







Cleveland Fullback Jimmy Brown (32) turns the corner as Lionel Aldridge (82) of the Green Bay Packers swings with him. Brown made short yardage on the play and was held to 50 yards in 12 carries as the Packers defeated the Browns, 23-12, at Green Bay Sunday afternoon. (AP Wirephoto)



wondered if it was possible to play, what with a four-inch snowfall. But the field was swept off and it was in excellent condition, although intermittent rain and snow softened the turf. Despite the weather danger, the two teams never fumbled all afternoon - a tribute to the intense desire on both sides. The Packer heroes were everybody who played. The big guns were Jim Taylor, Hornung and Bart Starr, who called a sure-winning game and completed 10 passes in 18 attempts for 147 yards and one touchdown. Taylor was named the game's most valuable, winning the Corvette from Sport Magazine, and the big gunner hit 27 times - the most in any one game this year - for 96 yards. Hornung was there in the clutch with 105 yards in 18 rushes and ripped off the longest run of the day, a 34-yarder, which set up the Chandler field goal that put Green Bay in front for good, 10-9, in the second quarter. Boyd Dowler was Starr's favorite target and the Long One caught five for 59 yards. The Packers' blocking up front was tremendous and the rushers averaged 4.3 yards per carry. Jerry Kramer put out a tremendous block on Hornung's TD, springing him loose, but Kramer, Fuzzy Thurston, Bob Skoronski, Ken Bowman and Forrest Gregg were opening holes all day - enough to give the Packers a 69 to 39 edge in plays. Chadler tied a championship game record with his three field goals - 15, 23 and 29 yards. The Packer defense limited Brown to 50 yards rushing and Ryan to eight completions in 18 attempts. Ray Nitschke dogged Brown unmercifully and many times Ryan was rushed into throwing under pressure from Willie Davis, Lionel Aldridge, Ron Kostelnik and Henry Jordan. Ryan tried to isolate his receivers (Brown and Collins each caught three) with Packer outside linebackers Lee Roy Caffey and Dave Robinson, but they were equal to the task. Willie Wood and Herb Adderley each grabbed interceptions, Wood to set up a field goal and a 13-9 lead in the second quarter and Adderley to cut off a Ryan bomb aimed at Collins with one minute left in the game. Backing up Wood and Adderley were Tom Bown and a combination of Doug Hart, who went out with a foot injury in the second quarter, and his replacement, Bob Jeter, who kept the speedy Paul Warfield down to no catches. The game had an electrifying start. The Packers took the opening kickoff and moved 77 yards in 7 plays for a 7-0 lead at 3:52. Starr pitched first down passes to Hornung and Taylor and Taylor and Hornung rushed 19 yards to the Brown 47. With second and four, Starr hurled a long pass down the east sidelines toward Dale but it started to fall short. Dale cut back sharply to make the catch on the 23, while defender Walter Beach fell down. Dale whirled westward and then cut sharply south into the end zone. The Browns got the TD back in three plays - but they couldn't match Chandler's extra point. Ryan first hit Brown to the right for 30 to the Packer 36. Then he caught Warfield for 19 on the left and finally pitched



After the Battle — The Packers and Browns were kept "busy" in their dressing rooms answering questions from press, radio and TV reporters. Left,

Packer linebacker Ray Nitschke gives the pitch to Chicago's Bill Gleason and center fullback Jim Brown undoubtedly is talking about Nitschke. Right,

Henry Jordan appears dead serious in making his point.

(Press-Gazette Photos)



a perfect strike to Collins who got away from Adderley in the end zone. It was a 66-yard strike but the pass back from Art Morrow on the extra point was low and, finally, Groza picked up the loose ball and threw to Bob Franklin, who was tackled on the 5 by Wood. A 31-yard punt by Chandler put Brown in a position for a field goal, a 24-yard shot by Groza, and a 9-7 lead later in the first quarter. The Packers slammed back, chiefly on Hornung's 34-yard run and Starr's 11-yard pass to Dowler, and Chandler booted a 15-yarder on the fourth play of the second quarter. After an exchange of Chandler and Collins punts, there was an exchange of interceptions, each of which set up field goals. Wood made a great leaping grab of Ryan's thrown on the Brown 25 and returned to the 10 to set up Chandler's 23-yard field goal. Just before the half, Beach intercepted Starr's throw aimed at Hornung and on the Packer 30

and Groza kicked from 28 yards out to make it 13-12. The Packer domination started after the Browns were forced to punt in the third period. Starr moved the Bays 90 yards in 11 plays for a victory-sealing 20-12 lead. Hornung and Taylor did the bull work, getting 68 yards in 9 carries. Starr passed twice - to Dowler for 12 and Taylor for 10. The Browns then made their last serious bid. A 15-yard penalty for face masking gave the Browns position on the Packer 46 and Brown moved 11 yards in two trips. The Bays tightened after giving up five yards and Jordan broke through to deflect Groza's field goal from the 37.

### SENSED THE VICTORY

The Packers started another move - from their own 20, and Taylor and Hornung again did the big crashing while Starr passed to Dale for 13 and Dowler for 18. The Brown stiffened and Chandler made it 23-12 from the 29. That was about it. As the crowd sensed the victory and really let loose - especially as Taylor, Hornung and Starr were removed on separate plays near the end. Zeke Bratkowski, who worked the sudden death win for the injured Starr, handled the last play.

**CLEVELAND - 9 3 0 0 - 12**  
**GREEN BAY - 7 6 7 3 - 23**

|                    | <u>CLEVELAND</u> | <u>GREEN BAY</u> |
|--------------------|------------------|------------------|
| First downs        | 8                | 21               |
| Rush-yards-TDs     | 18-64-0          | 47-204-1         |
| Comp-Att-Yd-TD-INT | 8-18-115-1-2     | 10-19-147-1-1    |
| Sacked-yards       | 2-18             | 2-19             |
| Net pass yards     | 97               | 128              |
| Total yards        | 161              | 332              |



|                 |      |      |
|-----------------|------|------|
| Fumbles-lost    | 0-0  | 0-0  |
| Turnovers       | 2    | 1    |
| Penalties-yards | 3-35 | 2-20 |

### SCORING

1st - GB - Carroll Dale, 47-yard pass from Bart Starr (Don Chandler kick) GREEN BAY 7-0  
 1st - CLE - Gary Collins, 17-yard pass from Frank Ryan (Kick failed) GREEN BAY 7-6  
 1st - CLE - Lou Groza, 24-yard field goal CLEVELAND 9-7  
 2nd - GB - Chandler, 15-yard field goal GREEN BAY 10-9  
 2nd - GB - Chandler, 23-yard field goal GREEN BAY 13-9  
 2nd - CLE - Groza, 28-yard field goal GREEN BAY 13-12  
 3rd - GB - Paul Hornung, 13-yard run (Chandler kick) GREEN BAY 20-12  
 4th - GB - Chandler, 29-yard field goal GREEN BAY 23-12

### RUSHING

**GREEN BAY** - Paul Hornung 18-105 1 TD, Jim Taylor 27-96, Tom Moore 2-3  
**CLEVELAND** - Jim Brown 12-50, Frank Ryan 3-9, Ernie Green 3-5

### PASSING

**GREEN BAY** - Bart Starr 18-10-147 1 TD 1 INT, Paul Hornung 1-0-0  
**CLEVELAND** - Frank Ryan 18-8-115 1 TD 2 INT

### RECEIVING

**GREEN BAY** - Boyd Dowler 5-59, Carroll Dale 2-60 1 TD, Jim Taylor 2-20, Paul Hornung 1-8  
**CLEVELAND** - Jim Brown 3-44, Gary Collins 3-41 1 TD, Paul Warfield 2-30

# Packers Have Great Deal Of Perseverance—Vince

## PACKERS HAVE GREAT DEAL OF PERSERVERANCE - VINCE

JAN 3 (Green Bay Press-Gazette) - As Green Bay's soggy, begrimed world champions clumped through the long gray tunnel to their Lambeau Field dressing room Sunday afternoon, an exuberant Elijah Pitts whooped, "We is the greatest!" Ex-pedagogue Vince Lombardi, who didn't hear the ebullient declaration, might have taken issue with Elijah's grammar, but he heartily endorsed the sentiment minutes later. Encircled by a crush of newsmen in his functional first floor "office," where he presented a picture of restrained jubilation, the Packers' square cut headmaster asserted with evident pride, "This team has more character than any other team I've had. And I think that is a great compliment to them." A torrent of questions, and not a few congratulatory handshakes, intervened by the one-time Block of Granite subsequently returned to this theme. "I think I marked this team pretty well (during the training season).

