press-Gazette) - Sunday's loss to the Detroit Lions left the Packers with their least successful getaway since 1958. Now 1-2, the present Packers are slightly better off than their '58 counterparts, who lost two and tied one in their first three appearances

Chicago at Baltimore
Dallas at St. Louis
Green Bay at Atlanta
Minnesota at Detroit
New Orleans at New York
Philadelphia at Washington
San Francisco at Los Angeles



Detroit linebacker Wayne Walker #55 and head coach Joe Schmidt

the only medical case of the day, Bengtson said, and he injured an ankle but returned to action late in the game...Considering the two straight defeats and the 1-2 record, what's in store for the Packers? Bengtson had a quick answer to that one. "Atlanta."

SCHMIDT LISTS CONTROL, THEFTS AND MUNSON AS KEYS TO VICTORY

SEPT 30 (Green Bay Press-Gazette) - Ball control, three interceptions and Bill Munson are the reasons Detroit emerged victorious over the Green Bay Packers at Lambeau Field Sunday. At least that's the way Joe Schmidt, the Detroit head coach, saw it as he relished the victory over a soft drink in the dressing room after the game. "Munson is the big difference in our club this season. We haven't had a quarterback for a long time. He gives us leadership and excites our team," Schmidt said and added, "We also have Farr (Mel), McCullouch (Earl), Triplett (Bill), and Gambrell (Billy) as plus factors." Munson, who the Lions acquired from

By The Associated Press
American League
Eastern Division

	W	L	T	Pct.	Pts.	GP
New York	2	1	0	.667	102	87
Boston	2	1	0	.667	67	71
Houston	1	3	0	.250	74	90
Buffalo	1	3	0	.250	73	133
Miami	0	3	0	.000	34	119

Western Division

Oakland	3	0	0	1.000	119	42
San Diego	3	0	0	1.000	90	37
Kansas City	3	1	0	.750	127	46
Cincinnati	2	2	0	.500	81	93
Denver	0	3	0	.000	29	78

Saturday's Result
Kansas City 48, Miami 3

Sunday's Results
Boston 20, Denver 17
Buffalo 37, New York 35
San Diego 31, Cincinnati 10
Oakland 24, Houston 15

Saturday's Games
Kansas City at Buffalo
San Diego at New York

Sunday's Games
Boston at Oakland
Cincinnati at Denver
Miami at Houston

the Los Angeles Rams this season, connected on 15 of 22 passes for 194 yards and two more touchdowns, the last, a 12-yarder to Gambrell, providing Detroit with the win in the closing minutes of action. In discussing on the game Schmidt said, "To beat Green Bay you have to move the ball. We started out to do that in the first half but couldn't do it. In the second half we started moving well. We didn't do anything different except the line came off the ball faster and our backs were hitting quicker." The Lions ran off 66 plays, gaining 343 yards, in the contest while the Packers, who have used ball control effectively for years, managed only 50 for 324 yards...KEY INTERCEPTIONS: "The interceptions (two by Dick Lebeau, one by Lem Barney) were the thing," Schmidt said in naming a key point for the Lions. Continuing, the ex-Lion linebacker said, "Our defense played real well. This allowed us to control the ball better and eat up the clock." The third down play which resulted in Gambrell snagging a Munson pass for the winning touchdown was all Munson's idea. "I wanted to play it conservatively and work for the field goal but Bill didn't," Schmidt said. "He (Munson) came over to me at the two minute warning and said he wanted to go for a touchdown. he said, 'It's the only way to go,' so I told him to go ahead."...TIE WITH VIKES: The Lion's now sport a 2-1 record and a tie with The Vikings for first place in the Central Division but Schmidt isn't counting any chickens before they are hatched. "We have a long way to go and will take each game as it comes. We are in

the toughest division of the NFL. I don't think there is any argument there." Asked by one scribe if it was his greatest coaching victory ever, Schmidt smiled and nodded yes and then added, "The Packers are just as good as they ever were." An obviously happy Munson confided "This game and last week's Bear game were my best two games since I have been in pro football." "Confidence is the main thing. Everybody is behind me and believes in me," he said. In discussing the game Munson said, "We started to move the ball on the ground in the second half. Our offensive line just did a great job."...OLD TEAMMATE: Asked about his fumble deep in Packer territory on the winning drive, Munson said, "Aldridge (Lionel) put a big rush on me. I ducked under him but the ball squirted away," he said and then chuckled, "My old teammate." Munson played college football at Utah State with Aldridge. Aldridge was an offensive end but Munson said although he was in the same class with Lionel he was redshirted and didn't play much until his senior year after Aldridge graduated. The aforementioned fumble was recovered by Lion guard Bob Kowalkowski. In explaining the key recovery Kowalkowski said, "It was a bootleg left. I pulled out and I saw Bill in trouble and was going to help him when the ball popped out. I saw it and went for it. I grabbed it and ran a couple of steps and I was hit. I relaxed and then someone really cold cocked me. Boy I am really sore." The Packers' Lee Roy Caffey was the one who administered the final blow to Kowalkowski and drew a 15-yard personal foul penalty in the process...PERFECT PASS: Gambrell, who snagged the two Munson touchdown passes said, "The first was a short post pattern. It was just a perfect pass. Two inches either way and Herb (Adderley) might have got it or for sure he would have knocked it out. On the second one I faked him (Adderley) to the inside and then went outside. It was just a perfect thrown pass," Gambrell, who came to the Lions via the St. Louis Cardinals this season, said. Mel Farr who scored the Lions' middle TD on a three-yard run had high praise for the Lions' new signal caller, Munson. "I'll tell you. That Munson is a hell of a player. He has good poise and is a hell of a leader. We are starting to work together now and are going to be a fine club," he said. In reviewing his own performance, 92 yards in 23 carries, Farr said, "It's hard to run against the Packers. We were running wide in the first half, and they have good pursuit and stopped us. In the second half we went up the middle and the line did a good job. All I had to do was run."

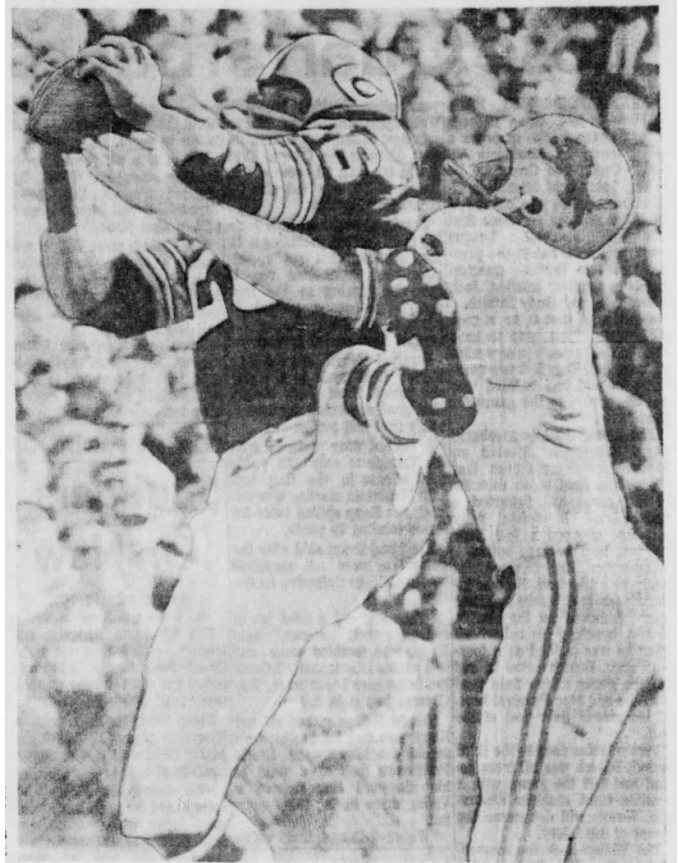
DALE'S DAY RANKS 3RD IN PACK BOOK

SEPT 30 (Green Bay Press-Gazette) - It should have been a happier occasion. Carroll Dale had just completed one of the greatest pass receiving performances in the Packers half-century history, but there was little in his demeanor to suggest it. The talented Tennessean

still in full battle dress, sat dejectedly in a folding chair before his locker and vacantly surveyed its contents. Little pleasure is taken in individual accomplishments in the Packer fold, dazzling as they may be, if they are not accompanied by team victory...CREDITS TEAMMATES: And few athletes are more conscientious than the man from Bristol, who gathered in six Bart Starr passes for 205 yards - third highest total in Packer annals - and two touchdowns in the course of Sunday's 23-17 loss to the Detroit Lions at Lambeau Field. Characteristically, he attributed his success to his teammates. "Offensively, we had some good pass protection," he said, "and Bart was throwing the ball very well." Be that as it may, only two players in Green Bay's lustrous pro football history ever have amassed more yards by pass receptions in one afternoon than did the slender VPI alumnus, who repeatedly maneuvered himself into the wide open spaces with consummate skill. Bill Howton holds the all-time record, 257 yards, established against the Rams on Oct. 21, 1956, and the fabled Don Hutson is next up with a 237-yard performance against Brooklyn on Nov. 21, 1943...AVERAGES 31.1 YARDS: Dale's performance eclipsed the previous third-ranking effort, a 200-yard day by Howton against the Rams on Dec. 7, 1952. Carroll, who averaged an incredible 34.1 yards per catch despite frequent double coverage for the afternoon, sadly observed, "The disappointing thing was we didn't come out with more points in the first half." His first long ball, a 63-yard strike for the Pack's opening touchdown, "was just a fly pattern," he confided. "Bart made a great throw and Barney was playing the square out." In the Lions' dressing room, Barney explained, "I was tight and tense the whole period, just like I had weights on. I just couldn't move. At the half, I took oxygen, pure oxygen, and a tranquilizer. That loosened me up. I don't know what made me so tight. I was just so keyed up." Reconstructing his second TD, a 35-yard bomb, Dale reported, "It was a fly pattern, too. They were playing a blitz formation and you just try to get them to take the outside move, then hightail it." LeBeau (Lion cornerback Dick) made a great recovery on it and just managed to tip it. The wind held it up a little bit, but I didn't think he was going to get back to it." LeBeau, paying Dale high tribute in the process, informed, "It was just a case of Bart throwing the ball in there. I slipped a little bit and Dale just beat me ... He's a hell of an end." Carroll, who made other catches of 40, 33 and 17 (twice) yards, was not, as a perfectionist, entirely satisfied with his performance. "There were a couple of others I should have had," he said. "That first square out of the game, for example, I should have had." Flashing a faint smile for the first time, Dale said, "The timing was so great it scared me. The ball went right through my hands."

