



Super Bowl I
 Green Bay Packers (13-2) 35, Kansas City Chiefs (12-2-1) 10
 Sunday January 15th 1967 (at Los Angeles)



Packers Conquer New World, 35-10



GAME RECAP (GREEN BAY PRESS-GAZETTE)

3 TUNNEL	26 ROW	6 SEAT
World Championship Game		
AFL-NFL		
SUNDAY JANUARY 15, 1967 LOS ANGELES MEMORIAL COLISEUM		
KICKOFF ONE O'CLOCK PM Reserved Seat \$10.00 <small>This ticket cannot be refunded</small>		
AFL-NFL WORLD CHAMPIONSHIP GAME LOS ANGELES MEMORIAL COLISEUM \$10.00 SUNDAY JANUARY 15, 1967 / KICKOFF ONE PM		
3 TUNNEL	26 ROW	6 SEAT

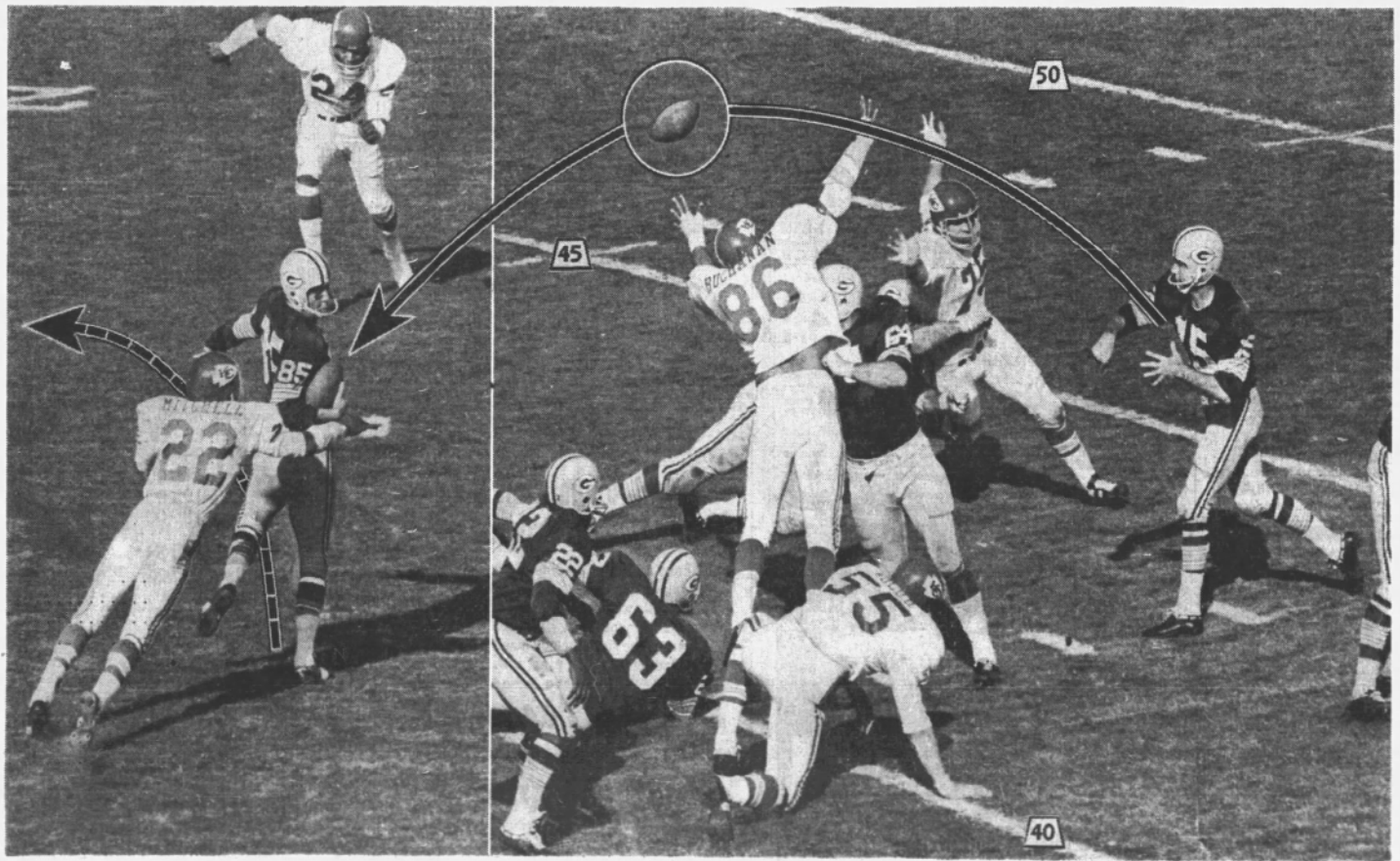
(LOS ANGELES) – The Packers are undisputed champions of the new world of professional football. They own everything in this fantastic season of 1966 – the Western Division, the NFL and now the combined NFL-AFL. They reached and conquered the summit by handing the AFL champion Kansas City Chiefs a 35-10 whipping in pro football’s first Super Bowl Sunday. Green Bay’s official title is now NFL-AFL World Champions. It’s the 10th world crowd in the long and colorful history of the Packers, a record no other team can match. This was pro football’s finest hour and a record television audience of 70 million fans – plus a live audience of 63,036 – saw the historic contest in the Coliseum. Green Bay upheld the prestige of the NFL beautifully, holding off the charged Chiefs in the first half and then running away with an awesome display of offensive and defensive power in the second.

SORT OF DOUBLE GAME

The Chiefs played it to the hilt, and they went down to defeat with no disgrace. But the game proved the superiority of the NFL over the young AFL and certainly displayed the magic of Vince Lombardi, who has now coached the Packers to five division titles and four “Worlds” in his eight years at the Green Bay helm. This was sort of a double game. The first half was a standoff – it ended 14-10, Green Bay – but the second was decidedly all Packers, 21-0. Green Bay’s big individual gun was Bart Starr, the NFL’s “Most Valuable Player,” and he carried on that tradition, winning the nod as the Super Bowl’s first “Most Outstanding Player.”

STARR HITS 16 OF 23

Starr completed 16 of 23 passes for 250 yards and two touchdowns...and was successful on an amazing 11 of 13 third down plays. He marched the Bays on touchdown drives of 80,



STARR STARTS IT OFF — Green Bay's Bart Starr fires a pass toward end Max McGee, who made one hand grab and then evaded Chiefs' Willie Mitchell (22) for first Packer score. Times photos by Larry Sharkey.

73, 5, 56 and 80 yards. What's more, Starr hurled a 68-yard scoring pitch to Carroll Dale on third and one but it was nullified. McGee, in his 11th year of pro football, was great. He got his chance when Boyd Dowler was hurt on the third play of the game, and caught two touchdown passes of 37 and 13 yards and set up the fifth TD with a 37-yard catch. Maxie finished with seven catches for 138 yards. All of the total figures represent Super Bowl records in the first game, but McGee's catch total may stand for a long time. Elijah Pitts scored two touchdowns on cracks of 5 and 1 yards, and Jim Taylor counted the other on a 14-yard run.

CHIEFS SCORE ON PASS

Kansas City's lone TD came on a seven-yard pass to Curtis McClinton, tying the score early in the second quarter. Just before the half, Mike Mercer kicked a 31-yard field goal. The Packer offense never let up and rolled up 358 yards, including 228 in the air; 21 first downs, and an average gain of 5.6 yards per play compared to the Chiefs' 3.7. The Bays ran off 64 plays, the Chiefs 59. The offensive line gave Starr excellent protection and Bob Skoronski, Forrest Gregg, Fuzzy Thurston, Jerry Kramer, Ken Bowman and Bill Curry, who was hurt in the second quarter and replaced by Bowman, handled the Chiefs' defensive line. Taylor finished up as the game's leading ground gainer with 53 yards, while Pitts had 45 and Donny Anderson 31. All figures topped the Chiefs, whose rush leader was QB Dawson, with 24.

