



PRESEASON

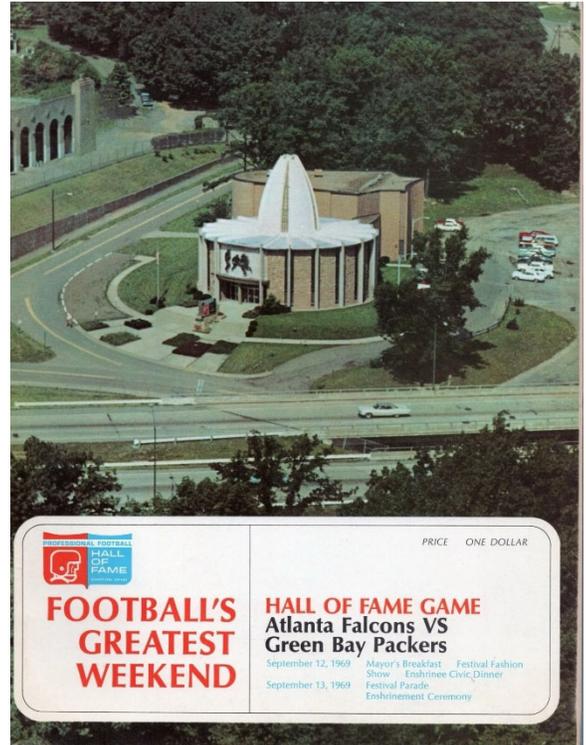
Green Bay Packers (4-2) 38, Atlanta Falcons 24
Saturday September 13th 1969 (at Canton, OH)



Travis Sparkles as Packers Clip Falcons 38-24

GAME RECAP (GREEN BAY PRESS-GAZETTE)

(CANTON, OH) - "That," Herb Adderley declared, "was a super-star performance by Travis Williams...It's just a matter of time before he becomes one." There could be little quarrel with the veteran Packer cornerback's prideful assessment here Saturday. The rampaging Road Runner was truly a man apart in venerable Fawcett Stadium, where he reportedly titillated a near-capacity gathering of 17,411 fans with his heroics as the Packers outgunned the obstreperous young Atlanta Falcons, 38-24, in their explosive pre-season finale. And that took a little doing on this sunny September afternoon, which produced more than a few pyrotechnics and a number of sterling performances in balmy, 78-degree weather. Bart Starr, for example, seldom has been more effective. Mr. Quarterback, exhibiting exemplary radar, completed 15 of 18 passes for 184 yards and 1 touchdown, in addition to calling a masterful game. There also was elder statesman Elijah Pitts, who streaked 83 yards to a touchdown with a first quarter punt return, not to mention Doug Hart, who sprinted 50 yards to another score with a second quarter interception. But, for the most part, the day belonged to the mercurial Williams, who scored two touchdowns for the third week in a row and flashed to 130 yards in just 10 attempts as the Packers closed out their pre-season campaign with a third straight victory and a 4-2 overall record. The California Comet shot the Bays into an early 6-0 lead, taking a Starr pass at the 5 and shrugging off the Falcons' John Mallory before bursting past Don Hansen and Nate Wright at the 2 to crash the end zone. Then, when the audacious Falcons closed 28-24, Williams bolted over right tackle and, cutting back deftly, rocketed 57 yards to score. He shook off Wright along the way, then out-ran linebacker Greg Brezina to the goal. Between those sparklers, Travelin' Trav converted a Starr swing pass into a 23-yard gain as the Packers marched to their third TD in the second quarter, registered on a three-yard stab by Jim Grabowski, and a 32-yard jaunt to trigger a 37-yard field goal by Mike Mercer in the third quarter. After that Starr-Williams collaboration put the Packers on the board, capping a nine-play, 80-yard drive, Pitts gathered in a booming Billy Lothridge punt at the Green Bay 17 and, making effective use of his "wall," wheeled 83 yards. He was aided materially by a final block from Dave Robinson, who cut down Dicky Lyons at the Atlanta 40. It was now 14-0 and it looked like a relaxing afternoon for the green and gold. But the Falcons shortly indicated that was a premature assumption. Five plays later, Falcon quarterback Bob Berry found tight end Jim Mitchell, who hurled Hart off his shoulders and charged to paydirt, completing a 52-yard maneuver. Then, after one exchange, the 152-pound Etter drilled a bulls-eye home from the Falcon 46, to the delight of the somewhat non-partisan crowd, and it was suddenly a new game. The Packers immediately retaliated, storming 77 yards in 16 plays with Grabowski taking it in behind Ken Bowman and Bill Lueck. Our heroes appeared to have matters under control early in the third quarter when Hart waylaid a Berry pass, veered to his right and out-ran the Atlanta quarterback and teammate Dick Enderle to the goal to mount a 27-10 Green Bay bulge. But the Falcons had that one back in seven plays, Berry again hitting Mitchell for the score, this time on an 18-yard play that saw the burly freshman shrug off Hart at the seven-yard-line. After an end zone interception by Ken Reaves short circuited a counter drive, the Falcons got new life on a fourth down roughing the kicker penalty and Berry hit Paul Flatley in the extreme right corner at the flag on the first: play of the fourth quarter. The Packers rebounded with that 32-yard sprint by Williams, then had to be content with a 37-yard field goal by Mike Mercer. One play later, Travis struck again and, for practical purposes, it was all over.



ATLANTA	- 10	0	7	7	- 24
GREEN BAY	- 14	7	7	10	- 38

	<u>ATLANTA</u>	<u>GREEN BAY</u>
First downs	18	21
Rush-yards-TDs	36-156-0	31-193-3
Comp-Att-Yd-TD-INT	24-9-180-3-1	24-18-230-1-1

Sacked-Yards Lost	4-23	5-40
Net Passing Yards	157	190
Total yards	313	383
Fumbles-lost	4-1	2-1
Turnovers	4	1
Yards Penalized	6-44	5-42

SCORING

- 1st – GB – Travis Williams, 13-yard pass from Bart Starr (Mike Mercer kick) GB 7-0
- 1st – GB – Elijah Pitts, 83-yard punt return (Mercer kick) GB 14-0
- 1st – ATL – Jim Mitchell, 52-yard pass from Bob Berry (Bob Etter kick) GB 14-7
- 1st – ATL – Etter, 54-yard field goal GB 14-10
- 2nd – GB – Jim Grabowski, 3-yard run (Mercer kick) GB 21-10
- 3rd – GB – Doug Hart, 50-yard interception return (Mercer kick) GB 28-10
- 3rd – ATL – Mitchell, 18-yard pass from Berry (Etter kick) GB 28-17
- 4th – ATL – Paul Flatley, 36-yard pass from Berry (Etter kick) GB 28-24
- 4th – GB – Mercer, 37-yard field goal GB 31-24
- 4th – GB – T. Williams, 57-yard run (Mercer kick) GB 38-24

RUSHING

GREEN BAY – Travis Williams 10-130 2 TD, Jim Grabowski 9-30 1 TD, Elijah Pitts 10-25, Bart Starr 1-12, Chuck Mercein 1-(-4)

ATLANTA – Junior Coffey 14-84, Paul Gipson 12-50, Charlie Bryant 1-14, Harmon Wages 5-10, Bob Berry 1-2, Cannonball Butler 3-(-4)

PASSING

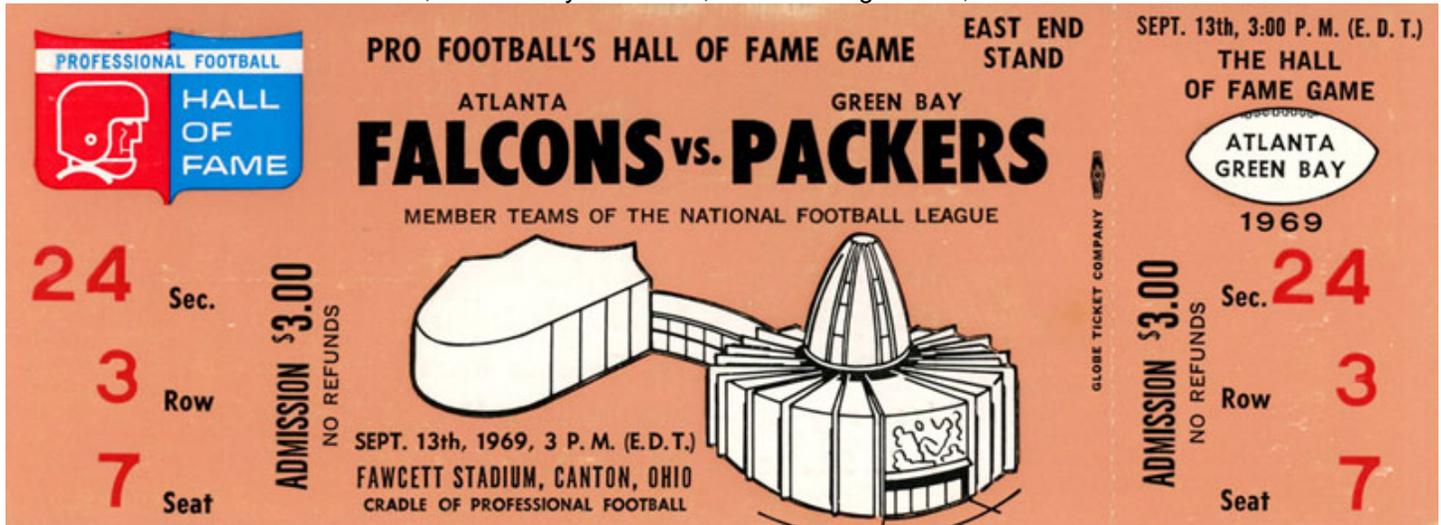
GREEN BAY - Bart Starr 18-15-184 1 TD 1 INT, Don Horn 6-3-46

ATLANTA – Bob Berry 24-9-180 3 TD 1 INT

RECEIVING

GREEN BAY – Boyd Dowler 4-91, Carroll Dale 4-53, Jim Grabowski 3-5, Travis Williams 2-36 1 TD, Elijah Pitts 2-9, John Spilis 1-26, Marv Fleming 1-22, Chuck Mercein 1-(-2)

ATLANTA – Jim Mitchell 4-95 2 TD, Paul Flatley 3-35 1 TD, Harmon Wages 1-19, Cannonball Butler 1-11



PACKERS GENEROUS: PHIL TOO

SEPT 14 (Canton, OH-Green Bay Press-Gazette) - The Packers had just capped their 1969 grapefruit league season with a third straight victory, a 38-24 flourish at the Atlanta Falcons' expense, but Phil Bengtson was hardly transported. A dedicated perfectionist, the Packers' head coach and general manager said pointedly, "I told the club after the game, 'They scored 24 points and we gave 'em 21 of them.' "We had a 28-10 ball game after we scored in the third quarter," he added. "It should have been over, but we relaxed." Scanning a copy of the games' play-by-play, Bengtson noted, "We got ourselves in trouble. We make 14 points pretty easy - the first one we earned, really - and then we relax. We seemed to give them encouragement. For example, on their first touchdown, that 52-yarder, somebody should have stopped (Jim) Mitchell somewhere along the way. It was a well-executed play (it began with a pass from quarterback Bob Berry) and he did a fine job of running, but we should have had him long before he scored. "As a matter of fact, they should never have had a shot at that first one. We had (Junior) Coffey cold on third-and-nine and he breaks a tackle and he makes 17 yards for a first down. Two plays later, they score. "Then that darned guy (Atlanta placement specialist Bob Etter) kicks a 54-yard field goal," Phil dryly continued. "That's within two yards of the league record, you know." "Then, just before their last touchdown, we have 'em stopped and we fouled on fourth down (roughing the kicker was called), giving them another chance. Three plays later, they score. We just kept giving them encouragement." Although he was not entirely happy with the overall



TURNING it on as he rounds the corner and eludes Don Hausen of Atlanta is Green Bay speedster Travis Williams.

The Packers won the game in Canton 38-24.—AP

performance, Bengtson expressed quiet satisfaction with the spectacular play of Travis Williams, who scored two touchdowns for the third straight game and emerged as the Pack's leading ground gainer. "He's just a fine football player," Phil declared. "As I have said before, including last year when people were talking about his having been hit by the sophomore jinx, we knew all along Travis had the potential. He just didn't get to play enough last year." Bengtson didn't say so, but it is quite obvious the Road Runner's continued brilliance has earned him the starting assignment...at left halfback in next Sunday afternoon's National Football League opener against the Bears. The Packer head man also praised the artistry of Bart Starr, who completed 15 of 18 passes in puncturing the Falcon defense. "He's a fine leader, no question about it," Bengtson said. "And he's a fine passer...A team is dependent on its quarterback." Asked why freshman flash Dave Hampton had not played, he explained, "Dave was favoring his leg a little bit. He has a charley horse. We wanted him to play. When we warmed up, we watched him closely and he continued to favor it, so we decided to hold him out. He could have played." Reporting on the game's only known casualty, left guard Bob Hyland, Phil informed, "Bob hurt his knee. We don't know how seriously. We'll have to find out."

'DIDN'T GET AFTER 'EM,' DUTCH SAYS

SEPT 14 (Canton, OH-Green Bay Press-Gazette) - Ever the soul of candor, Norm Van Brocklin minced no words. "We didn't even try 'em on," the Dutchman, holding court outside the Atlanta Falcons' dressing room here Saturday afternoon, said contemptuously. "We didn't get after 'em." Van Brocklin, whose youthful Falcons 'had just surrendered a 38-24 decision to the Packers in the eighth annual Hall of Fame game, added, "It

looked like we're scared of 'em." "We played in awe of 'em," he said scornfully. "That's a-w-e. The only way to beat Green Bay is to hammer 'em on the head before they do it to you." Although he was unhappy with his athletes' performance, Van Brocklin indicated he is far from despondent about the Falcons' future. "We're young and inexperienced," he said. "We're going to be a good football team." "Our future," he added, somewhat sardonically, "looks a lot better than a lot of people's in this league...We've changed a lot of personnel and we had to learn all new football." Commenting on Bob Etter's prodigious 54-yard first quarter field goal, Van Brocklin noted, "There was a little wind blowing that way at the time. That's one reason we took a shot at it. "Picking up (Ken) Vinyard from the Packers last week inspired Etter too, I think," the Dutchman grinned. Assessing the Packers, he said, "Green Bay looks like the same old Green Bay - methodical. As long as they have Starr they have a chance at the title." He also had been impressed with the work of the Pack's reascent speedball, Travis Williams. "He looks great," he said. The conversation turned to his talented sophomore defensive end, Claude Humphrey, and Van Brocklin asserted, "Humphrey is going to be great." Then he dryly appended, "How many defensive linemen did you see in the Packers backfield today?" As is his custom, he answered it himself. "Just one (Humphrey) and he got his fanny trapped off all afternoon." "We didn't play, that's all," he said, disgust in his tone.

OLD PRO PITTS HAS MOMENT OF GLORY

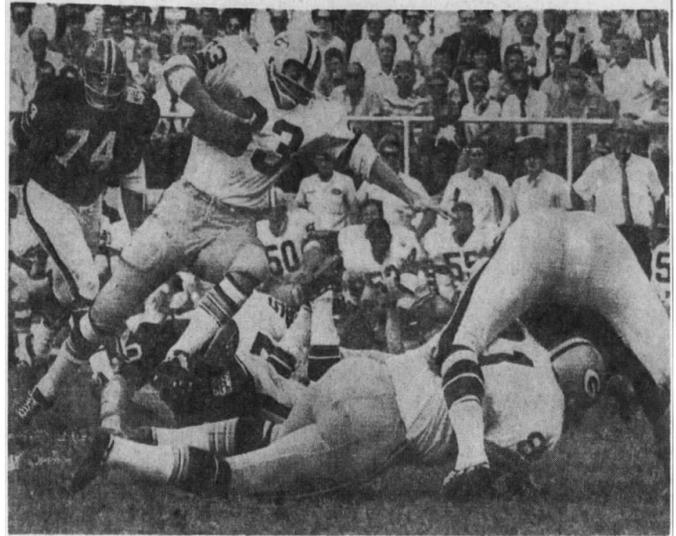
SEPT 14 (Canton, OH-Green Bay Press-Gazette) - It's been a quiet pre-season for old pro Elijah Pitts. For the most part, he has watched from the sidelines as GM-Coach Phil Bengtson tested the Packers' backs. There was no need to test the pride of Philander Smith, of course, because the coaching staff already was aware of his considerable talents as a runner, blocker and pass receiver. But the nine-year veteran had his moment of glory here Saturday afternoon, exploding on an 83-yard punt return for a first quarter touchdown as the Pack younger running decisioned the Atlanta Falcons, 38-24, in the annual Hall of Fame game..."GOOD, LONG PUNT": His cherubic countenance exhibiting a wide grin as he reconstructed that sparkler in the steamy Green Bay dressing room, Elijah reported, "Dan Eckstein took the first man downfield for the Falcons. It was a good, long punt, which gave me plenty of time to catch it." "Their first man sort of overran it and I was able to get out where the rest of our wall was. Our guys started to cut 'em down then, bing, bing." "All there was left for me to do was run," he chuckled, "and hope I didn't run out of gas." The streaking Travis Williams, who caught a 13-yard pass for the Packers' first touchdown and engineered a dazzling 57-yard excursion for the last, characteristically played down his contributions. "The first touchdown was just a halfback hook pass," he said. "The weak side safety got a hand one me and I just tried to get out of his way." And his second? "I'm all the time watching for a chance," he smiled. "I saw Carroll Dale out there in front of somebody, so I went back to the inside, and somehow, we got together. I saw somebody else down there, and all of a sudden, it was open."...WON'T BE CAUGHT: Had he thought he wouldn't be caught? "Every runner, once you get out there, feels nobody is going to catch him. I think every runner feels that way in that situation." Bart Starr, commenting on his glittering 15-for-18 passing performance, said matter-of-factly, "We'll like that kind of day when it counts. I just hope

we can keep it going when it does count." Taking note of a lone interception, he facetiously observed, "I guess we don't want the ball to hit the ground." Then he added, soberly, "That was bad...You hate to get down there (the Packers had reached the Atlanta four-yard-line before Ken Reaves intercepted in the end zone) and come out with nothing." "The pass protection was good overall," he added. "They held long enough for me to throw on rhythm. I probably should have thrown the ball away a couple of times. Once you stay beyond that, and I did a few times, you're taking your chances."...**HART EXPLAINS TD:** Strong side safety Doug Hart, who intercepted a Bob Berry pass in the second quarter and returned it 50 yards for the Pack's third touchdown, informed, "We were in a man-for-man coverage on the play. I was on the tight end, but I could delay a little before I went after him. It was a quick slant and I guess he (Berry) never saw me." Taking respectful note of the Falcons' rookie tight end, Jim Mitchell, Hart said, "We didn't know anything about him. He had more speed than we anticipated. He caught the ball real well and handled himself well the whole game." Recent returnee Forrest Gregg, who saw duty at right guard for three plays when Gale Gillingham was shaken up, as well as at tackle, confessed, "I was glad to play against a guy like (Claude) Humphrey because you got somebody to measure yourself against. "In my own mind, I was a little bit concerned because, in my first game last week, I played mostly against a rookie. Lloyd Voss went out about the time I first came in, and later he got hurt and didn't come back in." "I had a real test today against Humphrey. He's a much improved football player, a much smarter player, than he was as a rookie last year. I don't think there's anybody quicker for two steps than he is. He's up there with the (Dave) Joneses and (Carl) Ellers."...**PACKER PATTERN:** Bear scouts George J. Halas and Bill Wrightkin were on hand to analyze the Pack for the Bruins, who invade Lambeau Field next Sunday...Jerry Burns, former Packer assistant coach now with Minnesota, also was in evidence. His Vikings played the Browns in neighboring Akron Saturday night...The Packers Dick Himes, a Canton product, and Bart Starr were accorded enthusiastic greetings when they were introduced, along with the Falcons' Tommy Nobis. Ohio Gov. James Rhodes presented Packer captains Willie Davis and Forrest Gregg, and their Atlanta counterparts, Nobis and Bob Berry, with Hall of Fame mementoes during the ceremonial coin toss before the game.

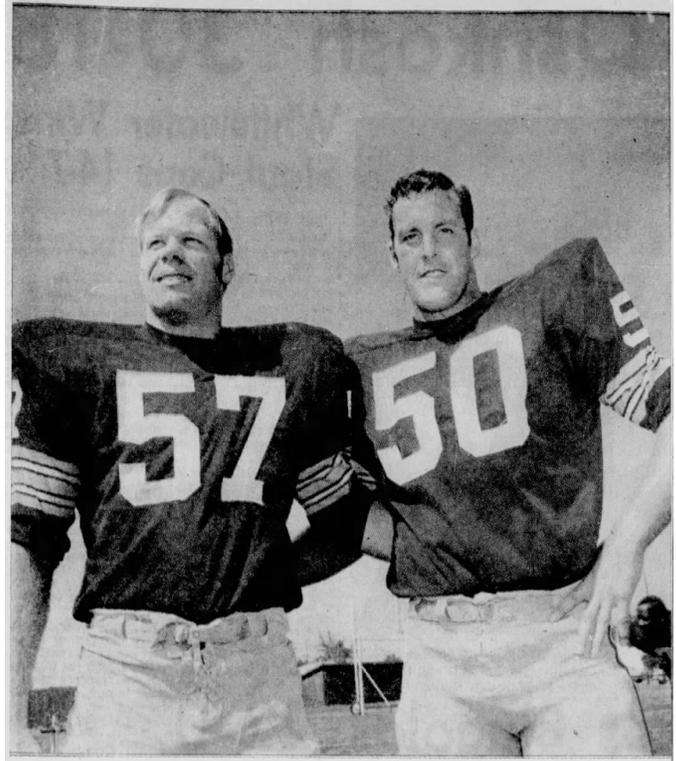
HYLAND HOPES TO FOLLOW BOWMAN'S PATH

SEPT 14 (La Crosse Tribune) - Bob Hyland has suddenly found himself on the outside looking in, or perhaps better phrased, on the sideline looking in on the action. But if he needs any advice or comfort on the matter, he can easily turn to Ken Bowman.

Hyland is the third-year Green Bay Packer whose impressive 6-5, 255-pound frame and 10.1 speed in the 100-yard dash gives him a barrel of potential that he has never quite been able to convert into actual ability. The Boston College grad, the Pack's first draft pick for 1967, is listed in the team's press guide as a tackle-center, but he began the season last July as the successor to retired all-time great Jerry Kramer at guard. Because of his physical credentials, experience and honor student ranking, Hyland was expected to take over the left guard spot with little trouble, Gale Gillingham having shifted to the right side. And in early drills, Hyland performed in a highly satisfactory manner. But then came the Dallas game and the Packer wall, like that of Jericho, came tumbling down. Packer quarterbacks were dumped eight times and in the process, Hyland pulled a thigh muscle. The following week at Cleveland, Bill Lueck, a second-year guard, moved into the injured Hyland's spot and the Packers turned in their brightest performance of the pre-season schedule. Lueck started again the next week and the attacking line again stood out in the conquest of Pittsburgh. Saturday, Hyland was still watching as Lueck, a second-round draftee from Arizona, was given the starting nod. What makes this particularly vexing for Hyland, a handsome and highly-eligible bachelor, is that Lueck is his roommate. The relationship, however, has remained amiable. "Billy has been doing a good job. We still try to help each other, but I have to admit that his starting is justified," Hyland acknowledged. "I had hoped to play against Cleveland, but evidently the team doctor told Coach (Ray) Wietecha it would be better to hold me out another week to make sure I got over that muscle pull. Well, Billy started and did a fine job. And he



Jim Grabowski of the Green Bay Packers starts on a 6-yard gain to the 42-yard line of the Atlanta Falcons in his first quarter of the Pro Football Hall of Fame game at Canton, Ohio, Saturday. No. 74 of the Packers is Bill Savatino. Coach Phil Bengtson of the Falcons can be seen in the background at the right. The Packers scored a 34-28 victory over the Falcons. (AP Wirephoto)



PACKERS' KEN BOWMAN (LEFT) AND BOB HYLAND
Green Bay Gridders Have Similar Careers

did another fine job against Pittsburgh. Now I've got to win the position back. I haven't done too well the last couple of weeks. I really don't know why, except that I'm the kind of player who can't miss a practice. And I missed a few because of that pulled muscle. Now I've got to get back to the position where I was before I got hurt." Thus Hyland finds himself in somewhat the same situation Bowman was in a couple of years ago. The sixth-year center came off the University of Wisconsin team to nail down the regular pivot spot with the Packers in his rookie 1964 year. At 6-2, 235 pounds, he is not an overpowering blocker, but he has proven to be spectacularly consistent if not just spectacular...But in the 1966 exhibition schedule, Bowman injured his shoulder against the Steelers and the then highly-promising Bill Curry stepped into the breach with muscular authority. And even when Bowman's shoulder was apparently healed, he could not dislodge Curry from the position. "You feel like you haven't got any part of it, sitting on the bench," the intensely competitive Rock Island, Ill, native recalled. "Oh you're sorry when you lose and glad when you win but it's not the same." Just as Hyland is now battling to regain his position by regaining the punch he previously had, Bowman philosophized during those difficult days, "When I start blocking as well as I did before, I suppose I might get my job back." And Ken, sometimes referred to as Cat Balou by his teammates because of his resemblance to movie star Lee Marvin, did just that. As a matter of fact, he did it with such vengeance that Curry was eventually allowed to be plucked in the expansion draft by the New Orleans Saints. From there, of course, Curry wound up at Baltimore, where he centered the brilliant Colt offensive line last year, indirectly adding sparkle to Bowman's often overlooked play. Nobody expects Lueck to be traded, but Hyland is looking back at Bowman's example for inspiration. What effect it will have remains to be seen.

Pack Proves Potential, Awaits Bears

PACK PROVES POTENTIAL, AWAITS BEARS

SEPT 15 (Green Bay Press-Gazette) - The Packers' exhibition exertions are over, ending much more delightfully than they had begun. But their three-game winning streak, climaxed with a 38-24 conquest of the Atlanta Falcons in Canton, Ohio Saturday is not the most salutary aspect of that successful finish. Sweet as they may be, those victories do not figure in the National Football League standings, a matter of which GM-Coach Phil Bengtson and his athletes are only too well aware. The Packers did, however, establish three positive points during those six pre-season exercises, from which they emerged with a 4-2 record, and they could loom large in the challenging weeks ahead...ANCIENT ANTAGONISTS: Beginning, obviously, with next Sunday's NFL home inaugural against their ancient antagonists, the Chicago Bears, in Lambeau Field. Said items: (1) They possess explosive offensive potential, perhaps more than at any other time in the highly successful '60s, with new found backfield speed, as represented by Travis Williams and Dave Hampton. (2) Their pass rush, below standard in '68 because of injuries in the defensive line, is much improved; and (3) Bengtson and his staff, because of liberal experimentation, have insured themselves - as well as it can be done - against further injury problems, should they arise...DEPENDABLE WEAPON: Although Williams is now in his third season, his awesome speed only now has become a dependable weapon because he this year has learned how to utilize it, as evidenced by his two-touchdown contributions in each of the last three games. He and Hampton, an unexpectedly dazzling dividend from last January's draft, provide the Pack with a potent complement to the power thrusts of Jim Grabowski, Donny Anderson, Elijah Pitts and Chuck Mercein, and the wherewithal to go the distance on any play. When these assets are parlayed with the passing potential of Bart Starr and Don Horn, throwing to such as Boyd Dowler and Carroll Dale, plus a rapidly maturing offensive line, the Packers need defer to no NFL rival in the matter of point potential...32 POINT AVERAGE: This has been eloquently reflected in the last three appearances, during which they have averaged 32 points, a total which should be sufficient to win any average game with some comfort. No small part of this has been the upsurge in the running game, which has produced 535 yards in those three outings - 188 against the Cleveland Browns, 154 against the Pittsburgh Steelers and 193 against the Falcons. Defensively, the all-important pass rush also has exhibited heartening signs of development. Packer defenders felled Falcon quarterback Bob Berry four times, Lionel Aldridge, Henry Jordan, Dave Robinson and Rich Moore each dropping him once, after toppling Steeler passers on five occasions the week before...BENGTSON SATISFIED: In addition, the massive Moore knocked down two Berry passes behind the line of scrimmage and Bob Brown, making his best showing of the young season, batted away another. On the matter of evaluation, Bengtson is satisfied that he and his aides now know what each member of their roster can do. "I think we have a real good picture of our personnel," said Phil, who used his younger players extensively during the preseason, especially in the first three games. "We played 'em all in various situations, so I think we have a real good picture of what their capabilities are. We have a lot of relatively new people - Travis Williams, Dave Hampton, the offensive line, John Spilis. And, on defense, Rich Moore, Fred Carr, John Rowser, Jim Flanigan. We used all of them a lot more than we ever have before." Bengtson and his assistants today faced three more decisions about that roster - it had to be reduced from 43 to 40 by 5 p.m. - before devoting all of their energies to preparing for the Bears...PACKER PATTERN: The Packers outscored the opposition, 140 to 131, during pre-season play despite a mere one-point, 22-21 victory over the

AMERICAN FOOTBALL LEAGUE						
United Press International						
East						
	W	L	T	Pct.	TP	OP
New York	1	0	0	1.000	33	19
Houston	0	1	0	.000	17	21
Buffalo	0	1	0	.000	19	33
Miami	0	1	0	.000	21	27
Boston	0	1	0	.000	7	35

West						
	W	L	T	Pct.	TP	OP
Denver	1	0	0	1.000	35	7
Kansas City	1	0	0	1.000	27	9
Oakland	1	0	0	1.000	21	17
Cincinnati	1	0	0	1.000	27	21
San Diego	0	1	0	.000	9	27

Sunday's Results
 New York 33, Buffalo 19.
 Kansas City 37, San Diego 9.
 Denver 35, Boston 7.
 Cincinnati 27, Miami 21.
 Oakland 21, Houston 17.