PERPLEXED PACKERS AT LOSS TO EXPLAIN ANOTHER LOSS

SEPT 30 (Green Bay Press-Gazette) - There was neither depression nor despair in the Packer dressing room late Sunday afternoon. But there was perplexity and chagrin. The defending world champions, 23-17 victims of the Detroit Lions in the wake of a 26-13 misadventure with the Minnesota Vikings, are not accustomed to 2-game losing streaks and they patently were at a loss to explain what has befallen them in recent days. Elder statesman Willie Davis, the Packers' defensive captain, made an attempt. "I think we're snakebit," he said. "We've got too good a football team not to be doing better than we're doing." "We've just got to find the handles to what's going to get us going," the all-NFL end soberly continued. "We've got too good a football team not to be winning football games." "A lot of things happened out there today," he admitted. "But we'll have to see the movies to know just what happened." "I know one thing," Davis added wryly, "we were on the short end of the score. That's one thing we're going to have to change." It was not, he assured, a matter of the defensive platoon having been surprised by a change in strategy from the Lions, who piled up 248 yards in the second half after settling for a mere 95 in the first 30 minutes. "They didn't do anything different," Willie said. "The big thing was a missed tackle here or there. We were missing the big play by inches. So many times, we were just a foot or two away from getting Munson (Detroit quarterback Bill). We were just a step from being successful." He reflected for a moment, then appended, "I guess it's the same old thing of football being a game of inches." Herb Adderley, the Packers veteran left cornerback, could unhappily document this last after having been twice victimized for touchdown catches by the Lions' little Billy Gambrell...PLAYED FOR ZIGOUT: "The first time Gambrell lined up close and I played him for a zigout pattern he ran a slant," Herb explained. "I touched the ball with my fingertips, too," he lamented. "He ran a zigout on the second one. He was out pretty wide, so I took his inside shoulder. He came down and gave me a wide move and froze me." Shaking his head in disgust, Herb added, "I sure hated to have him catch anything after worrying about McCullough (Earl, Lion speedster) all week and holding him to practically nothing. And this guy comes in...HOPE YOU'RE RIGHT: Elaborating on the hazards of the situations in which Gambrell scored, Adderley pointed out, "When you get down close to the goal (Billy's first TD catch was for 6 yards, the second for 12), you've got to play the receiver different than you do out on the field. "If he makes a move, you have to go with him



PASS INTERCEPTION—Green Bay Packer Herb Adderley leaps up to intercept a pass meant for Detroit Lion Billy Gambrell, right, in the end zone.—AP Wirephoto.

and hope you're doing the right thing...Sometimes you're in the right place, sometimes you're not. There are a lot of things involved." Bart Starr, who did not have one of his better afternoons (9 completions in 20 attempts with 3 interceptions, typically paid tribute to Detroit's defense. "The Lions' secondary is very quick and very good," he said. "They're very alert. They do a fine job and you have to give them a lot of credit." The Packers longtime field general said he had no comment on the Lions' last interception by Dick LeBeau, which ended the Bays' final bid on first down...LEBEAU MORE VOLUBLE: LeBeau, understandably, was considerably more voluble. "I saw the ball and concentrated on it," he reported. "Lemmie (Barney) pulled off so I could take. I thought we could have collided if he hadn't pulled off. I knew it would be a big catch." Like Davis and Adderley, placement artist Jerry Kramer was uncomfortably aware that being close is not enough. Commenting on his miss of a 21-yard field goal attempt in the second quarter, he said, "It was dead over the right goal post. I think the official could have called it either way. It was awfully close, but there shouldn't have been room for decision. It should have been down the middle. A Lion player said, 'No, no, no' before I could jump up and down and say, 'Yes, yes, yes,'" Jerry dryly observed, "so it must have been close. "I could have made that 52-yarder in the third quarter, too," he added. "It was long enough... But I haven't been kicking 'em well lately. I've been sporadic all week." Reflecting upon the afternoon's misfortune, 1967's NFL Blocker of the Year, summed up, "We had 226 yards the first half and 10 points... That's the story of the ball game."

THE HURT COMES FROM A LOT OF DIRECTIONS

SEPT 30 (Green Bay Press-Gazette) – Sure the score hurts. But it's like sitting on a cactus. The hurt comes from a lot of directions. It comes from the obviously worried look on the face of Coach Phil Bengtson as he walks off the field. It comes from the hushed whispers and confused looks in the Packer dressing room. It comes from the fact that last week's pain has not yet been cured. It comes from Henry Jordan telling a friend in the locker room that he feels like he's just had the crap kicked out of him. And it comes in stronger doses from other ways. It comes from the sometimes frightful tackling. It comes from the gaping holes in the secondary that develop all too often. It comes from three interceptions. But it is most severe from three particular places. It comes from the fact that the Packers didn't score when they had a first down on the Lions' seven. It comes from two key penalties, which is a familiar pain from the week before. It comes from the fact that the Packers ball control theory has been completely reversed. Let's diagnose each of these three. The score is 10-0. The Packers have already produced scores on two of the first three times they had the ball. The Lions haven't even had a good growl yet. They have made only one first down so far. And the Packers have the ball with a first down on the Detroit seven. A touchdown will give them a 17-0 advantage on the scoreboard and about a 60-0 advantage psychologically. But Grabo loses a yard and Andy is held for no gain on plays that have been wondrously successful to this point. Then Starr loses five trying to pass, nailed by Karras, who has been victimized by the Pack charge up and down the field. And Kramer missed the field goal from the 21. The Lions have held. But the Lions are also stopped by the Pack defense. Munson is snowed under on third down. BUT...there's a face mask penalty on the Pack and the Lions get new life and a first down at the 29. True, they are not able to capitalize on it but they do get out of a hole. That was key penalty No. 1. The second is in the waning minutes of the game. On third down, Munson is again thrown back...and he fumbles. But Bob Kowalkowski recovers of him. Caffey or and LeeRoy Caffey flops on top of him. Caffey, right or wrong, is called for roughing and the Lions get a first down...and the touchdown. But perhaps the ball control reversal is the most important. It has been said that the way to beat the Packers is by beating them at their own game. But ball control is no longer the Packers game. The Taylor and Hornung days are gone. They have turned more explosive than they ever have been. They can get points in a hurry. Unfortunately, the opponents then get the ball again and generally they keep it. This, in turn, reflects on the Packen defense. It is up to the defense to prevent ball control, though pass interceptions hamper the project considerably. How serious was the ball control aspect Sunday? Well, here are the figures. In the first



LOOK OUT, BART—Bill Swain (51) of the Detroit Lions hurtles at Green Bay Packer quarterback Bart Starr throwing him for a loss, one of several set-backs for the Packer signal-caller.—AP Wirephoto.



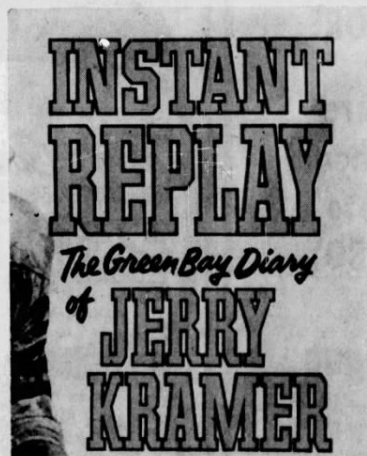
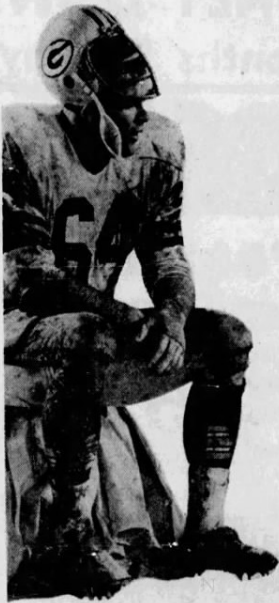
BEFORE THE SCORE

Detroit Lion tackle Jerry Rush (82) hits Green Bay NFL game at Green Bay. Two plays later, Starr hit quarterback Bart Starr behind the line of scrimmage for a 10 yard loss in the fourth quarter of Sunday's game, 23-17. —UPI Telephoto

only one first down so far. And the Packers have the ball with a first down on the Detroit seven. A touchdown will give them a 17-0 advantage on the scoreboard and about a 60-0 advantage psychologically. But Grabo loses a yard and Andy is held for no gain on plays that have been wondrously successful to this point. Then Starr loses five trying to pass, nailed by Karras, who has been victimized by the Pack charge up and down the field. And Kramer missed the field goal from the 21. The Lions have held. But the Lions are also stopped by the Pack defense. Munson is snowed under on third down. BUT...there's a face mask penalty on the Pack and the Lions get new life and a first down at the 29. True, they are not able to capitalize on it but they do get out of a hole. That was key penalty No. 1. The second is in the waning minutes of the game. On third down, Munson is again thrown back...and he fumbles. But Bob Kowalkowski recovers of him. Caffey or and LeeRoy Caffey flops on top of him. Caffey, right or wrong, is called for roughing and the Lions get a first down...and the touchdown. But perhaps the ball control reversal is the most important. It has been said that the way to beat the Packers is by beating them at their own game. But ball control is no longer the Packers game. The Taylor and Hornung days are gone. They have turned more explosive than they ever have been. They can get points in a hurry. Unfortunately, the opponents then get the ball again and generally they keep it. This, in turn, reflects on the Packen defense. It is up to the defense to prevent ball control, though pass interceptions hamper the project considerably. How serious was the ball control aspect Sunday? Well, here are the figures. In the first

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CONVENIENT PARKING IN THE LAKE ST. RAMP.

quarter, the Packers had the ball for 19 plays to 8 for the Lions as they made good on four of five third down plays. And at the half, the Packers had a 37-22 advantage. But the final figures give the Lions the ball for 66 plays and the Packers 50. Figure it out...the second half difference was 44-13 for Detroit!

MORE THAN 50 PACK ALUMNI HONORED

SEPT 30 (Green Bay Press-Gazette) – It was Packer Alumni Day at Sunday's game in Lambeau Field, where more than 50 former Packers gathered to reminisce and watch the current Packers duel the Detroit Lions. The "old grads" were seated in a special temporary section along the western sidelines and introduced, to enthusiastic applause, between halves. The ceremony was a climax to a weekend of activities which began with a dinner party at the Elks Club Saturday night, hosted by the Packer Corporation, for the alumni and their wives. Packer President Dominic Olejniczak, General Manager Vince Lombardi and Alumni President Charley Brock spoke briefly, Lombardi expressing the hope that the event will become an annual affair. John Biolo served as emcee. The alumni, some of whom came from such distant points as Texas and California, also were guests at a Sunday morning brunch at the Forum.

VINCE DESCRIBES TAYLOR AS NFL'S GREATEST FULLBACK

SEPT 30 (New Orleans) – Jim Taylor was described Sunday by Vince Lombardi, his former coach, as the "NFL's greatest fullback." The Lombardi citation was in a telegram which the Green Bay Packer general manager sent to New Orleans for ceremonies in which Taylor's jersey number, 31, is being retired by the Saints, who acquired the Packer star from Green Bay last year. The Saints also said his playing shoes are to be encrusted in gold.

HUFF, OTHER FOOTBALL GREATS HONOR TAYLOR

SEPT 30 (New Orleans-Green Bay Press-Gazette) – "I am proud and honored to be Jimmy Taylor's daughter." Little Jo Beth Taylor, 11, stood before 79,021 fans here Sunday at halftime of the New Orleans-St. Louis NFL game on Jimmy Taylor Day and said those words. Moments earlier when Taylor, retired all of three games and looking out of place in his gray business suit, trotted out onto the field, all of those more than 79,000 people stood in unison and roared a sincere

tribute. It seemed they were saying, "We are proud and honored to be Jimmy Taylor's fans." Though only one former Packer teammate came in for the nostalgic occasion, Fuzzy Thurson, Packer General Manager Vince Lombardi sent a telegram, calling Taylor the "NFL's greatest fullback" and wishing him good luck in the future. Packer co-captains Willie Davis and Bob Skoronski wired him, "As teammates of Jimmy Taylor for nine seasons and four world titles, the Green Bay Packers all salute the great fullback whose fiery determination and second effort were an inspiration to all. Best wishes to Jim and his family."...HUFF SENDS WIRE: Former opponents, including Bill Bidwell, vice-president of the St. Louis Cardinals; former Chicago Bears Coach George Halas, Baltimore Coach Don Shula, Detroit Lion Russ Thomas, and Minnesota Viking General Manager Jim Finks, wired Taylor best wishes. But certainly the most gratifying message of all came from retired Giants linebacker Sam Huff. The collisions of Huff and Taylor had helped put the NFL on the map in recent years. "Would like to congratulate you on a great career knowing that you were the greatest competitor that I ever played against," wired Huff. Saints owner John Mecom Jr. announced that Taylor's jersey number 31 has been permanently retired by the Saints. He also presented Taylor with a station wagon. Other gifts included an eight day cruise to Jamaica for the Taylor's second honeymoon in October, a shotgun from his Saints' teammates, and a boat and trailer from the Saints booster organization...GREATEST FANS: Taylor, whose retirement earlier this month caused a nationwide furor, appeared deeply touched by it all. "This is the proudest and most memorable day of my life," he said. "You New Orleans' fans are the greatest in the world." Now employed by the Saints as a public relations man, Taylor has refused to be drawn into discussion on the circumstances surrounding his retirement. He has kept a stony silence on the whole matter. But brief interviews Sunday with his mother and wife indicate that the still young fullback didn't exactly hang up his cleats voluntarily. His

mother, Mrs. Alice Taylor of Baton Rouge, said, "I'm sorry to see him retire. I think he wanted to play this season." Jim's pretty wife, Dixie, relaxing during the second half of the game, admitted she is glad he retired. "It's good to go to the football games and have years and it's the first time he hasn't been playing." Concerning Jimmy's reaction to retirement, Dixie said, "I think as he gets more deeply involved with the Saints' organization, it will take his mind off it."