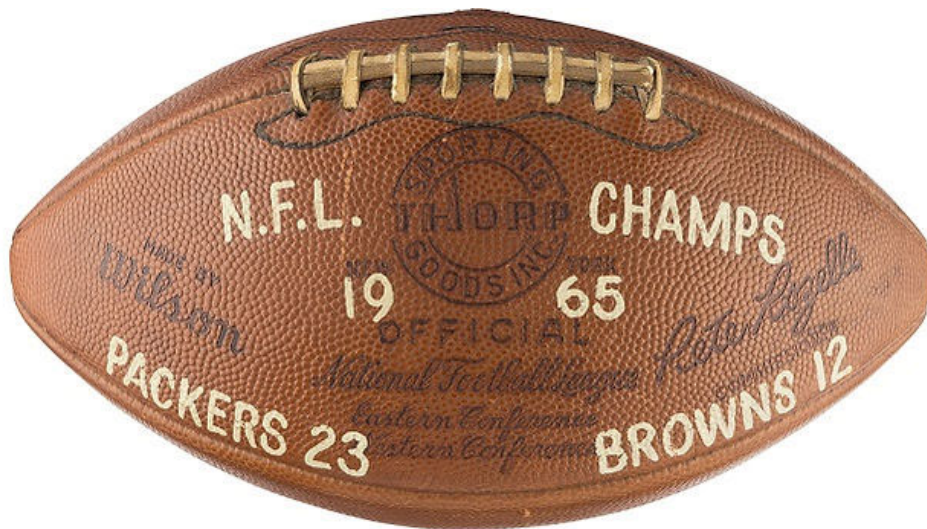


I said this may not be the best team I've had, but it has the most character." "I think it's got a mark to it," Lombardi continued. "It's got a great deal of perseverance - it never seemed to count itself out." Elaborating upon this point, he said, "A lot of things happened to us this season, but the players closed their mouths and never said a word to the press or anyone. They kept their mouths shut. Everything that was said was said here (in the dressing room). I'm talking about injuries and a number of things." This prompted an allusion to the Pack's mid-season recession, which Lombardi acknowledged with, "That's what I said. A lot of teams would have folded, but we stayed right in there." Ever forthright, he hastily appended, "We had a break, however. Let's not say we won it all by ourselves. We had a break from the Bears (the Bruins' 13-0 victory over the Colts in Baltimore Dec. 5)." Some wag interjected, "That's what Halas said the day the Packers beat 'em here in





October, that he was going to give you some help along the way." "I'm glad," Lombardi rejoined with a smile, "he said that." The Pack's guiding genius earlier had indicated the manner in which the victory had been accomplished, noting with a twinkle. "Maybe some of the people who say we don't have any offense will change their minds now." This caused one eager scribe to observe, "You predicted this (the title) last summer." "I don't think I did that," Lombardi chuckled, "but it sounds good." Had he decided to play fundamental football because of the field conditions? "Yes, we did," Vince replied, "but we're a basic football team anyway." The Browns' attack also had dictated this approach, he pointed out. "I think you have to control the ball to beat the Browns because they have a great offense." He hadn't made any changes in pregame planning? "No, I didn't. That's what you get out of," he grinned, "when you are a basic football team." Lombardi added puckishly, "I am glad people believe that, anyway." In this connection, he revealed that the Pack's game plan had been developed "by Wednesday. We knew by Wednesday what we were going to try to do." Did he think Jim Taylor, voted the game's most valuable player, had been inspired by the presence of all-league fullback Jim Brown in enemy silks? "I think it's an ordinary reaction with all fine athletes," Lombardi responded, "if he has enough pride." The Packers' major-domo also was asked why he had replaced Doug Hart with Bob Jeter at right cornerback in the first quarter. "We thought Jeter



could do a better job of covering Warfield (Cleveland split end Paul)," he said. Agreeing that Bob had sparkled in his unexpected assignment, Lombardi pointed out, "Jeter's probably the fastest man we have on the squad - Jeter and Long." Quizzed about the Browns' early success with the pass, Vince observed, "We didn't react as well as we might have. But let's not take anything away from them - they were beautiful passes. That one to Collins in the corner of the end zone was a beautifully thrown ball." Commenting on the Packers' quarterbacking, Lombardi declared, "I think Starr was real sharp. I think he called a great game, by the way. It was not the best day for passing, of course. The receivers couldn't make their cuts well and the ball was slick. I think you could see that with Ryan (Cleveland quarterback Frank) a couple of times." Taylor and Hornung, somebody suggested, hadn't looked too bad, considering they were supposed to be in the twilight of their careers. Appreciating the understatement, Lombardi responded with one of his own. "I think," he chuckled, "there's a little spark left in them." In the dressing room proper, a few feet away, all was confusion. Television cameras and wires, plus news photographers and swarms of reporters from throughout the nation, crammed every cubic inch of the Packers' plush green and gold quarters, clambering over each other in an attempt to pry comments from the heroes of Green Bay's ninth world title. Before greeting the press, Lombardi had taken note of the invasion, particularly the electronic aspect. Still



wearing bespattered rain gear, he took time out for his preparations for the TV "eye" to admonish his athletes. "Watch your language now." Elsewhere, rookie Junior Coffey was shouting, to no one in particular, "How sweet it is!" and, in another corner of the bedlam, Defense Coach Phil Bengtson was embracing one of his proteges, Willie Wood. At the other end of the Pack's palatial quarters, prime hero Jim Taylor was almost inaccessible. His rugged features still caked with mud, the Bayou Bronco patiently held forth for wave after wave of newsmen, who delayed his departure for the shower room for more than an hour. Weeding his way through the mass of humanity, Lombardi finally managed to reach his multi-muscled fullback. "Let me shake your hand again, Jimmy," he told him, with obvious fervor. "You did a great job, a great job. And I know you were hurt, too." Taylor smiled his thanks, and, as the Packer coach departed, returned to the questions at hand. He had been troubled by injuries throughout the season, it was noted. "That's true," Taylor nodded. "The Achilles tendon stayed with me for six or eight ball games - it was almost severed in our last exhibition game against St. Louis." The majestically hewn LSU alumnus was whisked away for yet another picture with Lombardi, and his longtime "companion," Paul Hornung, but shortly returned to accommodate the fourth estate. Taking up where he had left off, he volunteered, "I played very little in our opener at Pittsburgh and not at all in our next game against Baltimore. I was running at about 60 percent, if you can set a percentage. I couldn't cut and drive on it. It was just like running on one leg. I couldn't depend on

it - I didn't have any confidence in it. I couldn't play the position the way you're supposed to play it. The only thing I could do for it was rest it. I worked very little this week - you can't run on it and strain it." What had caused him to limp off the field in the fourth quarter Gingerly tearing a huge piece of tape (protection for a pulled muscle) off his left thigh, Taylor explained. "I got a knee." He tapped his right leg and added for emphasis, "I got a pretty good pop in the knee." Had Brown's presence affected his performance? The crew cut blaster paused for a moment, then replied, "I'm conscious I'm playing against him," he admitted. "But I don't have any individual honors in mind. I just want to play the best game I can play, every game I play." Diagonally across the room, Taylor's running mate, the irrepressible Hornung, labeled this latest title more of a satisfaction than the two he



**SO WHAT I DID WAS . . .**

*Packer guard Fuzzy Thurston, sporting a victory stogie, tells Baltimore News-Post Sports Editor John Steadman his version of the championship game.*

previously had helped acquire in '61 and '62. "This one's better than those two," he declared. Why? "Because it's '66, that's why," the Golden Boy good-naturedly shot back. Discoursing upon his highly opportune 13-yard touchdown run in the third quarter, Hornung explained, "It was just a perfect play. Jerry (Kramer) had a great block on the linebacker and Skoronski (Bob) and Anderson (Bill) both got good blocks. It was just a well-executed play." The effectiveness of the now famous Lombardi sweep on this critical occasion was mentioned and Paul pointed out, "It's always been our bread-and-butter play. The older I get," he added dryly, "the worst it hurts. Those linebackers really hit." Hadn't he, too, been troubled by injuries? "Yeh, which ones do you want to talk about?" Hornung quipped. "Knee, groin or my shoulder." This reminded him of a happy prospect and he added, "Now I'll be able to relax and play a little golf. I'm leaving for Los Angeles tonight. In fact, I'll be on the first tee at Bel Air Wednesday morning. I'm going to get me some sunshine." In reply to another question, he conceded that his title performance had been embellished by "my best blocking day. He (Brown's linebacker Jim Houston) didn't jam me too much. He wasn't playing me tight, so all I had to do was tie him up so Jimmy could slide inside or outside. They weren't blitzing too much - in fact, they had one weak side blitz all day long." Defensive hero Bob Jeter, who shut out Paul Warfield after replacing the injured Doug Hart in the second quarter, explained, "Doug had trouble with his foot before



## NATIONAL FOOTBALL LEAGUE



CLEVELAND  
BROWNS

vs.



GREEN BAY  
PACKERS

## 1965 WORLD CHAMPIONSHIP GAME

at  
LAMBEAU FIELD, GREEN BAY  
JANUARY 2, 1966

the game. He couldn't put full speed on it, but he had a couple of shots of novocaine and they (the coaching staff) thought it would be all right. About the middle of the first quarter, he came over to the sidelines and said he couldn't go on it, so they sent me in." Although he was aware of the magnitude of his assignment, Jeter pointed out, "I've been practicing at the position quite a bit. But," he admitted with a smile, "I was nervous. I'm thankful I was able to go in there and do a good job." The former Iowa star also was happy to append, "No, he didn't catch any on me." Explaining how he had foiled the Browns' gifted flanker, Bob reported, "I just laid back and did the best I could, plus the line was putting a pretty good rush on Ryan, which made it easier." Hart, who applauded Jeter's performance, revealed, "I don't know what it was. I woke up Saturday morning with this pain in my left foot. I had two Novocain shots this morning, but they didn't seem to help." "Bobby," he added, "did a great job out there." Bart Starr, who had just presided at his third championship in as many attempts, was describing the Pack's first touchdown across the way. "Dale (Carroll) made a great effort on that one," he revealed. "I rared back and let the ball go, but it just squirted out like somebody had hit it with both hands. He had to come back to get it - he made a great play on it." Why had Boyd Dowler been a particular target? "We were keying certain people," Starr explained, "and when they weren't open we went to somebody else. We felt from their pass coverage, we felt we'd have to throw to Boyd. They do a great job on covering the tight end. Anderson (Bill) almost never got open. Early in the game, we decided we'd have to throw to somebody else." And what about his arm (Starr had been troubled by bruised ribs on the right side,