Saturday's Game
 Miami at Oakland.
 Only game scheduled.

Sunday's Games
 Boston at Kansas City.
 Houston at Buffalo.
 New York at Denver.
 San Diego at Cincinnati.
 Only games scheduled.

Giants in their opener and successive 19-9 and 31-13 losses to the Chicago Bears and Dallas Cowboys in games 2 and 3. They rebounded from the latter to dispatch the Browns, 27-17, and Steelers, 31-19, before grounding the Falcons...Donny Anderson averaged 40.3 yards on three punts against Atlanta, even though a second quarter effort traveled only 8 yards, one which the Falcons converted into Bob Etter's monumental 54-yard field goal. Donny reports he dropped the ball deliberately while in punt formation on the final play of the first half. "I started to kick the ball," he explained, "but I had a feeling they were going to block it. I already had dropped the ball preparatory to kicking, so I just let it drop to the ground. There were only three seconds left. They recovered it and I fell on the guy. "It worked out pretty well," Andy said, adding, "I could see that ball behind me (blocked) if I had tried to kick it."...Forrest Gregg, called upon to man right guard when Gale Gillingham was shaken up in the second quarter, is still chuckling about his impromptu role. "Before the game, Henry Jordan and I were talking and Henry said, 'What's the deal, are you going to play guard if Gillie gets hurt?'" "I said, 'No way I'm going to play any guard,' " the Pack's eight-time all-pro tackle, laughing as he reported this item, quoted himself as saying. "Then I'm standing along the sidelines during the second quarter and I notice somebody is hurt. All I can see is the number 6 - I can't see the other digit. A minute or two later, Ray Wietecha comes over and says 'Go in there at right guard.' "I looked at him kind of funny," Forrest grinned, "and went in there...Gillie was only shaken up, thank God, so I only had to play guard three plays."

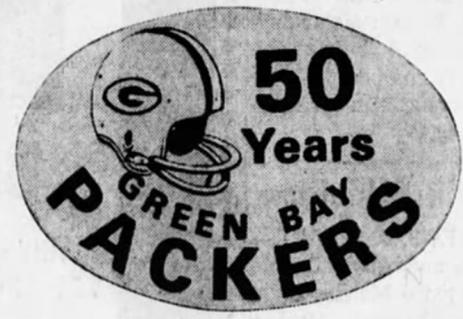
PACK'S GOLDEN WEEK TO OPEN HERE TUESDAY

SEPT 15 (Green Bay Press-Gazette) - The Green Bay Packers' 50th anniversary week gets under way Tuesday noon with the annual 'get-acquainted' luncheon at the Forum Supper Club, local sports fans were reminded today by Al Schneider, chairman of the anniversary committee. The public is invited to the luncheon, which will launch observance of a half century of Packer football. Most of the observance of the anniversary week will be concentrated into the coming weekend, climaxing with the opening of the Packers' 49th National Football League campaign against their traditional rivals, the Chicago Bears in Lambeau Field Sunday afternoon...PARADE SLATED: The big event of the weekend, other than the game, will be a parade through the downtown business area Saturday afternoon, beginning at 2 o'clock. Approximately 70 former Packer players will be in the parade, led by five surviving members of the original Packer squad of 1919. In addition to the former Packers, the parade will contain 16 bands and three drum and bugle units from all parts of the state, as well as floats provided by local business firms. Dewey Decker is marshal of the parade, which will begin at the Elks Club. The downtown area will also be decorated to highlight the weekend...DIGNITARIES COMING: Among celebrities expected to be on hand to help the Packers kick off their 51st season will be Pete Rozelle, commissioner of the combined National and American Football Leagues, Gov. Warren Knowles and representatives of various NFL clubs. Rep. John W. Byrnes of Green Bay and U.S. Sens. Gaylord Nelson and William Proxmire have also been invited. It is also probable that George Halas, founder, owner and long time coach of the Bears, will attend part of the festivities.

PACK BLENDS EXPERIENCE, YOUTH

SEPT 16 (Green Bay Press-Gazette) - The name of the game? More than a few have been suggested but, in the National Football League, it is experience. And that is what the Packers possess in abundance as they head into the 1969 scramble, which for them begins in Sunday afternoon's 101st imbroglio with the Chicago Bears at Lambeau Field. Yet, though 35 members of the final 40-man roster are veterans, there is an impressive blend of youth on this squad, which capped its pre-season labors with three consecutive victories. Twenty, or exactly half of them, are in their first to fourth pro seasons, which suggests there has been a judicious infusion of new blood in recent seasons. Five of those 20 are rookies, including the mountainous Rich Moore, who presumably will be starting at tackle when the Packers deploy against the Bears for the first time on defense Sunday afternoon. The other first year men are: Dave Hampton, the fleet University of Wyoming product who led the Pack in ground gaining until the final week of the pre-season, when he was withheld because of a minor injury; John Spilis, 6-foot- 3-inch, 205-pound flanker from Northern Illinois, a third round draftee; Bill Hayhoe, 6-foot, 8-inch, 265-pound offensive tackle from USC; Perry Williams, versatile Purdue fullback who presently is sidelined by a dislocated thumb and broken hand...PUT ON WAIVERS: Two other freshmen, flanker Dan Eckstein and defensive tackle Larry Agajanian, were placed on waivers Monday, along with veteran quarterback Zeke Bratkowski, to reach the NFL's 40-man limit. Monday's cutdown leaves the Bays with 23 players on offense, including seven running backs, and 17 on defense. Despite the fact that 27 of these are under 30, bringing the average age down to 27, the squad averages a substantial 5.7 years per man in pro experience. In addition to the five rookies, there are five second year men, four in their third season, six in their fourth and one five-year man. They are: Second -

Get Your 50th Anniversary Button



OFFENSE

Wide receivers — Boyd Dowler, Carroll Dale, *John Spilis.
 * Tight end — Marv Fleming.
 Tackles — Francis Peay, Forrest Gregg, Dick Himes, *Bill Hayhoe.
 Guards — Gale Gillingham, Bill Lueck, Bob Hyland, Francis Winkler.
 Center — Ken Bowman.
 Quarterbacks — Bart Starr, Don Horn.
 Running backs — Travis Williams, Jim Grabowski, Donny Anderson, *Dave Hampton, Elijah Pitts, Chuck Mercein, *Perry Williams.
 Kicker — Mike Mercer.

DEFENSE

Linemen — Willie Davis, Lionel Aldridge, Henry Jordan, *Rich Moore, Bob Brown, Phil Vandersea.
 Linebackers — Ray Nitschke, Dave Robinson, LeeRoy Gaffey, Jim Flanigan, Fred Carr.
 Halfbacks — Herb Adderley, Bob Jeter, Willie Wood, Doug Hart, John Rowser, Gordon Rule.
 * — Denotes rookie.

stamp is issued, "It will be a one-time cancellation for the event" before the plate is destroyed, Farah said. The plate is in use now, but Oct. 1 is its date for destruction.

PACKER PARADE TO FEATURE ORIGINAL BAND

SEPT 16 (Green Bay Press-Gazette) - The original Packer Lumberjack Band of the 1920s, complete with drum major swinging a cant hook, is being revived for Saturday's Packer 50th Anniversary parade, marshal Dewey Decker announced today. The identity of the band was not revealed by Decker, who said it would consist of between 35 and 40 players dressed in outfits similar to those worn by the colorful outfit that provided fun and music at Packer games in the days before the band became a formal part of the Packer organization. Decker said the costumes will be modeled on those from a photograph in the Stiller collection dating from about 1928. A couple of original band members have volunteered to assist in making the outfits completely authentic. In addition to the band, a color guard will be used with the guards carrying peaveys, items as essential to the early "river hogs" of the lumber era as the cant hook. A sign used in an invasion of Chicago in the 1920s will also be recreated and carried at the head of the band. The ensemble will hold an honored position in the line of march, just behind the five survivors of the original 1919 Packer team, who will head the parade. They are Fritz Gavin, Wally Ladrow, Al Petcka, Carl Zoll and Gus Rosenow. In addition to the revived original band, the present Packer Band will march, Decker said, as well as more than 20 bands and drum corps from all over the state. Some 70 Packer alumni will be featured, riding by teams in open convertibles, and there will be clown and specialty outfits galore, many of them widely known throughout the Middle West. The parade will leave the Elks Club at 2 p.m., proceed through the downtown area and pass in review before a reviewing stand on the courthouse grounds on Jefferson Street. Among those Decker is seeking to occupy places on the stand are members of the old Lumberjack Band prior to 1930. The Lumberjacks, who will be celebrating an anniversary of their own this fall, are officially 35 years old, dating from their sponsorship by the Packers in 1934. However, their origin goes back to 1921 when the Packers first invaded Chicago for games with the Cardinals and Decatur Staleys, now the Bears. The pickup band, roughly dressed as lumberjacks, was collected by the late Green Bay restaurateur, George DeLair. The band had so much fun and created such a stir in Chicago's Loop before and after the Cardinal contest that it decided to keep together as a permanent outfit and existed on an informal basis for nearly 15 years. Members paid their own way to games in Milwaukee and Chicago, their only recompense being free admission to the parks. One of their proud traditions was that they were the only group to outmaneuver the late George W. Calhoun, guardian of the pass gate and one of the toughest men to crash in sports history.

APPLAUSE ICES PACK'S 50TH BIRTHDAY CAKE

SEPT 17 (Green Bay Press-Gazette) - More than 300 persons tendered the 1969 Packers a standing ovation Tuesday, as a climax to the annual get-acquainted luncheon, to help them launch their 50th anniversary week with appropriate "fanfare." The sustained applause came when Al Schneider, chairman of the Green Bay Area Chamber of Commerce, observed "I believe we didn't give the team and coaches enough of a hand when they were introduced to let them know we are behind them." If the fans hadn't made it clear the first time, they did with their enthusiastic response at that point. Schneider had just presented a plaque to Phil Bengtson, Packer head coach and general manager, as tangible evidence of the faithful's support in this golden anniversary year. The plaque, dominated by a green and gold replica of the Packer helmet, reads, "1919-1969...Green Bay Packers...11 times world champions...twice Western Division champions...twice NFL-AFL Super Bowl Champions...Presented by the Green Bay Area Chamber of Commerce Sports Committee." Bengtson, terming it "a distinct pleasure for me to be here in the capacity of head coach of this 50th Packer team," earlier had presented the assistant coaches and his squad, which opens its 1969 National Football League season against the Chicago Bears at Lambeau Field Sunday afternoon. The Packers were founded in 1919, which makes the 1969 team the 51st squad assembled under Packer colors. Tom Hutchison, co-chairman of the chamber sports committee, spoke briefly, asking support of the button campaign which is designed to defray cost of the 50th anniversary parade and city decorations. Mayors Don Tilleman of Green Bay and John Groot of De Pere also were introduced, along with Dominic Olejniczak, president of the Packer corporation.

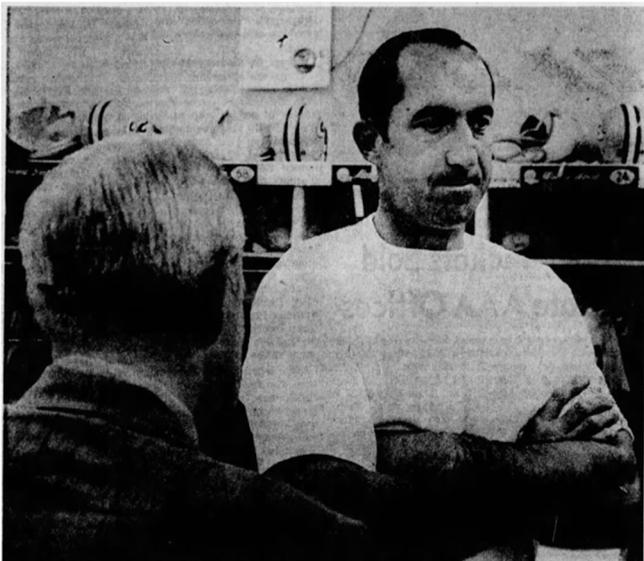
HUTSON NAMED TO ALL-TIME COLLEGE TEAM

SEPT 17 (New York) - Harold "Red" Grange is the only unanimous choice on the modern all-time college football team named today by the Football Writers of America. Grange ran to college football immortality from 1923 through 1925 as Illinois' Galloping Ghost. Just one vote shy of unanimous selection was Bronislaw "Bronko" Nagurski who starred at tackle for Minnesota from 1927-29. Only one player on the team played his college ball after 1940-Jim Parker, Ohio State guard from 1954-56. Other members of the team are ends Bennie Oosterbann, Michigan, and Don Hutson, Alabama; tackle Frank



The Old and New — Members of this year's Packer squad mingled with players of old Tuesday as the Packer 50th anniversary celebration got underway with the annual Packer reunion luncheon at the Forum. Here rookie back Dave Hampton, left, former star Vern Lewellen and back Travis Williams listen as Carl Zoll, a member of the first Packer team of 50 years ago, recalls one of the Packers' earlier games. (Press-Gazette Photo)

Bratkowski 'Thinking Over' Vikings' Offer



Brat's Expression Tells It All to P-G's Lee Rimmel
(Press-Gazette Photo by Ross Kriwanek)

"Bruiser" Kinard, Mississippi; guard Bob Suffridge, Tennessee; center Mel Hein, Washington State, and backs Sammy Baugh, Texas Christian; Jay Berwanger, Chicago, and Ernie Nevers, Stanford.

BRATKOWSKI 'THINKING OVER' VIKINGS' OFFER

SEPT 16 (Green Bay Press-Gazette) - As they promised, the Minnesota Vikings today made Zeke Bratkowski an offer. General Manager Jim Finks, who Tuesday claimed the "former" Packer quarterback on waivers, reported from his Twin Cities office that he had discussed the situation with Bratkowski by telephone. "We had a nice, pleasant conversation," Finks told the Press-Gazette. "Zeke has a lot of thinking to do. He's going to give it a lot of thought and get back to me. I told him we have a spot for him on our roster, also that we would like to have him make a decision as soon as possible. If he decides to retire as a player and devote himself to coaching, that's completely understandable, too."...TACTICAL MANEUVERS: This was the latest development in a series of tactical maneuvers which began when Bratkowski, named an assistant coach by GM-Coach Phil Bengtson at that point, announced his retirement last spring. Officially, however, he was kept on the Packer roster. When he was placed on waivers for the first time two weeks ago, for the purpose of clearing him as a free agent so that he might be placed on the Pack's reserve list, the Vikings immediately claimed him. The Packers accordingly withdrew his name but, in reducing the roster to the final 40 Monday, they again submitted the 13-year veteran to the waiver process, presumably on the assumption that

the Vikings would not drop a player at this point to acquire Bratkowski. "We have 48 hours to move a player to make room," he added. "As soon as he is awarded to us (for the \$100 waiver price), we have to delete a fellow with no recall." Under NFL rules, the Vikings would then have to keep Bratkowski on their active roster for one week. At the end of that time, Finks explained, "We could put him on our reserve list, if we chose. That would cost us one move and, of course, we are allowed 10 of those." They also could submit him to the waiver process, although that is hardly likely, since the Packers then could claim him, along with any of the 14 other NFL clubs...OFFICIALLY A PLAYER: All of which means, of course, that if the 37-year-old former Bear and Ram field general wants to continue as a player, it will have to be as a member of the Vikings. Asked how Bratkowski's coaching contract might affect the situation, should he decide to join the Vikings, Finks said, "I would assume Green Bay would release him from that contract and he then would come to us as a player. We are not interested in Zeke as a coach at this time - we have a full complement of coaches." Actually, it is understood, he would not need to be released from his coaching contract because, by placing him on waivers, the Packers officially declared him as a player...LOT OF FOOTBALL LEFT: Is it likely Bratkowski would be moved to the Minnesota taxi squad, should he report? "That would be up to the coach (Bud Grant)," Finks said, "and bow ready Zeke is to play at this point." If Bratkowski should decide not to join the Vikings in what one spokesman termed "a reasonable time," he then could be placed on the reserve list and another player added. Finks, who said he felt The Brat "has football left in him and could help us," declared, "I frankly was very much shocked that Green Bay didn't include him in its 40-man squad." The decision now, he said, "is strictly up to Zeke. I told him our side of the story. It's something he has to think about." If he decides to remain as a member of the Packer coaching staff, Bratkowski must officially retire as a player. Bengtson indicated that this would probably be the course of action. "Zeke is very likely to retire," he said. Bratkowski made no explicit statement but he did say, "It's unfortunate, when a technicality can end your career instead of your doing it of your own volition." "I feel I'm in the best condition of my life," he explained. "I've tested out real well in our running program and I've kept my arm in shape by throwing against our defense in practice." He did not categorically rule out the possibility of returning as a player. Asked if he might consider it, Zeke replied, "There are a lot of factors involved...I haven't given it any thought. I'd love to continue coaching for the Packers and be available as a player if such an occasion arose, but that's impossible now."

BEARS' IMPROVED OFFENSE PROMISES WILD SUNDAY

SEPT 16 (Green Bay Press-Gazette) - "The Bears," Wally Cruice said solemnly, "are better than they were last year." Super Scout made this somewhat sobering pronouncement Tuesday during a visit to the Packer dressing room for the purpose of briefing the home forces on their initial National Football League opponents, who rumble into Lambeau Field Sunday afternoon. The Bruins, the green and gold recall, were sufficiently anti-social in 1968. They forged a 13-10 victory in their first meeting here on a last minute, free kick field goal by Mac Percival, which still rankles in Packer breasts, and then staged a bristling comeback before submitting, 28-27, in a December rematch at Chicago...GOOD RUNNING ATTACK: Cruice pointed to a more potent offense as the primary ingredient in the Midway Monsters' improvement, an appraisal which the statistics of their pre-season finale against the St. Louis Cardinals document. The Bears rolled up 432 yards in that one, 232 via the passing arm of quarterback Jack Concannon, which they lost 37-31 because their customarily tightfisted defense had a rare off day. "They've got a real good running attack," Wally said, "in Ronnie Bull, Gale Sayers and Brian Piccolo,

plus Mike Hull and Ross Montgomery, a rookie. They're loaded there...**PICK UP BARNEY:** "They also have a better than average offensive line with (Jim) Cadile, Mike Pyle and Randy Jackson, who is an improved player for them. They had been hurting in their passing game because split end Bob Wallace was in service, but he's back now and they also picked up (Eppie) Barney from the Steelers. And, of course, Dick Gordon is as good a receiver as there is in the league." Concannon, he added, also has contributed mightily to the Bears' upsurge on attack...**BUTKUS PLAYS WELL:** "He has improved himself lot," Cruice said, respect in his tone. "He's playing more of a control game - he didn't roll out as much against the Cardinals as he has in the past. Needless to say, of course, they're strong defensively (Dick) Butkus was hurt most of last year, so he couldn't play with his normal abandon. But there's nothing wrong with him this year and he's playing extremely well. "They also have been using a boy named Willie Holman in their front four - he's an end they moved to tackle - and he's really helped. He gives them a lot of speed in there - he has quick reactions." Jim Grabowski, dressing nearby, soberly concurred with Cruice's estimate of the Bruin defenders, particularly the bristling Butkus, a one-time teammate of the Packer fullback at the University of Illinois...**SUPER GREAT:** "They have a lot of other fine players, Doug Buffone is a good linebacker and (Ed) O'Bradovich is a fine end," Grabo noted, "but Dick is the heart of their defense." Grabowski, who faced the gifted Tommy Nobis in the Pack's pre-season finale last weekend, finds Butkus and the far-ranging Falcon equally imposing. "They're both great linebackers - big, strong and quick," he said, "although Butkus does different things to a blocker. Nobis generally will throw a blocker out of the way and get into the play while Butkus sometimes will ignore the blocker. He's hard to hit. Dick is a super-great player, there's no getting away from it."...**PACKER**

PATTER: Tuesday's practice was confined to running, under the supervision of GM-Coach Phil Bengtson, who then joined his assistant coaches and players for the annual get-acquainted fan luncheon at The Forum. They later returned to Lambeau Field headquarters for team meetings...Unless they are able to get outside help suddenly, the Bears apparently will be going with newly acquired George Youngblood at strong side safety Sunday. Youngblood, released by the New Orleans Saints, joined the Bruins only last week. He would replace veteran Clendon Thomas, who was cut Monday after being repeatedly victimized by Cardinal tight end Jackie Smith last Friday night.

JORDAN'S SUPER THOUGHTS

SEPT 16 (Green Bay Press-Gazette) - Henry Jordan, ever quick with a quip, couldn't resist. "What do I think of our chances? I just borrowed \$25,000," he drawled, with a sly smile. "I'll pay it back with the Super Bowl check...Funny thing, the bank went along with it." The balding Virginian, who has been crashing enemy backfields with his old abandon this pre-season, then addressed himself to the matter in a more serious vein as he relaxed in a quiet corner of the Packer dressing room. "I really think we have a good chance at the title," he said, with obvious sincerity. But he hastened to point, "However, we haven't beaten anyone of renown yet this year. They're all good teams, but we've had a good record against the Browns and, then, of course, we beat Pittsburgh and Atlanta after beating Cleveland...So we actually haven't beaten anybody. Now we go up against the Bear in our league opener Sunday and, let's face it, they're a tremendous ball team, particularly when they play the Packers." Despite this sobering thought, Henry admits he and his veteran colleagues have that familiar feeling. "So many of the oldtimers are thinking championship," he said. "It's bound to be contagious with the younger players. Now if the fans will start thinking championship, it's going to help. You have to have that winning attitude so that if you don't win the championship, you still will have a good year. The last two games, I've sensed that certain feeling in the dressing room before the game," the 13-year campaigner continued. "It's hard to describe, but it's in the air. It's a feeling that you have everything under control. Nobody says it, but it's there. "I hope," he grinned, "it's true. "It's just like when we won the three championships in a row. We never thought about losing. It's not that you're not nervous, but you just know you're going to do it." On a personal basis, the Pack's premier raconteur and after-dinner speaker is understandably pleased over his comeback from a long and frustrating 1968 season. Jordan, troubled by back miseries last year, attributes his rejuvenation to "my chiropractor friend, Dr. Alex Cox of Mt. Horeb. He got me back in shape. He got my hips and lower back straightened out. It hasn't given me any trouble so far - I hope it doesn't. I had a dislocated rib earlier this year, too. If Dr. Cox hadn't put that back in place, I couldn't have played."...**MOVING VERY WELL:** Approximately 10 pounds lighter than he was in '68, Henry says, "I feel as quick as I was three or four years ago. I'm moving very well, although half the time it's in the wrong direction. That's because my reactions aren't what they should be yet." "I'd like to say," he added significantly, "the whole

The Golden Years!



Photo by Sniller

From Lambeau

50 Years of Packer Football

In commemoration of the Green Bay Packers' Golden Anniversary, the Press-Gazette sport staff has gone back into history to 1919 to compile an exciting and informative Packer football souvenir edition.

To Bengtson

The section's unique design will take you through 50 years of Packer history, coach by coach, from Lambeau to Bengtson. One by one the eras will unfold telling of the victories and defeats as well as the challenges that had to be met by each coach. It's exceptional, it's exciting and it's yours.



NEXT SUNDAY
in your
GREEN BAY PRESS-GAZETTE

defensive line is moving quick. I think Lionel (Aldridge) is in the best shape he's ever been in and moving well. Willie D. (Davis) is not hurting, so he's the same old all-pro at the other end. And Rich Moore's got to help you, he's so big. I'm hoping it's going to take two men to stop him. And Ray Nitschke is the same old Ray Nitschke-he's as tough as ever. The whole defense looks pretty good. The offense also looks better than it has in a long time. They're really moving the ball. The defense, I might add, is real proud of Travis Williams. He's using his head now, as well as his legs." Sounds Super, Henry.

FULL BANDWAGON SET TO TOOTLE IN PACK PARADE

SEPT 18 (Green Bay Press-Gazette) - At least 20 bands and drum and bugle corps, including some of the best known marching units in Wisconsin, will be in the line of march Saturday afternoon when Green Bay pays tribute to 50 years of Packer football. Parade marshal Dewey Decker said today the drum and bugle outfits will include The Northernaires, Belles of St. Mary's of Rhinelander, The Appleton Americanos, and the Mercury Thunderbolts of Cedarburg. Many of them have been seen during halftime programs at Packer games in Lambeau Field and Milwaukee. Bands will include the East, West, Preble, Southwest, Bay Port and Premontre ensembles, as well as Appleton East, Sturgeon Bay, Omro, Manawa, Denmark, Markesan High Schools, the Washington Raiders Varsity Band of Two Rivers, the Packer Band and the Johnson Wax Band of Racine...CONCERT SLATED: The Johnson Wax Band will play a concert in front of the WBAY building on Saturday from 1:30 to 2 p.m. A feature of the musical units will be a recreated original Packer Lumberjack Band of between 35 and 40 pieces. Identity of the latter is being withheld. In addition there will be a wide variety of floats, clown units and baton twirling outfits, including the Saint Gerard Jets of Milwaukee, the Maryettes Baton Corps of Menasha, the Golden Eagles Drum and Baton Corps of Greenfield and the Packerland Pompon Girls. The parade will get underway at 2 p.m. from the Elks Club, proceed on Washington to Pine Street, east on Pine to N. Jefferson and south on Jefferson to a dispersal area at S. Jefferson and Stuart Streets. The honored guests of the march will be returning members of former Packer teams all the way back to the original squad of 1919. Five members of the latter will lead the parade in an open convertible. Later teams will follow. Old time Packers will be entertained at luncheon before the parade and at a banquet that evening. The public portions of the anniversary will be the Saturday parade and the Sunday NFL opener against the Chicago Bears in Lambeau Field, at which the old timers will be introduced at halftime. Celebrities attending the Saturday banquet and the Sunday game will include Gov. Warren Knowles, football commissioner Pete Rozelle and Chicago Bear owner and pro football pioneer George Halas. It will mark one of the latter's first public appearances since undergoing hip surgery in England last winter.

ZEKE TO STAY WITH PACK

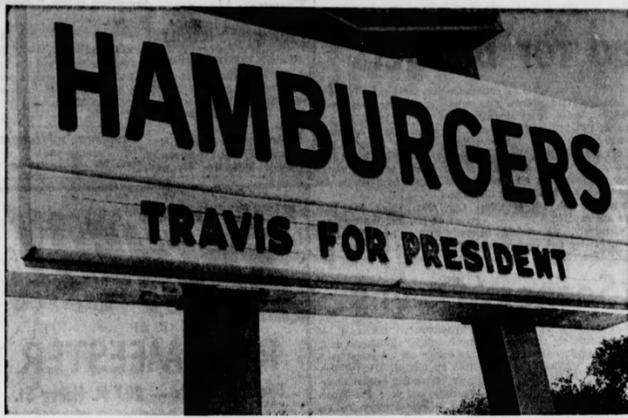
SEPT 18 (Green Bay Press-Gazette) - Zeke Bratkowski has decided to remain with the Packers. "I talked with Jim Finks (Minnesota Vikings general manager) this morning and was offered a substantial, guaranteed contract for one year," Bratkowski reported, "but I have decided to stay on the Packer coaching staff." The 37-year-old veteran had been weighing the matter since early Wednesday, when the Vikings contacted him for the first time. They had claimed Super Sub, a highly successful understudy to Bart Starr since 1963, on waivers Tuesday and asked him to join them as a player. While he was in the process of making the decision, Bratkowski admitted there were factors which weighed heavily in favor of staying in Green Bay. "I wouldn't want to be away from my family," he said, adding, "My children are in school here and we have just built a new home." His decision means that Bratkowski has officially retired as a player, ending a 12-year NFL career.

PHOTOG PAIR GETS BOUNCED

SEPT 18 (Green Bay Press-Gazette) - Cloak and dagger? It smacked ever so slightly of such goings-on at the Packers' South Oneida Street practice field Wednesday when two Chicago "photographers" were discovered recording the action. First detected by Ass't. Coach Wayne Robinson, they were hastily escorted from the premises by Patrolman Jerry Williams, who shortly returned to incredulously inquire, "Do you know where they're from?...Chicago. "But," he snickered, "they told me, 'We're not Bear fans.'" The uninvited shutterbugs were spied when they edged through a gate in the fence along the eastern boundary of the practice field and began to photograph maneuvers, using still cameras equipped with telescopic lenses, from point blank range. "When I asked them what they were doing there," Williams reported, "they said, 'We couldn't get any closeups from the benches.'" They had reference to the railbird seating along South Oneida. Chuckling, Williams said, "I told them, 'You're not supposed to get closeups - that's why they're practicing on the far field.'"

PHIL UNCOMMITTED BUT TRAVIS LIKELY STARTER

SEPT 18 (Green Bay Press-Gazette) - Although GM - Coach Phil Bengtson has declined to commit himself at this juncture, there seems little question about Travis Williams' starting status. When the subject was introduced following the Packers' Wednesday practice, Bengtson would only say, "I haven't decided yet." Based on recent performances, however, the surging Road Runner is virtually certain to be jetting from left halfback when the Packers go on offense for the first time against the Bears in their highly important National Football League inaugural at Lambeau Field Sunday afternoon - for at least two reasons...EXPLOSIVE PERFORMANCES: Primarily, of course, because he has earned the assignment following three explosive performances in succession, against the Cleveland Browns, Pittsburgh Steelers and Atlanta Falcons, in each of which he has contributed two touchdowns and other assorted heroics. And, secondly, because incumbent Donny Anderson, although pronounced ready to play, has been troubled by a rib injury until very recently. It would be the first starting role for the California Comet, who has made a dazzling turnabout this season after having been in something of an eclipse in 1968...7.0 AVERAGE: Just how dazzling is reflected in the final figures for the Pack's six pre-season ventures, from which they emerged with 4-2 record. Williams, a multi-muscled 6-foot-1 and 212 pounds, averaged a plush 7.0 yards per try while stacking up 329 yards in 57 attempts, including 130 in a mere 10 attempts against the Falcons at Canton, Ohio last Saturday. That was the best day ever for the former Arizona State speedball, once clocked at a mercurial 9.3 seconds in the 100-yard dash as a junior collegian. Travelin' Trav's best previous performance had come in the Packers' 28-7 bruising of the Los Angeles Rams in their 1967 Western Conference playoff, when he rolled up 88 yards in 18 attempts, 46 of them



A Nomination From West Side Sandy's

—Press-Gazette Photo

The Packer Anniversary

Editor, Press-Gazette: On behalf of the 50th Anniversary Committee of the Green Bay Packers, we wish to extend a hearty thank you to the many businesses which have supported this venture.