DEFENSE SLAMS DOOR

The Packer defense played the multiple KC offense with considerable caution in the first half and then slammed an aggressive door on the Chiefs in the second. Kansas City had only six first downs, 58 total yards, 35 yards rushing and 23 yards passing, in the second half. The defenders caught Dawson and Pete Beathard six times for 61 yards in losses as Willie Davis, Hank Jordan, Ron Kostelnik, Lionel Aldridge and Bob Brown, who subbed for Davis, Jordan and Kostelnik, gave the Chiefs' heavy offensive line a good working over. Ray Nitschke and Lee Roy Caffey led tacklers with five each. Willie Wood made the big defensive play – virtually a touchdown, that turned the game around early in the third quarter. He intercepted a Dawson pass aimed at Fred Arbanas in the flat and raced 50 yards to the Chiefs' 5, setting up Pitts' first TD and giving the Packers a 21-10 lead. The Chiefs tried 40 passes by got only 32 in the air. They ran 19 times compared to Green Bay's 33.

PACK STRIKES SWIFTLY

There seemed to be some "feeling out" at the star. Each team made a first down and then traded punts. The Packers then struck swiftly for a 7-0 lead, roaring 80 yards in six plays. After Pitts ran for three, Starr pitched a quacking up the middle to Marv Fleming for 11 yards. Starr evaded a rush and rifled a 22-yard pass to Pitts to the KC 44. After Taylor lost five and

Starr passed to Dale for 12, McGee made a great one-handed catch of a wide Starr pass on the 15, zoomed away from Willie Mitchell and scored. Don Chandler hit the first of five extra points. The Chiefs put together four first downs, setting up a 40-yard field goal miss by Mercer, but the Packers had to punt early in the second quarter.

SCORE IN SIX PLAYS

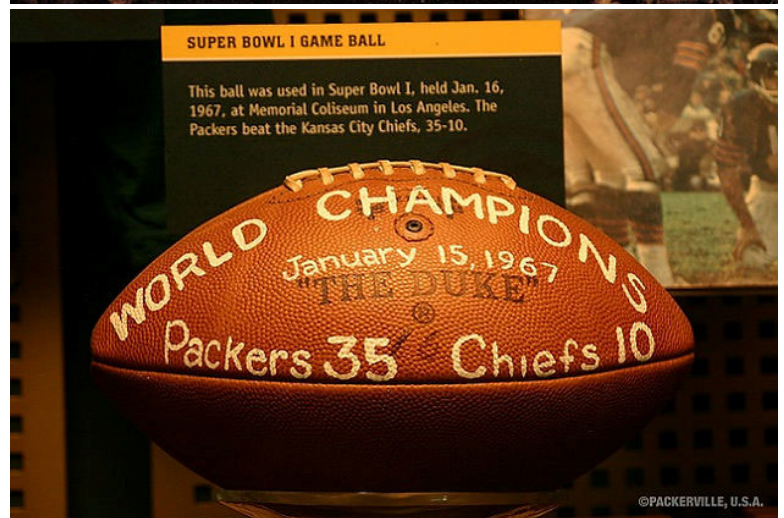
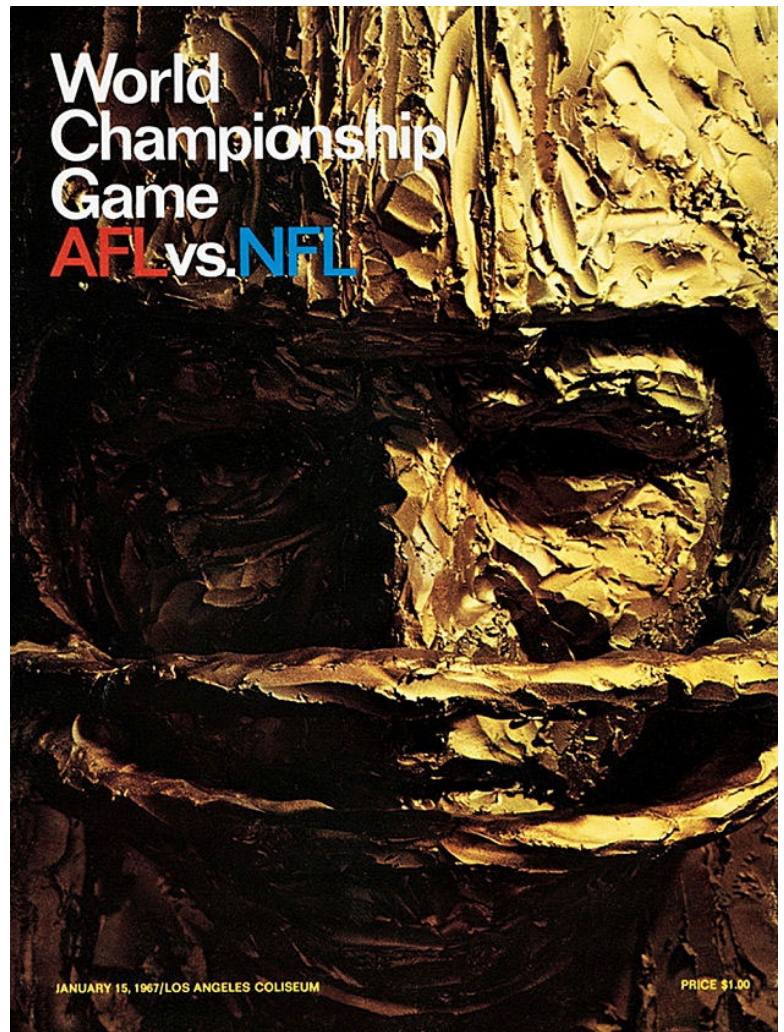
This set the stage for KC's only TD – a 66-yard move in six plays. Dawson led off with a 17-yard pass to the frightening Mike Garrett and then the Chiefs gained 11 yards in three plays to the Packer 38. The big play was Dawson's 31-yard pass to Otis Taylor on the Packer 7. From there Dawson passed to McClinton for the TD. The Packers slammed back and moved 73 yards in 13 plays for the go-ahead TD. Pitts and Taylor had just gained nine yards in two cracks and everybody in the park except Fred Williamson must have known that Starr would try one of his patented gamble passes. He hit Dale, who wheeled past Williamson like a shot and took the ball in the clear for the TD, but a Packer interior lineman was ruled illegally in motion and the big play came back. Starr made another big third downer with an 11-yard pass to McGee and then made two more – on a 15-yarder to Dale, and a 16-yarder to Fleming who made a leaping catch. From the 27, Taylor hit for 3, Pitts for nothing, Starr passed to Pitts for 10 and then Taylor, with Thurston and Kramer blocking, crashed 14 yards for a TD and a 14-7 lead.

WOOD INTERCEPTS

Dawson passed twice to Chris Burford – for 11 and 27 yards, putting the Chiefs on the Packer 30. But the Bays tightened up and despite the crowd's yelling "go go" on a fourth and one play Mercer kicked the field goal. The Chiefs reached midfield with the second half kickoff but Wood performed his interception on a third and five play and the Chiefs dropped out of contention as Pitts scored from five yards out for a 21-10 edge. After the Chiefs punted twice and the Packers once, the Bays went on a 56-yard, 10-play scoring drive. Starr passed three times – to McGee for 11, 16 and 13 yards for the TD. Maxie made quite a spectacle of the TD for a 28 to 10 lead. The rest of the yardage was made by rushes of 4, 3, 4 and 8 yards by Taylor. After the Chiefs punted on the third play of the fourth quarter, Starr hurled his first interception in 173 passes dating all the way back to the second quarter of the Bear game on Oct. 16. Mitchell made the steal on a long pass aimed at McGee on the 11-yard line.