acquired in the Western Conference playoff against the Colts)? "The arm felt great," Bart replied, "just great." When had he known he would be able to play? "I felt Thursday like I would be able to, but I couldn't throw too well until Friday. And I didn't feel good until Saturday." With that, Starr grinned and advised the newsmen, "You guys talk to those linemen - they're the ones who deserve the credit." Chronicling the big play from his end, Dale informed, "I had the defender (Walter Beach) beat, I saw the ball was short - the wind caught it - and I came back and got it. I don't know whether Beach slipped or not, but one guy cut back and a couple of guys grabbed my feet down near the goal line." "It wasn't like on a drawing board," Carroll dryly conceded, "but it worked out all right." Quizzed about the third quarter pass he deflected from Jim Brown's straining hands in the Green Bay end zone, obviously a key maneuver, balding Ray Nitschke smiled and replied, "I don't know. I just ran, I just ran." How had he been able to stay with the Browns' nonpareil? "When he's your man," Nitschke said simply, "you've got to go every place he goes." He was not entirely satisfied with his performance, he added. "I could have had a better day. I just didn't move as quickly as I wanted to. I don't know if it was the footing or what it was. But Brown is a great ball carrier and it's a challenge playing against him." Analyzing the situation from the defensive standpoint, Alternate Captain Willie Davis explained, "It's a matter of taking away the things they can do best. To do that, you have to have one guy to disrupt the pattern and another guy to make the tackle," How is it done? "We'll make the guy run the play deeper, or make him cut it back," Davis replied. "If there's any success to our defense, it's made up of that - disorganizing a pattern of play." Fellow defender Henry Jordan capped a delightful afternoon with a droll description of his major contribution, the sabotage of a third quarter field goal attempt by legendary Lou Groza. "When we were coming out of the huddle, Ray (Nitschke) said he wanted to get on the guard. I said, 'Okay, you pull him in' and I said to Lionel (Aldridge), 'Why don't you pull the tackle outside?' And I sneaked in between them," Henry informed, adding with a grin, "I sneak, I don't bull my way. Luckily, I got my hand on it."



## PLAYER SHARES SECOND LARGEST IN NFL HISTORY

JAN 3 (Green Bay Press-Gazette) - The 1965 world championship game, played Jan. 2, 1966, was the second largest bonanza in the history of the NFL. The exact amount of the players' shares of the game and television receipts won't be known for about two weeks, but Jim Kensil, NFL publicity director, estimated Sunday that the Packers will receive approximately \$7,000 per man and the Browns will collect a loser's share of about \$4,400. The Packers could realize close to \$10,000 per, due to the extra pay for the College All-Star game next August and other fringe benefits. The richest title game was played last year in Cleveland. Each winning Brownie received \$8,052, and each losing Colt was consoled with \$5,571.

## 'ANYTHING IS OURS...'

JAN 3 (Green Bay Press-Gazette) - The Packers have a clubhouse cheerleader who uses his own pep pills. Dad Braisher, head of the Packers' equipment room, has a number of printed slogans posted at each locker. They read: "Anything is ours - provided we are willing to pay the price." After the Packers' victory in Baltimore last month, Dad had a number of books of matches printed. On the cover of each, there was this message: "Anything equals \$10,000." During the past week, each Packer received an envelope from Dad. Each had a check made out for \$10,000 to F.U. Win and signed Nathan L. Leg. "I lisp," said Dad. "Nathan L. Leg is supposed to sound like me saying National League."

# Packers' Defense Key to Title Victory, Says Collier

## PACKERS' DEFENSE KEY TO TITLE VICTORY, SAYS COLLIER

JAN 3 (Green Bay Press-Gazette) - Blanton Collier hinted at it. Frank Ryan said it. And Jimmy Brown detailed it. The Packer defense, a unit which all season made Jack Benny look like the last of the big spenders,

## Fifth Spectator Of Year Dies At Packer Game

GREEN BAY (AP)—A spectator suffered a fatal heart attack during Sunday's National Football League championship game, the fifth death of the season at Lambeau Field.

Hubert Maurice, 56, of Fond du Lac, who collapsed in the stands during the Packer-Browns game was pronounced dead upon arrival at St. Vincent's Hospital.

Two persons died during the Western Division playoff game a week before when Green Bay edged Baltimore in sudden death overtime play. Two others suffered fatal heart attacks as the Packers beat the Minnesota Vikings in a regular season game.

was one of the major factors, if not the key to Green Bay preserving the Title in Titletown with a 23-12 NFL championship conquest of Cleveland in soggy Lambeau Field Sunday afternoon. "You can't make the mistakes we did against a great team like Green Bay," Collier said in the gloom of the erstwhile champions' dressing room minutes after the final gun had sealed their doom. "That's the best defensive club we've faced in the last couple years," Ryan, accepting the martyr's role thrown at him, added. "Defense is their strong point. Their linebackers are big and fast, their defensive backs are very good and that Davis (Willie, the Packers' All-Pro defensive end) is all over the field besides being a great leader," Brown, surprisingly accommodating considering his general misfortune (50 yards in 12 attempts) declared. The NFL's all-time rushing champion smiled for the benefit of the cameras when he appended, "I noticed that Nitschke (Packer middle linebacker Ray) was keying on me. He's as tough as anybody is." Brown didn't mention the Pack's front four, outside of Davis, but he could have. This quartet combined with the Brown-named talents to stop Cleveland with just 161 yards, including 64 yards on the ground and 97 passing. This compares with the Browns' season long average of 314 net yards per game. In addition, Cleveland managed just eight first downs compared to its average of 18. Ryan, the mathematics Ph.D. who completed 11 of 18 passes when the Browns whitewashed Baltimore, 27-0, to earn the NFL crown a year ago but hit just 8 of 18 Sunday, hastened to point out, however, "But there's no club that can cover Warfield (Paul) and Collins (Gary). It was just me not getting the ball to them that stopped them. If I had done my job a little better. But that's the game of football." While Ryan, Brown and most of the Cleveland players recovered from their original disappointment enough to find a few smiles, Collier's face remained grim beneath his rain-soaked baseball cap as he addressed the gathering of newsmen. His voice was genial, though, considering the circumstances, and his words laudatory for both the Packers and his own vanquished warriors. "We got beat by a great football team," he opened, then explained: "They made the big play and we couldn't make it. By the big play I mean the third down play. I don't construe the big play to be a touchdown. I mean the play you have to make to maintain possession. They made it. They didn't make many mistakes. We didn't make the big play and we made too many mistakes." Continuing in this vein, the onetime University of Kentucky strategist said, "We couldn't contain them. Taylor (Jim) and Hornung (Paul) were excellent. Starr (Bart) was wonderful. He hit his pass when he had to and he ran his team in a very intelligent manner." Returning to his own team, Collier went on, "We had people open on the key plays, but we couldn't execute at that particular time. I'm real proud of our boys, though. They had it in their hearts to win. We're a better team than we showed. I don't want to take anything away from our boys, but I'm not taking anything



away from Green Bay either." Of specific plays, the 59-year-old soft-spoken Collier, who is winding up his 37th year of coaching, called the roughing the kicker penalty on Ralph Smith late in the fourth quarter "vital. We were still in the ball game then." The Packers took quick advantage of that piece of overexuberance on the part of Smith, a four year veteran end, to retain ownership of the ball for three more minutes and all but wipe out any lingering Browns' hopes. Questioned about the "missed" extra point which left Cleveland temporarily in arrears 7-6 early in the game, Collier noted that the one point difference seemed to keep the Browns in a "catchup" position for much of the game even though they did take a short-lived 9-7 advantage. The missed conversion occurred when center John Morrow's snap from center was wide and forced holder Bobby Franklin to lunge for it. "I got a hand on it, but couldn't hold it without falling on my face," Franklin explained. It was the first Browns' PAT miss after 96 successful tries. But the incident naturally brought up the condition of the playing field. Collier felt, "It hurt our passing game but then we have great pride in our running game. But when you get behind you have to play different. This is in no way an excuse or alibi. We played on the same field they did. But it is a shame that two teams like this couldn't have played on the good field, and given the fans a better show." Green Bay fans undoubtedly are very satisfied with the show despite the conditions. Collier did admit, though, that it was a "remarkable game...no fumbles." And neither he nor Ryan felt that the Packers required switch of Bob Jeter for Doug Hart had any bearing on the game one way or another, despite the Browns' lack of aerial success after a brilliant start. Warfield, who was the primary worry of both Hart and Jeter, concurred with their coach and quarterback. "They used a lot of combinations," explained the almost scrawny ex-Ohio State star who made his first start of the season after suffering an injury in the College All-Star game. "They double teamed me a lot with Willie Wood. Both Hart and Jeter are good." Brown, fastening a cuff link to a monogrammed white shirt that pinpointed with blood spots from a couple tell-tale cuts and his chin and arms, opined. "It was not a running day but they moved the ball better and controlled it better than we did. They kept the pressure on us." Lou Groza, the 19-year veteran placekicker who now looks like he swallowed a basketball somewhere along the line, was the victim of the game's only fumble, the bad snap on his attempted first extra point. But Groza grabbed the ball and passed to Franklin, who was stopped short. Unable to contain a broad grin, the -feet-3, 250-pounder reported, "My first thought was to run, but then I spotted someone in the corner of my eye and decided to pass." On another kick, Don Chandler's final field goal, a game clincher from 29 yards out, Brown tackle Dick Modzelewski, who was playing in his fifth consecutive championship game (three with the Giants and two with Cleveland), erupted in protest when the officials signaled it good. But he quietly confided later, "I thought it was wide, but it might have been wrong," Thus averting another Lou Michaels' episode. Ross Fichtner, the victim of Bart Starr's 47-yard collaboration with Carroll Dale for the Packers' first, startling touchdown, put most of the blame (his point of view) on some attempted deception. "It was the first time we went into a zone, and I tried to camouflage it a bit and got behind Dale," he said. "Then I had to take my eyes away from the ball to catch up and it was thrown show. I saw it at the last moment and couldn't recover and slipped and fell backward. Dale was watching it all the way and made the recovery. If it had been a good pass, I think I would have at least broken it up."