The committee, under the direction of Dewey Decker, has put together a very very fine parade, scheduled for Saturday in downtown Green Bay. It is our hope that all of the residents of Green Bay and fans of the Green Bay Packers will be on hand Saturday afternoon, not only to witness the parade but to show our thousands of visitors on that day some real Green Bay hospitality.

To finance this program, which includes the parade, the decorations at the stadium, and the decorations in downtown Green Bay, the committee is currently selling 50th anniversary buttons, at 75 cents each. We would encourage every citizen to purchase one.

We would like to point out that all of the expenses for the luncheon and the alumni banquet, which are not open to the public, were financed completely by individuals, so none of the money from the button sale will be used for either of those undertakings.

The buttons will be on sale during the parade on Saturday and at the game on Sunday.

Al Schneider
Vern Lewellen

Thomas A. Hutchison
Co-Chairmen

50th Anniversary Committee
Green Bay, Wis.

on a touchdown burst which served as a catalyst to the Pack that memorable afternoon...**IMPROVED PASS RECEIVER:** It climaxed a lustrous rookie year for Williams, who flashed to four NFL kickoff records, including an all-time season average of 41.1 yards for 18 runbacks. Although his reputation has been made as a runner, particularly this season when he has learned how to use both his speed and his blockers, the 23-year-old distance threat also has developed into a highly competent pass receiver. He ranked third in the Pack's grapefruit league statistics, behind only the gifted Boyd Dowler and Carroll Dale, with nine catches for 149 yards, a 16.6-yard average and two touchdowns. Needless to say, Travis likewise provides the Pack with a potent weapon on kickoff returns, in company with prize rookie Dave Hampton, although he has returned only three to date for a total of 58 yards...**PACKER PATTERN:** Bengtson indicated that he and Offensive Line Coach

Ray Wietecha have not decided who will open at left guard, although Bill Lueck started the last three pre-season exercises. "Bob Hyland was running well in practice today," he pointed out. Hyland suffered a bruised knee in the first quarter of the Falcon game. Hampton, held out of the Atlanta match because of a charley horse, also was running freely...Although George Seals, the gargantuan guard, has rejoined the Bears, he is not likely to be in evidence during the early going Sunday, Dan Desmond, Bear publicity director, reports, "Coach Jim Dooley says Seals will play but that he will not start. He expects to play him about two quarters." George, a massive 6-foot-3 and 270 pounds, is \$7,500 poorer - the amount he was fined by Bear owner George Halas - as the result of his recent "retirement."

70 FORMER PACKERS TO PARADE SATURDAY

SEPT 19 (Green Bay Press-Gazette) - A contingent of 70 former Packer players, led by five survivors of the original team of 1919, will be the center of Saturday afternoon's big parade honoring the 50th anniversary of Green Bay's famous football team. The returnees, whose playing careers range from the very beginnings of the Packer story to the early 1960s, will ride in convertibles through the downtown district, scattered along the line of march. In addition, they will be guests of honor at a private luncheon Saturday noon and a homecoming banquet that night. All will be introduced between the halves of the Packer-Bear game before the usual sellout crowd in Lambeau Field Sunday. The game, the 101st league clash between pro football's oldest and most bitter rivals, will climax the anniversary weekend. Leading the parade with marshal Dewey Decker will be Fritz Gavin, Wally Ladrow, Al Petcka, Gus Rosenow and Carl Zoll. All were regulars on the sandlot 1919 squad that rolled to a record of nine victories and a single defeat. Other old timers signed up for the event will be Jim Cook, Joe Secord and Eddie Glick of the 1921 squad, Charley Mathys and Whitey Woodin of 1922, Rosie Rosatti, Verne Lewellen and Len Hearnden of 1924 and Red Smith and Johnny Blood of 1927. The first Triple Champions of 1929-31 will be well represented with Woodin, Lewellen, Smith, Blood, Paul Minnick, Mike Michalske, Wuert Engelmann, Arnie Herber, Lon Evans and Ken Radick. Other well known names from the past will include Buckets Goldenberg, Bobby Monnett, Tiny Engebretsen, Joe Laws, Pete Tinsley, Dick Weisgerber, Andy Uram, Earl Svendsen, Tony Canadeo, Tiny Croft, Charley Tollefson, Clayton Tonnemaker, John Martinkovic, Nate Borden, Gary Knafelc, Dick Deschaine and Jim Temp. Lesser known players will include Al Rose, Frank Butler, Chester Johnson, Mike Miketinac, Paul Kell, A. A. Moore, Bernie Scherer, Paul Miller, John Biolo, Charles Schultz, Dick Zoll, Bill Kuuisto, Joel Mason, Ed Olds, Don Perkins, Glen Sorenson, Dick Bilda, Ken Kueper, Urban Odson, Al Zupek, Ed Bell, Ralph Davis, Ken Kranz, Ray Di Pierro, Deral Teteak, Pat O'Donahume, Al Romine. Many of them are now residents of Green Bay, but a number have come considerable distance to be present. Scherer and Tollefson are coming from California, while Red Smith is leaving his brewery business in Toledo to return, Lon Evans is parking his sheriff's star at home in Fort Worth, Tex., and Kueper is coming from Dallas. An unusual figure in the festivities will be George Trafton, once the most hated of all Chicago Bears in the infancy of the rivalry. The Brute made his peace with Green Bay 25 years ago when he coached the Packer line to the 1944 title. Trafton is coming from California. The parade, featuring 20 bands and drum and bugle corps, floats and numerous specialty units, will begin at the Elks Club at 2 p.m. Saturday, march through the downtown district and disperse at the corner of Stuart and Jefferson Streets after passing the reviewing stand on the courthouse lawn on Jefferson. Also adding a

History Proves Defense Produces Champions...Packers Face Sayers



touch of ancient history and cheerful nostalgia will be a recreation of the original Packer Lumberjack Band. The identity of the 40-piece unit has not been revealed.

HISTORY PROVES DEFENSE PRODUCES CHAMPIONS...PACKERS FACE SAYERS

SEPT 19 (Green Bay Press-Gazette) - Whoever coined that venerable bromide, "a good offense is the best defense," is in for a shock. It may be true at some levels of competition but not, by any means, in the National Football League. In fact, there has been one unflinching measure of success in the NFL for the last two decades: The team which has allowed the fewest points over the season has won the championship in EACH of the last 20 years. Spelled S-a-y-e-r-s. All of which brings us to the heart of today's essay - the state of the Packers' defense as it braces for Sunday's opening challenge from the Chicago Bears, sometimes spelled G-a-l-e S-a-y-e-r-s. Always a proud unit, it permitted an average of slightly less than 22 points per game during six pre-season appearances, a figure which contrasts with a more miserly 16.2 average yield during the 1968 season. This may have produced a modicum of unease in the breasts of some loyalists as the Bays' baptismal nears, but Capt. Willie Davis takes a less emotional approach. "A player tends to experiment on certain things during preseason games," he explained. "Of course, we did get burned on a few real bad mistakes. But a lot of things that happened in those games are not going to happen once the league season starts...SURVIVE ON ATTITUDE: "Defense, of course, is a game played with emotion - you play it with a certain frenzy. It's more a matter of attitude than even on offense, where a certain amount of execution and synchronization is necessary. A guy can go out from week to week and do the job on defense on attitude." "When you come to camp," the 13-year veteran said, "you work on developing the range and reaction you need...then you add the emotion. If you make up your mind a blocker is not going to knock you down or hold you out, you're going to make the tackle."...WEEK'S CONCENTRATION: Returning to the original topic, Davis noted, significantly, "I know more points have been scored on us than we usually allow, but I hope it has been done at a price of us learning a lot. We would hope to be better and more consistent than we've been and we hope to put those things together in the course of a week's concentration." Much of said "concentration" he declared is devoted to girding for the invasion of No. 40, the incomparable Sayers, who was a man apart the last time the Green and Gold entertained him in Lambeau Field...UNCOMMONLY ELUSIVE:



Gale Sayers

That was on Nov. 3, 1968, when the Kansas Comet amassed 205 yards in 24 carries - the most yards rushing the Packers ever had yielded to any individual runner - as the Bears shaded the Pack, 13-10, on a last minute, free kick field goal by Mac Percival. Although a knee injury forced him to sit out the December rematch in Chicago's Wrigley Field, in which Phil Bengtson's athletes prevailed 28-27, Sayers apparently has recovered from off-season surgery. Sufficiently, at least, to lead the Bruins in rushing during the pre-season schedule with 211 yards in 47 attempts. He also caught 10 passes for 89 yards, one of them an 18-yard swing pass which triggered the Bears' 19-9 victory over the Packers in their Midwest Shrine meeting

at Milwaukee County Stadium Aug. 16. The Packer defenders have had their moments against Sayers but, during his four-year career, they have found him uncommonly elusive, as the statistics attest...**SCRAMBLER CONCANNON:** In six league appearances against them, he has rolled up 628 yards in 125 carries, an average of slightly better than 5 yards per carry and scored five touchdowns running. He also has snared 11 passes for 152 yards, including one of 65 yards, and 1 TD, giving him a total offense production of 780 yards. "When you think of the Bears, you have to think of Sayers," Davis concedes, "but they also have a couple of good receivers - and a good quarterback in Jack Concannon. Somehow, somehow, whether by a scramble or whatever, Concannon puts the pieces together for them." "Our biggest job," he said, "is to contain 'em. Their offensive line reacts real well to their running. They've got some big, strong guys who do a good job of blocking for them."

A DIFFICULT DECISION

SEPT 19 (Green Bay Press-Gazette) - "It was very difficult ..." Tilted back on a chair in the Packer weights room, a meditative furrow in his brow, Zeke Bratkowski pensively reviewed The Great Decision Thursday. Super Sub, still perspiring from the sprints he had just run in company with the offensive backs at the close of practice, began to explain why it had been a moment of trauma for him. To realize the depths of his dilemma, it must be understood that the 37-year-old Brat, on a strenuous running program since last January, had whipped himself in to spectacular condition so as to be available for emergency quarterback duty. In a word, he was privately committed to playing. The Vikings, he indicated, had not made it any easier to retire, which, in effect, he did when he decided to decline Minnesota's offer and remain on the Packer coaching staff. "They wanted me to join them right away," said Zeke, claimed on waivers by the Vikings Tuesday. "They offered me a contract in excess of my player contract of last year, guaranteed, plus a bonus if I played in a certain number of games...**DOUBLE COACH'S SALARY:** "In my two telephone conversations with Jim Finks (Vikings general manager), I might add, I was very much impressed with him. He was very honest with me. He said they hadn't claimed me just to keep the Packers from having another player, that they wanted me as a quarterback. "As I said, he offered me a very fair contract - it was a good raise. And, from a standpoint of my coaching salary, it was almost double that figure. "As a result, in staying, I had to review many things. Finks told me that a contract for next year would depend on my performance this year. That was what caused me to decide not to go - that plus the fact that, for the first time in 5 1/2 years, my family and I have been able to live in our own home and my children will be able to go through the entire school year in the same place. In my own mind and in my heart," Zeke added, a trifle wistfully, "I feel I could have played...**FORCED RETIREMENT:** "I don't think the fact that I'm going to be 38 in October," he continued, not without a trace of emotion, "has one iota to do with it...There are any number of examples of other people, in all sports, who have played until they were much older than I am. The thing that makes it so tough to accept is having to retire as an active player without my own volition. But you get to where you have a loyalty to your team and to your friends, and the Packers have been real good to me. I know I also have a fine coaching opportunity here. "Coach Bengtson, I might add, was informed all along. He knew what my thoughts were. And I respect the great amount of attention he gave it, and the understanding he had of my problem. He was very fair also." Mustering a slight smile, he slyly observed, "Maybe now I'll be referred to as a young coach rather than an aging quarterback." Zeke Bratkowski is a proud athlete, and proud athletes retire reluctantly. But, with that whimsical observation, he officially put the matter behind him and looked to the future. "All week long," he said, "my concentration - even during the time I have had to devote to this - has been to try to help us get ready to beat the Bears and win the championship."

KICKING OFF FOR PACK...?? ANDY SPARKLES

SEPT 19 (Green Bay Press-Gazette) - It could be Mike Mercer...Chuck Mercein...or Francis Winkler. Kicking off for the Packers against the Bears in Sunday's National Football League opener here, that is. All three have been practicing the specialty this week and GM-Coach Phil indicated that he is keeping an open mind on the subject. "The one who is kicking the best through Saturday will be doing it in the game," he said. Winkler, a second year center-guard from Memphis State, has been handling the assignment since kicking specialist Joe Runk was released following the Pack's fourth pre-season game. He, however encountered distance problems against the Falcons, although he has been connecting well in practice this week. "They all look pretty good," Bengtson said dryly, "until the kickoff coach gets hold of 'em...That's me."...**PACKER PATTERN:** Having resolved his status, Zeke Bratkowski was back at his old stand Thursday imitating the enemy quarterback against the Packer defense. In this case, he was rolling out, a la the Bears' Jack Concannon...Travis Williams and Dave Hampton alternated in the Gale Sayers role. Donny Anderson, healthy once again, sparkled as both runner and pass receiver during the offensive drills. Travis also made several deft catches...With the official addition of flanker Claudis James, the Pack's taxi squad now numbers seven players, the NFL maximum. Other members are quarterback Billy Stevens, defensive tackles Jim Weatherwax and Larry Agajanian, defensive back Leon Harden, guard Dave Bradley and tight end Ron Jones. Harden, Agajanian, Jones and Bradley are rookies. The Bears, meanwhile, released Major Hazelton, a second year defensive back, in cutting their active roster to 39 men, one below the league limit. They also placed ends Bob Jones and Eppie Barney on the taxi squad, making them ineligible for Sunday's game...**PRO NOTES:** Rocky Bleier, the former Appleton Xavier and Notre Dame star recently wounded in Vietnam, is back in the United States and looking forward to playing for the Pittsburgh Steelers next season. Bleier, who arrived Monday, is recuperating at Irwin Army Hospital in Fort Riley, Kan...Veteran quarterback Earl Morrall, who sparked Baltimore to the NFL title last season, signed a Colt contract Thursday. Morrall has lost the No. 1 quarterbacking job to Johnny Unitas, who will start against the Rams Sunday...The New York Giants picked up veteran linebacker Harold Wells and defensive tackle Molden and put them on their taxi squad. Wells, once a regular with Philadelphia, and Molden were cut by the Eagles...The Giants also are expected to put receiver Aaron Thomas on the injured list for two games because of a damaged rib cage...Joe Namath, whose battered right knee took a heavy blow in the Jets' victory over Buffalo last Sunday, worked out yesterday and appears ready

to start against Denver...In other developments, the NFL Atlanta Falcons signed veteran receiver Gail Cogdill and cut three rookies; the NFL Dallas Cowboys waived veteran safety Dick Daniels and the NFL Washington Redskins waived quarterback Harry Theofilides. The Redskins had to drop a man after signing veteran quarterback Frank Ryan, cut by Cleveland, to be backup to Sonny Jurgensen.

IRS CLAIMS PACK OWES BACK TAXES

SEPT 20 (Green Bay) – The Green Bay Packers are guilty of holding, the Internal Revenue Service in Washington, D.C., charges. Randolph W. Thrower, commissioner of internal revenue, claims the National Football League club is holding \$270,517 it should have paid in federal income taxes. According to Thrower, the Packer corporation should have paid a tax of \$465,267 on an income of \$976,456 in 1965 and \$973,560 on an income of \$2,042,850 in 1966. The Packers, through President Dominic Olejniczak, contend Thrower erred in his disallowance of claimed deductions. The club said it actually should receive a refund of \$252,000. The IRS decided the Packers were entitled to an investment tax credit of only \$408 instead of the \$41,079 claimed for 1965, so they disallowed \$40,670. In their U.S. Tax Court petition, the Packers said they were entitled to the full amount claimed on the basis of \$581,014 spent that year to add new precast seats to Lambeau Field, and for other physical improvements. The largest item in the dispute is the \$551,636 paid Green Bay during the 1966 expansion which provided an NFL franchise for the Atlanta Falcons. IRS contends the entire amount should be taxed as ordinary income received in 1966, but the Packers claim it should be taxed at the much lower capital gains rate on an installment plan. The club told the tax court that in the agreement admitting 'Atlanta, each of the 14 NFL clubs agreed to sell the Falcons three players at a price of \$603,571, including interest of \$51,934 that would accrue up to the time the last installment is paid next August.

GORDON ALWAYS TROUBLE

SEPT 20 (Green Bay Press-Gazette) – Three names spring quickly to mind these days whenever the Chicago Bears become the topic of conversation. Gale Sayers...Dick Butkus...and Jack Concannon. A fourth, that of Dick Gordon, might well be added to the list without stretching a point ever so slightly. Just ask Herb Adderley, the Packers' tautly muscled left cornerback, who will be shadowing the Bruins' talented wide receiver much of the time in Sunday afternoon's opening National Football League struggle at Lambeau Field. "He rates right near the top," Adderley asserted following Friday's practice. "He can do it all - he's a good blocker, he has good speed, great moves and good hands. "Dick is a fine receiver - he's awful quick. He reminds me a lot of (Paul) Warfield of the Browns because of his quickness. Gordon, it was noted, has proved particularly troublesome to the Packers in recent encounters, most recently in the Midwest Shrine game when his 39-yard touchdown reception spurred the Bruins to a 19-9 victory. "It's pretty tough to keep shutting out a guy with his potential," Herb pointed out. "He can score on you from anywhere on the field. Although the former Boston College athlete walked out of training camp over a contractual dispute, the matter apparently has been adjusted to his satisfaction. Whatever the case, he emerged from pre-season play as the Bears' leading receiver with 19 catches for 318 yards and 3 touchdowns. His Packer counterpart is Boyd Dowler, with 20 receptions for 296 yards and 2 TDs. His running mate, Carroll Dale was right on his heels with 19 for 351 yards and 1 Td. It is not likely to come as a shock but the comebacking Gale Sayers led the Bears in rushing 211 yards in 47 carries, including one 70-yard burst against the St. Louis Cardinals last week. Surprisingly enough, rookie Ross Montgomery of TCU was a highly respectable runnerup on 189 yards in 45 attempts. That resurgent Road Runner, Travis Williams, paced the Packers with 329 yards in 47 attempts, a fat 7.0 average. Bart Starr, who finished the grapefruit league season with a sparkling 15-for-18 performance against Atlanta fashioned a 58.3 percentage overall, hitting 67 of 115 attempts for 898 yards and 4 touchdowns. His opposite number, Concannon, connected at a 56.2 rate, completing 68 of 121 for 660 yards and 5 TDs.

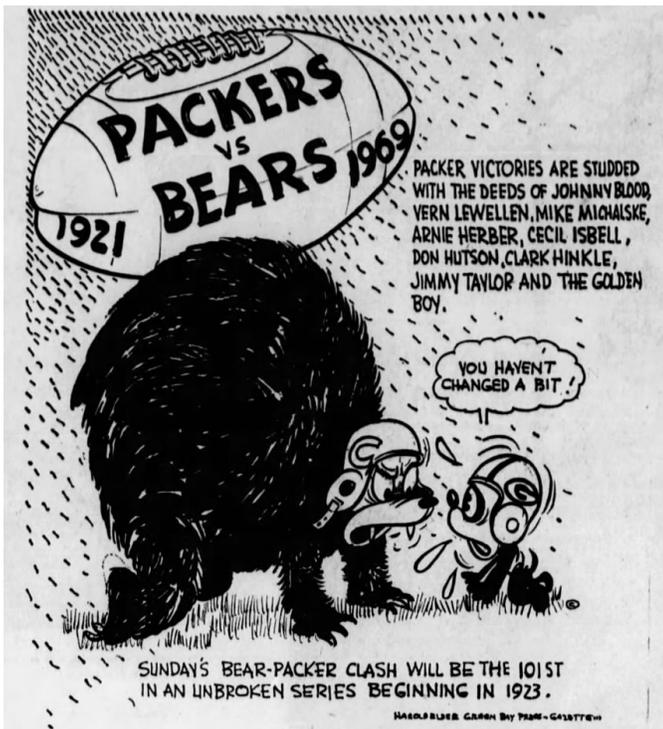
BEARS, PACKERS STILL TRADING BLOWS

SEPT 20 (Green Bay Press-Gazette) – When the Green Bay Packers inaugurate their second half century Sunday afternoon in the 50,000-seat stadium named for their creator, it is fitting that the opposition be the Chicago Bears. The oldest and most bitter rivalry in professional football, the Packer-Bear series will be embarking on a new "century," too. Sunday's clash will be the 101st in an unbroken series beginning in 1923. The rivalry actually began two years earlier. The teams first clashed in 1921 when the Bears were known as the Decatur Staleys and on the way to their first league title (it was also the Packers' first year in the loop). They didn't meet in 1922 but the following season George Halas brought his team to Green Bay and the clubs have been waging gridiron war ever since. The Bears won the first two meetings but in 1924, when the annual home-and-home competition started, the Pack upset the Bruins, 5-0. The scene tomorrow will be vastly different but the tension in Lambeau Field will be no greater than it was 45 years ago when Bellevue Park was jammed with a crowd of nearly 4,000 that ignored pregame downpours to watch the already hated Bears get whittled down to size...PACK GOT JUMP: The Packers got the jump in the second quarter when Duke Hanney tried to punt from his end zone, George Trafton's pass back was off target and Hanney was submerged for a safety before he could get the kick away. From then on the contest, on a heavy field, was a beautiful kicking duel between Duke and Cub Buck as both sides played for a break. It came in the final period. The Packers Myrt Basing waylaid a Dutch Sternaman aerial and brought it back to the Bears' 20-yard line. Unable to dent the aroused Bear wall, Curly Lambeau settled for a 30-yard place kick by Buck. Having proved that the Bears were human - not much, maybe, but human - the Packers lost whatever awe they may have had of the Monsters of the Midway. The clubs have been battling in a unique love-hate relationship ever since to everybody's enjoyment and profit...INSURANCE CONTEST: The series might not have begun so early in the Packers' league career if

RUSHING				
	Att.	Yds.	Ave.	L. TD
T. Williams, Pack	47	329	7.0	57 5
Sayers, Bears	47	211	4.5	70 1
Hampton, Pack	34	210	6.2	33 1
Montgomery, Bears	45	189	4.2	22 0
Grabowski, Pack	45	169	3.5	16 0
Picolo, Bears	19	101	5.3	19 0

PASSING				
	Att.	C.	Yds.	Int TD
Starr, Pack	115	67	898	5 4
Concannon, Bears	121	68	660	4 5
Horn, Pack	52	24	313	1 1
Carter, Bears	46	19	181	4 0

RECEIVING				
	No.	Yds.	Ave	L. TD
Dowler, Pack	20	296	14.8	37 2
Dale, Pack	19	351	18.5	39 1
Gordon, Bears	19	318	16.6	48 3
Piccolo, Bears	14	107	7.6	16 1



Ferocious Rivalry

Bears, Packers Still Trading Blows

mellows all, though. The once reviled Trafton was forgiven when he coached the Packer line to a title in 1944. He's in town for the 50th anniversary today and his reception in the parade was as warm as that of any other old Packer...DIME A DOZEN: In a series so long and ferociously fought, heroes have been a dime a dozen. The rivalry has produced so many thrills a story as short as this can't even scratch the surface. The heroics haven't been one-sided either. Packer victories are studded with the deeds of Johnny Blood, Vern Lewellen, Buck, Mike Michalske, Arnie Herber, Cecil Isbell, Don Hutson, Clarke Hinkle, Jimmy Taylor and the Golden Boy, but the Bears can match the list with the likes of Dutch Sternaman, Sid Luckman, Beattie Feathers, Hugh Gallarneau, Bronko Nagurski, Gale Sayers and many more. Across the decades, though, a few stand out. Like the time Mike Michalske picked off an errant forward pass in Wrigley Field in 1931 and galloped 80 yards for the touchdown that beat the Bears, 6-2. And Lewellen's phenomenal punt in 1925 that preserved a 14-10 victory. With the Pack wilting in the closing seconds Lew stood in his end zone and lifted a mighty kick that sailed 80 yards in the air, to roll over the Bear goal line. Lew was always at his best against the Bears. Even today he bristles if you just whisper their name in his hearing...BEARS HOLD EDGE: The first 20 years of the rivalry were pretty even, and the glory days of 1929-44, when the Pack won six championships and the Bears five, produce some epic brawls. Gradually the Bears forged ahead until today, despite Packer domination in the Lombardi Era, the series stands 54-40-6 in their favor. The 100 league games aren't the whole story, either. Since 1959 the teams have met in the annual Shrine exhibition game in Milwaukee, with the Pack enjoying a 7-4 margin. There are two others you won't find in any of the record books. At the close of their championship season in 1936, during which they split with the Bears, the Packers made a barnstorming trip to the West Coast. In Los Angeles they played two exhibitions against the Bruins, the first of which ended in a 20-20 standoff and the second in a 17-14 Packer decision. The games weren't supposed to mean anything but anyone who played in them will assure you they were as bloody and bitterly fought as any donnybrook in the long rivalry.

THOUSANDS VIEW PACKER MARCH

SEPT 21 (Green Bay Press-Gazette) – There's a special type of excited anticipation that goes with a parade. All automobile traffic is halted and pedestrians take over the streets. People carrying lawn chairs and cameras suddenly appear along the parade route. And excited children and anxious mothers lose each other in the crowd. Such was the case Saturday afternoon in Green Bay at the homecoming parade honoring the Packers' 50th anniversary. Thousands of Packer fans lined downtown streets to greet Packer alumni and enjoy the parade's marching units. Spectators hung out of second story windows and climbed atop parked cars to get a better view. Kids standing along the street demonstrated the amazing ability of leaning forward at an angle defying gravity in order to see what new parade attraction was coming next. A crisp Autumn breeze and sunny skies made it a perfect parade day for everyone including 70 former Packer players, including five of the original 1919 squad. Wally Ladrow, a regular on the 1919 team, said it doesn't bother him to be called one of the "old Packers" because his age allowed him to just sit back and admire the girls in the parade. Ladrow had plenty of girls to watch, with some 20 bands, drum and bugle corps, a number of regional beauty queens and several floats making up the parade. Most of the children attending the festivities seemed to enjoy the bands and marching groups the most. Craig Parman, 8, of Green Bay, said that when he grows up he is going to become either a Packer or a drum major. Some traveled far for the parade and the Packer-Bear football game. Gordon Maliase and Dr. Al Boehmer of Ladysmith traveled 200 miles to join the

the Staleys hadn't been locked in a close fight for the championship with the Buffalo All Stars and Halas felt the need for an insurance victory. As it happened the Bears won that 1921 contest, 20-0, and the win was just enough to give his club the pennant. The fledgling Pack had been tougher than Papa George had counted on, though, and the following season the defending champions were staring firmly out the window when Lambeau clamored for another try. Knocked off the throne by the Canton Bulldogs, Halas was more amenable in 1923. He even agreed to come to Green Bay. That gave Packer publicitor and co-founder George Calhoun his opening. In the weeks before the Bear visit the Press-Gazette sports page erupted in a series of condescending comments datelined Chicago that worked the Packer faithful up to a slow burn which has never died out. Halas never said any of the snide things attributed to him - they were Cal's inventions - but he knew a good thing when he saw it...TRAFTON THE VILLAIN: He had just the boy to keep the fire stoked up, too. George (Brute) Trafton was not only a big, mean center, he was an actor of sorts as well. Toward the end of a game, when he was running out of steam and the Packers were moving, Trafton usually started a hassle in which he offered to take on the whole park. There would be a rousing melee, Trafton would carry on while his mates enjoyed a breather and the Green Bay fans screamed for his head. Thrown out of the game, George would leave the park under police escort, the revived Bears would rise up and stop the Packers and the incensed citizenry would threaten the Brute with dismemberment. Time

THE WHITE HOUSE
WASHINGTON

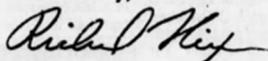
September 11, 1969

Dear John:

It was good of you to write me of the fiftieth anniversary of the Green Bay Packers, and I am happy to join you in congratulating them on this milestone. As a life-long fan, I have followed the fortunes of the Packers for many years, and few teams in my experience have offered football fans so many thrills as the team from Green Bay.

The history of the Packers has been a history of great names and unforgettable moments in professional football. The people of Green Bay have every reason to be proud of that history. It is my hope that the next fifty years will be equally successful and exciting for the Green Bay Packers.

Sincerely,



Honorable John W. Byrnes
House of Representatives
Washington, D. C.

President's Greeting — President Nixon, who participated, in the 1957 dedication of Lambeau Field as vice-president, sent his congratulations to Green Bay and its 1969 Packers in a letter to Rep. John

Byrnes of Green Bay. The Packers, celebrating their 50th anniversary, are the subject of a special football section included in today's Press-Gazette.