80-YARD DRIVE

The Chiefs reached midfield on Dawson's 27-yard pass to McClinton and a 12-yarder to Burford, but Davis threw Dawson for a 10-yard loss and the Chiefs punted. This set the stage for an 80-yard TD drive in eight plays, four of them first downs. Starr led off with a 25-yard pass to Dale on the left and then hit McGee up the middle for 37 yards to the Chiefs' 18. From there the big gains were Starr's seven-yard pass to Dale and a seven-yard run by Pitts. On third down Pitts slashed off the left side for the fifth TD. Jim Grabowski, Anderson and Zeke Bratkowski took over and finished out. Anderson passed Paul Hornung in replacing Pitts. Hornung was the only Packer who didn't get into action. And finally it ended, thus putting a brilliant touch to a strong season in which the Bays lost only two games by four points. This was Green Bay's seventh



straight win since the 20-17 loss to the Vikings in Green Bay in November...and the Super Bowl was the Packers' 21st game of the season, including the exhibitions.

GREEN BAY - 7 7 14 7 - 35
KANSAS CITY - 0 10 0 0 - 10

	<u>KANSAS CITY</u>	<u>GREEN BAY</u>
First downs	17	21
Rush-yards-TDs	19-72-0	33-130-3
Comp-Att-Yd-TD-INT	17-32-228-1-1	16-24-250-2-1
Sacked-yards	6-61	3-22
Net pass yards	167	228
Total yards	239	358
Fumbles-lost	1-0	1-0
Turnovers	1	1
Penalties-yards	4-26	4-40

SCORING

1st - GB - Max McGee, 37-yard pass from Bart Starr (Don Chandler kick) (8:56) GREEN BAY 7-0
 1st - KC - Curtis McClinton, 7-yard pass from Len Dawson (Mike Mercer kick) (4:20) TIED 7-7
 2nd - GB - Jim Taylor, 14-yard run (Chandler kick) (10:23) GREEN BAY 14-7
 2nd - KC - Mercer, 31-yard field goal (14:06) GREEN BAY 14-10
 3rd - GB - Elijah Pitts, 5-yard run (Chandler kick) (2:27) GREEN BAY 21-10
 3rd - GB - McGee, 13-yard pass from Starr (Chandler kick) (14:09) GREEN BAY 28-10
 4th - GB - Pitts, 1-yard run (Chandler kick) (8:25) GREEN BAY 35-10

RUSHING

GREEN BAY - Jim Taylor 17-56 1 TD, Elijah Pitts 11-45 2 TD, Donny Anderson 4-30, Jim Grabowski 2-2
KANSAS CITY - Len Dawson 3-24, Mike Garrett 6-17, Curtis McClinton 6-16, Pete Beathard 1-14, Bert Coan 3-1

PASSING

GREEN BAY - Bart Starr 23-16-250 2 TD 1 INT, Zeke Bratkowski 1-0-0
KANSAS CITY - Len Dawson 27-16-211 1 TD 1 INT, Pete Beathard 5-1-17

RECEIVING

GREEN BAY - Max McGee 7-138 2 TD, Carroll Dale 4-59, Elijah Pitts 2-32, Marv Fleming 2-22, Jim Taylor 1-(-1)
KANSAS CITY - Chris Burford 4-67, Otis Taylor 4-57, Mike Garrett 3-28, Curtis McClinton 2-34 1 TD, Fred Arbanas 2-30, Reggie Carolan 1-7, Bert Coan 1-5

PACKERS UNIMPRESSED

KC Not in Class With NFL's Best--Lombardi

KC NOT IN CLASS WITH NFL'S BEST - LOMBARDI

JAN 16 (Los Angeles Times) - For seven years - since the inception of the AFL - most NFL coaches have carefully avoided discussing or making any comparisons between teams in the rival professional organizations. The silence was broken Sunday and Vince Lombardi, of all people, was the man to break it. "I don't think that Kansas City compares with the top

teams of the NFL," said the Green Bay coach whose team had swamped the Chiefs, 35-10, Sunday in the first Super Bowl game. "That's what you want me to say, and I said it," shouted Lombardi from a podium in the cramped Packer dressing room. "It (the statement) has been a long time coming out." Green Bay's quarters in the Coliseum resembled a snake pit. Hundreds of reporters surrounded Lombardi. Television cameras were hanging from every conceivable angle. Cables were wrapped around the coach, the players and the sportswriters. There were as many microphones as there were people. Lombardi quickly dropped the comparison issue. "I don't like to compare teams," he said. "Kansas City is a good team - let's leave it at that." He was even loath to declare his team's decisive victory as a great achievement for the NFL as a whole. "I don't have any ax to grind," he grinned. "I have no reason to hate anybody." Lombardi did say that he thought Kansas City's defensive alignment worked to its disadvantage. He explained that the Chiefs employed a "stack defense" which, in general layman terms, means that the linebackers were playing directly behind the defensive linemen. "It's very difficult to run against such a defense, but it makes it easier to throw," continued Lombardi. The statistics supported Lombardi, as quarterback Bart Starr completed 16 of 23 passes for 250 yards and two touchdowns. The Packers, despite the "stack defense," also managed to move for 130 yards on the ground. Some football theorists have credited Kansas City coach Hank Stram with inventing the "stack defense," calling it appropriately the "Stram stack." "Not many NFL teams use it," said Lombardi dryly. "But Detroit has had it for years." Lombardi also thought that the Kansas City secondary played his



Vince Lombardi
Times photo

receivers rather “loose.” “They were daring us to pass,” he said. Although the Packers had a fight on their hands in the opening half and led only 14-10 at halftime, Lombardi said he didn’t make any “adjustments” in the last half. “The difference was that we played more aggressively in the second half. I told them ‘Start tackling and stop grabbing,’” he said. When the Packers filed into their dressing room, you would have thought that they were the losing team. No one smiled. No one let out a victory war whoop. There was no back slapping. Lombardi was asking to comment on his team’s rather somber attitude. “We don’t go in for beer and champagne,” he said. “We’re professional people, and we’re expected to act like professional people.” The professional people he was talking about acted like seasoned pros. They mingled among the reporters, politely answering their questions. Here’s a sampling: Offensive tackle Bob Skoronski – “They’ve got some big tough kids on the defensive line. I wouldn’t compare them with Brown and Karras (Detroit) in our league, though. They don’t have the experience. The coach (Lombardi) felt they were tiring at the end of the first half. Was there any talking on the field? No. It was the quietest game I’ve ever played in. One of their players came up to me after the game and said, ‘We wish we could have given you a better game.’ But that was it.” Quarterback Bart Starr – “We planned to attack their weak side but we didn’t do anything basically different. Don’t sell them short. They have a good team.” Offensive end Carroll Dale – “Their defensive backs played off of us a little more than most NFL defensive backs, except for one player whose name I won’t mention. Bart knew about this and we had a play ready for him, if we had to use it.” Fullback Jim Taylor, speaking about his war of words with 287-pound defensive tackle Buck Buchanan – “I don’t think he had heard the whistle blow. So I said something to him. He threw me down, but I’ve been thrown down before. That’s all there was to it.”...DAWSON PRAISED: Cornerback Herb Adderley – “I think they threw only three or four passes to Otis Taylor. On the pass he caught that set up their only touchdown, he was actually playing halfback. He ran a circle pattern. I was covering the tight end. That (Len) Dawson is the finest play-action faking quarterback I’ve seen. True, we Packers don’t make much noise. But this Super Bowl game was the best feeling I’ve ever had.” Defensive end Willie Davis – “They took bit splits in their line in the first half, and if we went outside we had a long way to run to catch the passer. The floating pocket was something new (blockers shifting from one side of the center to the other to protect the passer) but we adjusted to it. I changed my tactics in the second half and gambled by going to the inside. It worked a few times as we got to Dawson.” (The Packer pass rush on Dawson turned the game around in the second half.) Guard Fuzzy Thurston – “It was just like I told you before. Their linemen are quick, but they don’t have as many diversified moves as NFL linemen. They’re not a complete unit as yet.” Middle linebacker Ray Nitschke – “That Dawson throws a nice, soft pass. He reminds me something of Frank Ryan (Cleveland).” It was obvious that the Packers took the game in stride. Winning is nothing new to them. So, what’s all the fuss about?