Packers Need Shot in the Arm: Bengtson

PACKERS NEED SHOT IN THE ARM: BENGTSON

OCT 1 (Green Bay Press-Gazette) – Phil Bengtson, one of sport's finest gentlemen, is invariably straightforward - in both the flush of victory and the disappointment of defeat. And so he was Monday when asked, at a press conference, what the Packers most need to shake the two-game losing streak with which they are presently burdened. Pondering only briefly, Bengtson replied, "We need a little shot in the arm, no question about it." "The players analyze it pretty well and take their share of the responsibility," he continued. "But they can't figure out why things are consistently going against us." Noting the performance hadn't been as inartistic as the world champions' 1-2 record might suggest, Bengtson observed, "We've been playing some good football. We had some very good execution in the first half Sunday, on both offense and defense. But in the second half, they were falling for that extra yard or breaking a tackle for a couple of extra yards." Fresh from viewing the film of that 23-17 loss to the Detroit Lions, the Packers lanky field leader said, "We're not making any assignment mistakes or anything like that...There seems to be a little hesitation here and there.' No personnel moves are contemplated in preparation for next Sunday's invasion of Atlanta, he added. "As far as changes are concerned, I can't see that any are warranted," Bengtson said, "except for working on execution." He feels then, he was asked, that he still has a good football team? "I do," was the unhesitating reply. He then appended, "The mistakes seem to accumulate. We have to eliminate those...We get down to the 10-yard line in the second quarter against the Lions and fail to score. So much of it, though, was they were picking up that first down on third down, one way or another." He then proceeded to illustrate his point. "Take the play in the fourth quarter where the pass (intended for Billy Gambrell "officially") bounced off Herb Adderley and was caught by Gibbons (Jim) for a 10-yard gain. Herb did a real good job of covering the guy. Maybe he did touch the ball, but I can't imagine the ball bouncing that far off his hand, can you...But that isn't even my point. More than likely on a play like that, you'd have an interception. "And it was after we had made what I thought was a pretty good defensive play." Assessing the situation as a whole, Bengtson said, "We have to get more consistent. Basically, we have to score more points and allow fewer. Seventeen points is not quite enough with the amount of ground (324 yards) we gained. Meanwhile, we have to cut down the number of points we allow." Earlier, studying a copy of Sunday's play-by-play report, he had observed, "All the time they consumed on that last drive would be the key to it." Examining the fourth quarter rundown, he then glanced up and reported, "They had the ball for 14 consecutive plays and five first downs on their last drive." In evaluating the champions' defense, he touched upon yet another key. "Our defensive line didn't play real good football," he admitted. "We missed some tackles...The big play we used to get, we haven't been getting." At the same time, Bengtson paid tribute to the Lions' defense for checking the Packers at the Detroit 7-yard-line in the second quarter when, with a first down situation, they appeared in a fair way to break the game open. "They did a good job, a real good job," Phil said of the Detroit stand, which saw Jim Grabowski felled for a yard loss, Donny Anderson stopped for no gain and Bart Starr dropped for a loss of six, after which Jerry Kramer's 21-yard field goal attempt was ruled wide to the right. "At the time, I thought Grabowski should have hit inside," Bengtson said, "but (after seeing the movies) they played it that way. He had to go outside. It was just a fine defensive play on their part. Anderson's run also was just a good defensive play - and a missed assignment on that one. On the trap of Starr, it was just a helluva good rush by Karras (Alex)." The Packers' running backs had gone without catching a pass, a Milwaukee scribe noted. Did he have any explanation? "It's the nature of their defense," Bengtson replied. "It wasn't that he (Bart Starr) didn't want to throw to the backs. They're involved in blocking when a team blitzes that much." The Packer strategist also said, in this connection, "I couldn't fault Bart on any of the three interceptions...The last one certainly wasn't his fault. It was a well thrown ball." On another subject, Bengtson said the extensive use of rookie Leon Crenshaw at defensive tackle had been planned. "We were hoping Crenshaw could go in and relieve both Kostelnik (Ron) and Jordan (Henry)" he said. "As it turned out, we were replacing Kos more. But it was strictly a reserve type of thing." Crenshaw, he felt, "did very well." Turning, upon request, to next Sunday's assignment in Atlanta, Phil reported the Falcons "looked pretty good against Baltimore in the film we've been watching. They gained some ground. "Defensively, they have some strength. They have a good middle linebacker (Tommy Nobis) and a couple of very good linemen. And they have Humphrey, the first player chosen in this year's draft, so they have a pretty good pass rush."

NEED TO BE CONSISTENT, SAYS BENGTSON

OCT 1 (Green Bay) – Coach Phil Bengtson's observation that, "basically, we have to score more points and allow fewer," appears to be a routine football rule borrowed from an elementary encyclopedia. Actually, it was a pained coach's reflection of efforts to pin down the

Hornung Movie Opens at Vic

Ex-Packer star Paul Hornung makes his motion picture debut in the film, "The Devil's Brigade," which opens a one-week run at the Vic Theater Wednesday.

Hornung, currently a television-radio sportscaster in Chicago, has a cameo role in the production, which stars William Holden, Cliff Robertson and Vince Edwards.

"The Devil's Brigade," filmed in color, is the story of the first Special Forces of the Army which made history by breaking the stalemate at Cassino campaign in Italy during World War II.



The Packers' Carroll Dale and the Lions' Billy Gambrell caught two touchdown passes apiece Sunday in Green Bay. At the top, Dale (84) scores in the fourth quarter in a successful juggling act after beating defender Dick LeBeau (44). The bottom photo shows Gambrell (3) score the winning touchdown. Packers' Herb Adderley (26) and Lee Roy Caffey (60) were unable to get to him. In next Sunday's games, the Atlanta Falcons will try to stop Dale, while Minnesota will be faced with halting Gambrell.

causes for the Green Bay Packers' back-to-back losses to Minneapolis and Detroit. "We have to get more consistent. In order to win, we're going to have to eliminate the little mistakes," Bengtson said Monday as his NFL players analyzed their 1-2 standing in the Central Division. "We are not making any assignment mistakes," he said. "There just seems to be a little hesitation here and there." He suggested that the Detroit Lions might have been learning from a Packer encyclopedia on winning. "They were falling for that extra yard, breaking tackle for two more yards and getting the big third-down play. In the past, we did those things," Bengtson said. Vince Lombardi's successor as head coach isn't the first member of the Green Bay organization this season to wonder if the Packers haven't been too good as teachers. After the Minnesota Vikings upset the Packers Sept. 22, defensive tackle Henry Jordan said he noticed the Minnesota club had been using tactics which "we've been winning on all these years." "We missed some tackles that hurt," Bengtson said Monday. "And we had a little blocking breakdown-not a missed assignment but for blocking." "The big type of play that we needed and used to get in the past, we didn't get," he said. "The other team is coming up with the vital third-down play." "We need a real shot in the arm," he said.

NOTES AND NOTIONS

OCT 1 (Appleton Post-Crescent) - No team, not even the Green Bay Packers, can count their NFL victories before they're hatched. About three weeks ago, you could have gotten pretty good odds that the Packers would take a 4-0 record into their Oct. 13 clash with Los Angeles' Rams. As it stands now, they'll be happy to settle for a 2-2 mark. Not even the upcoming Atlanta

game can be classified as a laugher any longer. The Falcons aren't going to be psychologically beaten before the opening kickoff, because every team feels it now can beat the Packers. No Packer player, coach or fan need be reminded that the Bays are in trouble - that if the current trend isn't reversed, Green Bay will no longer be privileged to sport "Titletown" banners and the Packer players will be relegated to Super Bowl spectator roles well before the NFL December playoffs begin. Off to their worst start in 10 years, the Packers have already lost twice without having faced any of the current top powers - Los Angeles, Dallas or Baltimore. And, they must also invade the home stadia of the Lions and the Vikings, their back-to-back conquerors. When fans are as close to a football team as Packer Backers are, there is a tendency to attribute all losses to Green Bay shortcomings without giving the opposition due credit. So, in any evaluation of the current recession, it's important to remember that Minnesota and Detroit are improved teams. Bill Munson and Earl McCullouch (and one can't exclude Billy Gambrell) have given the Lions a vital offensive boost. It cost the Lions dearly to get Munson, but the trade now looks mighty good. Yet, there's no denying that the Packers have been erratic - that they've made many more mental and physical mistakes than they did in the Lombardi coaching era... The most obvious decline has been in the play of the Green Bay defensive unit - that peerless contingent that struck fear into the hearts of the opposition and often kept the title ship afloat during certain periods of Packer offensive- unit distress in the last three years. The Bays' defense has permitted an average of almost 21 points a game - just about twice the rate permitted when Willie Davis, Ray Nitschke, Henry Jordan, Willie Wood and Company were the scourge of the NFL. The Lions took liberties with the Packer defense which few, if any teams could do in the past - and Green Bay has been guilty of some incredibly sloppy tackling for two straight games. About 9 1/2 minutes remained Sunday when Green Bay tied the score, 17-17. In the old days, this would have given the whole team such a lift that the Packer defense, would somehow, have gotten the ball back rather promptly for the offensive unit. Instead, the Lions held the ball for 7 1/2 minutes in grinding out the go-ahead TD... The Packer offensive platoon has been as erratic as it has been brilliant at times. Mistakes have been costly, and several times, in the last two weeks, Bart Starr and his cohorts have been unable to make the big play when it was needed. While it's much easier to 'call' a game from the grandstand, it does appear that two of the three costly interceptions Sunday came on questionable plays. With only three minutes to go in the half and the Bays leading, 10-0, Starr took to the air instead of concentrating on possessing the ball and keeping the Lions blanked at intermission time. While it can be argued that Starr was justified in going all-out for a 17-0 lead - an advantage which might have put the game out of reach - the risk wasn't warranted since the Lions at the time were thoroughly frustrated on the offense. But the interception - and subsequent position on the Packer 47 - gave the Lions the lift they needed. They scored in just 1 minute, 46 seconds - and the newly-gained momentum carried them through the entire second half. The other debatable Starr pass came when the Packers took over with 1:55 left after Detroit's tie-breaker. Starr had sufficient time to work a few sideliners and nurse the clock as he and Johnny Unitas have done in comparably so often in the past. Instead, he went for the "bomb" right off the bat - and the final interception followed... The Central

Division appears to be the only one of the NFL's four sectors in which all of the four teams are title contenders. Each of the other divisions has at least one weak link. The winner of the Green Bay-Minnesota-Detroit-Chicago race could conceivably wind up with a 9-5 or an 8-6 record. At the moment, their Super Bowl potential doesn't measure up to that of at least three of the NFL's unbeaten powers. Dallas continues at the top of my index, with a rating of 95 (out of a possible 100), while the Rams and the Colts are bracketed at 90. Though New York unbeaten, I would rate the Giants no higher than 80 - alongside Minnesota and Detroit - principally because they are in Dallas' division. The Packers since last week have slipped 10 points, to 75. Among the AFL's teams most likely to reach the Super Bowl, Oakland is still No. 1, with a 95 rating. San Diego would merit a 90 and Kansas City 85.

HECKER FIRED; FALCONS NAME VAN BROCKLIN COACH

OCT 1 (Atlanta) - The Atlanta Falcons today fired Norb Hecker as head coach and replaced him with Norm Van Brocklin, formerly of the Minnesota Vikings. Falcons' President Rankin Smith, at a noon news conference, thus confirmed a rumor which had been circulating for several months. "Last night I made the agonizing decision to replace Norb Hecker as head coach of the Atlanta Falcons," Smith said. "I have felt for some time that the club was not making the kind of progress that I had anticipated in order for it to become competitive in the NFL," Smith added. Hecker, former defensive backfield coach for the Green Bay Packers, was hired by Smith when Atlanta joined the NFL prior to the 1966 season. During his two and one-fourth seasons, the Falcons won only four of 31 regular season games, finishing last in the NFL last year with a 1-12-1 record and losing the three games played so far this year. Van Brocklin coached the Vikings from a three victory season in the first year in the NFL to a record of 8-5-1 in 1964 when the Vikings tied Green Bay for the runnerup spot in the Western Division.