Probable Starting Lineups:

OFFENSE			
Chicago		Green Bay	
Wallace	SE	Dowler	
Pickens	LT	Peay	
Jackson	LG	Lueck, Hyland	
Pyle	C	Bowman	
Cadile	RG	Gillingham	
Mayer	RT	Gregg, Himes	
Denney	TE	Fleming	
Concannon	QB	Starr	
Sayers	RB	T. Williams	
Bull	RB	Grabowski	
Gordon	FL	Dale	

DEFENSE			
Chicago		Green Bay	
O'Bradovich	LE	Davis	
Cornish	LT	Moore	
Evey	RT	Jordan	
Phillips	RE	Aldridge	
Buffone	LLB	Robinson	
Butkus	MLB	Nitschke	
Pride	RLB	Caffey	
McRae	LH	Adderley	
J. Taylor	RH	Jeter	
Youngblood	LS	Hart	
R. Taylor	RS	Wood	

Packer - Bear Series

Packers won 40, Bears 54, 6 tied.
Points—Packers 1,432, Bears 1,648.

activities. "Both of us make it to most of the Packer home games," Maliase said, "and we wouldn't have missed this parade for anything." Mike VanSchyndle, a native of Green Bay, said the only Packer home games he ever missed since 1919, were those which took place while he was in the service. "And I'm really enjoying the parade," VanSchyndle said, "It's quite a thrill to see the early Packers again." When the parade finally ended after two hours of marching, music and enjoyment, there were a lot of tired participants and spectators. People folded lawn chairs, packed their cameras and headed for home. A few unhappy kids looked longingly at gas balloons which got away from them and now floated high above the city. One lady in a final attempt to get a Packer autograph confronted a large man walking down the sidewalk. "Are you a Green Bay Packer," she asked? "No lady," was the reply, "but I'm a great fan of theirs." Everyone was a Packer fan Saturday afternoon. More than 80 Packer alumni from across the nation, including 40 from outside Green Bay, later attended the 50th anniversary banquet Saturday night at the Forum Supper Club. Those coming the greatest distance were Bernie Scherer of Carmel, Calif., Charlie Schultz of Pebble Beach, Calif., and Lon Evans of Dallas, Texas. Other notables attending were second head coach of the Packers Gene Ronzani, Milwaukee, and former assistant coaches George "Brute" Trafton and John "Tarzan" Taylor of Chicago. Special guests at the speaker's table included George Halas, founder of the Chicago Bears and his son, George Halas, Jr., president of the Bears. Gov. Warren P. Knowles and Rep. John Byrnes also attended the function. The program was climaxed with the showing of a film spanning the 50 year history of the Packers. Ray Scott, former television voice of the Packers, served as master of ceremonies, and Pro Football Commissioner Pete Rozelle was the featured speaker.

PACK, BEARS IN 101ST, SAME SCRIPT, NEW YEAR

SEPT 21 (Green Bay Press-Gazette) — The Packers vs. the Bears...for the 101st time. It is a venerable script, reaching back to the days of Lewellen and Grange, Michalske and Nagurski, Hutson and McAfee.

But, for the thousands of loyalists who will tax the capacity of Lambeau Field for this afternoon's National Football League inaugural between these immemorial antagonists, it never grows old. Few of their previous 100 exchanges, the first of which was staged at Chicago in 1921, ever has been awaited by the faithful with more fervor than this one...DEMAND UNPRECEDENTED: The demand for tickets, from far and near, has been unprecedented. And so has the lack of success in finding them. Even newspaper ads, normally productive, failed to yield results as the day of collision approached. The lure? The drama of pro football's oldest rivalry, to be sure. But also the hint, by way of a heartening three-victory climax to the pre-season schedule, that "The Pack Will be Back." And ominous indication that the Bears also are title timber...FOUR POINT FAVORITES: These are the elements, along with the return of Packer "old grads" to mark the 50th anniversary of an organization unique in professional sports, that have imparted a championship aura to the occasion. It begins with a 1 o'clock kickoff (WNFL). Officially, the Packers are listed as 4-point favorites in this Central Division unveiling before 50,861 fans, but such things traditionally are of little consequence when they fraternize with the Bears. And they have found them particularly anti-social of late, it might be added. As recently as Aug. 16, in fact, when the Chicagoans charged back from an early 9-0 disadvantage to inflict a 19-9 defeat upon the Packers in their annual Midwest Shrine Game at Milwaukee County Stadium. The home forces also have unhappy memories of their last encounter on Lambeau Field turf, Nov. 3, 1968, when

Mac Percival kicked a last minute, free kick field goal to forge a 13-10 decision for the Monsters of the Midway. The Packers, afflicted with kicking woes, earlier had missed three field goal attempts of their own which obviously weighed heavily in the final accounting. Fortunately, that deficiency has been expunged by the acquisition of Mike Mercer, who led the NFL in average field goal distance after joining the Pack in mid-November and fashioned a sparkling 14-for-18 record during pre-season play this year...AVENGED EMBARRASSMENT: Phil Bengtson's athletes avenged that free kick embarrassment, of course, in a Dec. 15 rematch at Chicago, weathering a late Bruin resurgence to win their season finale, 28-27, and deprive the Bears of the Central Division championship. Both teams, needless to say, attach great importance to winning today's struggle. A victory would be of incalculable psychological value to the winner, far in excess of its numerical significance. That is not to say defeat would doom the losers to the Central Division dungeon, but it would be an obvious blow to their title chances. To Bengtson, beginning his second season as the successor to Vince Lombardi, the Packers' problems are

complexly simple...PRIME CONDITION: "We've definitely got to stop (Gale) Sayers," he says. "And if we expect to run the ball on them, we're going to have to block (Dick) Butkus. They are their two biggest threats, not, of course, that they don't have other people." He didn't mention them by name but he undoubtedly had in mind such as quarterback Jack Concannon, the Boston Scrambler who passed for 232 yards against the Cardinals in the Bears' exhibition finale last week, and fleet flanker Dick Gordon. Bengtson has pronounced his team in prime condition for the challenge. "We're in real good shape," he said. "We're about as free of injuries as we've ever been and everybody is ready to play." This last presumably includes Donny Anderson, the Bays' all-purpose halfback of 1968, but Travis Williams, in the midst of a brilliant comeback, is expected to start at running back along with four-year veteran Jim Grabowski. Bengtson also is likely to call upon the reliable Elijah Pitts and his freshman flash, Dave Hampton, who emerged as the Pack's No. 2 pre-season ground gainer despite sitting out the final game against the Atlanta Falcons because of a charley horse...LUECK AT GUARD: Up front, where the retired Bob Skoronski and Jerry Kramer will be among the missing, it is likely to be second year performer Bill Lueck at left guard and oft all-pro Forrest Gregg, recently returned from retirement, at right tackle. Dick Himes, a rapidly developing sophomore, has started at the latter position during the pre-season. Bart Starr, ever the consummate craftsman and now free of the injuries which troubled him the last two seasons, will attempt to coordinate this cast with the same skill that produced 96 points in the Pack's last three exhibition exercises. Defensively, there will be only two new faces in a highly experienced format – Doug Hart at left safety and rookie Rich Moore, a 6-foot, 6-inch, 275-pound colossus who was the Bays' No. 1 draft choice last January, as left tackle.

DEFENSE KEY: SKORONSKI

SEPT 21 (Green Bay Press-Gazette) – Bob Skoronski feels the Packers are "going to do okay" in 1969. He's "impressed with the way they've come on in the last few weeks." But he still prefers a "let's wait and see" attitude because "you can't put Atlanta and Pittsburgh in the same class with some of the stronger teams in the league." Speaking from behind his desk at Valley School Suppliers in Appleton, to which he retired after winding up an 11-year career with the Packers last season, Skoronski said the key to the Pack's fight "Back" is the defensive line. "In order for the Packers to win, they have to get a good pass rush out of the front four. They have to get to the passer a couple times a game or more," he volunteered, adding, "The outlook is encouraging. This Moore (Rich) looks like a kid who is going to be a great player. And Lionel (Aldridge) is playing well." But having been a standout offensive tackle during the Packers rise and hopefully temporary fall, the Indiana alumnus also had a critical eye for his fellow front line attackers. "I think the offensive line has done very well. They've protected Bart (Starr) nicely the last two weeks though the test is still coming...Detroit and Minnesota really can put pressure on the passer. Ken Bowman, Gilly (Gale Gillingham) and Lueck (Bill) have looked good. And Francis Peay (who succeeded Ski at left tackle) has been very, very good. He had a little trouble at Dallas but that George Andrie is a great player. He may be the best pass rusher in the league, as far as right ends go. I've been there before." But the major development, in the former offensive captain's view, is that Forrest Gregg has returned to playing duty. "He gives the line leadership and experience, which is really needed under the pressure of the long pull. And now they can develop further competition on the squad between Peay, Dick Himes and Bill Hayhoe. This competition is the best thing there is for a team." What has really impressed Skoronski, however, is the new "explosiveness" of the team. "Travis Williams adds a lot of excitement and will worry the opponents. They have to watch him, which is bound to help Grabo (Jim Grabowski) and the passing game." Skoronski sounded excited while making these observations. Does he miss not playing? Not until this week, he didn't. "The two-a-days...who misses those," he asked. "But this week, with the Bears coming to town...yeah, it's bothered me a little. But it (retirement) had to come. It's not so hard to get used to." He'll be in the stands, watching, this afternoon.

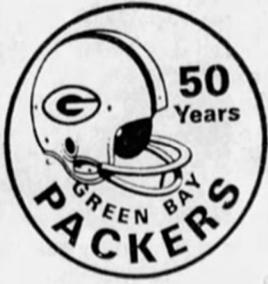
NOTES AND NOTIONS

SEPT 21 (Appleton Post-Crescent) - Although the 1960s already rate as the greatest decade (five championships) in the Green Bay Packers' glorious 50-year history, a comeback title this year would provide a fitting climax to the 10-year span. Can they do it? After a great deal of deliberation and a certain amount of hesitancy (in view of the extremely balanced makeup of the NFL's Central Division) I'm ready to cast my vote for the Packers. I look for Green Bay to edge the Vikings after the fiercest kind of struggle. Our pick of the Packers is a minority opinion, although there is some pretty distinguished company – Sports Illustrated - in the same corner. Minnesota is the majority selection for Central Division honors, with The Sporting News and Pro Football Weekly among its biggest boosters. Since the Vikings and the Packers have won one

A Salute To
50 YEARS
of
LEADERSHIP



<p>E. L. "Curley" Lambeau 1919-1949</p> <p>Lisle Blackbourn 1954-1957</p> <p>Vince Lombardi 1959-1967</p>	<p>Gene Ronzani 1950-1953</p> <p>Ray "Scooter" McLean 1958</p> <p>Phil Bengtson 1968-</p>
--	--



*Best Wishes
for a
Successful
Season*

DENIS

SPORT SHOP

922-26 Main Street

NEXT SUNDAY — "The Golden Years"

50 Years of Packer Football

In commemoration of the Green Bay Packers' Golden Anniversary, the Press-Gazette sports staff has gone back into history to 1919 to compile an exciting and informative Packer football souvenir edition.



Photo by Stiller

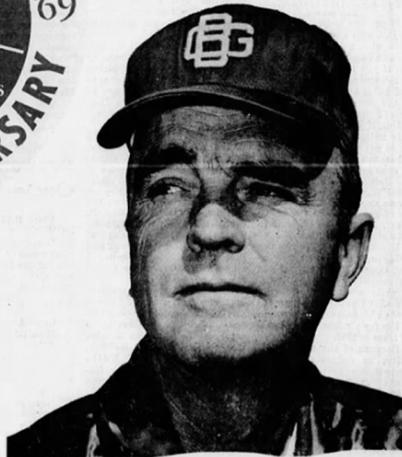
From LAMBEAU to BENGTON

Unique in design, you will be brought through 50 years of Packer history coach by coach, from Lambeau to Bengtson. One by one the eras will unfold telling of the victories and defeats as well as the challenges that had to be met by each coach. It's exceptional, it's exciting and it's yours.

Sunday, Sept. 21st

ADVANCE ORDERS ACCEPTED

GREEN BAY PRESS-GAZETTE



Central title apiece, this could be the "rubber fight" in the third and final year of the present divisional set-up. But one cannot assume that this will be a 2-team race. It's unthinkable to exclude the Bears, who came so close last year, and Detroit, which posted its best exhibition record in 15 years. Any of the four, then, could win the title. No other division can make that statement. Each of the other five divisions in the NFL and AFL has one or more weak entries. In the Coastal Division, this will also be the deciding year for the Ram-Colt rivalry, with the series standing at one title apiece. Many observers feel that the survivor of this Coastal race will almost automatically represent the NFL in the Super Bowl. This could be another dangerous oversimplification. At any rate, it appears to be pretty much of

a toss-up again, and I'm inclined to pick the Colts despite all the loading up LA did on the off-season trade mart. Dallas, even without Don Meredith, seems to be the most (perhaps the only) solid club in the Capitol Division, while Cleveland is our choice to finish a bit ahead of St. Louis in the Century sector. This would give the Cowboys and the Browns three straight divisional titles apiece, and their Conference playoff would be another "rubber match"... Why do I feel the Packers may be able to do it this year after a disappointing '68? For openers, the team is younger (fully half the 40-man squad has had four years or less of experience) and hungrier. Nearly 75 per cent of the currently active squad has found out, the hard way, what the difference (in money and prestige) is between being a champion and an also-ran. The Bays will all be eager to get back to the top. Another intangible factor is that the adjustment to the Phil Bengtson coaching regime should now be complete. Last year, the transition from the fiery methods of Vince Lombardi, plus a probable let-down after a momentous third straight title, undoubtedly affected adversely output. Among the tangible improvements this season, one would have to cite field goal kicking (Mike Mercer is available from the start of the season); the defensive line (the addition of rookie Rich Moore and the apparent recovery-from-injury of Henry Jordan) and a new dimension - speed - in the ground attack (the rejuvenation of Travis Williams and addition of Dave Hampton). Wells Twombly wrote in the Sept. 20 issue of The Sporting News: "It is obvious that Travis Williams was a one-year mirage as a running back in 1967." Twombly and any NFL defenders who believe him could be in for the biggest shocks of their lives...Packer question-marks are the offensive line (which Minneapolis' Merrill Swanson called "inoffensive" in Pro Football Weekly) and the defensive secondary. The young offensive line looked better than expected during the exhibition campaign, and with Forrest Greeg's steadying influence, it should be able to hold its own as the season wears on. With cornerbacks and safeties getting stung at times in pre-league play, the pass defense is a possible source of worry. However, old pros like Herb Adderley, Bob Jeter and Willie Wood should still have the talent and savvy to do the job. The Packer linebacking corps is still great, Boyd Dowler and Carroll Dale remain among the top receivers and Bart Starr could be in for one of his best seasons...Even though the Vikings needed every kind of help (including a Packer win over Chicago in the finale) to win the '68 Central title, they've got a sound club. With probably the league's best front four, plus offensive stars like Bill Brown, Dave Osborn and Gene Washington, Minnesota will be a potent factor. I believe the Bears will nip the Lions for third place, but that there'll be only a couple of games between first and fourth. I look for San Francisco and New York to finish third in the Coastal and Century divisions, respectively. Despite their 2-4 exhibition record, Lombardi's Washington club will be runnerup in the Capitol sector, in my opinion...Wonder if the Bears will try the 3-man pass rush against the Packers again, since it worked so well in the Shrine game. If they do, the Bays should be ready for it this time...The NFL regained the exhibition season "title" from the AFL. The older league, trying harder because it was No. 2 last year, posted a 19-13-1 mark in interleague action.

Pack, Bears in 101st, Same Script, New Year

Central Division

Mighty Packers Are in Eclipse; Proud Vikings Want Title Taste

CENTRAL SCHEDULE

Chicago Bears

Sept. 21—at Green Bay	1:00
Sept. 28—at St. Louis	1:00
Oct. 6—at New York	8:00
Oct. 12—Minnesota	1:00
Oct. 19—at Detroit	1:15
Oct. 26—Los Angeles	1:00
Nov. 2—at Minnesota	3:00
Nov. 9—Pittsburgh	1:00
Nov. 16—at Atlanta	1:15
Nov. 23—Baltimore	1:00
Nov. 30—Cleveland	1:00
Dec. 6—at San Francisco	1:00
Dec. 14—Green Bay	1:00
Dec. 21—Detroit	1:00

Detroit Lions

Sept. 21—at Pittsburgh	1:15
Sept. 28—New York	1:15
Oct. 5—at Cleveland	1:30
Oct. 12—Green Bay	1:15
Oct. 19—Chicago	1:15
Oct. 26—at Minnesota	1:30
Nov. 2—at San Francisco	1:00
Nov. 9—Atlanta	1:15
Nov. 16—St. Louis	1:15
Nov. 23—at Green Bay	1:00
Nov. 27—Minnesota	12:15
Dec. 7—at Baltimore	2:00
Dec. 14—Los Angeles	1:15
Dec. 21—at Chicago	1:00

Green Bay Packers

Sept. 21—Chicago	1:00
Sept. 28—San Francisco (Milwaukee)	1:00
Oct. 5—at Minnesota	1:30
Oct. 12—at Detroit	1:15
Oct. 19—at Los Angeles	1:00
Oct. 26—Atlanta	1:00
Nov. 2—at Pittsburgh	1:15
Nov. 9—at Baltimore	2:00
Nov. 16—Minnesota (Milwaukee)	1:00
Nov. 23—Detroit	1:00
Nov. 30—New York (Milwaukee)	3:00
Dec. 7—at Cleveland	1:30
Dec. 14—at Chicago	1:00
Dec. 21—St. Louis	1:00

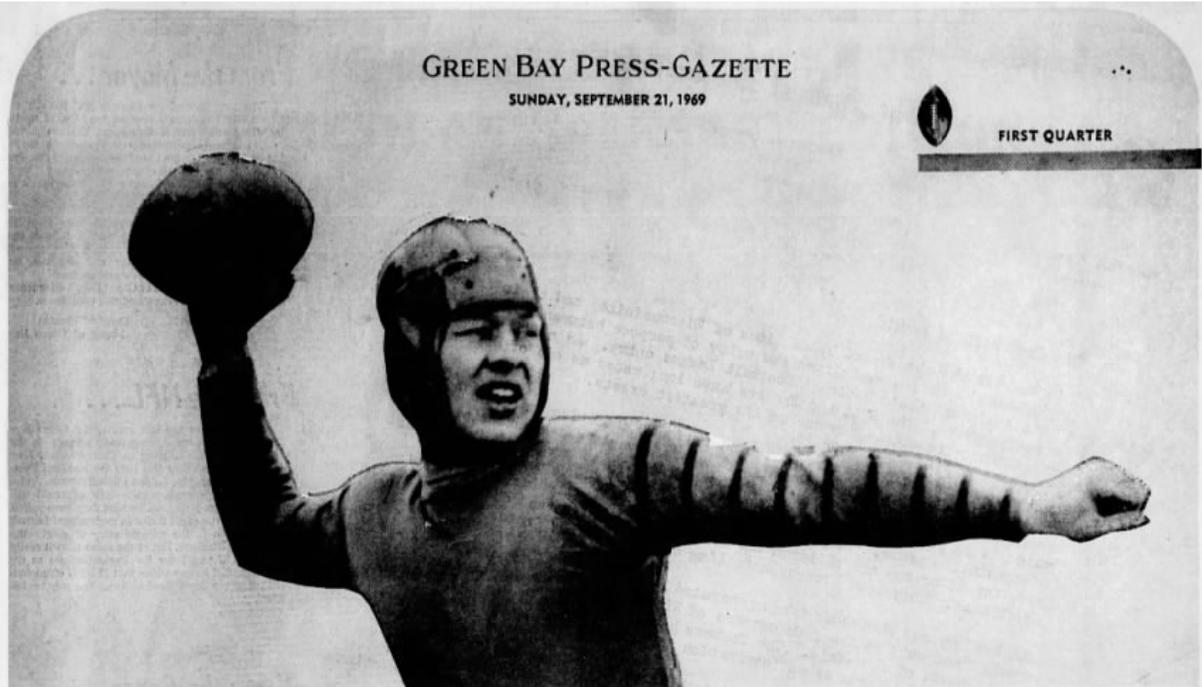
Minnesota Vikings

Sept. 21—at New York	1:30
Sept. 28—Baltimore	1:30
Oct. 5—Green Bay	1:30
Oct. 12—at Chicago	1:00
Oct. 19—at St. Louis	1:00
Oct. 26—Detroit	1:15
Nov. 2—Chicago	3:00
Nov. 9—Cleveland	1:30
Nov. 16—at Green Bay (Milwaukee)	1:00
Nov. 23—Pittsburgh	1:30
Nov. 27—at Detroit	12:15
Dec. 7—at Los Angeles	1:00
Dec. 14—San Francisco	1:30
Dec. 21—at Atlanta	1:15

SEPT 20 (The Sporting News) - The assumption always has been that when the tyrants became too weary to rule with a bloody-jowled intensity any longer, the peasants would rush in with pitchforks and pruning hooks and sweet democracy would be restored to the Central Division of the National Football League. It was a noble ambition, devoutly to be wished for. Sadly, it has not worked out quite the way the huddled masses envisioned. In the first autumn since Vince Lombardi took his gleaming intellect to Washington, where it may grow lonely, the Green Bay Packers, who used to be the despots of the Frostbite Set, look refreshingly human again. So what happens? Students of the delicate Laws of Irony won't even have to guess. While the Packers were settling back into the dust, other tyrants-in-the-making, the Minnesota Vikings were rising rapidly, pushing past them with an imperious impatience. A few people were watching fitfully, it seems. "There's no question that they are potentially the strongest club in our division," said the Detroit Lions' head coach, Joe Schmidt. "If we want to win, we'll have to beat the Vikings. Their defensive line compares with the best in professional football. It is every bit as good as the Rams'." "They are a team to respect," said Chicago Bear Coach Jim Dooley. "All they need is improved passing to be very formidable." It is possible that because of the Packers' abrupt fall from grace last season, the Vikings won their mini-championship a year sooner than they should have. They were the only club in the division to gain more yards rushing than passing. They were 0-5 against three of the strongest, fittest clubs in the NFL - Baltimore, Dallas and Los Angeles. They were beaten by the Colts in the Western Conference championship game...VIKINGS ARE EAGER: "But they have had a taste of winning and that can do some powerful things to your appetite," said Green Bay's Phil Bengtson. There is no question that the Vikings are anxious to get started. "We've been in the middle group and now we want to move up to the top group," said Viking Coach Bud Grant, rather picturesquely. Indeed, Minnesota now seems to have enough passing - one way or the other - to keep its infantry from being beaten into the ground. The crowds at Metropolitan Stadium tend to think of quarterback Joe Kapp as something of a knuckleball thrower. Even though he passed for 1,699 yards last year, they were not at all warm and sympathetic to him. This summer, he had completed 16 of 30 passes for 243 yards when he sprained his knee, undoubtedly giving a small but sadistic portion of the clientele vast pleasure. His replacement, Gary Cuozzo, the career reserve, suddenly started acting like a man who was sick of sitting on the sidelines playing telephone operator. He rolled up 621 yards passing in the next four exhibitions, completing 41 of his 72 attempts. Only a month earlier, Grant had said that Kapp was his man until somebody beat him out, a comment which seemed to impress Cuozzo...BROWN FIRST-RATE FB: Regardless of who starts, the Vikings figure to be a more stylish club. Bill Brown is probably the best fullback in the National League. Dave Osborn has been running well and Clint Jones almost looks like a first-round draft in his third year as a professional. The Vikings are not without problems. Receiver Gene Washington is superb, a pass catcher who ought to win all sorts of plaques, scrolls and silver-plated peanut dishes. But there's nobody special running with him at the other wide receiver position and tight end John Beasley is in the Army. The offensive line is singularly lacking in ready reserves. But Minnesota seems comfortably upholstered with

defensive backs. When Karl Kassulke broke his hand this summer, Charlie West moved in at strong safety and the difference was hardly visible. After the Vikings, it is a three-team stumble for second place among the Lions, who are rebuilding; the

Packers, who are retooling, and the Bears, who at times seem to be disintegrating. For pure curiosity, nothing this side of a two-headed calf or a petrified caveman exceeds the Lions' rebuilding program. In some respects, it seems brilliant. In others, it seems stunningly unsuccessful. Each year, the Detroit management turns up one, two or even three stunning rookies - Lem Barney, Mel Farr, Greg Landry, Nick Eddy, Earl McCullouch, Charlie Sanders, Mike Weger, etc. Unfortunately, none of those bright young men plays the line, which is where the Lions are most subject to collapse. This year's wonder child is Altie Taylor, a halfback...A LACKLUSTRE LINE: With the exception of center Ed Flanagan, the Detroit offensive line is industrious, but decidedly pedestrian. On defense, end Larry Hand is close to brilliant. Tackle Alex Karras is muttering about being bored and plotting retirement in a year or two. Tackle Jerry Rush is young, but the other end belongs to either John Baker or Joe Robb, who began their careers late in the last decade. An injury of consequence in either area could create chaos. Other than that, the Lions' largest weakness is the offensive platoon's careless habit of coming to a clanking halt inside the opposition's 20-yard line. It failed to produce a touchdown in 19 straight periods during one agonizing stretch last fall. Prayer might help. In the Cheeselands, the citizens have been scurrying around, making brave sounds and waving banners that suggest, rather blatantly, that "The Pack Will Be Back." Maybe so, but probably not this year. Age is withering and custom is staling the infinite strength of the Packers. Last year, with Lombardi sitting fretfully in the press box as general manager, the Green Bay offensive line gave way and methodical Bart Starr was almost swept out of pro football by the onslaught, missing 28 quarters. Not too surprisingly, three of Lombardi's old shock troops retired, two of them permanently. Phil Bengtson was provided with brilliant young replacements, but going with two new tackles and a new guard is a heady thought...OFFENSE ORDINARY: At age 35, Starr commands an offense that becomes more and more ordinary with each click of the clock. It is obvious that (a) Travis Williams was a one-year mirage as a running back in 1967 and (b) Donny Anderson and Jim Grabowski are not the reincarnation of Paul Hornung and Jim Taylor. In fact, Anderson was so feeble in practice as a ball carrier that someone got the idea he might make a better flanker. Symptomatic of the Packers' hardening arteries was the decision to place tackle-line coach Forrest Gregg back on the active roster. Of the three linemen who quit in the off season (Bob Skronski and Jerry Kramer were the others), he was the one who still figured he had a mile or two left. The Bears seem to have private storm clouds floating over their helmets. Nothing has gone right in nearly a year. Halfback Gale Sayers was allowed to regulate the speed of his own recovery program from last year's knee surgery. With Sayers operating at perhaps three-quarters speed, the Bears tend to plod, to employ a euphemism. Quarterback No. 1 is Jack Concannon, who runs better than he throws. Quarterback No. 2 is Virgil Carter, who has only a flash of experience. Quarterback No. 3 is Bob Douglass and he's a left-handed rookie...LINE IN SAD WAY: That is a minor problem. The offensive line is a smoldering wreck. The Army whistled for Wayne Mass and guard George Seals said he was retiring. He later amended that by saying he might play out his option. Anyhow, Bob Wetoska, who had quit at age 32, had to get dressed again. Rookie Rufus Mayes will play one tackle and Randy Johnson, settled snugly at tackle, has to learn how to play guard. There is just enough talent among the wide receivers to put two of them, Dick Gordon and Bob Wallace, on the field. There it ends. But even with a less spectacular Sayers, the Bears have an energetic group of runners. Mac Percival kicks field goals nicely. Linebacker Dick Butkus may be the best defensive player in captivity and a new zone pass coverage may eliminate some of last season's more depressing air raids. Nothing is ever all bad, you see.



THE GOLDEN YEARS

The Great World War had ended less than a year before. Most of the young men were home again. The horseless carriage began to look as though it would some day replace the horse, instead of being just a rich man's toy. The country wasn't dancing the Charleston yet, but it was in the second year of National Prohibition and the novelty was beginning to wear off. The accumulation of forces were on hand that was to produce the "Roaring Twenties."

In sports, Jack Dempsey, the Manassa Mauler, annihilated Jess Willard on July Fourth in Toledo, Ohio, and began his trek to immortality as one of the fight game's hardest hitters. In baseball, Babe Ruth hit 59 home runs for the Yankees. The World Series between Chicago and Cincinnati was found to be fixed, and a number of players were barred from the game for their involvement in the famed "Black Sox" scandal. In football, The Ivy League was considered to be the best in college ball, although a second year coach at Notre Dame was making the experts take notice by fashioning a 9-0 record that year. His name was Knute Rockne. And in Green Bay there was a young man who had hoped to be part of that team, but had to drop out of school.

His burning desire to play the game and his fierce competitive drive compelled Earl L. "Curly" Lambeau to form a pickup team of his own. With the help of a few others, he was to forge this little hometown sandlot aggregation into a dynasty whose name would be even more synonymous with football than mighty Notre Dame. The year, 1919, was the start of fifty golden years to the Green Bay Packers, the likes of which the sports world has not seen before and will probably never see again.

Stiller Photo

THE GREEN BAY PACKERS FIFTIETH ANNIVERSARY EDITION



The Future Was Secured

Sunday morning, October 14, 1924 dawned cold and wet. The Green Bay Packers had a game scheduled that afternoon against the Minneapolis Marines. This was only the third year in the newly formed National Professional Football League for the fledgling team. The pro sport itself was in its infancy and was suffering from both birth pangs and growing pains. Although local fan interest was high, enthusiasm dampened along with the soggy weather. Two games that season had already been all but washed out — and low attendance drained the slim treasury to the red ink mark. If the weather didn't clear soon, there would be another sparse crowd on hand — not enough paid admissions to meet the visiting team's guarantee. Two men, George W. Calhoun and Curly Lambeau, pondered the alternatives. To cancel the game entirely and refund the price of tickets already bought would assure them of not going in the hole. But doing this could also prompt the league to relinquish the Packer franchise for violating league rules in that the visitors' guarantee was not met. There seemed to be no way out since neither man had the resources to meet the financial emergency that would surely arise as the rain continued and kickoff time drew nearer.