SUFFERING STRAM



CHIEFS’ CHIEF — Kansas City coach Hank Stram watches anxiously as Green Bay drives to second score at Coliseum. Stram had little to cheer about.

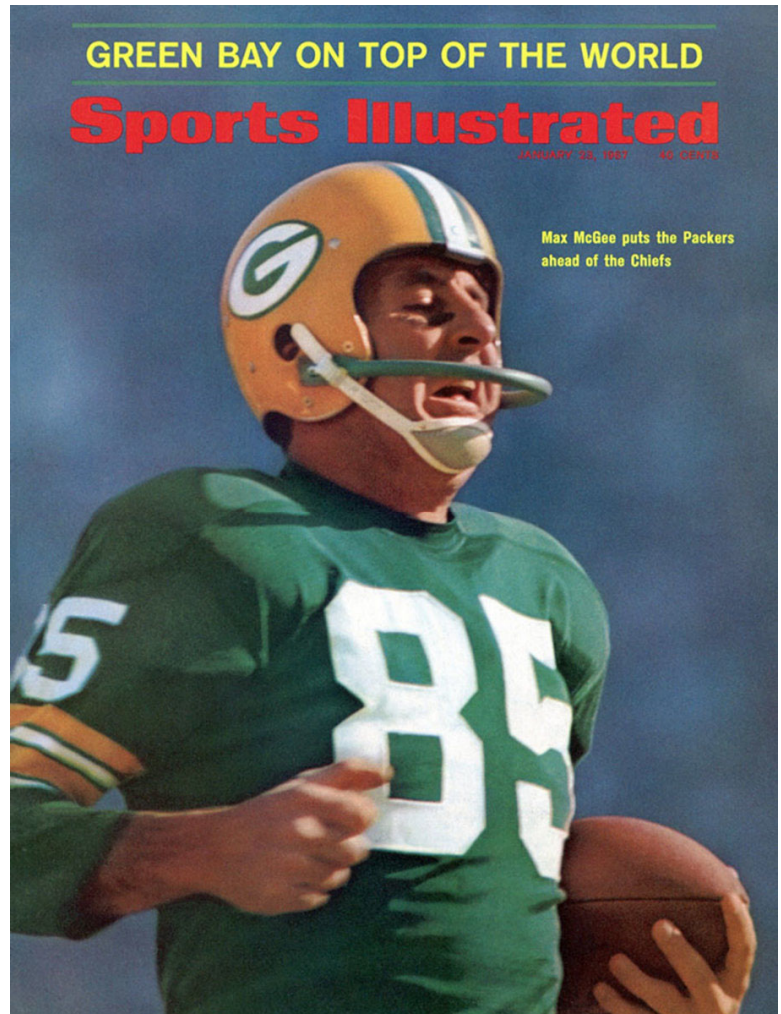
HORNUNG AWAITS DOCTOR’S REPORT

JAN 16 (Los Angeles) – Paul Hornung says he wants a physician to look him over before he decides whether troubles with injuries will force him to retire from the Green Bay Packers. “I’m going to have the doctor thoroughly check me out. I’m going to wait and see how my arm is,” he said. Hornung has been having trouble with a pinched neck nerve that has caused an arm to go numb.

‘WASN’T GAMBLING’ WOOD SAYS

JAN 16 (Los Angeles-Green Bay Press-Gazette) – “I was sitting on the bench, enjoying the shady side of the field for a while – we normally sit on the sun side when we play in the Coliseum – and I heard somebody yell, ‘McGee.’” At his casual, whimsical best, a still begrimed William Max McGee was laconically describing his abrupt summons to combat in Sunday’s history making Super Bowl, a development which triggered a spectacular swan song for the 34-year-old warhorse. Although his call to replace the injured Boyd Dowler came as something of a surprise, the lanky Tulane alumnus admitted the possibility had crossed his mind. Max, who collected the Packers’ first touchdown with a typically, nonchalant, one-handed backhand catch and later registered the fourth with one-bounce-grab in the Kansas City end zone, confided, “I was telling Paul (roommate Paul Hornung) last night, if something happened to Boyd. I’m not sure I’d be able to go the route. I haven’t played too much this year, you know.” Earlier, he had announced to the knot of newsmen clustered around him in a corridor of the Packers Memorial Coliseum dressing room with some solemnity. “We felt like our condition showed in

the second half, although I'm probably the least in condition on the club." "In fact," he volunteered with a sardonic smile, "I might have scored on that last long pass I caught if it had been earlier in the game. I was kind of trying to find a place to fall down." For McGee who now rivals look-alike Zeke Bratkowski for the title of "Super Sub," it was the third heroic relief job within the last five weeks. Did he not find it difficult to come off the bench cold (as he had in Baltimore Dec. 10 and in the NFL title game in Dallas, in each of which he scored what proved to be the winning touchdown)? "It wasn't tough today, because I wasn't on the bench too long," Max explained. He laughed and added, "The big thing is to get warm quick. I remember when I went in at Dallas, the first pass thrown to me hit me in a bad spot – the chest – and I dropped it. When I came off the field, Coach Lombardi said, 'for God's sake, get warm.'" Turning serious for the moment, McGee observed, "I think that (the depth) is the real strength of our team," Fuzzy Thurston gets hurt, and Gillingham (Gale) goes in there and does a good job. Bob Long and Zeke Bratkowski...I think Zeke is a good example of that." When had he realized he was going to be a spot player? "About the beginning of the year," Max laughed. "I started with the Packers back in '54. I guess I've overlived my expectancy." Again disposed to be serious when asked to analyze the champions' formula, he said, "I know this has been said before but the number one thing is the closeness we have on our club. If you can live with the same guys for six months and still like to see 'em for breakfast, which is the case for us, that's unusual...that's the real secret." "And, of course," he noted with a tongue-in-cheek twinkle, "we've got a pretty good coach." Had he found the Chiefs' Fred Williamson, who had threatened to "drop the hammer" on Dowler, a problem? "He didn't say too much," Max drawled. "He gave me one hammer, but it was a kind of a glancing blow, so it didn't do too much damage." How much longer does he intend to play? The reply was prompt and succinct, "I'm retiring," McGee declared. Was he likely to be coaching with the Packers next season? "That's up to the old man," Max smiled. Would he like to be a member of the Packer coaching staff? "I wouldn't say that – I will say I'd be interested in coaching." Could he be found for a coaching berth with the Chiefs? "When I was in another business and called upon him (Chiefs' owner Lamar Hunt) and I used to kid about playing each other...and who'd have thought it would happen?" It was still more than an hour since the game had ended and McGee still had not been able to reach the shower. "Gentlemen," he announced, backing into the cubicle with his number on it to finish shedding his gear, "I've got to get dressed." Unable to resist a parting short, he grinned and added, "Hornung (his longtime buddy) is getting married next Wednesday, and I've got to start getting dressed." Starr, whose 16-for-23 passing artistry and superb generalship earned him the game's most valuable player award, explained the Pack's performance with, "we had the prestige of everything the league has stood for all these years to give us incentive." "Sure, I was disturbed in the first half," Starr said. "We weren't moving the ball at all. Then we settled down and did just what we were supposed to – get out there and win the ball game." "They're a fine football team, but their defense was not that good," Starr added. "We've seen it before – Detroit is similar – and we knew pretty well what to do out there." A beaming Willie Wood, whose 50-yard third quarter interception runback torpedoed the Chiefs, pointed out, "It was a sort of a key situation – third down and five. We noticed on the films we studied that in a case like that, they usually go to their tight end, Arbanas (Fred)." Had he gambled on the play? "I think it was a matter of being conscious of it," Willie replied. "I don't think it was gambling...I was playing him on his outside shoulder, so if he had caught the ball, he wouldn't have made a first down." Did he think he might go all the way on the runback? "One time I did," Wood said, noting apologetically, "I used poor judgment on it – there was too much indecision on my part. I had two choices – I could break it back to the short side or try to footrace Dawson, and I'll try to outrun a quarterback anytime. I broke to the middle, but I saw Dave Robinson set up to block for me down the sidelines, so I cut back to the short side and I got caught." Highly impressed with the Chiefs, the ex-USC quarterback informed, "I don't think we were surprised by what they did, but were