#### **ROZELLE PRAISES 'EFFICIENT' PACKER OFFENSE, DEFENSE**

JAN 3 (Green Bay Press-Gazette) - "Green Bay deserved to win the championship," NFL Commissioner Pete Rozelle said after the Packers' convincing 23-12 defeat of Cleveland's Browns. "It was a typical Packer victory - an efficient offense and an efficient defense," he explained. The commissioner, who spent an anxious morning keeping an eye on Green Bay's first heavy snow of the season, watch the contest from the press box. He shared a box with Cleveland owner Art Modell, Ohio Gov. James Rhodes, and other NFL and Cleveland officials. Modell made no comments immediately after the game, but his red-rimmed eyes and a catch in his voice paid mute testimony to his feelings. "The field conditions hurt us more than them (the Packers)," he had said at halftime. Green Bay's own version of the Arctic Circle had taken away much of the Browns' ability to maneuver to the outside "and this caused us to make some adjustments," he explained. Rozelle said he had never considered postponing Sunday's game, despite the storm which deposited nearly five inches of wet, heavy, traffic-snarling snow. He praised the efforts of the stadium crew in removing the 40 tons of marsh hay which had kept the playing surface unfrozen. "I think you may be better equipped to handle this sort of thing here than any other place in the league," the commissioner said. As he spoke, a group of 60 stadium workers and about 25 young volunteers shoveled, hauled, pushed and shook the sticky snow off the giant tarpaulins covering the field. Two jeeps, equipped with brushes, spun the rest of the snow to the sidelines and the shovel-equipped hordes then moved it past the sideline markers. The snow had obliterated most of the yard markings, and players' cleats soon tore up what was left of the middle-of-the-field turf making it difficult to follow the downs. Even a helicopter had been called in to dry out the field and to blow snow off of some of the stadium seats. But the copter idea did not work out and men with shovels cleared most of the seating areas. But the copter idea did not work out and men with shovels cleared most of the seating areas. Rozelle admitted that postponement of the game is a possibility in bad weather - "but it would have taken a lot worse than this," he said. Gov. Rhodes said at halftime that "things look pretty good for the case of tomato juice." Rhodes had made a bet with Wisconsin Gov. Warren Knowles on the outcome of the game. He showed his faith in the Browns by offering a case of tomato juice - a prize Ohio product, against the wedge of Wisconsin cheese put up by Gov. Knowles. The bad weather kept Knowles from attending the game. His plane circled Austin Straubel airport for about half an hour, but heavy snow and low visibility kept it from landing. Rhodes also used the

game to do some quiet politicking for Ohio's hoped-for Cincinnati franchise in the NFL. He said he and Rozelle had discussed 'some generalities about the franchise' but that details of the Cincinnati operation would be presented at the league meeting in Palm Beach, Fla., in February. Modell, who attended the game along with Ben Flieger and Harold Sauerbrei of the Cleveland staff, said he was a bit nervous during the game. "I always am during a pressure game. I'm still a little new at this business of championship games," he said. Modell took over the Brown franchise four years ago and saw his team win Cleveland's first world title in 1964 when it outclassed Baltimore for the crown. Modell visited the Packer dressing room after the game to offer congratulations to Lombardi and his players. He singled out Willie Davis for special praise. "You played a fine game. You're a great football player," Modell told Davis, who formerly played for the Browns. Did the game indicate a superiority for the tough Western Division of the league? "It was a competitive ball game. And I think that the 13-1 statistic (Western Division teams have won 13 of 14 league contests with Eastern Division teams this year) is a little misleading, Rozelle said. "I don't think that you will see the imbalance that many people thought there was this year in the league play next year," the commissioner said. The Commissioner's party watched the game from its box at the north end of the press box. They gathered early to watch the pregame television shows on a monitor and see Cleveland's Jim Brown presented with the Jim Thorpe trophy. Brown also told of his plans for playing one more season, then retiring. On the trip back to his headquarters at the Northland Hotel, Rozelle also commented on the "attractive and functional" Packer facilities. "I wish we had something similar in every league city," he said. The commissioner also reported that he was cheered by the NFL signing record which saw 38 of the league's top 43 draft choices inked. The Packers' added another 1966 rookie, the league had announced early in the day, with the signing of Nebraska's Tony Jeter, brother of defensive specialist Bob Jeter. "We like to come out here," Rozelle said after the game. "The cooperation from the Packers and from the city makes our job easier."

## Tony Jeter Joins Champs; Beats Basketball—Long

**TONY JETER JOINS CHAMPS; BEATS BASKETBALL - LONG**

JAN 3 (Green Bay Press-Gazette) - Shiny new world champions, the Packers are making sure they get future cracks at the title. With the acquisition of Tony Jeter's signature late New Year's Day, the Packers now have signed

their first five choices, including their No. 1 pick a year ago, All-America halfback Donny Anderson of Texas Tech and this year's top selection, All-America fullback Jim Grabowski of Illinois. Jeter, a third round choice and brother of Packer defensive halfback Bob Jeter, signed shortly after he and his Nebraska Cornhuskers bowed to Alabama in the Orange Bowl Saturday night, 39-28. Bob pronounced himself as "real glad" brother Tony had entered the Packer fold, adding: "I told him about the advantages of playing here." The Packers haven't lost a man above the fourth round to the rival AFL this year. In addition to Anderson, Grabowski and Jeter, they have signed tackle Gale Gillingham of Minnesota, a first round pick, a second third round choice, tackle Fred Heron of San Jose State. This year's second round choice is another junior eligible, Maryland tackle Tom Chichowski...Packer all-pro cornerback Herb Adderley, who surrendered his first touchdown pass in 16 NFL games when Gary Collins made his scoring catch in the first quarter, explained, "Collins ran a zig-out pattern, I had to commit myself. I was shading to Collins' inside shoulder and looking for the post pattern."...Adderley's fellow all-pro, Willie Wood, who set up the field goal that gave the Packers a 13-12 halftime lead by picking off a Frank Ryan pass and returning it to the Cleveland 10, reported, "We had called the right defense for this play. We shifted our defense to the right. The pass was kind of wobbly. It floated in there. At the last minutes, I jumped up and tapped it and then got it on the rebound."...Paul Hornung paid tribute to the men up front, declaring, "Our offensive line had a helluva day blocking."...Commenting from his standpoint, offensive guard Fuzzy Thurston explained, "We were blocking man for man and letting Paul and Jim (Taylor) find the holes." It was the fourth world crown for Thurston (he was a member of the champion Baltimore Colts in 1958 and the Pack's 1961 and '62 titlists), which prompted him to observe. "I think that's more than anybody playing, except maybe Groza (Lou)." Although it appeared somewhat treacherous, the footing didn't bother me at all," Fuzzy also confided. "I don't think it hurt the straight ahead running. I think it hurt the defense more than it did the offense. I think they found it a little tough making that second move."...Although he had been in title games before, Don Chandler termed Sunday's triumph the most gratifying. Chandler, who kicked three field goals to equal a playoff record, pointed out, "All of those when I was with the Giants we never won the championship, except in 1956, and I was only a rookie then."...Second year man Bob Long, the former basketball player from Wichita, agreed that this winning the title was his biggest sport's thrill. "It sure beats playing basketball," the lanky receiver said as he downed a bottle of soda pop...Veteran Max McGee, who helped the Packers into this championship, particularly with a clutch catch in the first of three Packer wins over the Colts, admitted that he "had been a little worried" about halfway through the season. "But I figured the Colts would have to lose one somewhere along the line," he said. Was this one of the best Packer championship teams he had played on? "We might have been a little better in 1961 and 1962, but this is a tougher league now. There are no breathers in the Western Division," he said, referring specifically to the Packers' loss to the last-place Rams...The National Professional Football Hall of Fame held its annual selection meeting here over the weekend with Dick McCann, director of



the Hall's shrine at Canton, Ohio, presiding, Only selector missing was Jimmy Conzelman, confined to his St. Louis home where he is recuperating from double pneumonia. Results from the committee's deliberations will be announced shortly...Dick Schafrath, Cleveland's All-Pro offensive tackle, was introduced with the starting lineup, but never got in the game. The seven-year veteran had pulled a muscle in practice during the week and did not even warmup before the game for fear of aggravating it. Coach Blanton Collier still hoped to start him, though, but explained he changed his mind when he saw how he limped toward the TV camera during the introductions...The Browns didn't arrive at Lambeau Field until 11:50. It took their charter buses an hour and 20 minutes to make the 38-mile trip from the Holiday Inn just south of Appleton...Brown quarterback Frank Ryan visited the Packer dressing room after the game and renewed old acquaintances with Bay quarterback Zeke Bratkowski. The two shared QB duties with the Rams in 1961...Vince Lombardi and his coaching aides toasted their latest world title with champagne, courtesy of Equipment Manager Dad Braisher. "I got it a couple of days ago and I saved it," Dad said, adding with a grin. "I just had a hunch we were going to win."...Among the visitors to the Packers' dressing room was Jess Whittenton, a member of the Pack's 1961 and 1962 world champions, who now is an El Paso, Tex., golf pro. Did this remind of anything? "Yeah," Jess ruefully replied, "it reminds me I'm not here."...Asked if he had helped influence Donny Anderson's signing with the Packers, Paul Hornung replied, "I don't know how much I influenced him, but I took him to dinner when he was a guest of the Packers in Baltimore in December." His opinion of the Texas Tech All-America? "He's a mature kid. He's going to be a great back," Hornung said. "He's got all the tools." A writer suggested that Anderson might supplant the Golden Boy at left halfback in '66. "We'll have to wait and see," Hornung rejoined with a lift of the Roman jaw, "next year."...Hugh Brown, sportswriter from the Philadelphia Bulletin, witnesses the famed snow bowl championship game in Philly in 1948 and said, "This is summer and sunshine compared to that one. We didn't have these kind of facilities to handle the snow then. Whoever did the job on this field ought to be complimented." That game, won by the Eagles 7-0, was played on a field covered with about four inches of snow. "That was the only show we had all year," Brown recalled...Asked if there was any chance the title game might be postponed, as snowflakes swirling about the Hotel Northland late Sunday morning, Pete Rozelle shuddered and replied, "Don't say that."...Slick and congested highways delayed the arrival of several Milwaukee press and radio reporters. The Milwaukee Journal's Chuck Johnson and Terry Bledsoe didn't check in the press box until early in the second quarter, and broadcasters Ted Moore and Blaine Walsh still were en route to their radio booth at the kickoff. WBAY's Les Sturmer, pressed into service until they arrived, described the kickoff and the Packers' first three plays...Late in the first half, one visiting scribe asserted, "This is the kind of game it's going to be hard to decide who's the most valuable player." Another rejoined, with at least of modicum of sincerity, "John Proski, the groundskeeper."...Two extra rows of chairs and school desks were installed in the press box and temporary facilities constructed atop the three-tier structure for television and news cameramen to accommodate the record corps of 360 reporters, photographers and officials who bulged the walls...It may or may not have been tongue-in-cheek, but the weather report on the bulletin board in the NFL's press headquarters at Hotel Northland last Sunday morning elicited a chuckle or two. It read: "Precipitation: Weather bureau very optimistic about accumulation of snow - very light - no more than total accumulation of 2 inches...Light winds."