Into this atmosphere of gloom stepped Andrew B. Turnbull, who had helped the young team along with the others. Turnbull's successful business background often served as useful counsel to the zealously enthusiastic but woefully inexperienced warriors he now faced. Turnbull didn't hesitate long after being told the circumstances threatening the very existence of the Packers. He insisted the game be played as scheduled even if no one but the referees showed up to watch. The game was played and a loss of \$2,500.00 was suffered by the team, but Turnbull signed for a loan at a local bank and bailed the group out of their sea of red ink.

The success of any organization depends in large measure on how its affairs are conducted during times of crisis and stress. Often these periods come about with little or no warning. It is at these crucial times that the quality of leadership (of lack thereof) becomes apparent.

Fate later favored the Packers with success on the field and at the gate as competition, civic pride and curiosity kept crowds overflowing the shrinking seating accommodations.

The courage of the Packer leaders on that cold, rainy Sunday helped to secure the future of the Packers and has created a legend unique in professional sports in this country and in the entire world.

At Kellogg you and your family's future are our first concern. See Kellogg for your financial advice and needs. Helping you and your family is Kellogg's reason for being.



KELLOGG
Citizens

NATIONAL BANK

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

GREEN BAY, WISCONSIN

Original Packers Had Record To Live Up To

ORIGINAL PACKERS HAD RECORD TO LIVE UP TO

Although the Packers came on the local scene in 1919 they had a forerunner with a record to live up to. During the war year of 1918 Green Bay had a sandlot city team that galloped through a seven-game schedule to six victories and a scoreless tie. What's more, a good percentage of the men who made up the original Packer roster played on it. The list includes Carl and Martin Zoll, Abe Sauber, Dutch Dwyer, Nate Abrams, Gus Rosenow and Fritz Gavin. Curly Lambeau even played a couple of games before taking off to enter Notre Dame. The club got off to a good start on Sept. 15 as the "South Side Skidoos" by beating De Pere, 13-0, with Lambeau as one of the stars. A week later, name changed to "Whales", the club walloped the Marinette Badgers, 42-0. Within the next fortnight the enterprise almost foundered when several players left for college, but Coast Guardsman Art Schmael - who didn't play with the 1919 Packers but scored the touchdown in 1921 that decided the historic win over the Minneapolis Marines - took over as coach. He built a new team that swept to four one-sided victories before being fought to a scoreless tie by Marinette-Menominee. First victim was the Appleton Crescent eleven which was smothered, 72-0. A week later the Bays crushed Kaukauna, 64-0, then on Oct. 27 nailed down the Valley "professional" championship with a 48-0 romp over the Oshkosh All-Stars. On Nov. 25 the Green Bay team came of age with a 25-17 squeaker over the Northern Michigan "champions" from Menominee. A week later a return game with Oshkosh was called off at the last minute when, to quote P-G sports editor George Calhoun, the Sawdust City boys got cold feet. Menominee still wasn't convinced, so a second game was arranged for Nov. 24. This time the northerners came down loaded and fought the Green Bay squad to a scoreless tie. A playoff was scrubbed when the increasing virulence of the influenza epidemic forced a cancellation and the locals wrapped it up for the season.

INDIAN PACKING DESERVES CREDIT

"Wow, I've got the uniforms! Now we're going to show the people some real football!" Curly Lambeau's enthusiasm knew no bounds. He had just emerged from the office of the president of the Indian Packing Corp. with a promise of \$500 cash for uniforms for the team he was forming...VIVID PICTURE: With the money, 20 uniforms were purchased, marking the start of an unparalleled pro football story. George Calhoun was the first manager, Curly the first captain. That was in 1919. But Mrs. Hans Christiansen, who was then Mabel Gustafson, can still vividly picture Curly bolting from the office and trumpeting the good news to all within earshot. Mabel, a spry 71 despite the fact that she is recuperating from a broken leg, was a file clerk in the bookkeeping department of the packing company where Lambeau also was employed. Her face lit up and she broke into a smile as memories started to drift back. "Well if you knew Curly, he was very demonstrative. He walked by us into Mr. Peck's (F. L. Peck, company president) office without saying anything. But when he came out he was very happy...LIVED FOOTBALL: "Curly lived football even when he was on the job. It was the thing that was uppermost in his mind, otherwise I don't think he could have impressed two men like Peck and Gifford (G. B. Gifford, vice president) into financing the team." She described her bosses as "very business-like and serious, but kind and good to the hired help." "I remember," she went on, "that he (Peck) used to treat the office girls to a box in the old Orpheum Theater when there was a play showing." Interest in the team at Indian Packing spread further than a monetary contribution. Several players besides Curly worked there. And as the team used the company's athletic field for practice during the noon hour, many members of the distaff side took their lunches outside to watch the fledgling Packers mature...OFFICE JOB: Lambeau had played on the Notre Dame varsity, but he dropped out of school to take a good-paying office job at the packing company. Mabel had been with the company about two years before the historic occasion. "It was my first job after I finished at East High School," she said. She remained with Indian Packing for another year, but it failed to show the same vitality that its team has maintained. The company had thrived mainly on government contracts, processing canned meats to be shipped to Italy during World War I. When the company lost these contracts, it tried to recoup some of its losses by the sale of stock, but failed. "The company failed as fast as it grew," she said. "It was one of the first failures of stock in Green Bay." Mabel thinks Peck and Gifford should be given more credit for the birth of the Packers because, "it was really their interest in the team that got the Packers started."...KEEP INTEREST: Mabel and her husband Hans have kept an active interest in the Packers throughout the years, attending a few games whenever possible. They make their winter home in North Miami, but see the team play before they depart. "Of course," she beamed, "we very definitely watch them whenever they're on television." She said that they have many friends in Miami who count themselves as Packer fans. Asked how she thought the Pack would fare this year, she broke into a wide grin and replied without hesitation, "Oh, they're going to come back!"



Mrs. Hans Christiansen

—Press-Gazette Photo

PACKERS IMPRESSIVE AGAINST STATE TEAMS

The Packers have played teams representing a total of sixteen Wisconsin cities, but only three, Milwaukee, Racine and Beloit, figure in National Football League records. Milwaukee teams were winless against the Packers in fifteen games, but they did salvage one tie. In 1919, the Packers beat the Maple Leaf Athletic Club, 53-0. The next year they took measure of the Milwaukee All Stars, 9-0; and the Lapham Athletic Club, 26-0. It was 1922 when the Packers first went to the Beer City to play the 'Badgers.' The game, played before nearly six thousand persons, resulted in a scoreless tie. Milwaukee Badger teams of those days featured such players as Red Dunn, Jimmy Conzelmann, Johnny Bryan, Shortie Barr, and Lavvie Dilweg. Milwaukee was in the NFL for five years, 1922 through 1926, inclusive. The 1927 games were exhibitions. The Packers beat the Badgers, 34-0, at Green Bay, then the Badgers became the Milwaukee Eagles for the game in Milwaukee; and the Packers won that one, 22-7. The lone Eagle touchdown was scored on a 65-yard fumble return by Gerlach...**MYTHICAL CROWN:** The Racine Legions and the Packers played for the mythical pro football championship of Wisconsin in 1921 and 1922 at Otto Borchert's large Milwaukee ballpark. A 3-3 tie resulted in 1921, but, before 4,500 spectators, the Packers beat the Legions, 14-0, to win the state pro championship. Hank Gillo and Milt Romney were the big guns for Racine in those days, and they gave the Packers fits, beating them three times and tying them twice. The series began in 1919 with the Packers burying the Racine City team, 76-6. Racine was in the NFL for four years; 1922, 23, and 24; and 1926. In 1923 the Legions administered the worst defeat the Packers received up until that time, 24-3, and that at Green Bay, too. In 1926 the Racine team became the Tornados, but they were a gentle breeze as the Packers romped, 35-0...**SPLIT WITH BELOIT:** The Packers split four games with Beloit. The 1919 clash at Beloit, when Beloit beat the Packers, 6-0, was termed 'Nothing short of highway robbery.' On consecutive plays in the fourth quarter, Curly Lambeau had touchdowns called back for alleged Packer offsidings. Spectators milling on the field of play seriously hampered the Packers passing attack. Ray McLean was tripped by a spectator when touchdown bound after catching a pass. To top it off, the first half had elapsed when Beloit scored the game's only touchdown. The officials just 'extended' it. The Packers, who twice threatened to take their team off the field, challenged them to a rematch, on a neutral field, with neutral officials. There was a two thousand dollar side bet, but the game was never played. In 1920 the Beloit team was named the "Fairies" and the Packers won 7-0 in Green Bay. But Beloit won (in a fair game), 14-3 at Beloit. The 1921 game with Beloit was won by the Packers 7-0; and is the only Packers-Beloit game to count in official NFL records. Over the four games Beloit outscored the Packers 20 points to 17...**ROMP OVER SHEBOYGAN:** The Packers were very hard on state teams during 1919 and 1920. The worst romp in Packer history came against Sheboygan 'Company C' team 87-0. De Pere was beaten 62-0, New London, 54-0, Kaukauna, 56-0, and Oshkosh, 85-0. Marinette was beaten twice 61-0 and 25-0. State competition was strictly exhibition from then on. The Oshkosh All Stars, featuring Swede Johnson, were beaten, 46-0, in 1930. The Fort Atkinson Blackhawks put up a good fight in 1934, but lost 26-7. For a week in early September, 1935, the Packers played four exhibition games throughout Wisconsin. At Merrill, they beat the Fromm Foxes, 34-0. The Chippewa Falls Marines, featuring Johnny Blood, were beaten, 22-0, and Eddie Kotal's Stevens Point crew received a 40-0 lashing...**BLANK LAGERS:** Then at Green Bay, the home season was opened with the Packers taking measure of the La Crosse 'Old Style Lagers,' 49-0. The Lagers featured ex-Packers Johnny Blood, Joe Kurth, and Kenny Radick. The Wisconsin Cardinals of Madison were beaten, 62-0, in 1936. Then the Kenosha Cardinals were beaten, 17-0 in 1940, and 65-2 in 1941. Johnny Blood played for Green Bay in the 1940 game and for Kenosha in the 1941 game. Kenosha scored first in the 1941 game prompting wags to say that the Packers had to come from behind to win the game.

LAMBEAU, SOUL OF PACKERS

In the 50 - year history of the Green Bay Packers, two men loom huge in the chronicle of this fantastic sports organization. Vince Lombardi and his era are too recent and too well known to need much retelling, but the 30-year reign of Earl (Curly) Lambeau is beginning to fade. The story has often been told how the 21-year-old Lambeau and Press-Gazette Sports Editor George Calhoun started the team as a small town sandlot outfit during a casual street corner conversation. By persuading the Indian Packing Company to put up the kitty to buy some equipment the two founders also acquired a name which is still a national by-word long after its origin has been forgotten. From that foundation in 1919 until he left in 1949, Curly Lambeau was the soul of the Packers. He had a lot of help but he built the team, played and led it on the field and as coach and general manager directed it to six world championships...**RYAN FIRST COACH:** The record credits Curly with 31 years as head coach, but this isn't correct. In the inaugural season, the coach of record was Bill Ryan, who got paid for coaching West High. Lambeau was, officially, the captain but since he called most of the shots, the distinction may be academic. The fact is generally overlooked but Lambeau was only 23 when he brought the Packers into the National Football League and 31 when he won his first championship. But he wasn't unique. Most of pro football's pioneers were young men. Like the rest, Curly had to learn as he went along. He profited by his own mistakes, yet it is the supreme irony of his career that mistakes were finally his undoing. The period from 1921 to 1928 was Curly's apprenticeship. His early teams were no patsies but neither did they cause the tough guys many sleepless nights...**MAKE THEIR MOVE:** By 1927, however, the Packers were ready to make their move. They finished second that year and fell off slightly in 1928, but the core of the first Triple Champions was already on hand. The finishing touch was the signing of Johnny Blood, Cal Hubbard and Mike Michalske, great players who had not realized their potential elsewhere, were generally unwanted and who attained Hall of Fame stature as Packers. A second major factor in the success of the triple kings was the "Hungry Five." While Lambeau's inspiring and imaginative leadership brought victory on the field, the business acumen of Andy Turnbull, Dr. W. Webber Kelly, Lee Joannes and Jerry Clifford enabled him to devote himself full time to football while they minded the store. Since Green Bay could not hope to compete financially or match the glamour of the big cities in attracting talent, the "Hungry Five" developed a formula to bridge the gap. The Packers were the first club to provide off-season jobs, guaranteed season

salaries rather than the usual game-to-game basis, and protective insurance in case of injuries. These, plus Lambeau's seductive blandishments, tipped more than one scale...**BEAT THE BUSHES:** Curly was the first scout to beat the bushes and the offbeat areas of college football for players. He got his share from the big name schools but a startling percentage of his early stars came from the likes of Beloit, Lawrence, Monmouth, Geneva and Bucknell. Curly also was among the first to tap the rich gridiron resources of the deep south. While the glory days of the early 1930s were exciting they weren't financially profitable. The Packers were still a hand-to-mouth operation until a disastrous 1933 season almost drove them to the wall, resulting in the corporative organization that still functions. Clinging to his aging but durable veterans, Curly bounced back in 1936 with the coming of Don Hutson. With the legendary Alabama Antelope on the receiving end of the first great pro passing attack, the Packers stormed to championships in 1936 and 1939, barely missing another when beaten by the New York Giants in the 1938 playoff...**SECOND FIDDLE:** During the early '40s, Lambeau produced what were probably his best teams. Unfortunately, they were in the same division with the great Chicago Bears and had to play second fiddle until World War II decimated George Halas' juggernaut. In 1944, Curly won his sixth and last title. At the end of the season he was riding high, with a fat, five-year contract as coach and general manager in his pocket and in complete charge of one of the strongest football franchises in the league. Five years later the Packers were on the brink of bankruptcy and Curly was through...**DIFFERENT BREED:** The start of the sickening slide was the war between the National League and the post-war All- America Conference. Green Bay didn't have the financial resources to compete in the frenzied bidding for talent and the big fish got away. The Packer veterans wore out and retired and replacements were not of the same caliber. In any event, post-war players were a different breed of cat, they were in a seller's market and knew it, and they didn't respond to Curly's old tricks. Lambeau could and did rule with a high hand at times and some of his moves, right or wrong, caused resentment among even his strongest supporters. While he was winning, nobody could argue with success, but when the Packers began to slip the snipers began to zero in. Most of their ammunition consisted of actions Lambeau had taken just before or after the 1944 season. It included his shifting of several home games to Milwaukee each year, his \$25,000 salary, the purchase of Rockwood Lodge on the bay shore as a team base and his off-season absence from the city. Curly had moved to California and only returned to Green Bay for the football season, and people resented the fact...**VERY VULNERABLE:** Lambeau had grown away from the club, the city and the team and his absence in California was one of the weakest points in his armor. At the very time he was demanding, full time control of the club he was vulnerable to the pot's charges against the kettle. Tragically, the core of the opposition centered in what had once been Lambeau's strongest base support - the Hungry Five. His dropping of Dr. Kelly as club physician and Calhoun as publicity man may have been justified but he wasn't very diplomatic and they resented it. So did the club's legal counsel, Clifford, who found he was being bypassed on numerous questions Curly's contract had never spelled out his authority and in 1947 the directors moved to restrict it. An executive committee was established to exercise control that the 24-man board of directors couldn't and Lambeau soon found himself hemmed in by a series of subcommittees to whom he had to defer in matters he had hitherto handled on his own. That same year Lambeau, in an effort to halt the erosion of his authority, made a bid for the club presidency. He didn't make it but the fight cost Lee Joannes the post he had filled with loyalty and efficiency for 17 years. From then on Joannes was the most implacable of Curly's enemies. Thereafter the situation deteriorated rapidly. The system was unworkable even in the best of times, and Lambeau knew it. With Packer fortunes falling it was a disaster. With Curly's contract running out, the stage was set for a showdown. In 1948 the Packers lost about \$75,000 and, as the disastrous season of 1949 drew to a close, the club faced an additional loss of \$90,000. Early in the season, following a walloping by the Bears, Lambeau withdrew from active coaching and retreated to the front office. He left his assistants, Tom Stidham, Charley Brock and Bob Snyder, in charge but gave none of them any authority. They did the best they could but their position was impossible and both the players and some members of the executive committee took shameful advantage...**STORM BROKE:** On Nov. 21, with the Pack mired in last place, the storm broke. At a meeting of the executive committee that night, Lambeau laid his cards on the table. He proposed a drastic reorganization of the front office which would eliminate his increasingly hostile opposition, give him sole responsibility for hiring and firing players, and that he be specifically permitted to live in California six months of each year. Except for the California bit and the elimination of his opponents on the board of directors, the plan was essentially what Vince Lombardi demanded and got a decade later. Nine days later, the night of Nov. 30, the matter of Lambeau's new contract came before the full board of directors. The meeting was probably the most bitter in the history of the club. Surviving members of the board are reluctant to discuss it even after 20 years, but one has confessed that the vicious exchange of charges and personalities that erupted left him physically sick. The shouting ended in a standoff, with Lambeau unable to get rid of his opposition and the latter unable to oust him. The compromise solution was a two-year renewal of Curly's contract without any of the changes he had demanded. Lambeau then returned to active coaching for the rest of the season but too late to accomplish any miracles. The Packers finished with a 2-10 record, worst in their history until the debacle of 1958. Meanwhile, the warring leagues





called off their dogs. Although the expiration date of Lambeau's old contract came and went without the new one being signed, he represented the club at the meetings of the two leagues, including the draft session in January. Ironically, the very day he returned from the latter meeting, Rockwood Lodge, whose purchase had brought criticism down on him, was destroyed by fire...**RUMOR BREAKS:** Nobody has ever explained why Curly didn't sign a contract that had been agreed upon and reasons for the delay still aren't very convincing. The suspicion is that he never was actually offered one. On Jan. 30, 1950, the rumor broke in Chicago that Lambeau had signed to coach the Chicago Cardinals. The story was denied here but two days later the rumor became fact. The afternoon of Jan. 31, Curly mailed his resignation to Packer President Emil Fischer and quietly left town.

FLOUNDERING TEAMS, DISMAL FINANCIAL STATE MAR RONZANI REIGN

"I hope," massive Gene Ronzani facetiously observed, "I can stay as long as the other coach." It was the night of Feb. 6, 1950, and the scene was the supervisors' room of the Brown County courthouse, where stockholders of the Green Bay Packers, Inc., had gathered for a momentous meeting. Ronzani, a native of neighboring Iron Mountain, Mich., but long a mortal enemy as a member of the cordially detested Chicago Bears, had been named the second head coach in Packer history earlier in the day and, at that hour, the stockholders were in the process of authorizing a capital stock sale to bolster the corporation's then precarious finances. The subject of Ronzani's lighthearted reference was E. L. (Curly) Lambeau, the ebullient Belgian who

founded the Packers in 1919 as a sandlot team, molded them into a professional football power and continued as their coach for 30 years...**FLASH OF PROMISE:** Lambeau now had departed for Chicago, following a "policy" disagreement with the Packer board of directors, to accept a similar arrangement with the Cardinals. Given different circumstances, Ronzani also might have remained on the Green Bay scene indefinitely. It was not to be, however, despite a flash of promise along the way. The Packers were at perhaps the lowest ebb in their history when the ruggedly hewn Italian assumed his dual role as vice president and head coach. Artistically, the green and gold had just floundered through the bleakest season in their history, setting for a dismal 2-10 record...**DISASTROUS YEAR:** It was the second disastrous year in succession for the Packers, who had plunged to a 3-9 mark in 1948, following 6-5-1 in '47, losing their last seven games by an average of three touchdowns. This unfortunate parlay, along with a draining dollar war with the then All-America Football Conference, had left the club in a shaky financial position, a matter which also became a major concern to Ronzani as vice president. The Marquette University athletic immortal, first man in the school's history to amass nine letters, had to be content with 3-9 records in each of his first two seasons, 1950 and 1951, but there were only isolated murmurs from the faithful, who were fully aware he had been confronted with a rebuilding program of imposing magnitude...**WEST COAST FINALE:** Their collective appetite for better things was whetted, however, in '52 when the Packers won six of their first 10 games and left for the then traditional West Coast finale against the Rams and 49ers in contention for the National Football League's Western Division championship. They lost those closing assignments, to finish with 6-6, but still emerged with their best record since Lambeau's last successful season in '47. Ronzani thus appeared secure as the 1953 season, marked by the arrival of Al Carmichael and eventual all-pro Jim Ringo as rookies, began. But the situation deteriorated rapidly after the Packers lost four of their first six starts, among them a 27-0 opening misadventure with the Cleveland Browns in Milwaukee County Stadium...**FORGE 21-21 TIE:** With the natives already perceptibly restless, Ronzani's position became highly tenuous in the wake of Game Seven, a Chicago rematch with the Bears. It had seen the Bays flash to a 14-0 lead in the early going by dint of Bobby Dillon's 42-yard runback with an interception and Fred Cone's 41-yard scoring sortie, then forced to scramble from behind to forge a 21-21 tie in the closing minutes. Unfortunately for the erstwhile Bear quarterback, it was to be the Packers' closest approach to victory the balance of the season. They stumbled against the Detroit Lions in Green Bay's old City Stadium the following Sunday, 14-7, then were smothered by the San Francisco 49ers, 37-7, in snow and numbing cold at Milwaukee, where they yielded possession six times on fumbles and interceptions. The end came just five days later, after a 34-15 disappointment before a national television audience in the then traditional Thanksgiving Day match with the Lions at Detroit's Tiger Stadium. Ironically, the Press-Gazette's Art Daley pointed out, "The Packers were three yards short of what could have been the knockout blow, a stunning 22-7 lead in the third quarter over a championship club that had already been 'pressing' all through the first quarter...**DEAFENING ROAR:** "The big throng (more than 52,000) sat in silence," Daley noted, "as Babe Parilli jogged around right end and lateraled to Al Carmichael, who completed a 12-yard gain to the Detroit three. Then, a deafening roar broke out as the ball squirted from under Carmichael and Jim Cain recovered the fumble on the three. The champions were off the ropes at that moment, though groggy, and Bobby Layne

and Cloyce Box quickly took care of that condition by working a record-breaking 97-yard touchdown pass play to cut the Bays' lead to 15-14. The Lions added another touchdown a moment later for a 21-15 score but the Packers weren't finished yet. Facing a furious group of Lions, the Packers stormed 65 yards in 15 straight rushing plays to come within four yards of taking a 22-21 lead late in the third quarter. But again it happened; this time Parilli, needing but one yard for a first down, threw a lateral into space after making the necessary yardage and the Lions recovered." This frustrating chain of events, which left the '53 Packers with an anemic 2-7-1 record at that point, triggered an unhappy climax to Ronzani's Green Bay tenure. The following day, he "resigned" and Ray (Scooter) McLean and Hugh Devore, two of his three assistants, were named co-coaches for the Packers' two remaining games on the West Coast...SPIRIT HIGH: Despite the team's lowly estate, Ronzani termed it "the best squad I ever coached; the spirit never was higher than during this season in view of all the adverse publicity about the team and the staff." And, in departing, Ronzani wished the Packers "the best of luck in the future," an apparently routine farewell, but the next week he followed the team to California. Aboard the same train which carried the club west, he announced that he was merely taking a long delayed vacation and would not interfere with interim coaches McLean and Devore, although he would give his ex-players "some tips" if so requested...CALLED PLAYS: Good as his word, Ronzani remained at a distance on his visits to the practice field. He did, however, offer to assist on the field telephones during the game at San Francisco, a move vetoed by the Packer board of directors. As it turned out, he sat in the press box and "called" the plays for the sportswriters, shaking his head sadly as the Packers were swamped, 48-14. In an interview, Ronzani told a San Francisco scribe, "If this messy business of firing me helps the Packers any, I'm all for it. If it really helps, I'd rather have that than an undefeated season." He subsequently watched the Packers lose their season finale at Los Angeles the following weekend, 33-17, before returning to the Midwest and, ultimately, a "civilian" job as a steel salesman...BURLY BEAR: It was a painful exit for the burly ex-Bear, who had known much happier moments in Green Bay's service, particularly in his baptismal 1950 season. That also had begun inauspiciously when his fledglings, first of the "old" National Football League teams to face the Cleveland Browns following the merger with the All-America Football Conference, fell before Paul Brown's methodical marauders, 38-7, in an exhibition game. This, however, was not unexpected. A week later, in fact, it was all but forgotten and Ronzani was an overnight hero as his Packers upset Lambeau's Cardinals in their first meeting since Curly's departure for Chicago, viewed at that point as a dastardly defection by most Packer buffs. The Big Red was a 14-point favorite but the Packers charged to a 17-7 halftime lead on a one-yard plunge and 15-yard field goal by Ted Fritsch and a 9-yard scoring pass from Tobin Rote to Ted Cook...'NEW' PACKERS: Although the Cardinals made threatening gestures in the second half, the Packers weathered them all to emerge with a 17-14 victory and, Daley was pleased to note in the P-G prints, "The field suddenly filled with spectators (at the final gun) to congratulate the new Packers." Ronzani further enhanced his Packerland image by guiding the Bays to 10-0 and 16-14 victories over the Giants and Colts in their last two exhibition appearances that season, the latter in the infant Midwest Shrine game at Milwaukee. Adversity returned, however, in the Pack's '50 league inaugural against the Lions in City Stadium, which first was blighted by the loss of Rote in the second quarter with a shoulder injury. Ronzani was forced to call upon another rookie, Tom O'Malley, and he was frisked for six interceptions, a league record, before himself retiring in the fourth quarter with a back injury as the Lions rolled to a 45-7 victory...BRUTAL BAPTISM: It was admittedly, a brutal baptism. And another forbidding obstacle lay immediately ahead - the undefeated Redskins, who had won their NFL opener and all five of their pre-season games. Gene was able to regroup his athletes, however, and they scrambled to a 35-24 victory, although outgained 500 yards to 295 by Sammy Baugh, Harry Gilmer and Co. Veteran Paul Christman, obtained from the Cardinals as quarterback insurance following the injury to Rote, passed 31 yards to Cook for one touchdown and Billy Grimes returned a punt 85 yards for another. The Packers also had the defensive wherewithal when needed, particularly Al Baldwin, who intercepted two Redskin passes in the end zone in the fourth quarter. The following week, Ronzani's cup overflowed. The underdog Bays upset the mighty Bears, 31-21, and, for one giddy week, shared the NFL's National Conference lead with a 2-1 record. Behind 7-3, they shot into a 10-7 lead when Wally Dreyer intercepted a Johnny Lujack pass and returned it 28 yards for a touchdown early in the third quarter...MURDEROUS BLOCKING: The delight this development occasioned had barely subsided when rookie Rebel Steiner wheeled 94 yards to another Green Bay touchdown behind what Daley described as "murderous downfield blocking." Grimes subsequently ran back a punt 68 yards for a third TD and a 24-14 lead as the third quarter ended, after Lujack had sneaked in from the one to cap a 72-yard Bruin drive. Larry Coutre later darted 53 yards to the Chicago 5, setting up a scoring pass from Christman to Reed that sealed the Midway Monsters' fate. That, however, was very nearly the Packers' last moment of glory that season. Handicapped by inexperience, they lost eight of their final nine games. The lone exception came on a snowy Sabbath in late November, when Christman lofted a pass to Reid down the south sidelines at City Stadium for a last minute TD that edged the Pack past the 49ers, 25-21...SCUTTLE REDSKINS: Ronzani spurred the Bays to a similar 2-1 start in '51, which saw them decision the Pittsburgh Steelers and Philadelphia Eagles after losing their opener to the Bears. But they again lost eight of their last nine starts to close out with 3-9. Despite a traumatic getaway, 1952 saw Ronzani's Packers forge into contention for the first time. After an opening 24-14 loss to the Bears, they rebounded to scuttle the Redskins, 35-20, as Parilli played long ball with devastating effect, completing 7 of 12 passes for 248 yards. Then followed one of the most disheartening moments in Packer history. The Bays swept to a 28-6 lead in the first three quarters against the defending champion Rams in Milwaukee's Marquette Stadium, largely by dint of two scoring passes to Bob Mann and another to Bill Howton. The faithful therefore were amused when the Rams, thus seriously in arrears, elected to kick a field goal early in the final period rather than gamble on a fourth down "bomb"...STUNNED SILENCE: But there was little humor in what followed. The Angelenos, with Bob Waterfield coming off the bench to replace Norm Van Brocklin at quarterback, erupted for 21 more points to shade the Packers, 30-28, and send the highly partisan crowd home in stunned silence. Shattering as it was, the Bays recovered from that one to win five of

their next six, including a 41-28 conquest of the Bears in Chicago, their first Windy City triumph in 11 years. Title talk thus was revived for the first time since 1947, but the Packers foundered against the Lions in Detroit, 48-24, then surrendered 45-27 and 24-14 decisions to the Rams and 49ers in their last two ventures to finish fourth. Less than a year later, from this relatively high point, the Ronzani Era ended abruptly and with it, as it turned out, the Marquette immortal's coaching career. Feted at a testimonial dinner in his native Iron Mountain earlier this year, he summed up that four-year period and 14-31-1 record in one pungent sentence. "If I'd had 11 Tony Canadeos," he said, "I'd still be coaching in Green Bay...But I only had one."