PACK WARY OF VAN BROCKLIN 'FIRE'

OCT 2 (Green Bay Press-Gazette) - Will the Atlanta Falcons coaching change complicate life for the Packers Sunday? The world champions, who have had problems of their own in recent days, are of the general opinion it could. Word of Norb Hecker's release as Falcon head man and immediate replacement by Norm Van Brocklin reached the Packer dressing room at noon Tuesday, just after our heroes had listened to Wally Cruice's scouting report on Atlanta's most recent appearance at San Francisco. Although the move had been strongly intimated 24 hours earlier, there were more than a few expressions of surprise...LOTS OF ENTHUSIASM: Coach Phil Bengtson, taking time out from preparations for the Pack's imminent invasion of the Georgia metropolis, first mused, "I wouldn't know what this will do to them." Then, after brief reflection, he appended, "I don't see how they can change much for our game, but they're apt to come out with a lot of enthusiasm with a change in coaches." "Actually, in their last two games against San Francisco and Baltimore, which we have been studying on film, they didn't look too bad," Bengtson further noted. "They were in both of them." The Packers' veteran co-captains, Bob Skoronski and Willie Davis, were of substantially the same persuasion...MORE EMOTIONAL: "Van Brocklin always had the ability to fire a team up," Skoronski observed, "so we'll have to face that. He certainly did a good job of that with the Vikings. Weighing the matter for a moment, Davis opined, "Maybe it would be more of an emotional thing than strategy. He couldn't change that much strategy in a week. But I'm sure the players will be affected, adversely or favorably." A dissenting opinion came from Ray Nitschke, the Packers' 11-year middle linebacker. "I think it might have a bad effect on the team," he said, "to have a new coach right in the middle of the stream."...KOS, ALDRIDGE READY: Whatever the reaction may be, Tuesday's development is not likely to affect the Packers' approach. They presumably will prepare for the Falcons on the basis of Cruice's analysis and what they have seen in films, all the while bearing in mind a probable change in the emotional factor. Although both tackle Ron Kostelnik and end Lionel Aldridge were troubled by injuries in Sunday's loss to Detroit, Bengtson indicated both should be ready for full scale duty in Atlanta. Kostelnik, who was running freely Tuesday, has been plagued by a recurring knee hurt. Aldridge suffered an ankle sprain which caused him to sit out a good share of the second half...WAX RUNS A BIT: The injury to Aldridge brought Francis (Bubba) Winkler, the 6-foot-4, 250-pound rookie from Memphis state, his first prolonged test of the infant championship season. The return of two other defensive linemen, Bob Brown and Jim Weatherwax, is still indefinite "I don't know when Bob will be back," Bengtson says, explaining, "the doctors thought at the time of the break that it would be a longer recovery period than average." Brown has been sidelined since July 27, when he fractured his right arm in a goal line scrimmage. Weatherwax, who incurred a knee injury in the Aug. 19 preseason game against the Bears and since has undergone surgery, began to do limited running Monday but is likely to be out for an undetermined period. Their absence obviously has been a factor in the Packers' uncharacteristic defensive performance of late because Henry Jordan has been battling a chronic back injury and Kostelnik has been hampered, off and on, ever since he twisted a knee in the Pack's grapefruit league debut against the Giants... PACKER PATTERN: His near-record day against the Lions has elevated Carroll Dale in two of the NFL's statistical departments, latest figures show. Dale, who caught six passes for 205 yards for the third best performance in Packer history, now is tied for third in



Carroll Dale (84) is pushed and tripped out of bounds by Detroit Lions' Lem Barney in game at Green Bay, Sept. 29, 1968. Dale had just caught Bart Starr's throw good for first down. (AP Photo)

receiving with Dave Williams of the St. Louis Cardinals. Each has 14 catches. The Packer flanker also shares sixth place in scoring with Mike Clark of Dallas and Baltimore's Lou Michaels at 24 points... Teammate Herb Adderley has moved into third place in kickoff returns with a substantial 31.8 average for six runbacks and fellow defensive back Willie Wood ranks fourth in punt returns with an 8.2 average for five returns... Quarterback Bart Starr, who threw for 255 yards against Detroit, held seventh place in passing with a 62.7 percentage on 37 completions in 59 attempts for 623 yards and five touchdowns... Donny Anderson is tied for eighth in rushing on 186 yards in 35 attempts, a 5.3 average, and 15th in punting with a 38.2 average... The Packers, who moved into the heavy portion of their weekly regimen today, exhibited good spirits in Tuesday's customary light workout. Portions of it were filmed by a New York camera crew here to make a series of 12 training films for coaches with Vince Lombardi. Lombardi is collaborating with author W. C. Heinz and publisher George Flynn in the project.

NORM GETS FULL POWER TO REMODEL FALCONS

OCT 2 (Atlanta) – Norm Van Brocklin takes over the football fortunes of the Atlanta Falcons with promises of plenty of power and plenty of time to turn them into a top team. The NFL's passing whiz of the '50s demanded - and got - a long-term contract of a reported five years, full control of the team and a free hand in future scouting, trading and drafting of players. Van Brocklin, 42, apparently has been in contact with Atlanta owner Rankin Smith for several weeks... 'SPEEDED THINGS UP': Smith, who has been unhappy for some time with the performance of the Falcons under Norb Hecker, fired Hecker and hired Van Brocklin after published reports that such a change was upcoming. "Let's just say that the newspaper stories speeded things up," said Smith, whose Falcons have won but four games since they joined the NFL in 1966. Van Brocklin, who arrived in Atlanta Tuesday night, indicated that the job of Randy Johnson - who has quarterbacked the Falcons since their founding - may be in jeopardy. Van Brocklin said, "I'm as high as a Georgia pine on Bob Berry."



Norm Van Brocklin

Berry played for Van Brocklin when he was coach of the Minnesota Vikings. Van Brocklin is burning the midnight oil in order to bone up as quickly as possible on the Falcons. He was in town and consulting with his new assistants less than 12 hours after accepting the job. "Last night I made the agonizing decision to replace Norb Hecker ...," a grim-faced Smith said Tuesday. "I have felt for some time that the club was not making the kind of progress I had anticipated in order for it to become competitive in the NFL."... QUIT VIKINGS IN '66: But Van Brocklin warned that things aren't likely to be much different at first. "It's hard to make many changes this late in the season," he said. Van Brocklin has been out of football since quitting the Minnesota Vikings at the end of the 1966 season because of a widely publicized feud with his quarterback Fran Tarkenton, now with the New York Giants. He doesn't have much time to get back into stride since this Sunday the winless Falcons host the aroused Green Bay Packers. The world champion Packers figure to be out for blood after losing two games in a row. Van Brocklin, one of the all-time great NFL quarterbacks, coached the Vikings for six years, starting with their initial season in 1961. He said those '61 Vikings were "quite similar" in material to the original Falcons of '66 but that by their third season, 1963, they appeared to be better than the team he now coaches. The '63 Vikings were 5-8-1 and were to go 8-5-1 a year later. The current Falcons are 0-3 after a 1-12-1 season last year... LEAPED AT OFFER: Despite the obvious problems facing him, Van Brocklin said he leaped at Smith's offer. "I've been hopeful of getting back into professional coaching. Professional football was my life for 19 years and it's something I cherish very much." Hecker, who will remain on the Falcon payroll through the 1970 season, indicated he was ready to get out of coaching. "I'm very fond of Atlanta and would like to stay here, if the right business opportunity presents itself," Hecker said. Hecker, 41-year-old former

Green Bay assistant, was the Falcons' first coach. During his 21/4 seasons at the helm, the Falcons won only four games while losing 26 and tying one... TAKES FIRING GRACEFULLY: Hecker took the firing gracefully. "I felt we were coming along and had a real chance to win some games this year," he said. "But it's an owner's prerogative to make changes. The name of this game is winning... and when you lose, these things happen... I hold no grudges." Van Brocklin said Hecker's entire staff has agreed to stay on, at least until the end of the season. Smith was glad about that, saying, "at this stage of the season I would see no way to bring in a brand new staff." It includes former Packers Lew Carpenter and John Symank, plus Bob Fry, Bill Jobko, Jim (Red) Phillips and Hal Herring.

JAMES HAS BRIEF REUNION

OCT 2 (Green Bay Press-Gazette) – Regardless of their loyalties, the alumni of Jackson (Miss.) State had reason to point with pride to the achievements of two recent grads in last Sunday's Packer misadventure with the suddenly voracious Detroit Lions. One of them, of course, is Lem Barney, the spectacular sophomore cornerback whose second quarter interception triggered the Lions' winning surge. But, had the Packers prevailed in the stretch, the contribution of another Jackson product to the world champions' cause might be eliciting equal time from his fellow alums at the moment. That was a critical, 22-yard catch, the key play in the drive, by flanker Claudis James on the Packers' push to their second and last touchdown early in the fourth quarter, which temporarily forged a 17-17 tie. This development came with the Packers facing a third down and 20 situation at their own 43-yard-line after the Lions' Jerry Rush had barged through to fell quarterback Bart Starr for a 10-yard loss. It would have been poetic if Barney, a James teammate at Jackson State in 1966, had been covering Claudis on the play, of course, but such was not the case. James, who made his only appearance of the afternoon on that maneuver, noted, "It was LeBeau (Dick). They had kind of a rotated zone defense on, I think." "But," he laughed and added, "Lem was coming across. He's always around the ball... I saw him after the game and he said I looked like I was ready." Had he found being inserted

in a clutch situation of that type slightly unnerving? "Well, no," James replied, "because I'd been having a good week all week in practice." This has been responsible for his spot assignment, Offensive Coach Bob Schnelker informed. "Claudis is very quick," he said, "and he'd been looking good in practice. That's why we decided to put him in there."...**'VERY NICE MOVE'**: The slender sophomore made "a very nice move," Schnelker appended. James did admit he found it "kind of funny running from the other side." Customarily a flanker, he was deployed at split end on the play, with Boyd Dowler moving to tight end. A quarterback in college, James was employed as a halfback last season as a rookie, then transferred to flanker after the College All-Star game. "It's a real big adjustment," Claudis concedes, "but I like the position real well." James, who was activated for the first two league games last season but spent the remainder of the year on the taxi squad after Bob Long returned from the casualty list, explained, "The thing that was particularly hard for me was my square out moves - my outside moves - and Coach Schnelker has been helping me with those. The only other problem I had was concentrating on the ball - looking it in. That's coming along pretty well now." "I think I'm about ready to make a contribution," he summed up. "That's the main thing."

INJURIES TO DEFENSIVE LINEMEN HAVE UPSET PACKER TITLE PLANS

OCT 2 (Green Bay) - Injuries, striking with the force of Joshua's trumpet, have caused Green Bay's vaunted defensive wall to crumble, temporarily sidelining the Packers' drive to a fourth consecutive NFL championship. Under Vince Lombardi, former defensive coach for the New York Giants, the Packers developed a dynasty using a ball-control offense and a stingy defense. But under rookie Coach Phil Bengtson, Green Bay's opponents have marched overland. And the success of the ground game has meant that opposing quarterbacks could start picking apart the normally tight Packer air coverage. "The defense hasn't been good at all," Bengtson admitted after Sunday's 23-17 loss to the Detroit Lions that saw Green Bay slip to a 1-2 record and a tie for last place in the Central Division. Joe Schmidt, Lions coach, touched on the same subject when he said, "I knew we could move the football."...**CRUCIAL PLAY**: The Minnesota Vikings two weeks ago had the nerve to run on fourth-and-one deep in their own territory. They made it and went on to defeat the Packers. It's not like the past when Green Bay's defensive line would lead the charge, letting the linebackers help out the defensive secondary on pass coverage. Now the Packers are blitzing more, a strategy that Lombardi once said was used only to cover up a weakness. The best known Packer hospital cases have been in the offensive backfield where Elijah Pitts, Jim Grabowski and Ben Wilson underwent off-season surgery. But it's on the defensive line where the injuries have hurt the most. Only defensive captain Willie Davis has escaped. Tackle Henry Jordan hurt his back; tackle Ron Kostelnik missed some of the pre-season workouts with a bad leg; tackle Bob Brown has yet to see action this year after suffering a broken arm; tackle Jim Weatherwax is still limping after being injured in an exhibition, and end Lionel Aldridge twisted his ankle against the Vikings...**ADMITS PLIGHT**: "It's not in very good shape," the Packer coach said of his defensive line. "Eventually we hope Bob Brown will be ready to help us." Brown says he is ready now. "I asked to play in this last game against Minnesota," he said. "I believe I could help the team." When asked when Brown would return to the roster, Bengtson said, "I can't answer that. They X-ray the arm periodically to see how the healing is progressing. The doctors have not said he could play yet." About Jordan, Bengtson said, "We know that one of his strong points is not against the rush in a short yardage situation." But there's no one on the except the walking wounded in street clothes. Bengtson, and the rest of Packerland, is anxiously awaiting the return of Brown and Weatherwax and the healing of Jordan and Kostelnik. "We're still in the middle of this thing," Davis said of the NFL championship race. "The thing we have to do is pretty obvious. We have to be the best football team we can be. We can't worry about the other teams. We have to put together a winning streak."