the second half, although I'm probably the least in condition on the club." "In fact," he volunteered with a sardonic smile, "I might have scored on that last long pass I caught if it had been earlier in the game. I was kind of trying to find a place to fall down." For McGee who now rivals look-alike Zeke Bratkowski for the title of "Super Sub," it was the third heroic relief job within the last five weeks. Did he not find it difficult to come off the bench cold (as he had in Baltimore Dec. 10 and in the NFL title game in Dallas, in each of which he scored what proved to be the winning touchdown)? "It wasn't tough today, because I wasn't on the bench too long," Max explained. He laughed and added, "The big thing is to get warm quick. I remember when I went in at Dallas, the first pass thrown to me hit me in a bad spot – the chest – and I dropped it. When I came off the field, Coach Lombardi said, 'for God's sake, get warm.'" Turning serious for the moment, McGee observed, "I think that (the depth) is the real strength of our team," Fuzzy Thurston gets hurt, and Gillingham (Gale) goes in there and does a good job. Bob Long and Zeke Bratkowski...I think Zeke is a good example of that." When had he realized he was going to be a spot player? "About the beginning of the year," Max laughed. "I started with the Packers back in '54. I guess I've overlived my expectancy." Again disposed to be serious when asked to analyze the champions' formula, he said, "I know this has been said before but the number one thing is the closeness we have on our club. If you can live with the same guys for six months and still like to see 'em for breakfast, which is the case for us, that's unusual...that's the real secret." "And, of course," he noted with a tongue-in-cheek twinkle, "we've got a pretty good coach." Had he found the Chiefs' Fred Williamson, who had threatened to "drop the hammer" on Dowler, a problem? "He didn't say too much," Max drawled. "He gave me one hammer, but it was a kind of a glancing blow, so it didn't do too much damage." How much longer does he intend to play? The reply was prompt and succinct, "I'm retiring," McGee declared. Was he likely to be coaching with the Packers next season? "That's up to the old man," Max smiled. Would he like to be a member of the Packer coaching staff? "I wouldn't say that – I will say I'd be interested in coaching." Could he be found for a coaching berth with the Chiefs? "When I was in another business and called upon him (Chiefs' owner Lamar Hunt) and I used to kid about playing each other...and who'd have thought it would happen?" It was still more than an hour since the game had ended and McGee still had not been able to reach the shower. "Gentlemen," he announced, backing into the cubicle with his number on it to finish shedding his gear, "I've got to get dressed." Unable to resist a parting short, he grinned and added, "Hornung (his longtime buddy) is getting married next Wednesday, and I've got to start getting dressed." Starr, whose 16-for-23 passing artistry and superb generalship earned him the game's most valuable player award, explained the Pack's performance with, "we had the prestige of everything the league has stood for all these years to give us incentive." "Sure, I was disturbed in the first half," Starr said. "We weren't moving the ball at all. Then we settled down and did just what we were supposed to – get out there and win the ball game." "They're a fine football team, but their defense was not that good," Starr added. "We've seen it before – Detroit is similar – and we knew pretty well what to do out there." A beaming Willie Wood, whose 50-yard third quarter interception runback torpedoed the Chiefs, pointed out, "It was a sort of a key situation – third down and five. We noticed on the films we studied that in a case like that, they usually go to their tight end, Arbanas (Fred)." Had he gambled on the play? "I think it was a matter of being conscious of it," Willie replied. "I don't think it was gambling...I was playing him on his outside shoulder, so if he had caught the ball, he wouldn't have made a first down." Did he think he might go all the way on the runback? "One time I did," Wood said, noting apologetically, "I used poor judgment on it – there was too much indecision on my part. I had two choices – I could break it back to the short side or try to footrace Dawson, and I'll try to outrun a quarterback anytime. I broke to the middle, but I saw Dave Robinson set up to block for me down the sidelines, so I cut back to the short side and I got caught." Highly impressed with the Chiefs, the ex-USC quarterback informed, "I don't think we were surprised by what they did, but were

surprised that they did 'em so well. We were so surprised, it caught us a little flatfooted in the first half," he added with a faintly sheepish smile. "We had to do a lot of regrouping between halves. These things happen sometimes and you need a little coaching to get it back. In the second half, we were slashing, cutting loose, playing the type of offense the Green Bay Packers are noted for." "You have to be careful in the games," he added by the way of explanation. "They've got a lot of people who can go all the way on you at any time. I compare 'em some with Dallas. They're an explosive team and use a lot of rollouts, like the Cowboys, but I think Dallas has a better defense." "I've never seen a team run play action passes the way they do," Willie further noted, admiration in his tone. "I was out there in no-man's land a couple of times, and Otis Taylor, who is a 9.3 sprinter, took advantage of me once on that long pass." Amiable Henry Jordan also was spreading the KC gospel. "Don't let the score fool you," he said with evident sincerity, "they've got a tough ball club. They're big, too." Shaking his head, he reported, "That No. 77 (Jim Tyrer, 6-6 and 292) and Budde (Ed) took me one time and dropped me in Willie Davis' lap. Lionel (Aldridge) made the tackle, thank goodness. I looked bad enough on the play." Explaining the Pack's defensive problems in the first half, he pointed out, "Our long suit always has been coming off the ball fast. But it's also been our nature to start off cautiously, and that's why we had trouble. After Coach Lombardi said a few fine words between halves," he joked, "we were all right."...**FAKING BACKS:** Getting back to the Chiefs, he noted, "They have some real fine faking backs. Remember those play-action passes? They fooled us completely on those. If they'd stayed with that, they probably would have done better." A quietly jubilant Jim Taylor tossed a bouquet in the director of quarterback Starr, asserting, "I think Bart did a real fine job of play selection – hitting the KC defense with some automatics." How had he found the Chiefs? "They're football players, same as those in the NFL," the Bayou Bronco said with a slow smile, "with equal ability." Verbally diagramming his 14-yard sweep in the second quarter, which produced what proved to be the Pack's winning touchdown, Taylor explained, "It was a sweep and I cut off Jerry Kramer's block on Headrick (linebacker Sherrill) which popped it open. Headrick is real quick – he comes across real fast, and when Jerry knocked him out of there, it was open...I think McGee had a good block on that play, too."...**KEEP BALANCE:** Laughing about his brush with the Chiefs' mastodonic Junious Buchanan, Taylor said, "I didn't have any comment to him. The whistle had blown and I was just trying to keep my balance. He kept shoving me, and I just turned my back." "That's my new theme for '67," he grinned. "Turn your back. Then, on the next play, try to even it up." Although slightly chastened, the Chiefs exhibited a "we're still from Missouri" attitude. Chief among them was stubby Mike Garrett, Kaycee's freshman phenom. Garrett, who was a member of the losing college All-Stars in their 38-9 collision with the Packers at Chicago last August, asserted, "We felt we could move the ball well against 'em and we



HOT SHOT — Packers' Max McGee gathers in 13-yard pass from Bart Starr for his second Super Bowl TD but it wasn't quite as easy as it looks. McGee gave Green Bay fans jitters as he juggled the ball. Times photo by Ben Olender