BLACKBOURN, A HERO TURNED LOSER

When Lisle Blackburn motored from Milwaukee to Green Bay to take over as Green Bay Packer head coach in late January, 1954, it must have been apparent to him that he had inherited



as his constant traveling companion the visions of successful Packer football. But, in just four difficult and colorful years, the former Marquette University coach lugged the Packers to the brink of success, wavered unsteadily as local confidence waned, and finally deposited the team on the edge of its worst tumble in National Football League history. Unfortunately, and somewhat unfairly for Blackburn, the turmoil with players and management and the slide to a 3-9 record in 1957 have remained as the white-haired coach's most familiar legacy to the Green Bay scene...GREAT MOMENTS: For within that brief, stormy four year era passed some of the greatest moments, players and events of Packer history. A new stadium was built, future super-stars were drafted and memorable upsets were recorded by a team seldom taken seriously by the rest of the league. Blackburn inherited a squad that did not convincingly consider winning a part of the game. Yet, with the reputation as a strict disciplinarian, Blackburn set out to dissolve the defeatist attitude and indifferent approach by stressing fundamental football. However, when the team emerged from the '57 season, rocked by player discontent and stymied by an unmovable field game, it was clear that the powerful Packer Executive Board had become disenchanted with Blackburn...

BLACK SPOT: A black spot on Blackburn's reputation resulted from his reputed mishandling of two potential super-stars, Tobin Rote and Paul Hornung. Rote, the hard-knocks quarterback from Rice, who had collected a popular following in Green Bay, came under fire from Blackburn for a couple questionable calls under crucial situations. Rote, flinching at the criticism, complained that Blackburn had no confidence in him. The dispute reached a peak when the Packer offense failed to move consistently throughout the '56 campaign. When the '57 season approached, Blackburn decided to make a trade in order to beef up the Pack's weak offensive line. The obvious trade would involve one of the team's quarterbacks, Rote, Babe Parilli or Bart Starr. Rote was chosen and just prior to the start of the pre-season was dealt to Detroit for Oliver Spencer, Don McIlhenny, Jim Salisbury and Norm Masters...LIONS WON TITLE: The trade did not sit well with local fans but the coup de grace was delivered the following December when Rote guided the Lions to the World Championship. None of the four ex-Lions was able to immediately aid the Packers substantially. The Rote-backers were soothed somewhat, at the time of the trade, with the knowledge that the Packers had signed Heisman Trophy star Paul Hornung, a logical successor to Rote. But Blackburn announced immediately that Starr was his quarterback, traded him off continually with Parilli and relegated Hornung to a part-time basis at halfback throughout the season. Blackburn was accused of misusing the Notre Dame great and when the returns came in from Detroit, Blackburn's job appeared to be on the rocks. On January 6, 1958, he was fired...CITY STADIUM BUILT: Still, the short span of Blackburn era produced a book full of highlights. In that time, some of the greatest Packer players were drafted, including Bart Starr, Jim Taylor, Jerry Kramer, Hornung and Ray Nitschke. The era also proved to be the high spot for such Packer greats as Bobby Dillon, Rote, Fred Cone, Howie Ferguson and Breezy Reid. The new city Stadium, now Lambeau Field, was dedicated during Blackburn's era amidst a city-wide celebration and the team whipped the Bears in the initiation, 21-17. Some of the Packers' most glorious victories were recorded during the Blackburn era. Gary Knafelc's finger-tip catch for a touchdown against the defending champion Lions in 1955. Fred Cone's last minute field goal that beat the Rams 30-28 in Milwaukee in the same year...FRUSTRATING LOSSES: There was the Babe Parilli-Bill Howton touchdown pass in the last 29 seconds which upset the title-bound Colts in Baltimore, 24-21, in 1957. But there were frustrating losses as well. Few in Green Bay can forget the 21-14 loss to the Bears in 1957 when Joe Johnson's catch at the Bear goal line was nullified by an official, only to have films apparently prove the referee wrong. The Bears stunned the Packers 28-23 in '54 after trailing 23-14 in the final frame. The Rams overcame a 24-3 halftime deficit and beat the Pack 31-27 in '57. Despite the highlights, it is the loser's tag which has stuck with the Blackburn era. It needn't have been so. Blackburn's first year, 1954, must register as one of the most frustrating in the team's history. Seven of the eight losses (the Packers finished with a 4-8 mark) were by an average of just five points...PITT RUINS BOW: The Steelers ruined Blackburn's bow, 21-20. The Bears beat the Packers in Green Bay, 10-3, and the 49ers took the Pack, 23-17 in Milwaukee. It seemed inevitable that victory would eventually beckon and Blackburn's hard work finally paid off with a 35-17 win over Los Angeles. Then, in succession, the Colts fell 7-6 and the Eagles were tumbled 37-14. But further success was not to be. The Packers were bounced from the championship picture by the Bears, 28-23 at Wrigley Field, after leading 23-14 in the final quarter. The Pack won just one more game that season though all but one of the contests were close...FANS LOOK AHEAD: As a result, Blackburn emerged from the season a hero with local fans looking anxiously to the '55 campaign. There seemed to be no end to the Blackburn magic

when the Packers won three of their first four games in '55. The defending champion Lions were the first victim, 20-17, in Green Bay. Then the Bears fell 24-3 before the Colts won a thrilling 24-20 decision. But Green Bay tied for first place by upending the champion-to-be Rams in Milwaukee 30-28 on Cone's field goal. But it didn't last. The team lost three straight, including a 41-10 pounding by the Rams and a 52-31 clubbing by the Bears. Blackburn's magic was beginning to wear off and he was never again to reach the popularity standards he enjoyed in '55...FINISHED 6-6: The team, nevertheless won three of its final five games to finish with a 6-6 season and Blackburn was still the coach. But the people and directors of Green Bay had experienced success and they wanted more. A 50-50 season in 1956 would not suffice But the '56 season never got off the ground as the Packers lost five in a row at one stretch and finished with a 4-8 record. The offense was having trouble scoring and player unrest was becoming evident. When the team dropped three in a row after the stadium dedication win in '57, Blackburn was suddenly under more pressure. When the team upended the Bears in Baltimore, one of the players remarked after Blackburn was given the game ball, "he deserved it after all the guff he's had to take the past couple weeks."...NO CONSISTENCY: There was no consistency to the '57 season. After the Colt win, the Pack lost three straight, beat the hapless Steelers and then lost the last three to finish with a dismal 3-9 record. Blackburn was busy at the season's end, touring the country signing draft choices. But the Executive Board was busy also. On January 6, 1958, while Blackburn was in Mobile, Alabama, the board met and voted to dismiss him. Just prior to the public announcement, Board Secretary Fred Trowbridge called Blackburn in Mobile and asked him to resign. When he refused, he was fired and Ray McLean was named his successor. Few realize that Blackburn achieved what he was hired to achieve. By the end of the '55 season, he had the Packers playing on a par with the league champions, having beaten the defending champs, the Lions, once and the future champs, the Rams, once. But Blackburn's downfall resulted when he could not go further than this. Successful as an inspiration to his players. He lacked the quality that made Lombardi a winner but few questioned his knowledge of the game. Blackburn might have remained in Green Bay had certain conditions been altered. The loss of assistant coach Tom Hearden, the engineer of the Packer defense, was a crushing blow to Blackburn. Hearden left to join the University of Wisconsin staff and then suffered a severe stroke before he could rejoin the team in 1957. Lombardi also had another plus which Blackburn never enjoyed. Lombardi enjoyed full power while Blackburn was set to work within guidelines he did not always approve of nor enjoy. His philosophies could not rock the system. Blackburn's aims and the situation in Green Bay were on a collision course from the time Blackburn arrived in Green Bay. It was inevitable that they would clash and one would have to give.

NOTHING WENT RIGHT FOR POPULAR MCLEAN; PACKERS SUFFERED THROUGH WORST SEASON

Do you know what it is like to have a day where nothing goes right...everything you do backfires? If you have, you can appreciate the plight of one Ray (Scooter) McLean. The normally happy, well-liked McLean had an entire year of it. The year was 1958 when he became the fourth coach in the history of the Green Bay Packers and wound up the losingest as his charges managed a meager 1-10-1 record. McLean inherited a team which had not had a winning season in nine years and was coming off a bleak 3-9 record in 1957...HAMPERED BY INJURIES: His attempts to rebuild the Packers were hampered by major injuries to key players and minor injuries throughout the season. And to top it off, it seemed every time the Packers would get into a crucial game or part of a game they would fall victim to fumbles and pass interceptions which led to their downfall. It was on Jan. 7 that the former Little All-American halfback from St. Anselm's College in Manchester, N.H., was named head coach, succeeding Lisle Blackburn, who had posted a 17-31 record in four seasons. McLean, then 42, had been backfield coach for the Packers for seven years prior to taking over the reins. He had served under Blackburn and his predecessor, Gene Ronzani. When Ronzani was fired with two games to play in 1953, McLean and Hugh DeVore were named co-coaches to finish out the season...TRAIN AT HOME: In accepting the head job, Scooter said, "One of the first things I want to do is to return the team to Green Bay for training. It will do wonders for building the morale of the team and morale is a good 80 per cent of winning. Morale will win those close games for you." The Packers had been training in Stevens Point. But the Packers didn't win the close ones and on December 17 under heavy pressure and amid rumors that he was going to be replaced, Scooter announced his resignation and in the same breath reported that he had taken an assistant coaching job under his old Chicago Bear teammate George Wilson at Detroit. He remained on the Detroit staff until his death from cancer in 1964. The high point of Scooter's rein was on Oct. 26 when the Packers held on and withstood a three touchdown rally in the final period to nip the Eagles, 38-35. It was the fifth game of the season and proved to be the only win...DISMAL DAY: The low point came on a dismal, rainy day one week later (Nov. 2) in Baltimore when the Packers suffered their worst loss in history, a 56-0 shellacking at the hands of the Colts. After being named head coach, McLean set about getting his staff set up and preparing for the college draft, which was just around the corner. McLean retained Jack



Morton who had been on the staff and added former Chicago Cardinal head coach Ray Richards, Nick Skorich and former Packer Floyd (Breezy) Reid. Following the draft McLean, a former running back and pass catching ace with the Bears, went about rebuilding through the trading market. In his first deal, he sent halfbacks Doyle Nix and John Petitbon to the Washington Redskins for tackle J. D. Kimmel and end Steve Meilinger...**JAROCK BREAKS LEG:** On July 28, an optimistic McLean opened training camp at St. Norbert College, where it has been held since, with 50 candidates. Three days later injuries began appearing. Norm Jarock, a promising Little All-American from St. Norbert, was the first casualty, breaking a leg in practice. In the intra-squad game, 270-pound tackle Jerry Helluin suffered a shoulder separation and was lost for the bulk of the season. This was only a beginning. During the course of the season, linebacker Carlton Massey suffered a broken leg, fullback Howie Ferguson suffered a shoulder separation and both quarterbacks Vito (Babe) Parilli and Bart Starr were hampered with minor injuries. Many others missed one game or more with an assortment of injuries. Ace end Billy Howton played with a bad ankle, end Gary Knafelc underwent surgery, Paul Hornung played with broken fingers and defensive back Hank Gremminger suffered a leg injury. And there were others...**LOSES DEBUT:** Scooter made his debut as a head coach in Milwaukee on Aug. 20 in the Shrine Exhibition game and lost 3-0 to Pittsburgh on a last second field goal. Despite the loss, the game pleased McLean and things started looking brighter as the Packers followed with a 20-17 conquest of Philadelphia and added a 41-20 win over New York. But then the downward trend started as the Green and Gold closed out the exhibition season with a 23-14 loss to Washington and a disastrous 31-24 defeat by the Chicago Cardinals...**TIE LIONS 13-13:** The regular season opened in Green Bay on Sept. 23 and the Chicago Bears licked the Packers 34-20 as Willie Galimore raced for three touchdowns. The Packers fumbled away two chances at touchdowns. The Packers next tied the Lions at 13-13 and then lost to Baltimore by a respectable 24-17 score, which left them with a 0-2-1 record. At this time, it looked like Scooter and the Packers were starting to jell but the following week the offense ground out 425 yards but the defense collapsed and allowed 447 as Washington trampled Green Bay, 37-21. From then on the defense posed the biggest problem for Scooter. The following week, the Packers managed their only win, despite the defense allowing three fourth period touchdowns. Despite the defense's letdown, Scooter was optimistic but the glow of victory lasted only a week, until that 56-0 death blow from the Colts. The loss left the Packers with a 1-4-1 record at the midway point of the season but the Packers never rebounded from the Baltimore beating. Scooter claimed six or seven veterans had defeatist attitudes...**WANT LAMBEAU BACK:** The remaining half of the season, the closest the Packers came to victory was in Detroit on Thanksgiving Day when they lost to the Lions by 10 points, 24-14, in the 10th game of the season. The following week the 49ers blitzed them, 48-21, and rumors started flying about Curly Lambeau or Kentucky's Blanton Collier (now coach of the Browns) succeeding McLean. Petitions were started to return Lambeau as head coach. Three days after the final game of the season, a 34-20 loss to the Rams, Scooter resigned. "It was best for everybody and everything concerned. Nothing could please me more than to see the Packers come up with a real winner next year," Scooter said in announcing his decision. McLean stayed on in Green Bay until the first of the year and despite his record the well liked ex-skipper was toasted by friends and local groups right up until the final day.

LOMBARDI GUIDED WHEEL OF FORTUNE, MADE PACKERS HUGE SUCCESS

The wheel of fortune spins rather unevenly in sports. But it does spin and success, or the lack of it, arrives and leaves in cycles. The Packers' history, though it extends over 50 years, is somewhat unique in that it includes only three definite cycles. From 1919 through 1947, a period of 29 years, the Packers had only one losing season, a 6-7-1 reading in 1933. They accumulated eight championships in that time. From 1948 through 1958, the Packers struggled through a losing cycle that saw them stumble for 11 years without a winning season. The best they could do in that stretch was 6-6-0 in both 1952 and 1955. In 1959, following the most disastrous season in the team's annals, 1-10-1, Vince Lombardi arrived. And the wheel came full circle...**MOST SPECTACULAR:** Did Lombardi arrive at the opportune time? Was it just the right time for the Packers' cycle to move into the winning phase again? Or did Lombardi turn the wheel? Whatever the case, the nine years of the Lombardi Era were the most spectacular in not only Packer history but pro football history. They were nine years of Romanesque triumphs, peaked by five world championships. They were all winning years and Lombardi retired from his Packer coaching stint with an overall record of 141 wins, 39 defeats and 4 ties. But the Lombardi Era cannot be discussed only in terms of won-lost records, championship trophies or the renaissance that made the Packers the subject of millions and millions of published and broadcast words...**DIZZYING UPSURGE:** The Lombardi Era coincided with the dizzying upsurge of interest in pro football, thanks largely to the magnetism of television coverage. The Lombardi Era was the time of furious fighting with the upstart American Football League, fighting that resulted in dollars flowing like water for talented college stars. The Packers shelled out \$1 million for Donny Anderson and Jim Grabowski. It was also the time of the merger and the Super Bowl...**RISE OF ROZELLE:** The Lombardi Era was the time that pro football became a sprawling, complex billion dollar business. It was a time of stadium expansion, sellout crowds and thousands of fans waiting to get on season ticket lists. The Lombardi Era was the time of the rise of Pete Rozelle as commissioner and his suspending of Paul Hornung and Alex Karras for gambling. It was the time of league expansion. The Lombardi Era was the time of a galaxy of brilliant stars in Packer uniform. Nineteen of them, including super stars like Hornung, Bart Starr, Jim Taylor, Ray Nitschke, Forrest Gregg, Jim Ringo, Jerry Kramer, Henry Jordan, Willie Davis and Willie Wood, made All-Pro a total of 58 times. And in all of these facets, even the unfortunate Hornung episode, the Lombardi Era brought diamond-like sparkle to the Packers...**CHALLENGING TIME:** It was indeed an opportune time. It was also a challenging time. And it took precisely the right man to accept the challenge and take advantage of the opportunities. That man proved to be Vincent Thomas Lombardi but when the sturdy Easterner arrived in Green Bay from the obscurity of a New York Giant assistant coach to take the position of coach and general manager of the Packers, few people even knew enough about him to know what to expect. But it didn't take long to learn about this emotional, driving man with the glaring eyes, the demanding bark and the

inspirational confidence and leadership. "Defeatists won't be with the club very long," he announced early. And the Packers never knew defeat under Lombardi. To a man, the players insisted, whenever the scoreboard insinuated that they had lost, that they had not been beaten. It was just that time had run out on them. That was exactly what happened in their first game under the stern ex-Fordham Block of Granite. The Chicago Bears edged the Packers, 19-16, in an exhibition. But when the league opener arrived, the Packers reversed that decision, snipping the Bears, 9-6, before a delirious sellout crowd of 32,150, in City Stadium. The Packers then amazed the league by winning their next two games as well and wound up the season with a 7-5 record in NFL play and 11-7 overall. A year later, in 1960, Lombardi continued to whip his team in a manner unheard of in Green Bay through the losing cycle. And this time it paid off in a Western Conference championship on an 8-4 record. Unfortunately, time ran out on the Packers in the NFL title tilt and the Philadelphia Eagles squeezed out a 17-13 victory as Chuck Bednarik wrestled touchdown bound Jim Taylor to the ground in the waning seconds. The clock started all over again in 1961 and this time it never did run down. The Packers cruised through the Western Conference with an 11-3 record and then smashed the New York Giants, 37-0, in the first championship game ever played in Green Bay. That championship solidified the Lombardi Empire that was to own five such jewels in seven years, including the unprecedented three in a row playoff titles in 1965-66-67. And the latter two were followed by impressive conquests of the pesty American League champs in the Super Bowls, probably the most ballyhooed sports events in history. In the first one, a pressurized affair against the Kansas City Chiefs, the Packers spanked the youngster, 35-10. In the second one, they routinely dispatched the Oakland Raiders, 33-14...MEMORABLE MOMENT: But that second Super Bowl was an anti-climax. The Packers had provided the sports world with one of its most memorable moments two weeks before when they nipped the Dallas Cowboys, 21-17, on a stirring drive downfield and last second plunge by quarterback Bart Starr behind Jerry Kramer and Ken Bowman. It all took place in 13-degrees below zero weather in Lambeau Field...LAMBEAU FIELD: That was the new name given City Stadium in honor of the Packers' founder and coach through that first sensational winning cycle. A 32,150 seat arena when Lombardi came to Green Bay, the stadium was enlarged to 38,669 in 1961, to 42,327 in 1963 and to 50,861 in 1965. From an economic standpoint, a survey conducted during the 1967 season, the concluding one in the Lombardi Era, revealed that the Packers meant more than \$8 ½ million in measurable income to Green Bay, Milwaukee and Wisconsin in that one year.



UNSEEN FACTORS HAMPERED BENGTON'S FIRST SEASON

It was late February, 1968, and the flush of off-season optimism was at its peak. Phil Bengtson, making his first speaking appearance after being named head coach of the Packers, assured a Milwaukee audience, "I won't consider the season a success unless we win the championship." It was, on the basis of past performance, a reasonable objective. The Packers, tempered by years of title pressure, had swept to three consecutive National Football League crowns, the first such parlay since the league adopted the divisional system in 1933...FOOTBALL YANKEES: And, by brushing aside the Kansas City Chiefs and Oakland Raiders in the first two Super Bowls, they had come to be regarded as the Yankees of professional football. There were other factors, however, which were to blight the first year of the Bengtson Era, factors beyond the control of the tall, regal Scandinavian who had assumed Vince Lombardi's coaching mantle upon the ex-Block of Granite's temporary retirement. Not the least influential of these, as the Packers slipped below the .500 mark (6-7-1) for the first time in 11 seasons, was unprecedented prosperity. It was obvious that the players, who had collected a \$25,000 dividend per man for their title triumphs in both 1966 and 1967, were hard put to match the dedication which brought those rewards, regardless of how earnest their intentions might have been...PERSONALITY ADJUSTMENT: There also was the matter of their adjustment to a new personality - the methodical, low key direction of Bengtson after nearly a decade of intense, highly vocal leadership under Lombardi. The fact that Lombardi was still very much in evidence as general manager added to Bengtson's burden, a fact which the Redskins' new resident genius subsequently noted in his letter of resignation to the Packer board of directors last February. "The Packers have a good football coach who will be a better one," he wrote, "without the pressure of having Vince Lombardi looking over his shoulder and without the players wondering how the man upstairs might have done it"...INEVITABLE INJURIES: To compound these problems, the football fates failed to smile upon the Packers in 1968. Injuries are inevitable in a game as violent as this one, although not necessarily fatal to a team's title hopes. Unfortunately, most of the Packers' physical woes were concentrated in the front four, keystone of the superb defense which had loomed large in their longtime domination of the NFL Henry Jordan, a five time all pro selection and one of the game's premier pass rushers, was slowed all year by an arthritic back, and the other starting tackle, Ron Kostelnik, limped until late season because of an ankle injury. The situation was further complicated by injuries to their reserves, Bob Brown and Jim Weatherwax. Brown was first sidelined by a broken arm, then a leg fracture, and Weatherwax, felled by a knee injury during the pre-season, never returned. Defensive end Lionel Aldridge, a third starter in that front four, also missed one game and part of another because of a damaged ankle...KICKING COLLAPSE: And quarterback Bart Starr, the Pack's consummate field general, sat out 28 quarters - the equivalent of seven games - because of rib and arm injuries, a situation hardly calculated to improve the offensive product. The Packers might have been able to survive even these



tribulations, however, but for the collapse of their kicking game in the wake of Don Chandler's retirement. For want of three field goals, they lost and tied two games they might otherwise have won - and a possible share of the Central Division championship. Two additional victories, as it turned out, would have produced an 8-6 record and lifted them into a title tie with the Minnesota Vikings...VEERS TO RIGHT: The first such misadventure came in the Packers' invasion of Detroit for a rematch Oct. 20. Jerry Kramer, who had been tabbed to succeed Chandler, suffered a knee injury midway through the first quarter and Chuck Mercein, who had seen some placekicking service when with the New York Giants two years earlier, was hastily pressed into service when a field goal opportunity shortly arose. His 40-yard effort, only such Packer attempt of the day, veered to the right of the uprights. The Packers, in arrears by 14-0 at that early point as the result of two Bill Munson bombs, ultimately had to be content with a 14-14 tie. Two weeks later, against the Bears in Lambeau Field, the Pack's toe trauma reappeared. Errol Mann, the latest

in a season-long succession to be tendered the placekicking assignment, missed a 44-yard try in the first quarter and another of 29 yards in the second. In desperation, Bengtson again turned to Mercein and the former Yale fullback responded by driving home a 19-yarder early in the fourth quarter to forge a 10-10 tie...RARE FREE KICK: But, with an opportunity to take the lead in the closing minutes, another Mercein effort sailed wide to the left from 22 yards out. That one soon came back to haunt him and his colleagues when the Bruins' Mac Percival connected from the Green Bay 43 on a rare free kick - with only 26 seconds left to secure a 13-10 Chicago victory. Another field goal failure, although this one wasn't chargeable to the kicker, figured prominently in the Packers' disastrous rematch with the Vikings in the Twin Cities a week later...ANDERSON FUMBLES: The Vikings' Carl Eller, a highly obstreperous citizen all afternoon, burst through to block Mike Mercer's 25-yard attempt five minutes into the fourth quarter. A second untimely stroke, Donny Anderson's fumble with only 2:54 remaining, applied the finishing touch. The Packers' final hopes dissolved as Paul Krause recovered at the Minnesota 18, short circuiting a 52-yard Green Bay push. Such misadventures would have been sufficient to scuttle most teams but kings, like queens, die proudly. Although now 1 ½ games back with only five to play, the Packers were not ready to abdicate. Regrouping, they proceeded to brush aside the New Orleans Saints (29-7) and Washington Redskins (27-7) and charge back into the race. The Vikings, scuttled by the title-bound Colts as the Packers dispatched the Redskins, led our heroes by only a half game at that point...FREQUENT COMPANION: Disaster, a frequent companion this capricious '68 season, shortly struck again, however. The Packers, seeking their first victory since 1963 in San Francisco's Kezar Stadium, appeared well on their way as the fourth quarter dawned. In possession of both the ball and a 20-7 lead at that juncture, they saw the tide suddenly shift as the 49ers' larcenous Kermit Alexander intercepted a Zeke Bratkowski pass and returned it to the Packer 24-yard-line...MAKE GOOD RUN: That maneuver triggered a massive revival by the Gold Diggers, who barged to two quick touchdowns, then added a pair of field goals to sabotage the Packers, 27-20. That, for all practical purposes, was the end of the line for the triple champions, although they technically remained in contention for another week. They made a good run for it against the Colts in their final home appearance a week later, eliciting a standing ovation from the faithful in the closing minutes, but the Hosses prevailed, 16-3. And, the following day, their dethronement became a fait accompli when the Vikings outlasted the 49ers in San Francisco and the Bears shaded the Rams in Los Angeles to lead by 1 ½ games with only one to play...TURN TO HORN: There was little left to the Packers save pride when they closed out their schedule against the Bears a week later...but it was enough. With Starr and Super Sub Zeke Bratkowski both felled by injuries, they turned to Don Horn, just 10 days removed from Army service. He responded with a glittering performance, passing for two touchdowns and keying another after the Brat was rendered hors de combat by the Bruins in the second quarter. There were some hectic moments when the Midway Monsters staged a major second half revival but that ubiquitous old pro, Ray Nitschke, pilfered a Jack Concannon pass at the Green Bay 35 with only 1:07 remaining to preserve a spectacular 28-27 decision in the 100th renewal of pro football's most venerable rivalry and trigger hopes that "Pack will be Back" in '69.

MODERN DAY PACKERS DOMINATE FANS' ALL-TIME TEAM; HUBBARD NAMED TWICE

The triple champions of the Super Bowl '60s, adjudged by some experts to be the greatest team pro football has known, dominate the Half Century Packer team. Seven players who shared in that historic parlay were named to the offensive team and six others to the 12-man defensive platoon of the dream squad, chosen in a Press-Gazette fan poll and announced in today's Golden Anniversary edition. But Green Bay's giants of the dimming past were not overlooked in the balloting. One of them, the massive Cal Hubbard, was, in fact, the only two-way selection...ALABAMA ANTELOPE: The mountainous Hubbard was joined among the all-time elite by three other heroes of yesteryear - Don Hutson, the fabled Alabama Antelope who once owned 19 National Football League pass receiving records; Clarke Hinkle, the bruising fullback whose duels with the Chicago Bears' Bronko Nagurski are legend; and the multi-muscled Larry Craig, a crashing defensive end of the 1940s. Several other stars of the past, notably Tony Canadeo, the nomadic Johnny Blood and Mike Michalske, an indestructible guard, narrowly missed keeping them company. Boyd Dowler, the towering split end who ranks as the No. 2 pass catcher in Packer history, was named at end with Hutson, the all-time leader with 488 receptions and a record 105 touchdowns in

a spectacular 11-year career. Max McGee, Dowler's predecessor at split end, and Bill Howton, the mercurial Texan who saw service with the Cleveland Browns and Dallas Cowboys after seven years in Green Bay livery, were runners-up to this pair...**EIGHT TIME ALL-PRO:** The oft-honored Forrest Gregg, who recently came out of retirement, is paired with Hubbard at offensive tackle. Gregg, an eight-time all-pro and the NFL's Blocker of the Year in 1965, was a runaway selection while Hubbard shaded Bob Skoronski, former offensive captain, for the other berth. The Freewheeling "Guardian Angels" of the early and middle '60s, Fred (Fuzzy) Thurston and Jerry Kramer, were chosen at guard, where Michalske finished third in the balloting and bull – shouldered Charles (Buckets) Goldenberg, a luminary of the late '30s and early '40s, was fourth. Both Thurston and Kramer, now a bestselling author, were most annual all-league selections while cutting a substantial swath for the potent Thunder and Lightning tandem, Paul Hornung and Jim Taylor...**RINGO WITH BEARS:** Jim Ringo, a 12-year Packer who today will be on the other side of the field as offensive line coach of the Chicago Bears, won the nod at center over some distinguished competition, including the ball-hawking Charley Brock (1939-47). The versatile Hornung, rated by some the finest all-around player in Green Bay's half century, and Taylor, one of the premier power runners in NFL history, were named to two of the three running back positions. The other went to Hinkle, the one-time Bucknell Battering Ram, who edged Canadeo and Blood in the voting. Bart Starr, the calculating tactician who escorted the Packers to an unprecedented five championships in the seven-year span from 1961 through 1967, was chosen to quarterback this glittering group. Runner-up to Starr, owner of the highest passing percentage in NFL history, was pro football's first long ball exponent, Arnie Herber...**TOP VOTE-GETTER:** Six members of the present Packers won berths on the 12-man defensive team, which includes three interior linemen instead of the currently standard two as a compromise between the alignments of yesterday and today. The '69 selections are Capt. Willie Davis at end, Henry Jordan at tackle, Ray Nitschke, the marauding middleman who was the leading overall vote-getter in the poll, and Dave Robinson at linebacker and Willie Wood and Herb Adderley in the secondary. Also named in addition to Craig and Hubbard, an early day colossus who was a devastating, 60-minute tackle in the Packers' first glory years (1929-30-31), were Dave Hanner, a highly consistent 13-year performer, at tackle, Bill Forester at linebacker and Bobby Dillon and Jess Whittenton at halfback. Nitschke, a three-time all-pro blessed with great concentration, is considered to be the most effective pass defender of all-time among linebackers and he has had few equals against the run...**SURE TACKLER:** Wood, a six-time all-pro choice, is one of the surest tacklers ever to grace a football field and among the most dangerous punt returners the NFL has seen, while Davis and Jordan, both five-time all-pros, are highly skilled pass rushers with a gift for making the big play. Youngest member of the half century honorees at 28, the bruising Robinson has been an all-pro pick the last two years and is rated by some experts as the leading outside linebacker in the NFL. The cat-quick Adderley, a punishing tackler and tight-fisted pass defender, holds the NFL's career record for touchdown runbacks on interceptions with six...**SOLID CHOICE:** Forester, chosen over Hinkle and LeeRoy Caffey for the third linebacking post, was a standout at pass coverage from his right side station who also was effective against the run. A five-time all-pro selection widely respected for his diagnostic abilities, Hanner was a solid choice in the interior line along with his longtime runningmate, Jordan. Hubbard, who helped the Packers forge their first triple title parlay in 1929-30-31, shaded four other stalwarts for the IL berth. His closest rivals were the recently departed Ron Kostelnik, Dick Wildung (1946-53), gigantic Buford (Baby) Ray (1938-48) and Michalske, a 205-pound iron man. Dillon, a slender Texan who wore the green and gold for eight seasons, became the Packers' all-time interception leader despite having only one eye. His fellow Texan, Whittenton, also was an exceptionally deft pass defender as well as a sure tackler. Bob Jeter, the incumbent right cornerback, was close behind Whittenton, followed by Hank Gremminger, Emlen Tunnell and Indian Jack Jacobs.