COUNCIL TO STUDY STADIUM CARRY-INS

OCT 2 (Green Bay Press-Gazette) - A recent ruling banning beer and soft drinks in bottles and cans at Green Bay's Lambeau Field ran into strong opposition in the city council Tuesday night. The ban, made known via a press release from the Packers, was made without the consent of either the stadium commission or the council. The council has sole jurisdiction over rules of this nature. The commission acts as the city agent, recommending regulations which can either be adopted or rejected by the council. Aldermen Tuesday acknowledged they made no rule about canned beverages. An ordinance is already on the books banning beer and soft drinks in glass bottles. Stadium Commission Chairman Clarence Nier said the commission took no action on the matter, preferring to have the action come from the council's protection and welfare committee. It was not that the council opposed the prohibition but a question of what shall be banned and who shall do the banning. City Atty. Ervin L. Doepke told the aldermen it is the jurisdiction of

Kramer-64

Offensive Guard — Idaho

Height 6-3, Weight 250

Born in Jordan, Mont., Jan 23, 1936

Eleventh year in pro ball . . . Packers fourth round draft choice in 1958 . . . All-Pro in 1960, 1962, 1963, 1966 and 1967 . . . Missed 8 games in 1961 with broken ankle . . . Overcame series of childhood injuries to become excellent football player at Univ. of Idaho . . . Business Administration Major . . . Won blds to East-West and North-South games . . . Named captain of West team . . . Played in 1962, 1963 and 1968 Pro Bowl games . . . Scored 65 points in 1962 on 38 extra points and 9 field goals . . . In 1963 set Packer record of 43 extra points and tied the record of 16 field goals for a season total of 91 points . . . Sideline after first game of 1964 season with intestinal infections . . . 8 operations later wood splinters removed and he returned to starting lineup midway through 1965 season . . . Started all games 1966 . . . Made key block on Starr's game winning QB sneak against Dallas in 1967 NFL title game . . . Co-owner of American Archery Company, Oconto, Wis., and Packer Diving Company in Louisiana. Residence: Green Bay, Wisconsin.





Nitschke-66

Middle Linebacker — Illinois
Height 6-3, Weight 240
Born in Elmwood Park, Ill.,
Dec. 29, 1936

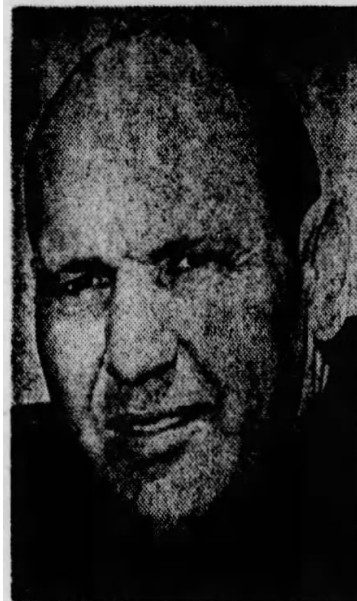
Eleventh year in pro ball . . . Packers third round draft choice in 1957 . . . Played fullback at Illinois, carrying 79 times for a 6.5 yard ave. . . Physical Education Major . . . Missed several games in 1961 due to military service . . . Voted MVP of Championship game of 1962 in Yankee Stadium against Giants . . . Broke arm against Lions on Thanksgiving day 1963 . . . AP and UPI All-Pro 1964, UPI All-Pro 1965 and AP, UPI, and NEA All-Pro 1966 . . . 2 interceptions for 44 yards in 1966 . . . 1 interception for 20 yd. TD vs. Lions in 1967 . . . Credited with 9 tackles against Oakland in AFL-NFL Title Game in 1968. Residence: Green Bay, Wisconsin.

straight ahead blocker, however. So the coaches shifted him to center and he's been doing a fine job...He has good size - he's 6-3 and 245 pounds - and strength for the job."...LONG, MCCARTHY STARTERS: Ron Kostelnik, veteran Packer defensive tackle, unwittingly echoed this estimate in evaluating Grimm's assets in his new assignment following Wednesday's practice. "Dan's big and strong," Kos affirmed, noting, "That would be like our putting Gillie (left guard Gale Gillingham, an imposing 6-foot-3 and 258 pounds) at center." Grimm, now 27 and in his fifth NFL season, is one of three former Packers on the Atlanta roster. The others are Bob Long, dealt to the Georgians in the Leo Carroll trade last month, and running back Brendan McCarthy, picked up from the Lions on waivers. McCarthy earlier had been waived to Detroit by the Pack. Both Long, who has caught 5 passes for 108 yards and two touchdowns since joining the Falcons, and McCarthy have been starting. Bob has been installed at flanker ahead of former Viking Paul Flatley while Brendan currently is the Atlantans' No. 1 fullback. McCarthy has been one of the most effective members of the Falcons' attacking unit. He is their leading ground gainer and No. 2 pass receiver at the moment with a rushing net of 34 yards and 8

the council to set policy at the stadium, and that no orders were issued allowing the commission to act. Beer and soft drinks were banned at the first two Packer games. Persons entering with six-packs or other beverages had to check them at a gate...SENT TO COMMITTEE: The council referred the matter to its protection and welfare committee in hopes of coming up with a solution by the Packers next home game on Nov. 3. Several questions arose during the discussion of the rule. It was the general feeling that all canned or bottled beverages - in their original containers - shall be banned. However, Ald. Robert Reeners, who said he has ushered at the games, said "don't kid yourselves, this kind of rule can't be enforced." Ald. Thomas McKeough said, "I want to remind the council that it was this type of action (banning carry-ins) that put the skids to the Braves in Milwaukee." City Atty. Ervin L. Doepke said it was possible a search warrant would be necessary in order to enforce the rule, if it becomes an ordinance. However, he said it was doubtful a warrant could be issued for a civil matter. All ordinances of the city are in the area of civil (not criminal) matters. The unofficial consensus of aldermen appeared to be that Thermos bottles and flasks would be exempt from any ruling. It was stated that people would not throw away such containers, thereby risking injury to fellow fans.

PACKERS FACE EX-MATE GRIMM AT ANCHOR SPOT OF FALCON LINE

OCT 3 (Green Bay Press-Gazette) - The Packers will encounter an old colleague in a new role come Sunday. Dan Grimm, the massive Iowan who began his pro football career as a member of the Packers offensive line, was stationed at right guard for the Atlanta Falcons during their first two years and for a portion of the current season. But the world champions will find him holding forth at center when they invade the southland this weekend to meet the Falcons, who will be debuting under their new head coach, Norm Van Brocklin. The transfer was effected only two weeks ago but Grimm has adapted to the new position with surprising speed, and skill, according to Linn Hendershot, the Falcons' assistant publicity director...TORN THIGH MUSCLE: The move was made, he confided long distance from Atlanta Wednesday, because of a 1967 injury "Last year in the exhibition season, Dan had a torn thigh muscle," Hendershot informed, "and he missed most of the year. When he came back this season, he still could do a pretty good job, but he had lost a little of his quickness for pulling on wide plays. He still was a fine pass blocker and a fine



Jordan-74

Defensive Tackle — Virginia
Height 6-3, Weight 240
Born in Emporia, Va., Jan. 26,
1935

Twelfth season in pro ball . . . Browns fifth round draft choice in 1957 . . . Cost the Packers only a fourth round choice in 1959 . . . Won All-Pro honors in 1960, 1961, 1962, 1963 and 1964 . . . Second team All-Pro 1966 . . . Pro Bowl performer in 1961, 1962, 1964 and 1967 . . . Most Valuable Line-man in 1964 Pro Bowl . . . Credited with 4 unassisted tackles of Ram quarterback in W. Div. Playoff in 1967 . . . Captained college football team in 1956 and reached finals in NCAA heavyweight wrestling 1957 . . . Business Administration Major . . . Associated with Mortgage Underwriters, Inc., during off season . . . Excellent after dinner speaker and master of ceremonies. Residence: Green Bay, Wis.

catches for 64 yards...**'COUPLE OF LONG LOSSES'**: "He had been averaging about 4 yards a carry," Hendershot explained, "but he got caught for a couple of long losses last Sunday in San Francisco that knocked him down to a 1.8 average...It wasn't his fault, though." Elaborating on McCarthy's pass receiving total, he added, "They throw a lot of screens to him, a lot of the passes off to the side." Although



Anderson-44

Halfback — Texas Tech
Height 6-3, Weight 220
Born in Borger, Texas, May 16, 1943

Third year in pro ball . . .
 Drafted first as future in 1964 . .
 . Consensus All American for
 two years . . . Sporting News Co-
 Player of the Year 1965 . . . In 30
 games rushed 526 times for 2280
 yards., caught 105 passes for
 1327 yds. and 12 TDs, punted 149
 times for 33.2 yd. ave., returned
 56 kickoffs for 1309 yds., scored
 28 TDs for career total of 168
 points . . . All-SWC three years .
 . . SWC Back of the Year 1964
 and 1965 . . . Outstanding player
 of 1965 Gator and Hula Bowl
 games . . . Physical Education
 Major . . . Used mainly on kick-
 off and punt return teams in
 1966 . . . Broke into starting line-
 up midway through 1967 season .
 . . Scored 4 TDs in first starting
 assignment against Cleveland in
 1967. Residence: Stinnett, Texas.

the Falcons' new coach has evinced admiration for Bob Berry, an ex-Viking who has been a reserve to this point, incumbent Randy Johnson is expected to start at quarterback Sunday. Berry, a Van Brocklin protégé at Minnesota, was acquired last month when placed on waivers by the Vikings' new head coach, Bud Grant...**PACKER PATTERN**: Van Brocklin met with the Falcons for the first time Wednesday morning. "He said it was easier for him to adapt to our system, which is quite similar to the one he had with the Vikings, than for 40 men and our assistant coaches to adapt to his terminology, so he doesn't intend to make any changes now," Hendershot reported. "Lew Carpenter, our offensive coach, was an assistant to Van Brocklin at Minnesota, Bill Jobko, our linebacker coach, played under him there, and so did Red Phillips, our receiver coach, so that should make the adjustment somewhat easier than it otherwise might be."...Norb Hecker, the former Packer assistant deposed Tuesday as head coach, presently is planning to stay in Atlanta with the hope of finding a business opportunity, the Atlanta publicity aide informed, "but he said if a coaching offer should come up, he would give it a good, hard look. He said he possibly may take a year's vacation." Hecker's Falcon contract runs through the 1970 season - at a reported \$40,000 per annum...General Manager Vince Lombardi, an infrequent visitor to the practice field, was a spectator at Wednesday's drill, which saw the Packer defense work against the anticipated Falcon offense for the first time...NFL defensive figures, released today, shed some light on the Packers' current 1-2 record. They reveal that the champions, once dominant in the statistics, lead the league in only one category, punt coverage. The statistics also show that the Packers have been frisked for 62 points, compared to the mere 29 which the pacesetting Los Angeles Rams have permitted, and that the enemy has been able to exercise ball control. The Bays have given up 55 first downs, 17 more than the leader, Baltimore's Colts.