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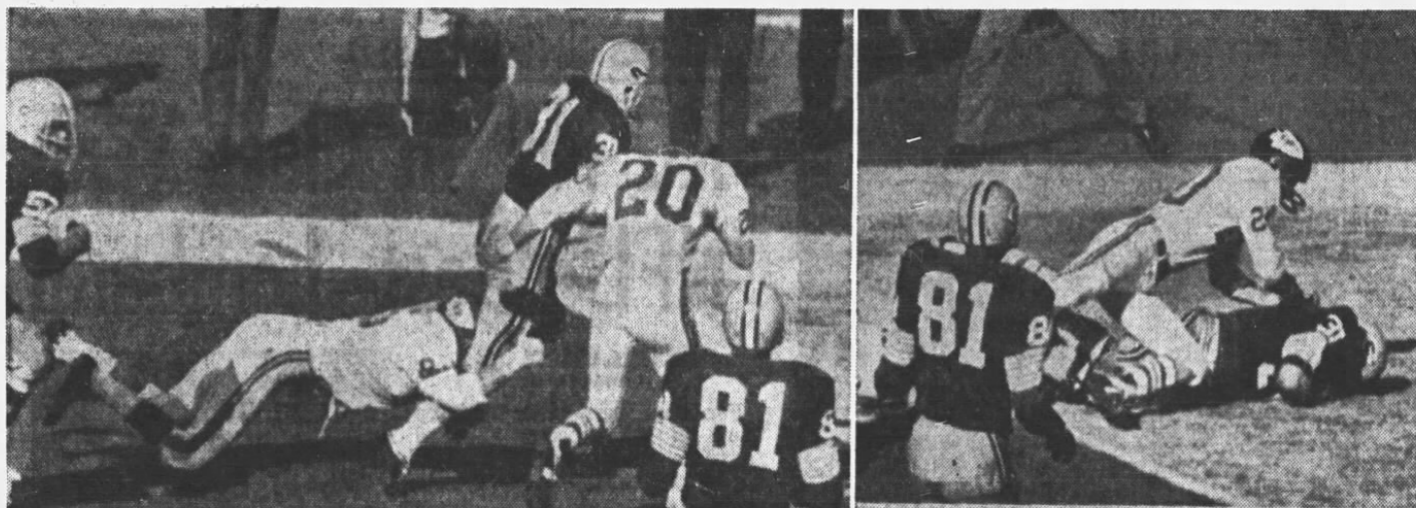
still do.” “Do me a favor,” he continued. “Congratulate ‘em – they’re a great ball club...but tell ‘em this, too – we’ll see ‘em next year.” Smiling from under his wide-brimmed cowboy hat, Garrett informed, “We’re bad losers...I’m not trying to be cocky.”...**DIDN’T COVER ME:** The Packers hadn’t hit him any harder than his AFL foes? “No,” he replied with alacrity. “Tell everybody in Green Bay they’re human.” Fred Arbansas, KC’s talented tight end, was even more positive. “Those guys didn’t cover me all day,” he declared. “If you say their defensive safeties are as good as ours, you’re crazy. I was open five or six other times in addition to the times I caught passes. The big thing to me was they ate us up with passes on the outside. It was clearly evident what happened.” Slender Wille Mitchell, frequently victimized by the artful McGee during the course of the afternoon, also was making no apologies. “He wasn’t anything unusual – nothing I haven’t seen in our league,” Willie said, “he’s another receiver. Their receivers run the same type of patters the receivers in our league do. Any receiver can beat you if that quarterback is on target.”...**PACK GOT BREAKS:** “And any time there’s a game with this much tension and this much controversy, you are more vulnerable to make a mistake,” Mitchell said soberly. “You are trying so hard, and when you’re trying so hard, you’re bound to make mistakes. It’s just that they got the breaks – and we didn’t. If we had got the breaks they did, we might have won the game.” Willie also had come to one other conclusion. “I think Green Bay respects us as a team, and our league.” Fred Williamson, the Chief cornerback who affects white shoes as a banner of individuality, declared, “I think what they had going for ‘em today was that we’d never covered their receivers before. You play ‘em a little cautious, which I was doing.” “I don’t think we really tested their defensive backs either,” the disgruntled Kansas Citian said. “We didn’t throw nearly as many patterns at them as we normally use. I think Otis (Taylor) could have done a lot of things against



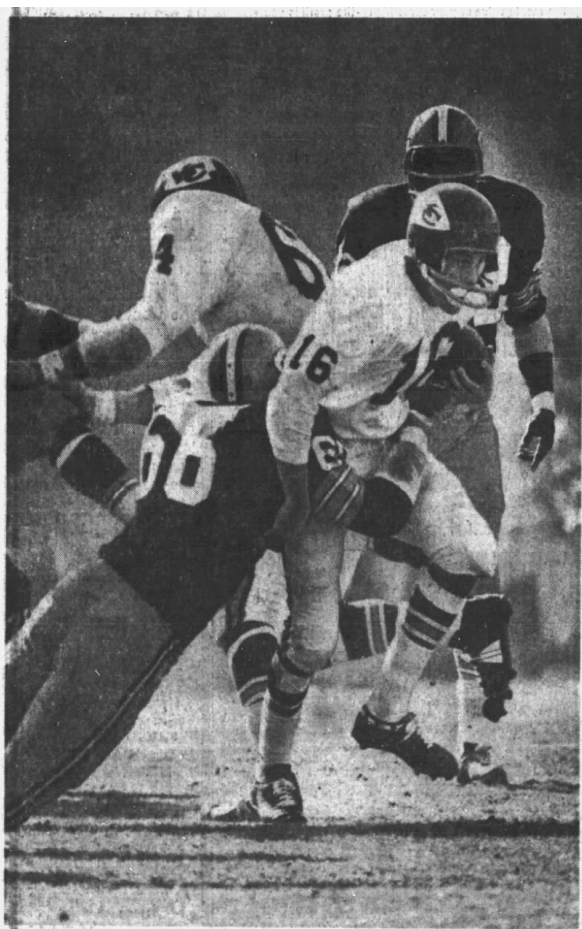
Herb (Adderley), because Herb was playing him deep. He could have caught the short ones all day.” Len Dawson, veteran quarterback of the AFL champions, said:...**DAWSON NOT CONVINCED:** “I don’t think our performance in the second half is an indication of the strength of our league. I’m not convinced they’re a better football team than we are. I think we compare favorably with them.” Dawson, a 10-year veteran of pro football, wished he had a second chance. “I shouldn’t have thrown it,” he said of the intercepted pass. “Their blitz bothered me, and I didn’t have any zing on the ball. I shouldn’t have thrown it.” Insisting his team may be as good as Green Bay, Dawson conceded that the Packers are better than any AFL club the Chiefs have faced.

NFL BALL CATCHES, KICKS BETTER, LOMBARDI CHUCKLES

JAN 16 (Los Angeles-Green Bay Press-Gazette) – A man with no more worlds to conquer, Vince Lombardi waxed sentimental and lighthearted by turns amid incredible chaos in the wake of his most historic triumph. Hemmed in by a record crush of newsmen and a profusion of television lights and cameras, not to mention a host of news photographers, clicking with abandon, the Packers’ white-sleeved headmaster mounted an improvised platform in the Memorial Coliseum’s teeming Green Bay dressing room, then changed his mind. Seating himself on the edge of the platform, minutes after the Pack’s 35-10 blitz of Kansas City’s Chiefs in the Super Bowl, he said wearily, “Let me sit down here.” Then, mopping his brow, he appended a fervent “Whew.” “You’re going to stand up, aren’t you, Vince,” one reporter sang out...**CATCHES, KICKS BETTER:** “Yes,” Lombardi replied, then reascended the platform, this time fondly twirling a football in his hands. He held it up proudly for all to see and flashing a warm smile, he announced, “I might say they gave me the game ball, which was