PUBLICLY OWNED PACKERS UNIQUE

Green Bay, which has competed with the nation's population giants on the gridiron for a half century, is unique in the National Football League. And so is the Green Bay Packers, Inc., the organization which world champions whose franchise currently is valued at a minimum of \$15,000,000. The Packers, poetically enough, still are operating under the same corporate charter which was drawn up in the sandlot era of the early 1920s - as a community-owned, non-profit corporation. The Articles of

Publicly Owned Packers Unique Incorporation provide that no dividend shall ever be paid on Packer stock and that a stockholder shall never receive any return on his investment either through dividends or any distribution of assets...**ORIGINAL FRANCHISE:** This, obviously, is the major reason why the Packers are the only team in the National Football League which today is operating on its original franchise. It is a practical impossibility for the Packer franchise operates the 11-time ever to be sold or transferred. Since franchises in the NFL are irrevocable - the league cannot force their sale or termination even

if all the other members should desire to do so - the only way the Packer franchise could ever be sold or terminated would be by the voluntary action of two-thirds of its stockholders. Because no one business or individual may own more than 200 shares, there seems little likelihood of such a development. The Packers are owned by 1,700 stockholders, holding 4,620 shares of voting stock, and the great majority of these live in the Green Bay area. Their individual interests are represented corporately by a 45-man board of directors, 15 of whom are elected each year for three-year terms. The board, in turn, elects a seven-man executive committee to act for the board on a year-around basis. Four of these executive committee members are the elected officers of the corporation - president, vice president, secretary and treasurer. The present officers are Dominic Olejniczak, who has served as president since 1958; Richard Bourguignon, vice president; John B. Torinus, secretary, and F. N. Trowbridge Sr., treasurer. The committee meets regularly with the general manager, Phil Bengtson, who is in complete charge of the business operations of the corporation, and as head coach is also in full charge of team

affairs...\$2 MILLION RESERVE: His only restriction is that the total payroll must be within the budget figure approved by the committee. The budget may be revised from time to time, however, as conditions change. If the general manager finds he needs an increased allotment for player salaries, he takes up this matter with the committee. In recent years of success on the field and in the business office, the Packer corporation has gradually built up a cash reserve of approximately \$2,000,000. Should it be necessary to liquidate the corporation for any reason, the assets would go to the American Legion to build a war memorial, and to the Community Chest, according to Torinus. The Legion had been selected as a beneficiary in the 1930s "because of the tax laws," he said. "The Legion provided ushers for the ball park in return."

VAINISI'S SCOUTING UNCOVERED NUMEROUS GREEN BAY GREATS

Jack Vainisi, the son of a neighborhood grocer on Chicago's North Side, grew up in the shadow of venerable Wrigley Field with, inevitably, more than casual allegiance to the Bears. It was, in retrospect, a good time to cheer for the Bruins. They were in the midst of their palmiest period since joining the National Football League, sweeping to five Western Division championships in a seven-year stretch from 1940 through 1946. During that era, one of the most frequent visitors to the Vainisi store was Gene Ronzani, first a star offensive back and later an assistant coach with the Bears, a situation which cemented Jack's loyalty to the Midway Monsters...OWNED UNIFORM: His devotion was reciprocated by such Bear greats as George Musso, Bronko Nagurski and Bulldog Turner. Jack, in fact, then was the only eighth grader in all of Chicago to own a complete Bear uniform, courtesy of the massive Musso. And he doubtless envisioned the day when he would be performing in Bear regalia-on the same soil once trod by his boyhood heroes. Ironically, however, he was to play a major role in the production of the most successful span in the arch rival Packers' NFL history - as a member of the Green Bay

front office team. Fate took a hand while Vainisi was attending Notre Dame, where he was a member of Hugh Devore's Irish varsity as a freshman under the relaxed wartime eligibility rules after winning all-Chicago honors at St. George High School. Called into the Army following that school year, Jack was stricken with rheumatic fever while playing service football in Japan. It left him with an enlarged heart and ended all hopes of a playing career. After nearly a year of convalescence in an Army hospital at Hines, Ill., he returned to the South Bend campus to continue his education. In 1950, the same year that Vainisi received his degree at Notre Dame, Ronzani succeeded Curly Lambeau as vice president and head coach of the Packers in a seemingly unrelated development. When Ronzani was casting about for an assistant to head up the Packers' talent scouting program, he thought of the personable young Italian who once had been a regular guest on the Bear bench at Wrigley Field and later his football pupil when Gene coached the freshman team at Notre Dame. Vainisi, who still held a deep interest in the game and yearned to be a part of it, accepted Ronzani's subsequent offer with dispatch, thus becoming the first full-time talent scout in the club's history.

The dividends which stemmed from this association did not appear during Ronzani's four-year tenure but, upon the basis of Vainisi's research and recommendations, the Packers began to assemble one of the most accomplished casts in NFL annals...IMPOSING LIST: It was largely, in fact, the team Vince Lombardi inherited when he arrived here in 1959 to resuscitate our heroes, who had plunged to 1-10-1 depths a year earlier. No less than 25 members of that squad, all of them drafted or signed at Vainisi's direction, were still in evidence two years later when the Packers charged to their first NFL championship in 17 years. The list is an imposing one - Tom Bettis, Dan Currie, Boyd Dowler, Bill Forester, Forrest Gregg, Hank Gremminger, Dale Hackbart, Dave Hanner, Paul Hornung, Ken Iman, Ron Kostelnik, Jerry and Ron Kramer, Max McGee, Tom Moore, Ray Nitschke, Elijah Pitts, Jim Ringo, Bob Skoronski, Bart Starr, John Symank, Jim Taylor, Nels Toburen, Jim Temp and Willie Wood...

SEES CONTENDER: And eight of these, Dowler, Gregg, Jerry Kramer, McGee, Nitschke, Skoronski, Starr and Wood, were key figures in the acquisition of all five league crowns the Packers won from 1961 through 1967, greatest title parlay in league history. Unfortunately, Vainisi did not live to see his efforts come to fruition. He was stricken with a heart spasm shortly after Thanksgiving Day in 1960 and died at the age of 33. But, before his death, he did have the satisfaction of seeing the Packers move into contention for the first time during his Green Bay tenure and vindicate his professional judgment. Scouting systems were not as well organized during his time, nor as costly, as they are today. His highly productive network, in fact, was a somewhat informal operation. "Jack had a lot of friends all over the country and in Canada," says Paul Mazzoleni, a Green Bay service station owner who was a close friend and confidant of Vainisi...PRIZE PICK: Mazzoleni, whose place of business has been a mecca for Packer fans and officials for more than 20 years, added significantly, "It never cost the Packers any money for scouting salaries and he was constantly on the phone talking to those fellows." The slow start of Paul Hornung, his prize pick, and the Packers' low estate during most of his Green Bay years were a source of deep unhappiness to the genial Notre Dame alumnus, his brother, Dr. Sam Vainisi, well remembers. "He felt bad, during Paul's first two seasons here, that Hornung hadn't had an opportunity to show his ability," Dr. Vainisi confided. "He felt Hornung could be the greatest all-around player of all-time...And he said it when Hornung was on the bench. "He got to see Paul do some of his good work (Hornung led the NFL in scoring for the first time in 1959, Jack's last full season with the Packers), but he didn't see him reach his full greatness. "Jack felt the same thing about the club as a whole. He said they were the best team in the league. He kept saying, 'In black and white, we're as good as any team around.'



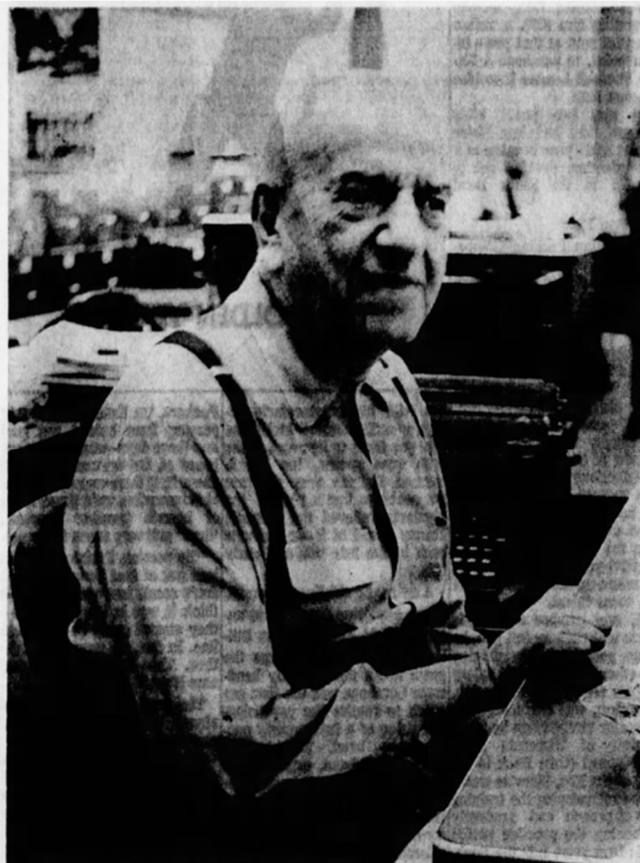
Jack Vainisi

"Everybody felt so bad," Dr. Vainisi added, "because he couldn't see them win that first championship. "But I think even in death he contributed to their success that year. The Packers had been having some trouble - they'd lost two games in a row before that, as I remember. They played the Bears in Chicago the week after Jack died and they really clobbered them (41-13). I think Hornung scored three touchdowns that day. And afterward, I believe, he said, 'This one was for Jack.' That seemed to give them the momentum. Right after that, they went all the way."...HOURS CAUGHT UP: When the Packers returned to Green Bay from their West Coast finale in mid-December to prepare for their title playoff against the Philadelphia Eagles, Lombardi publicly acknowledged Vainisi's contributions. Speaking to 15,000 fans as the Packers deplaned at Austin Straubel Field, he said, "Jack helped us win it. A great part of this team is due to Jack, who no longer is with us." His brother's dedication to the Packers, Dr. Vainisi feels hastened his death. "The family knew, because of the health problems he'd had, that Jack would not have a long life, but no one expected he would go so soon," he said. "Toward the end, he was having chest pains frequently. I think they probably came from the stress and strain of the job - he was working until 11 or 12 o'clock every night preparing for the draft at the time...SOLVED PROBLEMS: "I begged him to get away, to take a vacation. But he was so attached to this football team...All those hours finally caught up with him." Those close to the Packers were not surprised by the team's emotional response to his passing because Vainisi, who then doubled as business manager, had been a personal friend to every member of the squad. "One of the finest things about Jack," Mazzoleni remembers, "was that anytime a player had a problem, he would go out of his way to help him. If one of them was looking for a house, for example, Jack had informal committees all over who would work on it. If a player didn't like the place found for him, he'd try to find him another...If a player would ask him for something, he felt obligated to do it. He knew I open my station early and many times he would be down there at 5 o'clock in the morning going over things...He felt if he housed a player properly, he would be comfortable and would be able to concentrate on football. I remember when Bob Skoronski came here, just out of service. He was broke and ready to leave town - it was the off-season - but Jack got him a job in the Packer publicity department, making speeches and that sort of thing. Skoronski stayed and everybody knows the rest of the story. That was the way Jack was - Vince Lombardi never had a better assistant than Jack...And anybody who ever dealt with him and did him a favor, he more than reciprocated. He never forgot you." "He," Paul said sadly, "was a great one."

CALHOUN GAVE LAMBEAU IDEA, HELPED RECRUIT PLAYERS

His name was George Whitney Calhoun. Any history of the Green Bay Packers would not be complete without mention of this man. He it was who suggested to Curly Lambeau in a casual street corner conversation one day in August, 1919, that Curly organize a football team if he wanted to play. Curly had been bemoaning the fact that he couldn't return to Notre Dame for his second year. Curly agreed to try to organize a team. Calhoun helped to recruit the first group of players through articles in the sports section of the Press-Gazette. Calhoun, who was then the sports editor of the P-G, also arranged to have the players meet in the newsroom of the old Press-Gazette building in the 300 block Cherry Street...GREAT LOVE

AFFAIR: In one of the articles on Aug. 27, 1919, a story by Cal used the word "Packers" for the very first time, after explaining the uniforms for the team would be furnished by the Indian Packing Co. Thus, a legend was born. Lambeau took Cal's advice to start a team and Calhoun himself christened the infant with a nickname which has become synonymous with one of the great sports stories for a half century. From 1919 until his death in 1963, Calhoun had an unabashed love affair with the Packers. It continued for over four decades undiminished in its fervor even though Cal's personal connection with the team as its longtime secretary and public relations director had been severed some years before. Crippled by a football injury during his college days, Calhoun compensated for his inability to participate in sports during his adult lifetime by complete dedication to the fortunes of the team. He suffered deep anguish when they lost and unbounded joy when they won. Euphoria set in after each of the six world championships the team won while Cal had an active part in the Packer organization...DRUM BEATER: Although he had a fulltime vocation as a newspaperman (he was telegraph editor of the Press-Gazette for many years), Cal had a fulltime avocation. In season and out the Packers were never very far from his thoughts. His drum beating for the team and his work as secretary were voluntary and time-consuming. In the early years, there was no front office with numerous functionaries to take care of the details. Cal did it himself for the most part. As road secretary, Cal made travel arrangements, assigned players hotel rooms, paid meal checks, and tallied ticket sales and gate receipts with a sharp eye. He made sure the "city slickers" in the big towns the Packers visited didn't bilk the team out of its fair share of the receipts. And he was death to would-be gate



Cal at His Press-Gazette Desk

crashers at home as well as away. As a result of his careful guarding of the press-gate, Calhoun was once described as having the best "pass" defense in the National Football League. Because of his chores at the gate, he usually missed the early parts of games, but he was present home and away for every game the team played from 1919 until 1944. In the latter year, he missed his first road game because of pressures of his newspaper job during the climactic events of World War II...VISITS FROM HALAS: Although Calhoun became intimately acquainted with all of the pioneers of the game such as George Marshall and Tim Mara and Art Rooney, his closest relationship was with George Halas of the Chicago Bears. He hated the Bear team with a relish that only Green Bay oldtimers can understand but his friendship with Halas always remained steadfast. Whenever the Bears came to Green Bay, Halas would visit Cal on Saturday nights at the now-raised Brehme's Bar on W. Walnut Street, and later at Cal's apartment when he was confined there by illness. When Calhoun died, the largest floral piece at his funeral came from George Halas and his wife Min. As the team's publicist, Calhoun put together a weekly newsletter that was as famous for Cal's phrase twisting as for its news about the Packers. The way Cal had with words came to be known in the Press-Gazette office as "calhounisms." There was always a suspicion, never confirmed, among some of his colleagues at the newspaper that Cal put the sentences together the way he did because he knew the newsletter would be read and thus the tidbits about the team would achieve a wider readership. Some examples: "The Packers have tackles who stand with both feet firmly planted on the ground and never rock the boat." "He collared him around the ankles." "The chips are down this week and the Packers will have a tough row to hoe in the loop swim if they want to walk off with the league flag." "Ticket sellers will comb every niche and corner of Packerland to sell ducats for next Sunday's classic." "The touchdown was the one that broke the camel's straws for the Chicago Bears." "Coach Lambeau is a great psychologist. He tells all the players to keep a stiff upper chin." "The time has come in the league season when the Packers will have to take the bull by the hands." "Every fan in Packerland is on pins and cushions about next Sunday's game." And many more of like kind...COLLECTS STATISTICS: An avid collector of statistics about pro football long before the league had official statisticians, Calhoun each week of the season clipped box scores of all pro games. His compilation, neatly pasted in brown-covered schoolboy notebooks, forms one of the most extensive collections in one place of games over several early decades of the NFL. Requests for access to the information still come regularly to the Press-Gazette office from pro football historians. Unfortunately, Cal never did write the history of the Packers from his intimate knowledge of the team although he had often claimed he was in the process of doing so. He was privy to the early struggles and, on several occasions, the near death of the team. He retained his close connection through the glory years starting with the first championship string in 1929 down through 1949, about the time the team had begun its decade of deep doldrums and intraclub wrangling led to Lambeau's near firing and then his resignation as coach and general manager. Despite his many years of work in behalf of the team, Calhoun was content to bask in a sort of reflected glory. But, as he said, his "cup dribbled over" when he received public tribute at a "Calhoun Day" ceremony between halves of the last game the Packers ever played on historic old City Stadium turf, Nov. 18, 1956. The field, behind East High had been built on land once owned by his great grandfather. It was first used in Sept. 13, 1925, by the Packers. Cal's feelings about old City Stadium were indicated in his will. He directed that his body be cremated and the ashes scattered over the field. Calhoun received a lifetime pass to all Packer games on his day. But he saw few, if any, games at the new stadium, now Lambeau Field. He said it was too difficult for him to get to a seat in the new stadium because of his crippled legs. His friends suspected that he just never got over the abandonment of the old stadium and was content to live with his memories of the many historic football battles there. In his twilight years, Cal worshipped the Packers from afar and with a sort of sentimental detachment. He was surrounded in his apartment at 610 W. Walnut by mementoes of the past - old game footballs, pennants, programs, championship game watches and rings and desk sets, and photographs of championship teams and his favorite players. It was a fitting setting for the man who talked Curly Lambeau into starting a football team, who christened the team "Packers," and who was as much a pioneer in professional football in his own way and work as those who became more famous.

EXECUTIVES HAVE INFLUENCED DEVELOPMENT OF PACKERS

The average football buff is inclined to identify the Packer success story, easily the most intriguing in the history of professional sports, with the late E.L. (Curly) Lambeau and Vince Lombardi. And not without some justification. Certainly they were the catalysts and chief architects of the two golden eras the Packers have known. But there have been others, operating at the administrative level and largely behind the scenes, who also have had profound influence upon the development of the sports wonder of the world. A.B. Turnbull...Ray Evrard...Dr. W.W. Kelly...L.H. Joannes...Emil R. Fischer...Russell W. Bogda...Dominica Olejniczak...LEFT AN IMPRINT: Though they seldom made the headlines, all of these have left their imprint upon the course of Packer history, punctuated by a number of major crises as well as the artistic and financial prosperity which has illumined recent seasons. Turnbull, for prime example, co-founder and longtime publisher of the Press-Gazette, made several vital and lasting contributions as first president of the then embryonic corporation. The most significant of these came on a sodden Sunday morning in 1922. The Packers were in deep financial trouble, largely as the result of weather problems, a situation described in detail in the late Arch Ward's 1946 book, "The Green Bay Packers"...PACKERS JINXED: "The football team and a loyal band of supporters were there, but it appeared the Packers were jinxed," Ward wrote. "For example, they once played a home game with the Columbus Panhandles. Lambeau, Calhoun, Neil Murphy, and Joe Ordens thought they were showing admirable foresight by taking out a rain insurance policy. Verily, it rained, but missed the demands of the policy by one-hundredth of an inch, and the premium was tacked onto the losing side of the ledger. Came another rainstorm, and the downcast Lambeau and George Calhoun, arising to look upon it upon a Sunday morning, were on the verge of giving up the ship. Cal was then...one of the editorial bulwarks of the Press-Gazette, and he suggested that the least they could do was to go down to the paper's old headquarters on Cherry Street. There Calhoun thought they might run into Andy Turnbull, the paper's general manager and one of the Packers' staunchest

fans, although he had not actually entered the organizational picture as yet. They told him they thought they should call the game, scheduled against the Duluth Eskimos...RESERVED GENTLEMAN: "Turnbull, a reserved gentleman who has been a quietly dominant factor in the development of more than the Packers (witness his efforts in building the Oneida Golf Club and making a success of the city's tercentennial in 1934), suggested they go on with the game in spite of the downpour. Today Lambeau will tell you that, despite the fact that the Packers did play, won the ball game, and lost \$2,200, it was still the finest bit of advice he ever took advantage of in his whole career. Postponement of this one game might well have sounded the death knell of the Packers," Ward noted. "But Andy Turnbull, a true Green Bay citizen since 1915, had been watching the team go through its early paces, and he believed in it. A native of London, Ontario, Mr. Turnbull began his newspaper career with the Detroit News, working as a classified checker after high school. He moved to the Duluth News-Tribune to sell advertising, after having served as office manager in Bay City, Mich. He was advertising chief in Saginaw, Mich., then came to the Press-Gazette in 1915...TRIALS AND TRIBULATIONS: "Beyond all of this newspaper background, he maintained a lively interest in sports, one of his first heroes being Ty Cobb of the Detroit Tigers, whom he found time to see in action many an afternoon as a young man. Green Bay's native sports consciousness naturally heightened this hobby when he arrived there, and the Packers' trials and tribulations awakened it anew. Without malting a to-do over the matter, he determined to rally a few friends around him to give Lambeau and his young men the boost they needed. So began the Hungry Five. Andy invited a number of leading citizens to a small luncheon one day after the ill-fated financial season was over. They gathered at the round table in the Beaumont Hotel's Attic Room...ORIGINAL HUNGRY FIVE: "He didn't require much persuasion in convincing men like Lee Joannes, Dr. W. W. Kelly, Gerry Clifford, Emmet Platten and A. C. Wittenborg that the kickoff play on the job should be the erasure of the Packers' debt of \$2,500. A loan took care of that. The next step found the original members of the Hungry Five - Turnbull, Joannes, Kelly and Clifford - calling in their fifth man, Lambeau, and suggesting an assembly of the city's football fans. Such was called one spring evening in the old Elks Club on Cherry Street. By now, the town grapevine had sent along the news that the Packers were no longer just a hard-working football team. They were Green Bay's own, and Turnbull and his associates chose the Elks' come-all-ye, attended by a capacity crowd of four hundred, to organize the team on a business basis. The Packers were Green Bay, and Green Bay was the town behind them. Stock shares were sold at \$5 each, and every purchaser of five shares was guaranteed a box at the Packer home games. The team finished the following season practically square but still owed the bank money. Turnbull and his four teammates then included fifty leading citizens to sign a pledge whereby they would absorb a ratio of \$100 each if the team should lose money. The terms of that pledge, old Packer fans are happy to state, never had to be exacted." Turnbull's contributions extended far beyond the Green Bay scene. Fred Leicht, who has been a member of the Packer board of directors for nearly 40 years, recently reflected, "Andy was respected throughout the league. His guidance at that time was worth a great deal to all of professional football. And we on the Packer board were certainly indebted to him for his advice, counsel and leadership. Everyone of us looked up to Andy on some of these things when we didn't know what to do, and he always seemed to have the answers. His biggest contribution was financial advice. Sometimes it got pretty close," Leicht smiled. "We didn't know whether we could pay the other team or not...But everyone else was in the same boat - they didn't know whether they could pay us either."...PICK UP A PLAYER: Although Evrard was president of the struggling young corporation for only one year, in 1928, his tenure was a momentous one. The Packers gained national prominence for the first time that season when they invaded New York to upset the Giants, 7-0, in the baptismal of a series which has become one of the great rivalries in football. Dr. Kelly also presided over corporate affairs only one season, 1929, as successor to Evrard. But he was a major figure during the Packers' tribulations and triumphs for more than a quarter century. "Dr. Kelly's strong point, you might say, was psychiatry," Leicht noted in a fond trek down memory lane. "He could pick up a player who wasn't so good, talk to him and put that fire back in him. Doc Kelly was real good at that."...PERENNIAL TOASTMASTER: In his book, Arch Ward noted that, as the team's first physician, "the only remuneration he received came from the insurance company which he served in other capacities. The Doc was one of those who climbed into the ramshackle fleet of five or six cars which conveyed the first teams to their out-of-town games. He served as president of the club, its perennial toastmaster at banquets and luncheons, and several times has been threatened by players with kidnapping when he said he'd have to leave the team on out-of-town trips. He has been the true confidant of every Packer, past and present." Joannes, now living in retirement at Tucson, Ariz., headed the Packers' corporate structure longer than any other man. He served as president from 1929 through 1946, a 17-year span...EMERGENCY MEETING: Ideally equipped for the assignment, Joannes not only had a ready understanding of the playing problems which confronted Lambeau but often provided the team with much needed financial assistance. "His office on Washington Street was the scene of the emergency meeting called for all the good burghers of Green Bay when it appeared that not even three successive world's championships were going to rescue the Packers from a dilemma created by a spectator accident in 1932," Ward reported in his book. "It was in Joannes' old-fashioned headquarters in the grocery establishment that the leading men of the town answered Lee's "Are we going to fold up?" with a ringing "No!" which you could have heard out in the hills of Baird's Creek Park."...ENDORSED NOTES: Assessing Joannes' tenure, Leicht observed, "With his energy and his drive, he certainly gave us great leadership. He had a strong voice in the league and was respected, too. He also gave us financial help. He and Emil Fischer both would endorse notes for the corporation when we were short." Fischer, owner of a cold storage firm, saw the Packer through some of their most difficult years in the late 1940s and early '50s - years marked by the departure of Lambeau for the Chicago Cardinals and a nearly disastrous dollar war between the National Football League and the All-American Conference. As with Turnbull and Joannes, his influence reached beyond Wisconsin. When the NFL absorbed the Cleveland Browns, San Francisco 49ers and Baltimore Colts in December of '49, Fischer was elected president of the league's new National division...NOT UNEXPECTED: Less than a month later, he found it

necessary to lead a search for a new coach when Lambeau, at odds with the team's board of directors, signed as vice president head coach of the Cardinals although he earlier had been offered a new, two-year contract. Fischer responded to this development with vigorous dispatch, announcing on Feb. 1, 1950, "The fans can expect immediate action on this matter - this was not entirely unexpected." He was as good as his word. Five days later, he announced that Gene Ronzani, a one-time enemy as a member of the Chicago Bears, had been hired as the second head coach in Packer history. Fischer resigned following the 1952 season, most successful (6-6) of Ronzani's regime, and was succeeded by Russell W. Bogda, son of a pioneer Green Bay auto dealer...**FINANCIAL HUMP:** Because the Packers now were getting over the financial hump, and because they hired a full-time general manager for the first time in 1954 when punting immortal Verne Lewellen was named to the post, Bogda's tenure was somewhat less hectic than that of his predecessors. But it was marked by one of the most significant developments in the team's history - the campaign for and eventual construction of City Stadium, since renamed Lambeau Field following the death of the club's co-founder and longtime coach. Leicht, a prime mover in that vital project as head of the corporation's stadium committee, says in reflection, "Without it, we wouldn't be in the league today. We just had to have it. At that time, the capacity of old City Stadium was only 24,800 and we were getting to a point where we couldn't pay the visiting teams what they were paying us. So we started out with 32,000 seats in the new one. That put us pretty close and we've been increasing it ever since. When we went to 32,000, we were almost even with the other teams around the league because, even though they had stadiums with larger seating capacities, they weren't drawing capacity crowds. Once we decided to go ahead with it, there was no more backing out. That's when we knew we were in it for good...We had so much at stake." Dominic Olejniczak, a five-term mayor of Green Bay, became president upon Bogda's death in 1958 and still occupies the presidential chair...**EXTRAVAGANT DREAMS:** Unquestionably, the major contribution of his administration, already the second longest in Packer history, was inducing Vince Lombardi to abandon the concrete canyons of New York for Green Bay. What followed far exceeded the faithful's most extravagant dreams. From a 1-10-1 record in 1958, the year prior to his coming, the tireless Italian escorted the Packers to five National Football League championships in seven seasons, a record without parallel in league history. A happy concomitant was unprecedented prosperity, which has made the once precarious franchise among the most stable in all of professional football and the name "Green Bay" synonymous with excellence.