**And It WAS a Happy New Year!**

**FIRST PERIOD**

Green Bay will receive at the north goal.

1-10-20C—13:14 left, Brown gained 3.

2-7-23—Green gained 5.

3-2-28—Brown stopped at line by Caffey for no gain.

4-2-28—Collins punted to Wood on the GB 25, no return.

**Green Bay**

1-10-23 GB—Hornung gained 3.

2-7-28—Starr passed incomplete for Hornung, dropped pass.

3-7-28—Starr passed to Taylor over middle for 10 and first down.

1-10-36—Taylor gained 3 on right side.

2-7-29—Starr passed to Hornung over middle for 8 and first down.

1-10-47—Taylor up the middle for 6, Costello tack.

2-4-47C—Starr passed to Dale on left side line, 13 yard line, scored TD. 11:08 left pass defender fell down, Beach.

Chandler scored extra point.

Green Bay 7, Cleveland 0.

Chandler kicked off to Scales on the 20, returned to 34.

**Cleveland**

1-10-34C—Ryan passed to Brown on GB 36, 30 yard gain, first down, Nitschke stopped.

1-10-36GB—Ryan passed to Warfield for 19 and first down.

1-10-17—Ryan passed to Collins for TD in right corner of end zone, 66 yards in 3 plays, 10:07 left, Groza tried pass on extra point after fumbled pass back.

Green Bay 7, Cleveland 6.

Groza kicked off into end zone.

**Green Bay**

1-10-20GB—10:00 left Hornung stopped by Wiggins for loss of 1.

2-11-19—Starr passed incomplete for Dowler on right side line.

3-11-19—Starr tackled by Glass after rush trying to pass, lost 11.

4-22-8—Chandler punted to Kelly, fair catch on GB 39.

**Cleveland**

1-10-39GB—Brown for 3.

2-7-39—Ryan passed to Warfield for 11 and first down.

1-10-25—7:21 left, Brown stopped by Davis after gain of 5.

2-5-20—Ryan faded to pass, ran on right side for 3.

3-2-17—Ryan passed over middle incomplete for Warfield on goal line.

4-2-17—Groza scored field goal from 24, 5:37 left.

Cleveland 9, Green Bay 7.

Groza kicked off to Moore on the 6, returned to 24.

**Green Bay**

1-10-24GB—5:21 left, Taylor lost 2 on right side.

2-12-22—Starr passed incomplete for Hornung, holding call on Costello.

1-10-27—4:33 left, Hornung ran 34 yards on left side, caught by Houston.

1-10-39C—3:49 left, Starr passed to Dowler on left side 11 yards, first down.

1-10-28—Taylor gained 7 on left side.

2-3-21—Taylor gained 4 on left side, first down.

1-10-17—1:45 left, Hornung gained 4.

2-6-13—Taylor on right side for 4.

3-2-9—Hornung left side sweep, gain of 3, first down.

**SECOND PERIOD**

**Green Bay**

1-6-4C—Taylor over middle for 3.

2-3-3—Hornung on left side for no gain.

3-3-3—Starr lost 5 trying to pass, Johnson and Glass.

4-8-8—Chandler scored field goal from 15, 13:20 left.

Green Bay 10, Cleveland 9.

Chandler kicked off into end zone.

**Cleveland**

1-10-20C—13:14 left, Brown gained 3.

2-7-23—Green gained 5.

3-2-28—Brown stopped at line by Caffey for no gain.

4-2-28—Collins punted to Wood on the GB 25, no return.

**Green Bay**

1-10-25GB—11:05 left, Hornung on right side sweep for 2, Wiggins stopped.

2-8-27—Starr overthrew Dowler on left side.

3-8-27—Starr passed to Dowler in middle for 12 and first down.

1-10-39—9:30 left, Starr passed to Dowler on right side line for 6.

2-4-45—Hornung on right side for 1.

3-3-46—Hornung on left side no gain, Glass tackle.

4-3-46—Chandler punted to Kelly, fair catch on C 15.

**Cleveland**

1-10-15C—7:23 left, Ryan passed incomplete for Warfield, Jeter defending.

2-10-15—Brown on left side for no gain, Davis stop.

3-10-15—Ryan pass intercepted by Wood on the 25, returned to 10.

**Green Bay**

1-10-10C—6:16 left, Green Bay in motion, 5 yard penalty.

1-15-15—Starr passed incomplete for Dale in middle of end zone.

2-15-15—Starr passed incomplete to Taylor in flat.

3-15-15—Starr passed incomplete for Dowler on 5, Beach defended.

4-15-15—Chandler scored field goal from 23, 5:30 left.

Green Bay 13, Cleveland 9.

Chandler kicked off to Roberts on 4, returned to 31, Cleveland penalty of 15 for clipping.

**Cleveland**

1-10-16C—5:17 left, Brown gained 9.

2-1-25—Green for no gain.

3-1-25—Brown on right side for 14 and first down.

1-10-39—4:15 left, Ryan passed incomplete for Warfield on left side.

2-10-39—Brown on left side for 8.

3-2-47—Brown on right side, lost 1, stopped by T. Brown.

4-3-46—Collins punted out of bound on GB 4.

**Green Bay**

1-10-4GB—2:20 left, Taylor on left side for 4.

2-6-8—2:00 left, Taylor on right side for 3.

3-3-11—1:49, Starr pass intercepted by Beach on 30 at sideline.

**Cleveland**

1-10-30GB—1:44, Ryan passed incomplete on goal line to Collins, Jeter and Brown defending.

2-10-30—1:37, Ryan lost 5 trying to pass, Robinson and Nitschke stopped.

3-10-34—1:16 left, Ryan passed to Brown for 14.

4-1-21—5:53 left, Groza scored field goal from 28, :48 left.

Green Bay 13, Cleveland 12.

Groza kicked off to Moore on 7, returned to 32.

**Green Bay**

1-10-32GB—:32 left, Taylor fell on left side gained 2.

**THIRD PERIOD**

Chandler kicked off to Roberts 4 yards in end zone, returned to the 31.

**Cleveland**

1-10-31C—Brown stopped by Kostelnick on left side, lost 2.

2-12-29—Green stopped by Jeter for no gain.

3-12-29—Ryan passed to Collins on right side line for 17 and first down.

1-10-46—13:10 left, Ryan passed incomplete for Warfield on left side.

2-10-46—Ryan passed incomplete for Brown on left side.

3-10-46—Ryan stopped by Aldridge, last 8 trying to pass.

4-10-36—Collins punted to Pitts on 2 C, lost 10 on return.

**Green Bay**

1-10-10GB—12:15 left, Hornung gained 5.

2-5-15—Hornung on right side for 4.

3-1-19—Taylor through right side for 2 and first down.

1-10-21—10:15 left, Taylor around right side for 5.

2-5-26—Starr passed to Dowler over middle for 12 and first down.

1-10-38—9:00 left, Taylor on left side for 8.

2-2-46—Taylor on left side for 7 and first down.

1-10-45C—7:40 left, Starr passed to Taylor on left side line for 10 and first down.

1-10-35—7:17 left, Hornung through right side for 20 and first down.

1-10-15—6:45 left, Taylor in middle for 2.

2-8-13—Hornung on left side sweep for TD, 5:42 left. Chandler kicked extra point.

Green Bay 20, Cleveland 12.

Chandler kicked off to Roberts 2 yards in end zone, returned to 31.

**Cleveland**

1-10-31C—5:24 left, Ryan up the middle after trying to pass, gained 8. Green Bay penalty for face mask, 15 yards.

1-10-46GB—4:59 left, Brown gained 8 on right side.

2-2-38—Brown on left side for 3 and first down.

1-10-35—4:00 left, Ryan passed to Collins on right side for 7.

2-3-28—Ryan passed to Brown in middle of end zone, incomplete, Nitschke defending.

3-3-28—Ryan stopped by Davis and Aldridge, lost 2.

4-5-30—Groza field goal blocked, low into end zone by Jordan.

**Green Bay**

1-10-20GB—2:23 left, Taylor gained 1.

2-9-21—Starr passed incomplete for Anderson over middle.

3-9-21—Starr passed to Dale for 13 and first down.

1-10-34—1:10 left, Taylor through middle for 4.

2-6-38—Taylor through middle for 6 and first down.

**FOURTH PERIOD**

1-10-44GB—Hornung threw option pass incomplete for Dale.