SNICKERS IN TITLETOWN

OCT 3 (Green Bay Press-Gazette) — Green Bay Packers, Lombardi Ave., Green Bay, Wis., Dear Packers: I guess you must have heard them. The snickers, I mean. There have been a few. Not really as many as I expected to hear. But when you lose two straight games...and, frankly, don't look like the Packers we have come to expect every Sunday...well, I guess there are going to be some snickers. It's like the letter we received Monday morning. The return address was simply "Father Time." In the envelope was a clipping of a magazine headline reading "It's a Young World!" And scrawled above that was "23-17." Then there was the letter from an Eastern Packer Backer who is obviously frantic. He's already fearing a return to the 1950s...**ALL HAVE BAD DAYS**: But don't take it to heart. Seems when you guys have a bad day we all have bad days. Like another note we received pointing out that with less than a minute to go last Sunday the Packer Band struck up "So You Met Someone To Set You Back On Your Heels, Goody Goody." And there was the fella



Peay-71

Offensive Tackle — Missouri
Height 6-5, Weight 250
Born in Pittsburgh, Pa., May 23, 1944

Third year in NFL . . . ac-
 quired in off-season trade with
 New York Giants prior to '68
 season for Crutcher and Wright
 . . . number one draft choice of
 Giants for 1966 . . . hampered by
 injuries when with Giants . . .
 attended Cameron Jr. College
 before attending Univ. of Mis-
 souri . . . played both ways in
 junior year . . . concentrated on
 offense senior year . . . named
 All-American senior year and
 played in Sugar and Senior Bowl
 games . . . Sociology major.
 Residence: Pittsburgh, Pennsyl-
 vania.

who wrote in to accuse us of climbing all over you, Coach Bengtson, because of the picture showing you holding your head in your hands. And there were a few fans who let me know they thought some of my remarks in Monday's Out of Bounds were Out of Place. Yup, things sure look a little different from below the .500 mark. Kind of dark. But you know, there are a number of things that keep coming back to

Gillingham -68

Offensive Guard — Minnesota
Height 6-3, Weight 255
Born in Madison, Wis., Feb. 3, 1944

Third year in pro ball... Regular first round choice of Packers for 1966... Played fullback and tackle at Minnesota... 5.9 speed in 50... High school discus champion... All-State football... Played in East-West Shrine game, Senior Bowl, Coaches All-American game and was selected to play in All-Star game... Education Major... Started final two games of 1966 season against Colts and Rams and all pre-season and league games in 1967. Residence: Little Falls, Minn.



me and I think they can turn the darkness to light, the gloom to brightness, again. One is the fact that you are the Packers...the "new" Packers. You are not the Packers of the 1950s. You guys know what it's like to win, to be champions. You guys have always had that great pride and that's something you don't lose. Then there is the fact that you guys have talent. Heck, even if Father Time is right, the fact is that the talent is still there. And talent like you guys have can't be kept under a lid for very long. It has to explode out...TOUGHEST DIVISION: And there is the fact that the Central Division, contrary to past years, looks like the toughest division in pro football this year. You might lose up to five games and still win the Central championship. And I think-you will win the Central title again. I've even predicted that you will go all the way to the world championship again this year though I must admit that there was considerable concern about going that far because four in a row is, well, unbelievable. One more thing. You guys know what it is like to face a challenge and beat it back. Why, it was just earlier this year that a lot of folks were jumping off the ship when they thought it was sinking but you came back to smash the Cowboys and renew a lot of fickle spirits. Now I'm sure you realize this week presents the same sort of challenge. I mean, if things are gloomy at 1-2, think how they might be at 1-3. But listen, there may be some snickers around, like I said. But there aren't too many. Most people figure like I do. That you can do it Sunday... and the following Sunday... and the following one too. So what do YOU say, Pack? Sincerely, Len Wagner.

RONZANI REPORTED SATISFACTORY AFTER HEART OPERATION

OCT 3 (Rochester, MN) - Gene Ronzani, former coach of the Green Bay Packers, was reported in satisfactory condition in St. Mary's Hospital today. Mayo Clinic doctors performed heart surgery on Ronzani Friday. Ronzani, 59, succeeded Curly Lambeau as head coach of the NFL team in 1950 and resigned in 1953. Ronzani lives in Milwaukee.

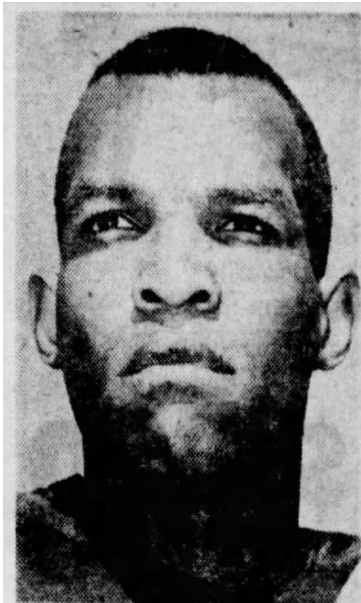
FALCONS SHOW ENTHUSIASM IN LONG WORKOUT

OCT 3 (Atlanta) - Norm Van Brocklin, who has been given the job of building the hapless Atlanta Falcons into an NFL contender, spent his first day as coach putting names and faces together. Van Brocklin, 42, said Wednesday he would rely on the other coaches' judgment on starters and personnel, at least for this week. He replaced Norb Hecker, who had coached the Falcons since their entry in the NFL in 1966. The Falcons have lost 10 straight games. A former coach of the Minnesota Vikings, Van

Brocklin spent the 1967 season as an NFL television announcer. The new coach was asked about opening his Atlanta career with the Green Bay Packers Sunday...A NEW TIGER: He replied, "There are no waltzes in the NFL. You run into a new tiger every Sunday." "Right now," Van Brocklin added, "I imagine Green Bay is stunned over losing two straight and figures it can come in and blow us back and run us out. We have to be ready mentally as well as physically." He said he noted a lot of enthusiasm in the Falcons' long and spirited practice Wednesday. After giving quarterback Randy Johnson some instructions, Van Brocklin said: "Johnson has a great arm, but he must think about his job and strive for excellence on every play. Sometimes he relaxes and becomes a little careless."

LOMBARDI JOINS UDALL IN PRAISING NELSON

OCT 4 (Green Bay Press-Gazette) - Eminent strategists in conservation and football came to dinner here Thursday evening to recommend Sen. Gaylord Nelson with lavish praise. "Gaylord Nelson understands conservation better than anyone else in Congress," declared Stewart L. Udall, secretary of the Interior. "He is the nation's No. 1 conservationist," asserted Vincent T. Lombardi, general manager and ex-coach of the Green Bay Packers. Nelson spoke, too, but neglected to mention that he is a Democrat standing for



Adderley-26

Defensive Halfback — Michigan State
Height 6-1, Weight 200
Born in Philadelphia June 8, 1939

Eighth year in pro ball... Packers first draft choice for 1961 season... Starting halfback for Spartans and tri-captain... All-Big Ten... Played in East-West Shrine, Hula Bowl, All-American, and All-Star games... Physical Education Major... Runs 100 in 9.8... Selected AP and UPI All-Pro in 1962, AP in 1963, AP, NEA, and UPI in 1965 and 1966... Returned 3 interceptions for TDs in 1965... Set League record of career TDs on interceptions with 6... Pro-Bowl Participant 1964-1968... Sporting News All-Pro 1967. Residence: Philadelphia.



Caffey-60

Linebacker — Texas A & M
Height 6-3, Weight 250
Born in Thorndale, Texas, June 3, 1941

Sixth year in pro ball . . . Eagles seventh round draft choice for 1963 . . . Traded to Packers with Eagles number one 1964 draft choice for center Jim Ringo and fullback Earl Gros . . . Has started at right linebacker for Packers last 4 seasons . . . Can also play middle linebacker . . . 10.1 speed in hundred . . . Broke open first Colt game in 1966 with 52 yard pass interception for T.D. AP and UPI All-Pro 1966 . . . Rancher during off-season . . . Residence: Thorndale, Texas.

reelection. He devoted his remarks to plugging for conservation and to praising Lombardi and Udall... **VINCE SURPRISE PARTICIPANT:** Billed as a "conservation dinner," the event at the Hotel Northland was sponsored by three groups concerned with environmental quality. About 300 attended. The dinner followed a visit earlier in the day to the Wolf River and Menominee County by Nelson, Udall and party. Lombardi was a surprise participant in the dinner program. Udall made a point of hailing his venture into the political arena. The Packer boss stressed that full commitment is essential for quality leadership. Sen. Nelson, he said, exemplifies this ideal. "Gaylord Nelson has the skill, the experience and the dedication we need in high places," Lombardi contended. "We should support him, regardless of what party labels we carry."... **HAS SPECIAL AFFECTION:** Udall spoke of Nelson's zeal in going after sound legislation on behalf of conservation. "I have special respect and affection for your senator," he acknowledged. He said nice things, too, about Wisconsin. "The conservation movement took root in this state," Udall said. "Wisconsin was one of the seedbeds of the conservation effort, even before Teddy Roosevelt, and what we see here today is largely the result of foresight."... **LAUDS PARK SYSTEM:** The secretary of Interior credited Wisconsin with a fine state park system, with splendid rivers and lakes, with excellent hunting and fishing, with an outdoor environment for people to enjoy. But pollution and desecration, he warned, have made serious advances in Wisconsin just as elsewhere. "We have gone down the road of misuse and abuse in this past century. We simply assumed that a filthy country had to be the price of progress. "But thankfully," Udall continued, "a new view is taking hold. The fight can be won — if we persist and continue another decade or two."... **CALLS SELF LAME DUCK:** Labeling himself a lame duck, due to finish his job three months from now, Udall said he had derived high satisfaction from nearly eight years as "steward of the resources and protector of the environment." Besides the plug for Nelson, he made one reference to the coming election. Avoiding mention of any presidential candidate, he asked the audience to regard the men who are their running mates. His man, Udall made plain, is Sen. Edmund S. Muskie of Maine (Democrat). Muskie, it happens, is also an ardent conservationist. Nelson, speaking briefly before introducing Udall, noted that Thursday was a day for celebration. "Today the President signed the National Wild and Scenic Rivers Bill, which brings a new and inspiring concept to conservation," he said. The bill, on which Nelson for several years had a prominent guiding hand, protects nine rivers in the United States. Three are in Wisconsin — the Wolf, for a 24-mile stretch; the Namekagon, for 85 miles, and the St. Croix, for 100 miles. Sponsors of the dinner were the Brown County Conservation Alliance, the Northeastern Wisconsin Audubon Society, and the Brown County Chapter of the Izaak Walton League. Robert S. Cook, assistant professor of physiology at the University of Wisconsin-

Green Bay, was master of ceremonies. "This is a non-partisan event sponsored by conservation groups," he said. "And lest anyone question, on Oct. 28 the Governor's Conservation Awards banquet will be sponsored here by the Conservation Alliance."

ROAD RUNNER WILLIAMS HOPES TO GET UNDERWAY AT ATLANTA

OCT 4 (Green Bay Press-Gazette) — "I sure hope," Travis Williams said solemnly, "I can do something this week." A record-breaking rookie in 1967, when he shattered four NFL kickoff return records, the Road Runner has had only modest success in his specialty thus far this season. It may be largely because he is a marked man after averaging a slightly fantastic 41.1 yards per runback a year ago, but Travis feels there also is another explanation. "A few times it's looked real good," he said. "but I guess maybe my timing was a little off. But it's been looking good..." **HIGHER KICKS:** "They've been kicking 'em a little higher," the affable speed merchant added, "which knocks your timing off, too." "It's been looking good in the middle," continued Travis, who will be looking for his first breakaway of the year in Atlanta Sunday afternoon. "The blocks have been there. It's just a matter of getting my timing down." Earlier in the week, Coach Phil Bengtson offered a slightly different version. "We just haven't been blocking well," he said. "I wouldn't say it was Travis' fault. He's been up in there. In fact, he's been awful close to breaking away. Last week he came very close - he just fell over one guy." Greater concentration by the opposition has not affected his approach to the assignment, Williams says... **JUST TAKE OFF:** "You really don't think about that," Travis confided, pointing out, "They're going to come at you anyway. I imagine they'd cream you if they got a chance, regardless." He added, by way of explaining his present 24.2 runback average, "The last couple of weeks I've been tending to look a little too much instead of just taking off, both on kickoff returns and when I'm in the backfield." Travis had made this discovery, he said, in viewing game films. "Coach Hanner also told me the other day, 'Just take off.' "I guess I've been taking that split second to look...I've just got to get on the stick, got to get going. Although he has yet to "break" in the 1968 NFL season, the Richmond, Calif., rocket hasn't been shut out. He engineered a 75-yard touchdown run from scrimmage in Dallas Aug. 24 that loomed large in the Packers 31-27 victory over

UPI Lists Pack 14-Point Pick

The Packers are 14 point favorites to beat the Atlanta Falcons, according to United Press International today.