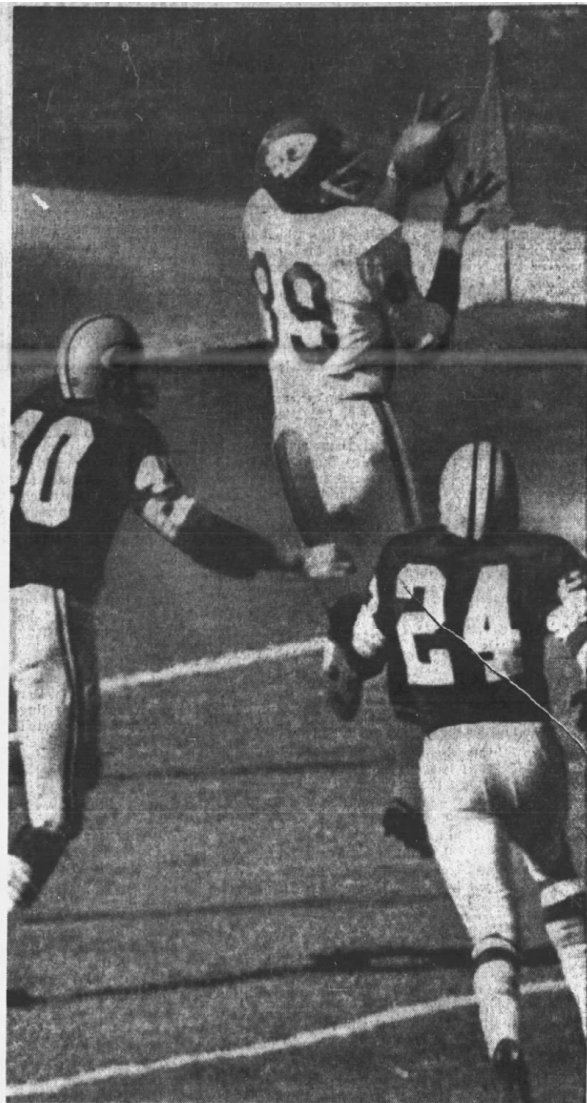
ALL THE WAY — Breaking Hurston's tackle, left, Taylor bursts into the end zone, and ends 14-yard run with Bobby Hunt on his back. (AP photos)



DAWSON DOWNED—Len Dawson, the Kansas City quarterback, is brought down after picking up yardage in first quarter. Ray Nitschke (66) made tackle.

very nice.” How many times has it happened this season? Lombardi again smiled and replied, “This is the third time.” “An NFL and AFL ball,” a wag wanted to know. “An NFL ball,” the 53-year-old perfectionist rejoined, adding with a chuckle. “It catches a little bit better and it kicks a little better than the AFL ball.” The genial exchange next was diverted into more serious channels when a scribe asked, “Did you make many adjustments at halftime?” “We made very little of an adjustment,” Lombardi said, shaking his head to emphasize the point. “Our game plan was good all along – we were just a little more aggressive in the second half.”...**TOLD TO ‘START TACKLING’**: “I just told ‘em to be more aggressive, to stop grabbing and start tackling.” Had the early injury to flanker Boyd Dowler precipitated a change in strategy? Again the Packers generalissimo issued a firm negative, informing, “We had planned to hit our weak side end, regardless of who was playing. You notice we hit Dale (Carroll), too, when he played that side?” How, after seeing the Chiefs at first hand, did he assess them? “I still think of them the same way,” was the swift reply. “They have great speed.” Had Kansas City’s unusual defense bothered his athletes? “I don’t think so,” Lombardi said. “The stacked defense, which they are using, is not very good against passing – it’s good against the run, but not against the pass.”...**‘DARING US TO THROW’**: Later, elaborating on this subject, he noted, “There is no way you can run against stacked defenses – or, I should say, you can run against ‘em, but it’s not easy...it is easy to pass against, however – they were daring us to throw.” Inevitably, the ex-Block of Granite was asked to compare the Chiefs with the Dallas Cowboys, whom the Packers decisioned for the NFL title en route to the Super Bowl. “I think Dallas is a better football team,” Lombardi declaimed with customary candor. He at first

declined, however, to compare the NFL with the junior league, asserting, “I have nothing to say about it.” As wave and wave of reporters crowded into Lombardi’s temporary but commodious “office,” the question recurred and, finally, he asserted, “That’s a good football team, but it is not as good as the top teams in our league.” He grinned and added: “That’s what you want me to say, isn’t it; I’ve said it...it took me a long time,” Lombardi laughed, “to get that out.” This prompted one newsman to ask, “Would you say this was your best game of the season?” The reply was prompt and decisive. “No,” Lombardi responded without a trace of hesitation, “I wouldn’t say it was.”...**NO BIG SURPRISES**: Had the Chiefs surprised him in any way? “They played us about the same way,” he said, “that we had them tabbed to play.” And the Chiefs’ moving pocket – had it been a problem? “Did it move?” Vince cracked, chuckling as he said it. “I didn’t pay much attention.” Did he think Willie Wood’s third quarter interception, which had triggered the Pack’s third touchdown, had been the key play



PACKER POINTS — Elijah Pitts (22) of Green Bay dashes five yards through left tackle to score Packers' third touchdown standing up early in the third quarter.

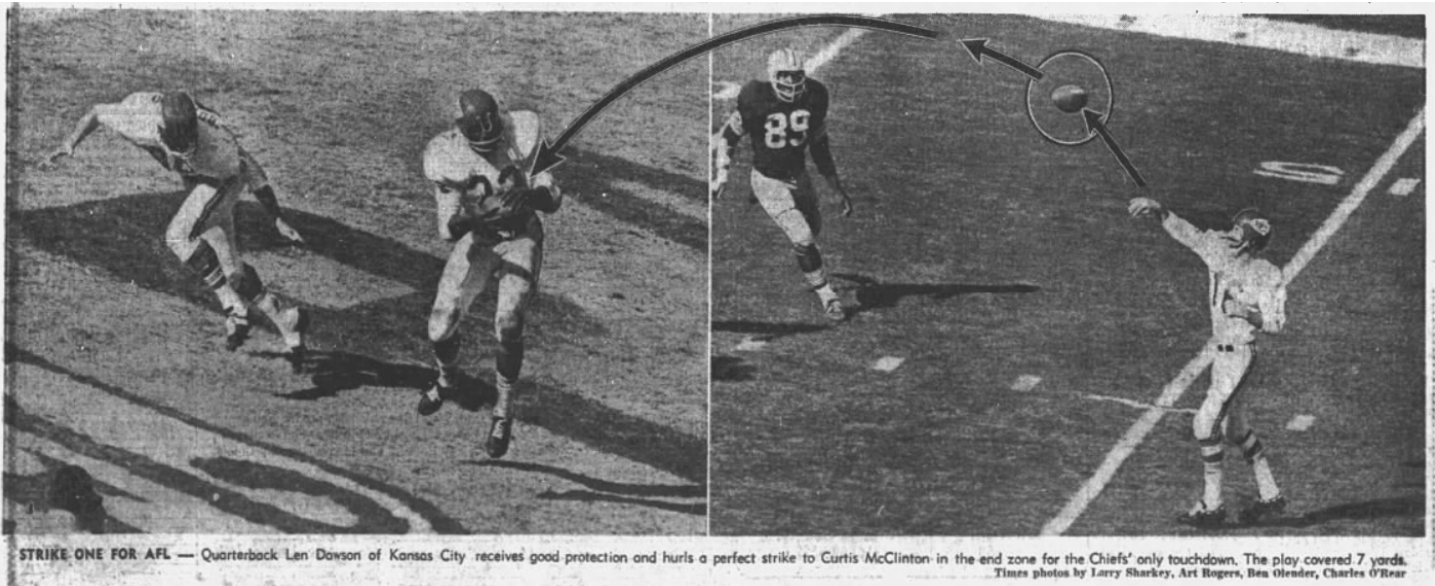
of the game? "That was the big play," Lombardi readily conceded. "It took us right down there. But key plays – I don't know what they are. That touchdown we had called back may have been the key play." Who had been detected in motion on the 64-yard Bart Starr to Carroll Dale collaboration in the second quarter? "One of our offensive lineman," Vince said. "That's enough to say."...**'STARR WAS TERRIFIC'**: The talk turned to Starr's performance and the Packer Major-domo lauded his scholarly "Most Valuable Player" field general's play, asserting, "I think Starr was terrific...I think our passing was excellent." How valuable did he think the 33-year-old veteran was to the Packers? "I think Bart Starr's a very integral part of our team. Of course, he has been for a long time. When we were doing other things, by that, I mean running more, for example, he wasn't getting the credit. But he was the same Starr." Again, as a new contingent of the press corps arrived, he was asked to evaluate the enemy. "I think they have a real fine offensive team," he said. "I'm not going to say anything detrimental about anybody," Lombardi added in reply to another question. "And I'm not going to make a fool of anybody...I have no axe to grind, and nobody to hate." Had any of his NFL colleagues sent him good luck telegrams before the game? "Art Rooney (owner of the Pittsburgh Steelers) did... Yes, he was the only one to send a telegram. There were some people here representing NFL teams, however, who also wished us luck." Then, exhibiting his wide grin, he announced without preface, "I think we're now going to play Alabama for the No. 1 rating." Whereupon the press corps exploded into laughter. Before it had subsided, one scribe yelled out, "Where?" "It's going to have to be in heaven," Lombardi boomed, "if I'm going to be in it." The Super Bowl victory qualified the Packers to play the College All-Stars in the annual summer classic, a Chicago scribe interposed. "Yes," Vince amiably acknowledged, "I'm very happy to have the opportunity to play in the All-Star game." "Will you coach?" he was asked, a query obviously stemming from recurring rumors that pro football's most successful strategist will step out as the Pack's field leader and devote himself to his duties as general manager. "I refuse," Lombardi smiled, "to answer the question."