2-10-44—Starr passed over middle to Dowler for 18 and first down.

1-10-38C—14:15 left, Taylor on right side for 3.

2-7-35—Taylor through middle for 6.

3-1-29—Taylor over middle for 2 and first down.

1-10-27—11:55 left, Taylor on left side for 5.

2-5-22—Hornung on right side for 1.

3-4-21—Hornung stopped on left side for no gain.



# Browns Are Vanquished in Mud, Snow

BY CHUCK JOHNSON  
of The Journal Staff

**Green Bay, Wis.** — Bart Starr, ignoring the sore ribs that sidelined him in the western division play-off a week ago, guided the Green Bay Packers to a 23-12 victory over the title defending Cleveland Browns here Sunday for the National Football league championship.

Starr split open the Cleveland defense with his passes, then sent fullback Jim Taylor and halfback Paul Hornung hurtling through, around and over the line as the Packers left little doubt of their superiority under the lights of Lambeau field.

The lights were on for the start of this, the 33rd annual NFL championship play-off, because it was a dark and

wintery day. It snowed in the morning, some three inches covering the tarpaulin. It rained, sleeted and spit snow while the game itself was on. And then it snowed some more after the Packers had won their ninth champion-

## The Statistics

|                 | Green Bay | Cleveland |
|-----------------|-----------|-----------|
| First downs     | 21        | 8         |
| Yards rushing   | 204       | 64        |
| Yards passing   | 128       | 97        |
| Total yards     | 332       | 161       |
| Passes          | 10-19     | 8-18      |
| Intercepted by  | 2         | 1         |
| Punts           | 3-38      | 4-46      |
| Fumbles lost    | 0         | 0         |
| Yards penalized | 20        | 35        |

ship, thus breaking a tie with the Chicago Bears for the most league titles.

Many of the 50,852 fans who filled the stadium to capacity did not arrive until the

game was well under way. Road conditions coupled with a traffic snarl for miles around accounted for the inordinate number of late arrivals.

The temperature was slightly above freezing. "Steam" from the breath of fans and players hovered over the field and the stands, adding to the eerie setting. The field itself was muddy, but the footing was surprisingly good, at least as far as the Packers were concerned.

The game started in high scoring gear as the Packers made a touchdown by going 77 yards in seven plays and the Browns retaliated by flying 66 yards on three straight passes.

### And That's All

After that, though, Green Bay's defense clamped down, as it had all this long and fluctuating season, and the Browns could accomplish precious little. In the whole second half, in fact, Cleveland was restricted to 26 yards from scrimmage.

Green Bay's touchdowns were scored on a 47 yard pass play from Starr to end Carroll Dale and on a 13 yard run around left end by Hornung. Don Chandler, the excellent kicker whose previous championship game experience was with New York, added the extra points and also made three field goals of 15, 23 and 29 yards. His kicks tied a play-off record held by six other players, including present teammates Hornung and Jerry Kramer.

Cleveland scored its touchdown on a 17 yard pass from quarterback Frank Ryan to end Gary Collins, who had



Carroll Dale

caught three touchdown passes in leading the Browns to a 27-0 victory over Baltimore in last year's title game.

Lou Groza, the 41 year old kicker, never got a chance to try the extra point. The snap from center was low and fumbled. Groza picked it up

Jan. 2, 1966

and tried a pass to Bobby Franklin, who was supposed to hold. Franklin caught the ball, but Willie Wood of the Packers caught Franklin five yards from the goal. Groza had made 96 in a row.

### Two for Three

Later, Groza kicked field goals of 24 and 28 yards. He tried another one from the 37 yard line, with Green Bay ahead in the third quarter, 20-12, but tackle Henry Jordan broke through and blocked it.

The Browns led after the first quarter, 9-7, and trailed by only the missed extra point at the half, 13-12. But they hardly had the ball in the second half. The Packers required almost seven minutes to drive 90 yards to Hornung's touchdown. Then they used up another eight minutes in moving 59 yards to position for Chandler's last field goal.

Starr completed 10 of 18 passes all told, and two of the misses were perfect tosses

Turn to Browns, page 7, col. 1



—Journal Photo

Boyd Dowler leaps for a catch against Browns

## Packers-Browns

### RUSHING

(Attempts, Yards)  
Green Bay—Hornung, 18-105; Taylor, 27-96; Moore, 2-3.  
Cleveland—Brown, 12-50; Ryan, 3-9; Green, 3-5.

### PASSING

(Attempts, Completions, Interceptions, Yards)  
Green Bay—Starr, 10-10-1-147; Hornung, 1-0-0-0.  
Cleveland—Ryan, 18-8-2-115.

### RECEIVING

(Catches, Yards)  
Green Bay—Dowler, 5-59; Dale, 2-60; Taylor, 2-20; Hornung, 1-8.  
Cleveland—Brown, 3-44; Collins, 3-41; Warfield, 2-30.

### INTERCEPTIONS

Green Bay—Wood, Adderley.  
Cleveland—Beach.

### FUMBLES RECOVERED

Green Bay—None.  
Cleveland—None.





—Journal Photo by Heinz Kluetmeier

**Paul Hornung gains in mud as Browns' Ross Fichtner moves up**

**Browns**

*From page 6*

that were dropped. Once he established that he could throw on Cleveland's defense, however, he played it close and let Taylor and Hor-

nung pound out the yardage.

This was Green Bay's third title in the last five years under Coach Vince Lombardi. In both 1961 and 1962, the Packers beat the New York Giants for the crown.

The last title game here was in 1961. In that one, the Packers beat the Giants, 37-0, and Starr helped Hornung

win the sports car as the game's most valuable player by letting the halfback carry on the big plays. Sunday, Taylor was voted the same honor, but the award could have just as well gone to Starr or Hornung or Wood or any number of Packers in the offensive line or on the defense.

|           |   |   |   |      |
|-----------|---|---|---|------|
| Green Bay | 7 | 6 | 7 | 3-22 |
| Cleveland | 9 | 3 | 0 | 0-12 |

Green Bay—Dole, 47, pass from Starr (Chandler, kick).  
 Cleveland—Collins, 17, pass from Ryan (no kick, after snap fumbled, pass failed).  
 Cleveland—Field goal, Groza, 24.  
 Green Bay—Field goal, Chandler, 15.  
 Green Bay—Field goal, Chandler, 23.  
 Cleveland—Field goal, Groza, 28.  
 Green Bay—Hornung, 12, run (Chandler, kick).  
 Green Bay—Field goal, Chandler, 29.  
 A—50,857.



# Bad Weather Good News to Taylor

By TERRY BLEDSOE  
of The Journal Staff

**G**REEN BAY, Wis. — Jim Taylor got up at 8 a.m. Sunday and peered out of the window of his room at the Bay motel. "I liked what I saw," he recalled in the humid home club dressing room at Lambeau field eight hours later. "I knew the snow was going to equalize some things."

Taylor and his family had moved into the motel Friday to avoid having to pay another month's rent on their leased home, and it was there Saturday night that he first learned of the pile of slush

that was approaching the city.

"We heard on television that the forecast was for some snow, but not this much," he said. "When I saw it this morning I knew it could only be good news."

## Hornung Descriptive

Paul Hornung, who has a way with so many words, had a way with these, too. "The snow reduced their speed down to ours," he said. "Was the footing good? Yes, considering that it was muddy and slippery."

If ever good things came in bad packages, this was the

time, for the businesslike 23-12 victory with which the Packers reclaimed the National Football league championship was wreathed in a combination of rain and sleet and darkness of noon which would have routed all but the most dedicated postman.

It also routed the Browns — it, and the Packers' running and Bart Starr's passing and a defense which was as ravenous as it had ever been.

## Browns Don't Alibi

The snow waited until the protective tarpaulin had been removed from the field Sunday morning, and then

swooped down, preceded by rain and followed by sleet, to coat the surface of the ground with a muddy grease. It was cold enough to produce a smoke signal of breath when the teams lined up, warm enough to create goo which applied a secondary smear to any runner smeared by the opposition.

Yet the Browns made no effort to hide behind the weather. Coach Blanton Collier went out of his way to ignore the elements: "They played on the same field," he said, logically enough. "They didn't stop our sweeps — we got our five yards out of them."

## Credit for Packers

"What it amounted to was that they made the big plays and we couldn't. We stopped ourselves with mistakes, and they didn't make any mistakes. When they needed the big play on third down they got it. We didn't."

But among the Browns players a wistfulness crept in. "It wasn't the weather, it was the Green Bay defense," said Jim Brown, the big full-back. But then he added, "When the weather is like that, there are so many things you can't do effectively. Lots of things. . ."

Quarterback Frank Ryan agreed. "I felt like we played pretty well," he said. "But it was awful hard to throw, and our offense is based on the throw."

Ryan found the weather no great handicap at the outset, when he mounted a passing attack which, after the Packers had scored with the opening kick-off, produced a Cleveland touchdown in three plays. He threw 30 yards to Brown, 19 to Paul Warfield and the last 17 to Gary Collins.

## Surprising Tactics

"They surprised us with that," said Packer defensive end Willie Davis. "We were set to stop Brown; we thought they would try to establish their running game first, and then pass. So we didn't have the big pass rush right at the start. Our line backers weren't firing through, because on those sweeps they'll try to string it out and give the pursuit a

Turn to Taylor, page 9, col. 1



—Journal Photo

Jim Taylor "runs to daylight" against Cleveland



# Taylor

From page 8

chance to come up. We weren't looking for passes that early. It was a fine play selection by Ryan."

Defensive tackle Henry Jordan admitted the element of surprise, too. "Usually teams start out by testing us on the end run," he said. "And while we were looking for that they threw three passes and had a touchdown."

"But we knuckled down after that," Davis added. So they did: After that fast start, Ryan completed only 4 of 14 passes.