Other NFL favorites, according to the news service, include Cleveland over Pittsburgh by 11, Baltimore over Chicago by 12, Washington over Philadelphia by 10, Minnesota over Detroit by 2½, Los Angeles over San Francisco by 12, Dallas over St. Louis by 11 and New York over New Orleans by 11.

the Cowboys. He would gladly settle, needless to say, for a repeat of that performance in Atlanta Sunday afternoon...PACKER PATTERN: The Packers closed out Thursday's windswept practice with a defensive session against the expected Atlanta attack, with quarterbacks Zeke Bratkowski and Bill Stevens emulating the rollout maneuvers of the Falcons' footloose field general, Randy Johnson...They will leave for Atlanta via United Airlines charter at 12 noon Saturday, following a final tuneup at their South Oneida Street practice field...Former Packer Junior Coffey, the Falcons' leading ground gainer the last two years, is out for the season. He suffered a knee injury in Atlanta's intra-squad game and since has had surgery...The new, updated edition of the official 1968 Packer press guide is now available without charge at Ford dealers throughout Wisconsin and Upper Michigan.

LONG STILL PACK 'ADMIRER

OCT 4 (Green Bay Press-Gazette) – It may not seem that way Sunday, but the Packers have at least one friend in Atlanta. He, surprisingly enough, is Bob Long, the oft-injured flanker dealt to the Falcons last month after four seasons of perennial promise in Packer silks. Although a member of what we customarily are inclined to look upon as the enemy hereabouts, Long still has strong Green Bay ties – the memories and associations of three championship seasons, not to mention a home and family and a flourishing pizza house. As a result, he takes exception to suggestions the reigning world champions are on the decline. "There might be a lot of conversation back there," he said via long distance from his new NFL home, "but I've been defending them around here. Naturally, I've been getting a lot of static about their having lost two in a row. I don't feel there's anything wrong with them. It's just that every time anybody plays 'em, it's like the Super Bowl. You really find out about that when you go to another team like I have." Regardless of his sentiments, the fleet Vandergrieff, Pa., product assured he will be giving nothing less than his best against his old comrades Sunday afternoon. "It's kind of a funny situation," he noted. "I've thought about it a lot. I've had such good associations with them and I've idolized so many of them, it's hard to believe I'll be playing against them. I don't hold any grudge against anybody. But when I play against them, I want to do well. I want to have a good game and, if I should happen to score, it would have to go down as one of my greatest thrills." Long, whose Green Bay career was plagued by knee injuries which twice required surgery, wanted to set the record straight on another point. "When I was traded," he said, "a Milwaukee sportswriter wrote that a factor had been that I criticized Coach Schnelker for the way he handled the passing game. That is completely false. Naturally, I wasn't entirely happy because I wasn't playing, but I have this greatest respect for Coach Schnelker. I think he has one of the finest football minds I've ever known." How has he been faring in the southland as to date? "Not too bad for a cripple," was the rueful reply. "I broke the little finger and ring finger on my left hand in my first game here - they're in a cast. It hasn't bothered me much, except I dropped an easy one against Baltimore two weeks ago. I can't catch naturally - I have to try to cradle the ball." "When I dropped that one," he chuckled, "I thought 59,000 fans were going to come down out of the stands. So I got loose on a touchdown later on and that helped." How, he was asked, are the Falcons reacting to new coach Norm Van Brocklin? "Minnesota always came at us when he was coaching there and I was with Green Bay," Long pointed out. "He's the controversial type, but we know Coach Van Brocklin has a great football mind. He's kind of like a mystery - I guess we all have been a little apprehensive." Predecessor Norb Hecker's decision to go with youth - only 16 members of last year's final 40-man roster are still around - "cost him his job," Long observed. Noting "one of the reasons I came down here was that I had great respect for Coach Hecker," Bob added, "I guarantee the Atlanta Falcons didn't lose for lack of effort and work. We spent twice as long on the field and twice as long off the field than we did when I was in Green Bay. I had a terrible time adjusting down here. We worked so hard I was exhausted."

RUSHING					
	Att.	Yds.	Ave.	L.	TD
Anderson, Pack.	35	186	5.3	42	0
Grabowski, Pack.	29	110	3.8	8	1
Wages, Falcons	16	60	3.7	9	0
Pitts, Pack.	14	60	4.3	12	0
McCarthy, Falcons	19	34	1.8	8	1

PASSING					
	Att.	C.	Yds.	Int.	TD
Starr, Pack.	60	37	623	6	5
Johnson, Falcons	77	38	475	2	2

RECEIVING					
	No.	Yds.	Ave.	L.	TD
Dale, Pack.	14	326	23.3	63	4
Dowler, Pack.	9	163	18.1	55	1
Simons, Falcons	9	136	15.1	30	0
McCarthy, Falcons	8	64	8.0	19	0
Ogden, Falcons	6	72	12.0	29	0
Long, Falcons	5	108	21.6	71	2
Flatley, Falcons	5	44	8.8	17	0
Anderson, Pack.	5	24	4.8	14	0
Fleming, Pack.	4	53	13.3	18	0

PACKERS APPARENTLY NEED MORE PUNCH IN SECOND, THIRD PERIODS

OCT 5 (Green Bay Press-Gazette) – The key to a Packer revival? There may be more than one but, statistically, little room is left for doubt. Improved performance in the middle, the second and third quarters in this case, appears to be what the world champions need to shake their current 2-game losing streak in Atlanta Sunday. The Packers have outscored the enemy, admittedly by a modest margin, in the first and final periods of their three NFL ventures to date but have been substantially less successful in the other two. They have, for example, mounted a 17-10 edge in the first quarter, which thus far has been their most profitable overall. But things haven't gone as well in the second and third. The Bays have been outpointed 19 to 14 in the former and by an even wider margin, 20 to 12, in the latter. Noted in recent years for their strength in the stretch, they have exhibited reasonable effectiveness in the fourth quarter, posting a 17-13 advantage. The quarter-by-quarter breakdown:

Packers 7 14 12 17 - 60
Opponents . . . 10 19 20 13 - 62

This performance presumably is traceable in large part to what Coach Phil Bengtson terms a lack of "overall consistency in our execution." Improved competition, particularly in the Packers' own Central Division, also could be a factor. Co-Capt. Willie Davis concurs in this last, observing, "There is no question the other teams in the division (Minnesota, Detroit and Chicago) have improved. But we've lived with that before. We just have to be the best football team we can be. If we're going to win, we just have to be concerned how well the Packers play on Sunday."...PACKER PATTERN: As a result of his brilliant 205-yard afternoon against the Lions, the Pack's Carroll Dale is now averaging a plush 23.3 yards per reception. He also is the champions' leading receiver with 14 catches and top scorer with 24 points...Jerry Simmons, ex-Pittsburgh Steeler and New Orleans Saint, is Atlanta's No. 1 receiver at the moment with 9 catches for 136

yards...Jim (Cannonball) Butler, the former Steeler speedball, is expected to start at halfback for the Falcons Sunday..."It looks like we have a sellout," Linn Hendershot, Falcon assistant publicity director, reports. "Of course, this is the first time the Packers have come to the city of Atlanta"...Ex-Packer Bob Long is sharing an Atlanta apartment with another former Green Bay teammate, Dan Grimm, and Falcon tackle Don Talbert.

BROWN ACTIVATED

OCT 5 (Green Bay Press-Gazette) – The Packers activated veteran defensive end Bob Brown this morning for Sunday's game with Atlanta. To make room for Brown the Packers placed rookie Leo Carroll on the inactive list. Brown, a free agent in his third year with the Packers, suffered a broken right arm in a goal line scrimmage on July 27 prior to the start of the exhibition season. Carroll was obtained by the Packers from Atlanta in a preseason trade for Bob Long. A rookie last year Carroll suffered a knee injury in an exhibition game with Cleveland, underwent surgery, and sat out the entire season.

FALCONS WANT TO WIN AND WILL BE READY, NOBIS SAYS

OCT 5 (Atlanta) - The Atlanta Falcons, mired in a 10-game losing streak in the NFL, desperately want to snap their loss string, says the team's All-Pro linebacker, Tommy Nobis. But he voiced no expectation that new Coach Norm Van Brocklin, who replaced Norb Hecker this week, might be an automatic cure-all. "All I can say is that if it helps us win, it's a good thing," Nobis said. "Maybe Norb would have gotten things going. That's something we'll never know." "What we do know is that we are desperate to win, and we will do anything Van Brocklin asks us to do," Nobis added. "We'll stay out there on the practice field all day, if that's what it takes," he said. Things don't look too bright for a victory this Sunday, however. The Falcons face the Green Bay Packers, who will be spoiling for a victory after two straight losses, and who will be heavy favorites. But Nobis said it's a big game and a big challenge. "Although the scores might not reflect it, we've always gotten up for the Packers," he said. Preparing for Green Bay is not as difficult as for some other teams, said Van Brocklin. "They're not cute at all," he said. They just execute through simplicity." "There are no waltzes in the NFL, though," he added. "And Green Bay will come in here stung by two straight losses. We've got to be ready mentally and physically, and we don't have a lot of time for it." The Packers opened with a victory over Philadelphia but then were defeated by Minnesota and Detroit. The Falcons were swamped by Minnesota in their opener but played impressively at times in losing to Baltimore and San Francisco. Game time at Atlanta Stadium is 12:30 p.m. CT.

CRENSHAWS HOPE GEORGIA SUN WILL SHINE OVER WISCONSIN

OCT 5 (Green Bay Press-Gazette) – The wife of Packer defensive tackle, Leon Crenshaw, is trying to be optimistic about Wisconsin winters. "I hope there won't be any snow this year," the native of Alabama says hopefully. "Georgia winters are so mild compared to ones up north." Florastein Crenshaw was introduced to brisk temperatures in Lowell, Mass., where her husband played with the minor league Lowell Giants for two years. "It was pretty cold," she recalls. "I don't ever think I'll get used to it. We'll have to go shopping for heavier clothing here. Everything we have is just too light." Although she found traveling and moving around difficult at first, Mrs. Crenshaw finds maintaining two residences a little easier now. Before moving to Green Bay several weeks ago the Crenshaws and their son, Leon Jr., lived in an apartment in Columbus, Ga. Cooking and sewing are favorite pastimes for the Packer wife. "I love making pastries but had to quit for awhile because Leon was gaining too much weight," she says of her 280-pound husband. Her main interest, however, is keeping her family happy. "The baby is so energetic I can't keep up with him," she laughs. "He's only 16 months old but he wears a size four already...I must straighten up his toy box 50 times a day." Leon Jr. loves to dance and clap his hands to his favorite records, watch television and investigate the Crenshaws' apartment at 1261 Western Ave. "The baby is so used to traveling and moving now," Mrs. Crenshaw says. "The only problem I have is keeping him still and I always have that problem wherever we are. He was six days old when he first started traveling...he's a veteran now." The Crenshaws met at Tuskegee Institute in Alabama and were married in July, 1966, after graduation. As a bride, and now wife and mother, Florastein Crenshaw finds ample opportunity to apply her home economics degree. "I sew for myself and a few things for the baby," she says. "He doesn't stay still long enough to fit anything on." In her



Mrs. Leon Crenshaw enjoys a rare moment of quiet with her energetic son, Leon Jr. (Press-Gazette Photo)

spare time she enjoys watching football and wrestling. "I started to watch wrestling matches on TV and just got used to them," she explains. "That's my favorite sport - next to football."