LENGTHY MEETINGS DETAILED A MAN, SPAWNED LOMBARDI

Dwight D. Eisenhower was in the middle of his second term as President, Vince Lombardi was a relatively obscure assistant coach with the New York Giants and the Packers, unhappily, had just completed the most disastrous season in their history. It was Dec. 15, 1958 and 13 of Green Bay's leading citizens, members of the Packers' executive committee, soberly convened in a small dining room at the venerable Beaumont Hotel to ponder the situation. The Bays had plunged to a 1-10-1 record, worst in their generally proud history and something, they were sadly aware, had to be done. Working from a detailed, four-page report, President Dominic Olejniczak read aloud the recommended solution...**FIVE MEETINGS:** "The man should be a good administrator, personable, sensitive to the advantages of good public relations, dominant, highly intelligent, stable, and he should possess a knowledge of football and its general operation and should have been exposed to success in this field." This capsule description, drafted by a special committee, had been arrived at after a series of five lengthy meetings. Olejniczak and his fellow committee members had no way of knowing it then, but they were in the process of altering pro football history - with, of course, the considerable assistance of Vincent Thomas Lombardi. Their pithy job analysis had been preceded by a recommendation "that we should have a general manager with complete and broad responsibility for all phases of our football operation, including coaching." The committee, appointed by Olejniczak two weeks earlier to study the situation, had concluded this was the best and most expeditious way to return the Packers to National Football League contention...**SEVEN CANDIDATES:** The guidelines had been drawn. But now to find the one, patently a man apart, to fit them. At the same meeting, Olejniczak was authorized to screen candidates for the position, with the proviso that he could call upon "anyone he sees fit for assistance." Final approval, it was stipulated, would have to be given by the corporation's board of directors. Although the new Packer philosophy was first spelled out on that occasion, Olejniczak and his committee had launched the Great Search a week earlier. "I had talked to Mr. Lombardi for the first time at the league draft meeting in Philadelphia early in December," Ole recently confided while reflecting upon those hectic days, "after obtaining permission from Wellington Mara of the Giants...**PUT OUT FEELERS:** "We had first heard of him through the late Jack Vainisi, who was our chief scout and administrative assistant at the time. He did a lot of preliminary work for us-he had put out a lot of feelers around the country." Had the erstwhile Block of Granite made an immediate impression? "No one could help but be impressed," Ole replied. "He was always positive in all his statements." Lombardi, in turn, evinced "considerable interest in the position," Ole revealed, "but he had a lot of mixed emotions because his roots were in the New York area, and he had a fine job with the Giants. But it was his first big challenge. Our offer gave him his first great opportunity to demonstrate his greatness..."**SEARCH CONTINUED:** Although Lombardi had been impressive, the search for "the best man available" continued. Ole, poring over minutes of 1958 and 1959 meetings to reconstruct events, discovered he had reported to the executive committee at a Dec. 22 meeting "that there was a lot of interest in the job and that I was encouraged." Ole paused at this point to interpose, "The other members of our special committee, Fred Trowbridge, Jerry Atkinson, Tony Canadeo and Dick Bourguignon, together with Les Kelly and John Torinus, worked very closely with me at that time in interviewing and screening people here as well as out of the state. We had over 50 inquiries and applications for the position, but it was discussed with only 11 of them. The others were just possibilities - people Jack Vainisi felt out to see whether they were interested." A smile crinkling his ruddy features, Olejniczak noted there had been the usual and inevitable quota of "usually reliable" reports and false rumors purportedly naming the Packers' new GM...**TALKED TO QB:** "One story in a Milwaukee paper said we had signed a certain coach, who will remain anonymous,"

he recalled. Another one popped up when Tony Canadeo and I attended the college football coaches' convention in Cincinnati. We talked with one coach, (a former pro quarterback) on general subjects but the job never was mentioned to him." Ole grinned and added, "The next day he announced to the papers that we had offered it to him." During this period (Ole's carefully chronicled notes pinpoint their first conversation as Dec. 19), the Packer president discussed the situation by phone with Green Bay's friendly enemy, Chicago Bear owner-coach George Halas... 'DON'T PANIC': "Ole, it's not so important who you get,' he told me, 'but who you don't get...The problem is not too big. You can do a good job. Do not panic, do not get excited. 'You know Green Bay is pretty close to my heart. If I can help, do not hesitate to call on me.'" Wellington Mara, meanwhile, was both forthright and cooperative in his assessment of Lombardi's status with the Giants, although he admittedly was loath to see him leave. "He won't be able to progress with us in the foreseeable future because Jim Lee Howell is our head coach," he told Olejniczak. "We hope, however, he will stay with us as long as he would want to. But we could not stand in his way...Anything I can do to help I will be happy to do. Vince is a splendid organizer and his record speaks for itself."...HALAS ENTHUSIASTIC: In an effort to make as complete an appraisal as possible, Olejniczak also consulted the late Bert Bell, then commissioner of the NFL, and Paul Brown, then general manager and head coach of the Cleveland Browns and a perennial rival of the Giants for the league's eastern title. "Bell said, 'I doubt if you will be able to get Lombardi but if you do, Ole, you'll have a great one.' " Olejniczak's notes reveal. "And Brown said, 'He positively will have to rate among the top candidates and you would be fortunate if you could secure his services.'" Halas also enthusiastically endorsed Lombardi in a second conversation. "He said, 'Positively, it would be tremendous,' Olejniczak reported. 'I should not say this to you because if you get him, he'll make it tough for the Bears.'" The situation began to crystallize right after the new year dawned, prompting Olejniczak to call the executive committee together on Jan. 12, 1959...VINCE NO. ONE: "I reported to the committee than that I, along with the other members of the special committee, had interviewed 11 candidates and that I expected to know within a week whether certain individuals would be available. At that time, we already knew that Lombardi was the number one recommendation because, before that time, we had arranged to fly him into Green Bay, unbeknown to anybody, for a meeting and tentative terms and arrangements were agreed upon." Elaborating on that top secret session, Ole explained, "There was lots of speculation at that time, so we felt we ought to bring him in and talk to him." "Jerry Atkinson," he informed with a sly smile, "flew to Chicago in a private plane to pick him up and we sneaked him in here...Everybody was real pleased with him and, after the meeting, we all unanimously agreed he would be the man for the job."...MEETING CALLED OFF: A special executive committee meeting accordingly was called for Jan. 28, to be followed by a board of directors conclave an hour later at noon. "At the board meeting, we presented the background of Vince Lombardi," Ole remembers. "And I informed the directors that I was supposed to call Mr. Lombardi at 2 o'clock that afternoon, at which time he would give me his definite answer. He wanted to handle it in this manner because we felt he owed it to the Giant management - the Maras - because they had been real good to him. For that reason, he wanted the release to come out of New York instead of Green Bay. I called him at 2 o'clock and he agreed to come, accepting the contract and the terms we offered him." Looking back, five world championships and 10 years later, Ole permitted himself a moment of happy reflection. "Speaking for the entire executive committee, who worked with me on the project, it was a great satisfaction to all of us," he said. "The time and effort spent was well rewarded."

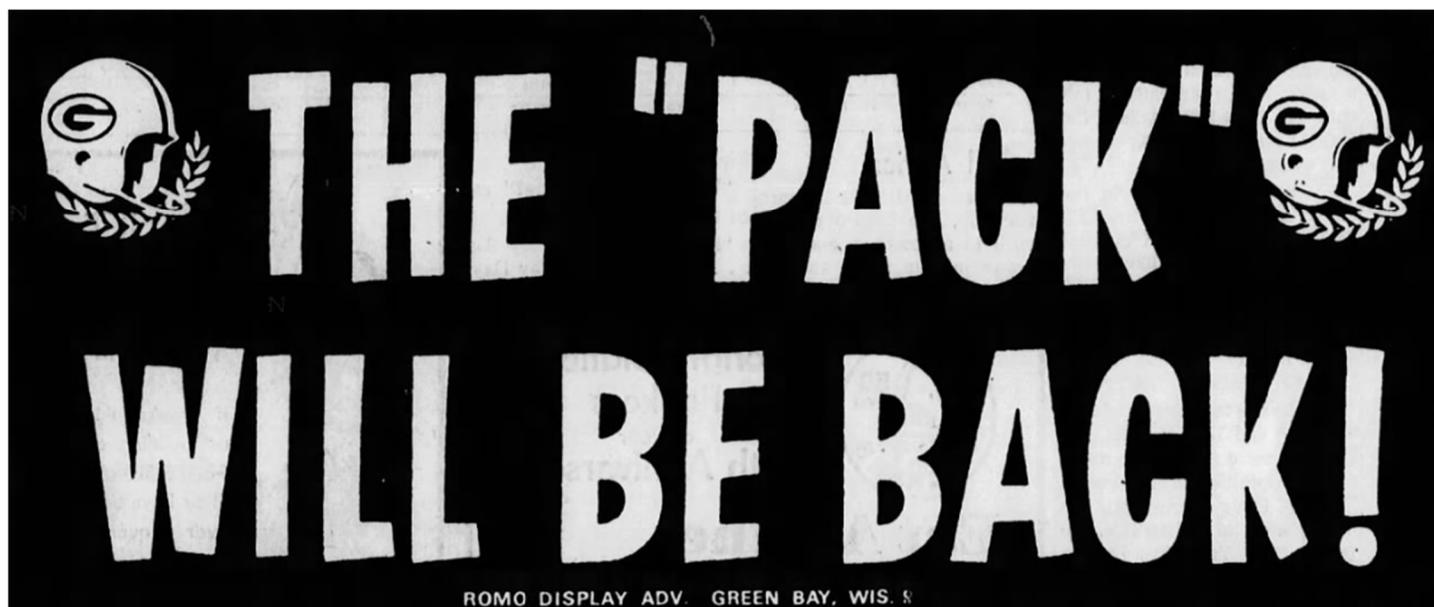
PACK APPEARS ONLY FEW PLAYERS AWAY FROM SUPER BOWL THREAT
 Ever since last December, when the Packers' dethronement as National Football League champions became official, the faithful have been insisting, "The Pack Will Be Back." That sentiment, expressed via thousands of green and gold bumper stickers in the interim, initially may have been inspired by mere bravado and community pride. Whatever the case, there now is reason to believe their confidence has not been misplaced. Judging by the Packers' performances in the final weeks of the grapefruit league season, Green Bay's 1969 standard bearers have the wherewithal to seriously contend for the NFL's Central Division title...ASSUME PROGRESS: At this point, in fact, they appear no more than one or two players removed from Super Bowl potential. And only because of a lack of depth at defensive tackle, where a lingering injury to Bob Brown

Your 1969 Packers

NO.	NAME	POS.	HT.	WT.	AGE*	NFL	SCHOOL
26	Adderley, Herb	DB	6-0	200	39	9	Michigan State
82	Aldridge, Lionel	DE	6-4	245	28	7	Utah State
44	Anderson, Donny	RB-P	6-3	210	25	4	Texas Tech
57	Bowman, Ken	C	6-3	230	25	6	Wisconsin
78	Brown, Bob	DT	6-5	260	29	4	Arkansas A.M. & N.
60	Caffey, Lee Roy	LB	6-3	250	28	7	Texas A & M
53	Carr, Fred	LB	6-5	238	23	2	UTEP
84	Dale, Carroll	WR	6-2	200	31	10	VPI
87	Davis, Willie	DE	6-3	245	35	12	Grambling
86	Dowler, Boyd	WR	6-5	225	31	11	Colorado
55	Flanigan, Jim	LB	6-3	240	24	3	Pittsburgh
81	Fleming, Marv	TE	6-4	235	27	7	Utah
68	Gillingham, Gale	G	6-3	255	25	4	Minnesota
33	Grabowski, Jim	RB	6-2	220	25	4	Illinois
75	Gregg, Forrest	OT	6-4	250	35	13	SMU
25	Hampton, Dave	RB	6-0	210	21	1	Wyoming
43	Harf, Doug	DB	6-0	190	30	6	UTA
51	Hayhoe, Bill	TE-OT	6-8	258	23	1	USC
72	Himes, Dick	T	6-4	244	23	2	Ohio State
13	Horn, Don	QB	6-2	195	24	3	San Diego State
50	Hyland, Bob	C-G	6-5	250	24	3	Boston College
21	Jefer, Bob	DB	6-1	205	32	7	Iowa
74	Jordan, Henry	DT	6-3	250	34	13	Virginia
62	Lueck, Bill	G	6-3	235	23	2	Arizona
30	Mercein, Chuck	RB	6-2	220	26	5	Yale
38	Mercer, Mike	K	6-0	217	33	4	Arizona State
	Moore, Rich	DT	6-6	285	21	1	Villanova
66	Nitschke, Ray	LB	6-3	235	32	12	Illinois
71	Peay, Francis	T	6-5	250	25	4	Missouri
22	Pitts, Elijah	RB	6-1	205	30	9	Philander Smith
89	Robinson, Dave	LB	6-3	240	28	7	Penn State
45	Rowser, John	DB	6-1	180	25	3	Michigan
47	Rule, Gordon	DB	6-2	180	23	2	Dartmouth
85	Spilis, John	WR	6-3	205	21	1	Northern Illinois
15	Starr, Bart	QB	6-1	190	35	14	Alabama
83	Vandersea, Phil	DE	6-3	235	26	4	Massachusetts
31	Williams, Perry	RB	6-2	219	22	1	Purdue
23	Williams, Travis	RB	6-1	210	23	3	Arizona State
58	Winkler, Francis	DE	6-3	230	23	2	Memphis State
24	Wood, Willie	DB	5-10	190	32	10	S. California

*Age As Of Sept. 21, 1969.

has created a problem which, hopefully, could be only a temporary complication. This assessment assumes, of course, further artistic progress from such as Rich Moore, Bob Hyland and Bill Lueck and a continued high level of performance from the veterans. It also is based upon the premise that Phil Bengtson, freed of the inevitably inhibiting presence of Vince Lombardi last season, now is entirely his own man...LIBERAL EXPERIMENTATION: This, it might be added, has been abundantly evident in a considerably firmer approach by the Packer chieftain in his new dual role as general manager and head coach. There is no question in anyone's mind about who is in charge. Bengtson, who experimented liberally during the exhibition season in an effort to shore up holes in the offensive and defensive lines, has assembled an explosive attack which boasts as many weapons as any in football. The line, with the return of eight-time all-pro Forrest Gregg to pair with Francis Peay at tackle and the development of Hyland, Lueck and Dick Himes, is fusing into a formidable unit. Operating behind it will be the game's premier play caller and all-time passing leader, Bart Starr, who is beginning his 14th season in Green Bay garb without any of the physical miseries which plagued him the last two years...GIFTED QUARTERBACK: And he is backed up by one of the most gifted young quarterbacks on the pro scene in Don Horn, the flamboyant Californian who earned his NFL spurs in pitching the Pack to a 28-27 victory over the Bears in last year's season finale. Although the Packers always have employed the pass with devastating effectiveness, they long have lived by the run and this season they well could mount their most devastating ground game since the days Jim Taylor and Paul Hornung were crumbling enemy defenses. The renaissance of Travis Williams, together with the unexpected emergence of rookie Dave Hampton and Perry Williams has greatly enhanced the potential of a backfield which already boasted such veteran stalwarts as Donny Anderson, Jim Grabowski and Elijah Pitts...WILLIAMS MATURES: With the maturing of Travis Williams and the arrival of Hampton, the Packers are capable of striking from anywhere on the field, an imposing asset when parlayed with the power running of a Pitts, an Anderson or a Grabowski. All of them, Anderson in particular, also are able pass catchers, which only serves to augment their effectiveness. And, to complement this array, there are two of the game's premier pass receivers in the split end Boyd Dowler, who ranks behind only the legendary Don Hutson in Packer annals, and Carroll Dale, who has no superior among NFL flankers...LONG DISTANCE KICKER: With the machine-like Mike Mercer available from the start this time, the kicking game also is as strong as it was when Don Chandler helped the Pack become the NFL's second triple champions in 1965-66-67. Mercer, who joined the Bays in mid-November last year to end a season-long search for a placement specialist, was the league's leading long distance kicker in 1968 with a 36.6-yard average. Defensively, as indicated, it is incumbent upon the front four - Willie Davis, Henry Jordan, Lionel Aldridge and the youthful Moore - to remain in good health. If so, there is every reason to believe the pass rush will be adequate, with some assistance from Phil Vandersea, who is rapidly maturing as an understudy to Davis and Aldridge. Bengtson also has installed variations, such as a five-man line, and a four-linebacker alignment in short yardage situations, which should make the overall defense more effective...IMPRESSIVELY SOLID: Behind that front four, the Packers are impressively solid. Ray Nitschke, a 12-year veteran, Dave Robinson and LeeRoy Caffey, along with Jim Flanigan and Fred Carr, are the five finest linebackers - as a group-in pro football. And the secondary, highly experienced, figures to be improved over a year ago with Doug Hart replacing the departed Tom Brown at left safety and the improved John Rowser available as a "fifth regular" at cornerback. Rugged Gordon Rule also is available as a spare safety. Herb Adderley and Bob Jeter, both all-league in the recent past, have lost none of their considerable effectiveness at cornerback and the ageless Willie Wood remains without a peer at free safety. New Orleans, anyone?



HEAR THEM ALL

on


WNFL
RADIO

1969 GREEN BAY PACKER SCHEDULE

- * SUNDAY, SEPT. 21 ..CHICAGO BEARS 1:00 P.M. CDT
- SUNDAY, SEPT. 28 ..SAN FRANCISCO 49'ers .. 1:00 P.M. CDT
- SUNDAY, OCT. 5MINNESOTA VIKINGS 1:30 P.M. CDT
- SUNDAY, OCT. 12 ...DETROIT LIONS 1:15 P.M. CDT
- SUNDAY, OCT. 19 ...LOS ANGELES RAMS 3:00 P.M. CDT
- * SUNDAY, OCT. 26 ...ATLANTA FALCONS 1:00 P.M. CST
- SUNDAY, NOV. 2 ...PITTSBURGH STEELERS .. 12:15 P.M. CST
- SUNDAY, NOV. 9 ...BALTIMORE COLTS 1:00 P.M. CST
- SUNDAY, NOV. 16 ...MINNESOTA VIKINGS 1:00 P.M. CST
- * SUNDAY, NOV. 23 ..DETROIT LIONS 1:00 P.M. CST
- SUNDAY, NOV. 30 ..NEW YORK GIANTS 3:00 P.M. CST
- SUNDAY, DEC. 7CLEVELAND BROWNS12:30 P.M. CST
- SUNDAY, DEC. 14CHICAGO BEARS 1:00 P.M. CST
- * SUNDAY, DEC. 21 ...ST. LOUIS CARDINALS ... 1:00 P.M. CST

* PLAYED IN GREEN BAY

Follow All of the Action

ON

 **WNFL** —RADIO—1440 ON YOUR DIAL



This Page is RESERVED for Packers Champions

The **PACKERS** are champions just as **SCHNEIDER** is your **CHAMPION** in moving, warehousing and transportation.



1929 Hubbard, McCray, Nash, Durlag, Perry, Smith, Lawless, Ashman, Blood, Dilweg, Bore, Lamborn, Mironik, Malsbenden, Baker, Katal, Dunn, O'Donnell, Michalski, Kern, Wartin, Lidberg, Swindolander.



1944 Front row, left to right: (Backs) Goldberger, Paul Dehart, Ben Shuman, Felix Taylor, Ernest McPherson, Jerry Crisp, Charley Brock, Lee Brock, Ray McKee, Jim Leary, second row - Trainer (Ed) Jorgensen, Bill Knutson, Roy White, Glenn Swenson, Bob Flanagan, Harry Jansrud, Ted Fitzsch, Don Radtke, Charley Tolstano, Joel Moore, Trainer Gus Sankoy; back row - Head Coach E. L. Lombardi, Don Hyman, Paul Berens, Al Schwaner, In Camp, (Line) Carl Bob Kowich, Bob Kohler, (Baby) Roy, Mike Buschman, Coach George (Bert) Trulsen.



1965 Left to right, front row - Dave Robinson, Don Chandler, Lionel Alldridge, Doug Hart, Herb Orenschlager, Ben Knapik, Willie Wood, Herb Addler, Bob Jahn, Max Flannery, 2nd row - Trainer Bud Jorgensen, Lloyd Voss, Carroll Dale, Bert Stone, Eliah Pitt, Bill Anderson, Jake Burkhardt, Don Orsman, Tom Brown, Bob Long, Tom Krue, Equipment Manager Don Malsbenden; 3rd row - Asst. Trainer Dennis Genta, Bill Curry, Tommy Cochran, Junior Coffey, Lee Roy Coffey, Herb Jordan, Jerry Krome, Fuzzy Thurston, Bob Skorski, Willie Davis, Roy Mitchell, Asst. Equipment Manager Bob Neal; Top row - Alvin Jankala, Bob Skorski, Dennis Clark, Ken Brown, Boyd Dowler, Forrest Gregg, Steve Wright, Jim Taylor, Paul Hornung, Max McGee.



1930 Durlag, Woodin, Meland, Perry, Holt, Dilweg, Hubbard, Slight, Lawless, Blood, Don Coffey, Brode, Gustafson, Malsbenden, Cornock, Jansrud, Dunn, Bengtson, Loran, Flugstad, Heber, O'Donnell, Lidberg.



1961 Left to right, front row - Herb Addler, Ben Davidson, Eliah Pitt, Lee Fuller, Ben Knapik, Nelson Tolman; 2nd row - Trainer Bud Jorgensen, Ken Innes, Willie Wood, Hank Gorenzinger, Tom Moore, Jerry Kramer, Fred (Frost) Thurston, Jesse Whitburn, John Swannell, Tom Sells, Equipment Manager Don Brooker; 3rd row - Bob Skorski, Bert Stone, Guy Knaflic, Jim Slogs, Norm Macken, Don Curtis, Willie Davis, John Bassi, Lee Carpenter; 4th row - Bill Quinn, Forrest Gregg, Edger Tomney, Roy Mitchell, Dave Hansen, Herb Jordan, Boyd Dowler, Jim Taylor, Ben Knapik, Bill Foster, Paul Hornung, Max McGee.



1966 Left to right, front row - Dave Robinson, Eliah Pitt, Lionel Alldridge, Doug Hart, Bob Jahn, Willie Davis, Bob Skorski, Herb Addler, Dave Maffucci, Max Flannery; 2nd row - Bud Jorgensen, Trainer, Danny Anderson, Jake Burkhardt, Carroll Dale, Bert Stone, Bob Brown, Ben Knapik, Harry Jordan, Jim Orosowski, Bill Anderson, Dale Gillgutham, Don Brooker, Equipment Manager; 3rd row - Willie Wood, Red Allen, Ray Nitschke, Bill Curry, Tommy Cochran, Lee Roy Coffey, Fuzzy Thurston, Jerry Kramer, Ken Brown, Forrest Gregg, Bob Long, Phil Timmons, Bob White, Asst. Equipment Manager Tom Krue; Top row - Jim Brown, Jim Washburn, Don Chandler, Alvin Brown, Boyd Dowler, Steve Wright, Jim Taylor, Paul Hornung, Max McGee.



1931 Lamborn, Shickman, Blood, Slight, Hubbard, Nash, McCray, Epp, Harber, Grove, Don Coffey, Brode, Gustafson, Malsbenden, Cornock, Jansrud, Dunn, Bengtson, Loran, Flugstad, Heber, O'Donnell, Lidberg.



1962 Left to right, front row - Eliah Pitt, Ed White, Earl Grea, Guy Bonnes, Ken Casser, Oyster Dorsch, Ben Knapik; 2nd row - Willie Wood, John Swannell, Hank Gorenzinger, Don Curtis, Herb Addler, Nelson Tolman, John Bush, Forrest Gregg; 3rd row - Jim Brown, Bert Stone, Guy Knaflic, Jerry Kramer, Fred Thurston, Jim Whitehead, Lee Carpenter, Tom Moore; 4th row - Equipment Manager Don Brooker, Bob Skorski, Roy Mitchell, Ken Innes, Willie Davis, Herb Jordan, Trainer Bud Jorgensen; Top row - Bill Quillen, Norm Mularns, Boyd Dowler, Jim Taylor, Ben Knapik, Bill Foster, Dave Hansen, Paul Hornung. (Dick McCreel not present while picture was taken.)



1967 Left to right, front row - Dave Robinson, Eliah Pitt, Lionel Alldridge, Doug Hart, Bob Jahn, Bob Skorski, Willie Davis, Herb Addler, Willie Wood, Harry Haning; 2nd row - Bud Jorgensen, Trainer, Tom Brown, Roy Nitschke, Jake Burkhardt, Council Dale, Bert Stone, Ben Knapik, Harry Jordan, Don Chandler, Don Brue, John Swannell, Bob Long, Don Imhoff, Equipment Manager; 3rd row - Dennis Genta, Assistant Trainer, Bob Brown, Ken Brown, Jerry Kramer, Fuzzy Thurston, Ben Wilson, Gale Gillgutham, Bob White, Claudia James, Bob Neal, Assistant Equipment Manager; Top row - Oyster Dorsch, Jim Whitehead, Tommy Cochran, Jim Flugstad, Alvin Brown, Boyd Dowler, Forrest Gregg, Lee Roy Coffey, Steve Wright, Dick Cobby, Tracy Williams, Max McGee. (Not shown is Chuck Herman who was added to squad after picture was taken.)



1936 Egan, Heber, Schneiderman, Russ Lofow, Facker, Miller, Hikka, Hutten, Constanter, Malsbenden, Lohmer, Brode, Gledin, Swanson, Kierling, Blood, Smith, Johnson, Red Smith, Paschke, Engstrom, Innes, Schwamer, Setbold, Bulle, Souer, Carner, Guldenberg.



1939 Front row, left to right: Andy Uren, Charley Brock, Don Wilson, Herman Schneiderman, Gus Egan, Turley Thompson, Dick Lall, Francis Tweedell, Chester Johnson, Dick Wengeman, Felix Taylor, John Stale, Gabe Jankowski; second row - Head Coach E. L. Lombardi, Larry Culp, Paul Kahl, Chuck Kibbe, Albin Gumpshorn, Arnie Harber, Earl Swanson, Al Lee, Carl Ickel, (Backs) Goldberger, Hank Brode, Lee Mullenbuss, Russ Lofow, (Line) Engstrom; back row - Jack Reynolds, Frank Bakula, Harry Jansrud, Warren Kilbourne, Frank Swan, Tom Greenfield (Baby) Ray, Carl Mullenbuss, Larry Bulter, Alan Moore, Don Hyman, Charley Schulte, Pops, Coach (Red) Smith.

BRING HOME THAT 12TH CHAMPIONSHIP!



SCHNEIDER MOVING & STORAGE, Inc.
 821 ALMA STREET • GREEN BAY, WISCONSIN 54306 • PHONE (414) 432-7215
 AGENT FOR ALLIED VAN LINES
WORLD'S CHAMPION MOVER

GOOD LUCK PACKERS FOR THE '69 SEASON



50,000 PACKER FANS CAN'T BE WRONG!

The stirring display of loyalty and patriotism at last December's game with the Colts deeply touched viewers across the nation on TV. The ringing cheers in spite of a losing effort helped to raise the spirit of the Packer players (and incidentally, amazed some of the Colts). The Packer organization wishes to express our thanks to you fans for the 50 years of loyal support.



THE GREEN BAY PACKERS

ELEVEN TIMES WORLD CHAMPIONS • 1929 • 1930 • 1931 • 1936 • 1939 • 1944 • 1961 • 1962 • 1965 • 1966 • 1967



The State of Wisconsin

EXECUTIVE OFFICE
MADISON
53702

September 3, 1969

WARREN P. KNOWLES
GOVERNOR

"The Pack Will Be Back!"

This buoyant thought shared by millions of Wisconsinites and their friends throughout the nation symbolizes the unity of purpose between the people of Wisconsin and their National Football League entry. As a fifty-year old charter member of the NFL, the Packers have long rated as one of Wisconsin's outstanding attractions and one of its greatest assets.

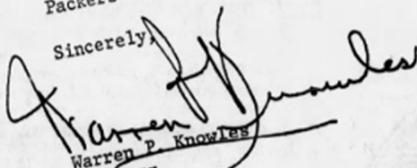
Over the years the Packers have focused national attention on Green Bay and the State of Wisconsin. Although the Packers have made a substantial economic impact on the greater Green Bay and Milwaukee areas, their greatest value is in pulling Wisconsin together. The Packers have made all Wisconsinites proud. They have inspired the athletically inclined. They have taught us and our children the rewards of sacrifice and dedication to excellence. They have brought a feeling of pride to our State.

The healthy and wholesome image generated by the Green Bay Packers has reached not only the four corners of Wisconsin but, by way of television, to all parts of the world. The Packers have been salesmen for the Wisconsin way of life and serve as an inspiration to all Americans everywhere.

On this, the Green Bay Packers fiftieth birthday, let us all pause to recognize their achievements and contributions to Wisconsin, the nation, and the National Football League with an assurance that the team will continue to have our good will and support.

Packers---WE LIKE YOU HERE!

Sincerely,


Warren P. Knowles
Governor

From the Mayor . . .

The marriage of the Packers and the city of Green Bay has been a blessed one, looked up to by other such unions throughout the nation.

It has been a perfect marriage, each side showing daily love, respect and appreciation for the other. The marital fights have been few and minor. If anything, they have served to strengthen the knot.

And now, as we celebrate the Golden Anniversary of this marriage, congratulations seem to be only half appropriate. The other half is an expression of deep and sincere hope and, indeed, confidence that the marriage will continue for another 50 years. And another and another.

On behalf of the City of Green Bay, I offer these congratulations, this hope and this confidence.

Donald Tilleman
Mayor of Green Bay

From the NFL . . .

Fifty years ago last month, the Green Bay Packers were born—appropriately enough—in the old Press-Gazette building on Cherry Street. Now fifty years later they will help the National Football League begin its Golden Fiftieth Season. And—appropriately enough, again—their opponent will be the Chicago Bears, with whom they have paired for some of the great thrills in professional football history. This is the miracle story of sports—the Green Bay Packers. But at the same time it really isn't—not if you know the Packerbackers as we know them. I have an idea that 11 NFL championships and two Super Bowl victories are only the beginning.

Pete Rozelle
Commissioner

From the Bears . . .

The city of Green Bay and surrounding territory deserve the highest commendation for supporting football first on a semi-professional basis fifty-one years ago and then, two years later and ever since as a member of the first major professional league.

It is more than a half century of evidence that big league sports do not necessarily thrive only in heavily populated metropolitan areas.

George S. Halas
Chairman

From the Redskins . . .

There is only one Green Bay in the National Football League. The Green Bay franchise is rich in tradition, history and glory. The people make it that way and the team reflects the spirit, the will to win, and the will to excel of its' fans. I loved every minute of my ten years in Green Bay.

Vince Lombardi
Vice President