## "Team Had Character"

Packer Coach Vince Lombardi paid no more attention to the elements after the game than had his athletes during it. "We learn to play in all weather," he said, and let the subject go at that while he spoke of loftier things.

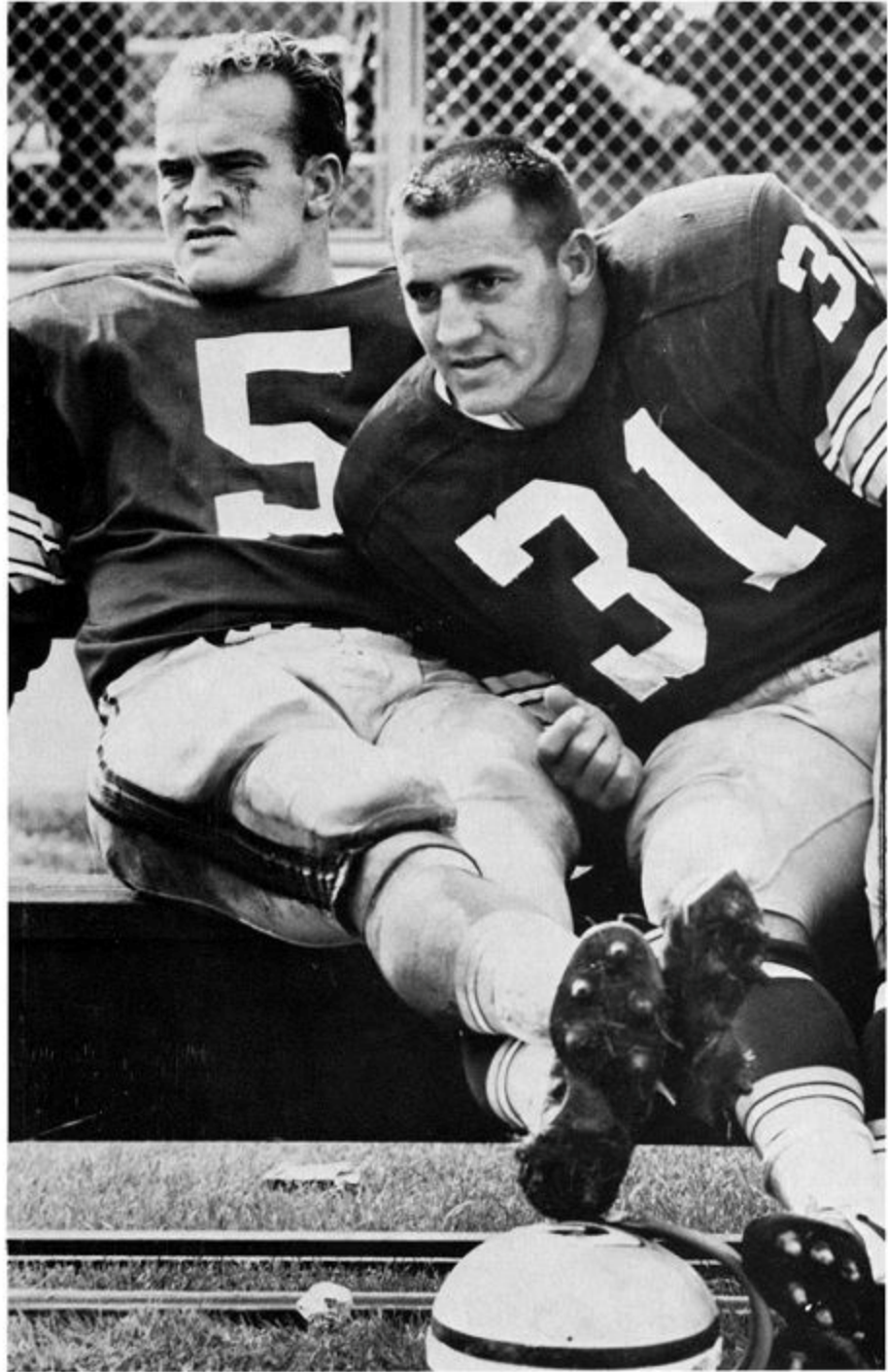
"This team had character," he said in oblique reply to a query about its stature in comparison with his championship teams of 1961 and 1962. "It had more character than any team I've ever been associated with, and I think that's a great compliment to it.

"It had a mark to it, and a very great deal of perseverance. A lot of teams might have folded in that slump in midseason, but we didn't. Maybe now some of those people who have been saying we have no offense have changed their minds."

## Powerful Persuaders

Taylor and Hornung and Starr were powerful persuaders. Taylor was named winner of a sports car as the game's outstanding player in a competition which must have been restricted to him and his two backfield mates. He ran for 96 yards and Hornung 105 and Starr passed for 147 more.

Jerry Kramer, the surgical quilt who plays guard for the Packers, whooped in delight when he heard of Taylor's selection. "I knew it," he yelped. "I knew it would be either Jimmy or Paul. I kept asking them during the game, 'If I win the car for you, what'll you give me? I told them I wanted part of the car if I was going to block for them. I never did get Jimmy pinned down on it, though.'"



—Journal Photo by Niels Lauritzen

Paul Hornung and Jim Taylor watch Packers' defense



# Sports Illustrated

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**THE PACKERS ARE THE CHAMPS**

In the mud of Green Bay, Jim Taylor barges through the Browns





# A COOL MASTERPIECE

*The Packers won the pro championship—a triumph meticulously executed by experienced players who wanted to prove something to themselves, Cleveland and the Green Bay management* by **TEX MAULE**

Playing through their home-town snow, sleet and slush like a herd of happy polar bears, the strangely wonderful Green Bay Packers righted a year of perverse fortunes and unexpected woes last Sunday by winning the National Football League championship from the Cleveland Browns 23-12. The victory was achieved with masterly ease—about the only thing that had come easy for the Packers this season—and the way it was fashioned stood as proof that by the test of survival Green Bay is not only the best but the smartest team in football. The win gave the Packers their ninth NFL title, and it may have been their most rewarding. It was a display of studied execution and relentless craft by a smart quarterback and a group of longtime friends who were determined to show that though age might slow a man down, emotion can speed him up.

Football is an emotional game, and perhaps because of the strain of their season the Packers were emotionally better prepared than the talented Browns. Consider their respective fullbacks, Jim Taylor and Jim Brown, who turned out to be the key players in the game. Physically, Taylor is no match for Brown. Emotionally, Brown is no match for Taylor.

After the game someone asked Taylor if he was aware of Brown. "I'm always aware of Brown," Taylor said. "When we meet head to head, I want to do better than he does. I think about it. Sure, I think about Brown. I want to be the best."

In the curiously placid Cleveland dressing room, Jim Brown, his face impassive as always, answered differently. "Do I think about Taylor? No, I don't. I

think about the defense. It would be ridiculous to think about Taylor, wouldn't it?"

Although it might not have been ridiculous if Brown had mounted a personal vendetta and had concentrated on showing up his stumpy Green Bay counterpart, he never really got the chance. A year ago, against the overconfident Baltimore Colts, Brown had a fine day running wide outside a drawn-in Baltimore defense. This time, on a field less conducive to the sweep and cutback because it was soft and often slippery, he had some early success, but none at all in the crucial third and fourth quarters, when the Packers smothered Cleveland like the snow. The Green Bay defense, called from the sideline by Phil Bengtson, the defensive coach, and implemented by Middle Linebacker Ray Nitschke, read the Brown sweeps as though Nitschke were a party to their huddles.

"We knew when they came out in the double-wing set, with only Brown back and John Brewer and Ernie Green to the strong side, they would sweep to the strong side," End Willie Davis said. "So we flew out of there to turn Brown in. If we could turn him in, then he would run into Nitschke or the corner linebacker or the safety coming up."

"We knew from watching pictures of the game in Cleveland last year that Brown hurts you most on the sweeps when he cuts in and takes an alley just inside your corner back," Phil Bengtson said. "Either that or he makes his cut inside and then swings outside and he's gone. We wanted to make sure he couldn't cut into that alley."