WARY PACK FACE NEW FALCONS UNDER VAN BROCKLIN IN ATLANTA

OCT 5 (Green Bay Press-Gazette) – Understandably wary, the Packers make their first NFL appearance in Georgia today in an atmosphere of mystery. Which is another way of saying they aren't quite sure what to expect from their young but talented hosts, the Atlanta Falcons, who will be making their initial start under their new head coach, flamboyant Norm Van Brocklin. It also might be fair to say that the somewhat chastened world champions aren't quite sure what to expect from themselves in this afternoon's contest (12:30, WNFL), which will find the Packers struggling to shake a two-game losing streak. As for the former, they are morally certain the inventive Van Brocklin, who succeeded ex-Packer Norb Hecker at the Falcon throttle only last Wednesday, has not had sufficient time to make any appreciable changes in Atlanta's modus operandi...**FEAR VAN BROCKLIN FIRE:** But the ever-confident Dutchman has had five days in which to imbue his new charges with the fire which invariably spelled danger for the Pack when he was coaching another



Wary Pack Face New Falcons Under Van Brocklin in Atlanta

expansion team, the Minnesota Vikings. Atlanta is winless to date but at least one Falcon feels Van Brocklin's presence could ignite the Georgians, who are more representative than their record suggests. "We've had a lot of good things, despite our record (0-3)," ex-Packer Bob Long, now the Falcons' starting flanker, says. "We almost beat Baltimore two weeks ago, for example. We pulled up to 21-20 at one time and only lost by 28-20." He might have added the Atlantans also gave the San Francisco 49ers a few anxious moments last time out. They trailed by just 21-13 at the end of three quarters before ultimately submitting, 28-13...**FINE YOUNG TALENT:** "There is a lot of fine young talent here," Long opines. "There really is. And Coach Van Brocklin quite possibly could be the catalyst." The Packers, of course, will be seeking one themselves after successive sub-par performances in 26-13 and 23-17 losses to the Vikings and Detroit Lions, respectively, which have dropped them into a third place tie with the Chicago Bears in the NFL's Central Division race. They are just as puzzled as the faithful over their lack of success to date, which Coach Phil Bengtson attributes to inconsistent execution. "We've got to avoid mistakes which are interrupting our drives and keeping theirs going," the Packers' field leader says, an obvious reference to the fact the champions have incurred 17 penalties for 172 yards in three appearances to date, most of them costly...**FACE HEFTY SCHEDULE:** This sort of thing obviously cannot continue if they hope to remain in contention for an unprecedented fourth straight title, even should they be able to get past the Falcons today, for they will be exposed to the tender mercies of such as the Rams, Lions, Cowboys and Bears in the weeks immediately ahead. Unfortunately, concern over penalties also can have a damaging effect. "When you start worrying about getting called for something," linebacker Dave Robinson points out, "you have a tendency to pull back; and that can keep you from doing your best."...**SCRAMBLING QUARTERBACK:** If that optimistic prediction is to be fulfilled, the defense – which hasn't been its collective self thus far - will have to find a way of containing the Falcons' scrambling young quarterback, Randy Johnson, who is a genuine two-ply threat. Johnson not only is an effective passer,

NOTES AND NOTIONS

OCT 5 (Appleton Post-Crescent) – Maybe there's nothing wrong with the Packers that a good 60-minute performance wouldn't cure. Today, in Atlanta, could be such a day in which the Bays recapture the fine edge attained for the Dallas and Cleveland games during the exhibition season. They've shown spurts of the familiar Packer power in the first three league starts – but there have been too many sputtering spans. Game-long consistency could do wonders for Green Bay confidence - and confidence can produce momentum. If some of the defensive lapses, for example, have been due to injuries, there is considerable hope for improvement. Because stalwarts like Henry Jordan and Ron Kostelnik may get over their ailments, and top replacement Bob Brown may get back on the active list at any time.

Upward?

NFL AT A GLANCE

Today's Games: Detroit at Minnesota; Philadelphia at Washington; San Francisco at Los Angeles; Chicago at Baltimore; Dallas at St. Louis; Green Bay at Atlanta; New Orleans at New York.

STANDINGS OF THE TEAMS

EASTERN CONFERENCE

CAPITOL DIVISION

	W	L	T	Pct.	Pts.	OP
Dallas	3	0	0	1.000	132	33
New York	3	0	0	1.000	116	66
Washington	1	2	0	.333	76	113
Philadelphia	0	3	0	.000	51	109

CENTURY DIVISION

	W	L	T	Pct.	Pts.	OP
Cleveland	1	2	0	.333	37	62
New Orleans	1	2	0	.333	67	62
St. Louis	1	2	0	.333	51	79
Pittsburgh	0	3	0	.000	37	120

WESTERN CONFERENCE

COASTAL DIVISION

	W	L	T	Pct.	Pts.	OP
Baltimore	3	0	0	1.000	96	37
Los Angeles	3	0	0	1.000	93	29
San Francisco	2	1	0	.667	73	57
Atlanta	0	3	0	.000	40	103

CENTRAL DIVISION

	W	L	T	Pct.	Pts.	OP
Detroit	2	1	0	.667	78	76
Minnesota	2	1	0	.667	90	47
Chicago	1	2	0	.333	55	97
Green Bay	1	2	0	.333	60	62

If some of the Packer troubles have been due to attitude factors - such as overconfidence or a lessening of that vital "victory hunger" - they, too, can be remedied in time. But - and this is significant - if age has finally slowed up vital cogs in the Packer machine, there is little that can be done about that. A rebuilding program could start, but it likely wouldn't have much effect on the 1968 title race. The next few weeks should tell a great deal about these factors and about Green Bay title hopes. The fact that the Packers have only one win to show for three of their seven home dates is a matter of only minor concern. The home field isn't proving all that important anymore. Visiting clubs hold a 13-11 edge in NFL play this year. Last season, the home team won 55, lost 48 and nine games were tied...Carroll Dale's 200-plus yard pass receiving performance last Sunday was only the second such feat in the last 136 NFL games. Dale caught six for 205 yards in a remarkable day against Detroit. The only double-century day in the NFL all of last year was by Dallas' Lance Rentzel, who caught 13 for 223 yards. The Rams' Jim Benton holds the all-time single-game reception yardage record - 303 - which he set in 1945. Dale, who has become a more brilliant receiver than the Packers had ever dared hoped when they acquired him from the Rams, is a marvel to behold. Dale isn't as swift as a Bob Hayes or an Earl McCullough but he makes maximum use of the considerable speed he does have and he is recognized as just about the best pass pattern runner in the league...Pro football has moved a little closer to baseball in the area of changing field bosses. There was a time when coaching changes took place only at

the end of a football season. But with the 1968 campaign only a few weeks old, Buffalo's Joe Collier and Atlanta's Norb Hecker have already been ousted. Hecker's only crime was his inability to produce miracles. The personnel problems inherent in any young franchise were compounded by injuries to key players. Whether Norm VanBrocklin can do better in the long run, only time will tell. The Dutchman produced a lively football team at Minnesota - but he was never able to mold a title contender - and this induced him to give up on the Vikings. Hecker is a sound football man, and it wouldn't be too surprising to see the Packers invite him back by next season. The Bays, actually are one coach short - never have filled the Lombardi vacancy in terms of total staff members...Minnesota's Bill Brown, one of the most under-rated running backs in the NFL, let some pent-up bitterness come to the surface the other day. Notified that he had been picked as the AP's back of the week for his recent play against Green Bay, Brown said, "Now maybe somebody will call me up and offer me an advertisement or something, like Tarkenton gets." Tarkenton was the Vikings' glamor boy for five years when the two were teammates. Every time Brown has a good day - which is quite frequent - the Chicago Bears must be kicking themselves for letting him get away.

OFFENSE			
GREEN BAY		ATLANTA	
Packer-Falcons Series			
Packers won 2, Falcons 0. Points—			
Packers 79, Falcons 3.			
Dowler	SE	Simmons	
Skoronski	LT	Sandeman	
Gillingham	LG	Simon	
Bowman	C	Grimm	
Kramer	RG	R. Winkler	
Gregg	RT	Linden	
Fleming	TE	Ogden	
Starr	QB	Johnson	
Dale	FL	Long	
Anderson	RB	Wages	
Grabowski	RB	McCarthy	
DEFENSE			
GREEN BAY		ATLANTA	
Davis	LE	Humphrey	
Kostelnik	LT	Norton	
Jordan	RT	Dabney	
Aldridge	RE	Shay	
Robinson	LLB	Rushing	
Nitschke	MLB	Nobis	
Caffey	RLB	Heick	
Adderley	LH	Reaves	
Jeter	RH	Calland	
T. Brown	LS	Spiller	
Wood	RS	Burson	

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Green Bay PACKERS

No.	Name	Position
12	Bratkowski, Zeke	QB
15	Starr, Bart	QB
21	Jeter, Bob	DB
22	Pitts, Elijah	FB
23	Williams, Travis	HB
24	Wood, Willie	DB
26	Adderley, Herb	DB
27	James, Claudis	FL
29	Dunaway, Dave	FL
30	Mercein, Chuck	FB
33	Grabowski, Jim	FB
37	Vandersea, Phil	TE
40	Brown, Tom	DB
43	Hart, Doug	DB
44	Anderson, Donny	HB
45	Rowser, John	HB
50	Hyland, Bob	C
55	Flanigan, Jim	LB
57	Bowman, Ken	C
58	Winkler, Francis	DE
60	Caffey, Lee Roy	LB
62	Lueck, Bill	G
64	Kramer, Jerry	G
66	Nitschke, Ray	LB
67	Carroll, Leo	DE
68	Gillingham, Gale	G
70	Crenshaw, Leon	DT
71	Peay, Francis	T
72	Himes, Dick	T
74	Jordan, Henry	DT
75	Gregg, Forrest	T
76	Skoronski, Bob	T
77	Kostelnik, Ron	DT
81	Fleming, Marv	TE
82	Aldridge, Lionel	DE
83	Carr, Fred	LB
84	Dale, Carroll	E
86	Dowler, Boyd	E
87	Davis, Willie	DE
89	Robinson, Dave	LB



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499-1971



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2089 S. Oneida
494-8751



ED JAGODINSKY
631 E. Mission Rd.
437-6889



JACK JUNIO
1637 Main St.
432-7170



BOB McMILLAN
3808 Riverside Dr.
336-3811



RAY JOSKI
1144 W. Mason
494-0111

Atlanta FALCONS

No.	Name	Position
3	Etter, Bob	K
5	Wages, Harmon	RB
11	Johnson, Randy	QB
17	Berry, Bob	QB
18	Lemmerman, Bruce	QB
22	Calland, Lee	DB
26	Lothridge, Billy	K-DB
27	Rassas, Nick	DB
28	Ogden, Ray	TE
30	Goodwin, Doug	RB
32	Bryant, Charlie	RB
36	Reaves, Ken	DB
37	Dunn, Perry Lee	DB
41	McCarthy, Brendan	RB
42	Spiller, Phil	DB
43	Freeman, Mike	DB
44	Simmons, Jerry	E-FL
45	Wright, John	E-FL
49	Burson, Jimmy	DB
52	Rushing, Marion	LB
54	Allen, Grady	LB
55	Heck, Ralph	LB
56	Cerne, Joe	C
57	Absher, Dick	LB
60	Nobis, Tommy	LB
61	Sandeman, Bill	T
64	Winkler, Randy	G
66	Simon, Jim	G
67	Grimm, Dan	C-G
70	Norton, Jim	DT
71	Szczecko, Joe	G-DT
72	Talbert, Don	T
73	Linden, Errol	T
78	Shay, Jerry	DT-DE
79	Dabney, Carlton	DT
80	Long, Bob	E-FL
84	Donohoe, Mike	TE
85	Flatley, Paul	E
87	Humphrey, Claude	DE
89	Cash, Richard	DT

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