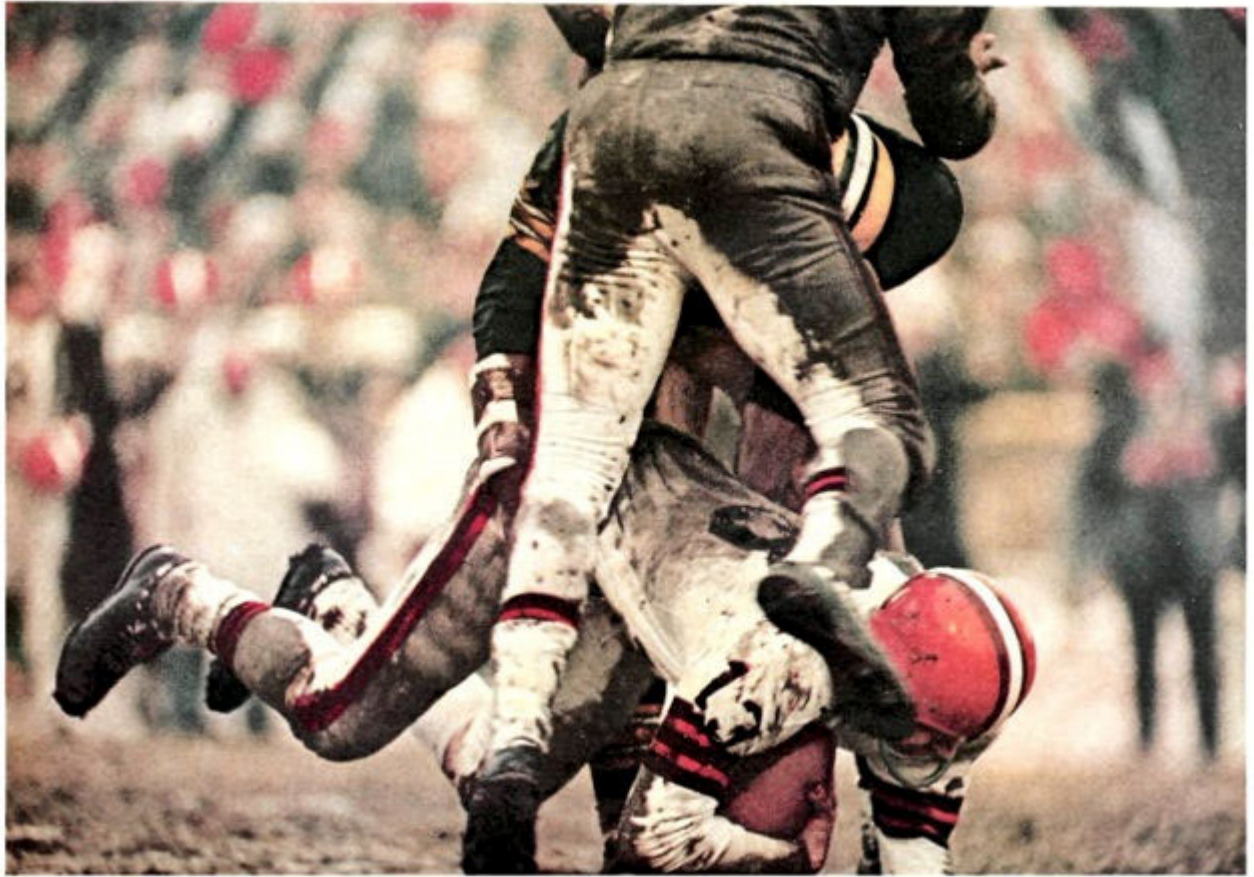
In the first quarter and sporadically during *continued*

*A doubtful starter almost until kickoff, Bart Starr threw a touchdown pass in the first quarter and kept the Browns' defenses scattered with authoritative play calls.*











the second, Brown did break loose to the outside. But, by and large, the Green Bay philosophy of defense worked well, and Brown, the best running back in football, was neutralized. He wound up with a skimpy 50 yards gained running.

At the same time, in spite of the sloppy going, Paul Hornung was able to cut and twist in his own distinctive fashion for 105 yards, and Taylor (*see cover*) came up with about the best game of his career, running straight over the Browns, the goo and even his own mired-down blockers while gaining 96 yards. This effective running, spiced with just enough Starr passing, gave the Packers essential control of the first half and genuine domination of the second, when they outscored the Browns 10-0 and held the ball for 38 of 56 plays.

It was fundamental football—not crude, but fundamental—and it followed the game plan that the intense Packer coach, Vincent Lombardi, had set forth four days before. Never mind that the plan was made when the weather was perfect, because neither four inches of snow nor 40 would have changed it.

Even had the Browns been able to cope with Mr. Lombardi and his fundamentals, there was something else they could have done nothing about. It just happened that a number of the Packer veterans had made up their minds to disprove the idea that they were ready for enforced retirement. Fuzzy Thurston, playing his eighth year in the NFL, had this obsession, and so did Tackle Forrest Gregg, playing his ninth year, and Guard Jerry Kramer, who was ending his eighth season. Jim Taylor had to be remembering that Green Bay was supposed to have just paid \$450,000 to sign Illinois All-America Fullback Jim Grabowski, and Hornung was not forgetting the \$600,000 that reportedly led All-America Halfback Donny Anderson to join the Packers just two days before. The old men were mad.

Before the game Kramer walked across the Packer dressing room to where Hornung lay on the floor, his head pillowed among the shoes and assorted debris of his locker.

"Hey, Goat," Kramer said. "Jim just offered me two wheels and the steering wheel if he wins the car for being the game's most valuable player. What have you got to offer?"

"I have to think about it," Hornung said to his best blocker. "Maybe I don't need you."

"Don't think too long," someone else said. "What you think is going to happen when you come out on the power sweep and Jerry is in front and he's got a big part of Jim's car?"

"We're not very healthy," Vince Lombardi said, but even this inveterate worrier was smiling. "These guys are players and they'll play. They accept pain and they accept adversity."

Taylor had a pulled groin muscle. Starr ignored the ache in raising his right arm and completed 10 of 18 passes. Hornung had a twisted knee, bruised ribs and

a sprained wrist, but he played as well as he had in his 1962 Golden Boy season. After the game Fuzzy Thurston, his nose bleeding a little at the bridge, said what everyone felt about Hornung.

"Him and Taylor are great money players. You got it all going, you want them in there. I can't think any other ballplayers could of done what they did out there today. But Paul's got a little extra. He comes back in the huddle, he tells Bart what kind of defense they're in, how they're covering him, what he can do. And maybe two, three times a year, when you need someone to give you a lift, someone to make you a great ball club, not just a good one, he says something that picks you up that far. He did it today."

Hornung did it in the third period. The Packers had taken the ball on their 10-yard line and had moved it, steadily and slowly, as per game plan, out to their own 46, where it was second down and two. The Packer offensive line was rooting out the Cleveland tackles, and Starr's calls were precise and intelligent. But the Packers were ahead only 13-12, and none of them felt sure of victory. They were playing well, but they were also a little worried.

"We thought we were the best club," Thurston said. Fuzzy is a squat, immensely strong man with enormous confidence. "I thought we were. But I wasn't sure. And to beat a good ball club like Cleveland you've got to be sure. So Paul came back to the huddle and he said, 'Hey, this is 1962 again.' And all at once you could feel everybody in the huddle come up. All at once we didn't just think we could win. We knew damn well we would win."

On the next play Taylor, his green-and-gold uniform daubed with gray mud, sliced outside a fine block by Jerry Kramer on Dick Modzelewski and gained eight yards and a first down. Then Starr threw to Taylor for 10 more and another first down.

Now Starr used a play which had been set up in the first half, a run to the strong side of the Green Bay offense. In the first half Cleveland had been very much aware of the efficacy of the Green Bay running attack with Taylor or Hornung coming back to the weak side—the side with the spread end wide and no tight end.

"We wanted to make them aware," Starr said after the game. "We wanted them to overshift to the weak side, and they did, a little. Their defense played a fine game, but we created the right climate in their defensive thinking, and it was time to take advantage of it."

So now Starr faked Taylor to the weak side and handed the ball to Hornung, who rumbled for 20 yards and a first down on the Cleveland 15-yard line. With second down and eight yards to go on the Cleveland 13, Starr outguessed Cleveland again by coming back to that weak side. Hornung took a handoff from Starr and started to his left. Jerry Kramer, running with the surprising speed he has for his size, led Hornung around the corner. Forrest Gregg shifted over from right tackle and put a crushing block on the Cleveland corner back.

Hornung turned upfield, shifted his route slightly,

*continued*

*Merciless on defense, the Packers imprison Fullback Jim Brown in a thicket of arms (above) and dump Quarterback Frank Ryan to the ground by the seat of his pants (below).*

THREE KICKS THAT COST THE BROWNS



Groping for fumbled snapback, Cleveland's Lou Groza climaxed ineffectual conversion try with pass to holder Bobby Franklin.



Penalty on Ralph Smith (41) for roughing Punter Don Chandler (34) ends Brown hopes. Below, Chandler watches third field goal.



and Kramer, leading the play, wiped out Walter Beach and another Cleveland defender along the sideline to let Hornung go in for the touchdown that insured the Green Bay victory.

Soon the champion Packers, who on this dark, snowy day had returned to their golden years, were back in their dressing room.

"Hey," Taylor (duly elected the game's most valuable player) said to Kramer. "How do I split up this car? You get the hood, Fuzz gets the trunk. But that ain't right. I got to figure out some way to cut this car into 11 pieces. Everybody ought to get a chunk."

Because Taylor plays on the offensive team, he made an excusable mental error. The car would have to be divided into 22 parts—and more. The offensive and defensive units deserve their shares, and who would deny a full share to bald, 31-year-old Don Chandler? He punted well, scored 11 points on three field goals and two extra points, and broke the Browns' last hope by getting himself roughed while attempting a fourth-quarter punt, the resulting penalty giving the ball back to the Packers. ("First time in five years my uniform has been dirty," Chandler said.)

On defense—and the Packers got into this championship game on defense—there were as many heroes as there were on offense, but the most unexpected was Bob Jeter, a quick, chunky corner back who replaced Doug Hart when Hart injured his foot. Jeter had the unenviable chore of covering the Browns' superfast end, Paul Warfield.

"Man, I was very nervous," Jeter said. "My stomach was upset. And they didn't waste any time testing me. They sent Warfield down right away on a deep sideline pattern. But I knew he was coming, and I went back with him." Jeter moved to the sideline with Warfield, leaped high in the air, batted the ball away and was home free.

"After that I knew I could take him," he said. "But I also had to think about Brown on sweeps." In this even more important assignment, he performed nobly.

"I had to come up against Brown," he said. "You have to be brave to be the first man to hit Brown. But I had to do it, and the funny thing, it didn't hurt so much."

Lombardi and Kramer and all the rest of the Packers looked tired in the dressing room after the game. They had given all of themselves to winning.

"This is the best win I ever had," Lombardi said. "It came so hard, all year long. Everything was hard. The season. The playoff. Everything. I never worked so hard in my life for anything."

"I wasn't old enough in 1961 and 1962," Kramer said. "I didn't know how much it meant." He embraced Taylor and said, almost with tears in his eyes, "Toad, baby, I wouldn't trade you for Grabowski."

"Hell, he couldn't even wear your number," Thurston said, one old pro to another. **END**

*Muddied and tired, Dick Modzelewski personifies Browns' dejection in last moments as the Packer offense ground ahead.*