STARR FOURTH PACKER TO EARN 'SPORT' AWARD

JAN 16 (Los Angeles-Green Bay Press-Gazette) – Bart Starr was named the winner of Sport Magazine's Super Bowl award as the outstanding player in Sunday's game. He will receive a 1967 Corvette at a luncheon in New York. Al Silverman, editor of Sport, said that both Starr and Max McGee were considered for the award but "we selected Starr for his excellent overall job in leading the Packer offense of its decisive victory." Starr is the fourth Packer to win the coveted award since 1958. Paul Hornung won it in 1961, Ray Nitschke in 1962 and Jim Taylor in 1965. Other winners were John Unitas in 1958 and 1959, Norm Van Brocklin in 1960, Larry Morris in 1963 and Gary Collins in 1964.

HAPPY FANS JAM AIRPORT FOR HOMECOMING BUT FOG DELAYS PACKER FLIGHT FROM LOS ANGELES

JAN 16 (Green Bay Press-Gazette) – "We's the best there is." These were the crayoned words on a cardboard sign that rested against one of an estimated 200 automobiles parked in the lot at Austin Straubel Field Sunday night. Between 400 and 500 happy fans had jammed into the terminal building by 9:30 p.m. to greet their beloved Packers, who just a few hours earlier had beaten Kansas City 35-10 for professional football's world championship...**FOG COVERS LA**: The Packers



STRIKE ONE FOR AFL — Quarterback Len Dawson of Kansas City receives good protection and hurls a perfect strike to Curtis McClinton in the end zone for the Chiefs' only touchdown. The play covered 7 yards. Times photos by Larry Sharkey, Art Rogers, Ben Olender, Charles O'Beir

never made it. The Super Bowl champs, who gained that distinction by conquering 14 of 16 opponents during the season, couldn't lick the weather. Heavy fog settled on the Los Angeles International Airport, grounding the Packers' United Airlines 727 jet charter and postponing the trip home. The Packers were expected to arrive in Green Bay about 3:30 p.m. today with a Los Angeles departure time of 10 a.m. (noon Green Bay time). However, a United Airlines representative said this morning that foggy conditions were persisting and could again delay the Packer flight. At 11 a.m. today it had not been determined when the Packers would depart...ARE ABOARD PLANE: More than 2,000 Packer rooters who flew to the West Coast for the game were also stranded. The Packer party, which includes 20 players and most of the members of the coaching staff, stayed at the Hacienda Motel at El Segundo, about a mile from the air base. Art Daley, Press-Gazette sports editor, sportswriter Lee Rimmel reported that their group sat in the plane for nearly two hours and ate dinner aboard waiting for the fog to lift. Photographer Russell Kriwanek, who sat on his Northwest Airlines charter for almost five hours waiting for takeoff, was stranded with several rolls of film for photos which were to appear in today's Press-Gazette...COSTLY AIRLINE: Coach Vince Lombardi was not expected to be on today's flight because of a league meeting in Los Angeles today. Eight members of the Packer squad also remained for next Sunday's Pro Bowl game. Others planned to fly or drive to their respective homes. Tom Kaminski, the United Airlines representative who guides the Packers in their trips, said the weather cost United Airlines close to \$2,000. Groans of disappointment filled the terminal building, the lounge area, the dining room and the bar when the postponement of the Packer flight was announced at Austin Straubel Field. Radio and television stations were immediately notified of the cancellation, but cars continued to pout into the parking lot. Airport officials said cars were still driving in at midnight...DISAPPOINTED YOUTH: Twenty-five Brown County police officers and 20 Civil Defense workers had been assigned for the reception. They will be called in again today, according to Chief Donald Smith. Probably more disappointed than anybody was a small boy who carried a pencil and autograph book. He felt better when his father assured him he'd bring him back for today's homecoming. Porchlights remained on in many parts of the city until midnight, indicating many had not heard of the postponed flight. A large plywood sign had been erected in front of Elijah Pitts' home at 514 Melrose St. It read, "Way to Go, Philander Smith." Pitts, Packer halfback who scored two touchdowns Sunday, was graduated from Philander Smith College...SCHOOLS ARE OPEN: Contrary to rumors that had spread Sunday, public schools were in operation today. However, Premontre High School was closed. Downtown Green Bay was relatively quiet Sunday night. Several bars and restaurants were being patronized, but the overflow crowds of previous "championship" years were not to be found. One bartender said, "I'm sure if the game would have been played in Green Bay, we'd all be busy, But face it, practically everybody watched the game on television, and in most cases if they felt like living it up, they're doing it at home..."FEW AT TAVERNS: At one downtown bar, a go-go dancer was going through her routine before three patrons. An elderly couple was the only business at a popular restaurant nearby. Street vendors were out selling large plastic horns and pennants, which read, "Super Bowl Champs, Green Bay Packers." Sales, however, were slow. Many of the fans at the airport headed for downtown bars for some celebrating. Others went home to wait for this afternoon's receptionist. Attendance at other events was affected by the game. Museum attendance was below normal. The city's movie houses attracted mostly children...MORE THAN EXPECTED: About 100 persons attended movies on "The Third Order of St. Francis" and "The Life of St. Francis" at St. Mary's of the Angels Catholic Church. "It was more than we expected. We had to set up extra chairs," said Mrs. Clarence Cohen, 707 S. Baird St., who helped sponsor the films. Today's attendance at the homecoming may depend on the weather. Snow was falling most of the day and there



were reports of heavy drifting. Temperatures stayed below freezing. But this is a championship town. They may have to wear their mackinaws, but thousands of fans were expected to greet their heroes this afternoon.

70 TO 26 TO 6 TEMPERATURE COMPARISON; SUPER MONDAY TOO? HORNUNG STILL MAGIC

JAN 16 (Los Angeles-Green Bay Press-Gazette) – A press announcement passed around the press box just before the game said the temperature for the game was in the 70s. Then it added: “By contrast, the temperature just before game time at Green Bay was 6 above zero, after a low of minus two earlier in the day, and the temperature at Kansas City was subfreezing, 28. It was clear in both cities.”...As per custom, more than a few signs were in evidence around the cavernous arena. One, displayed by some Independence, Mo., citizens, proclaimed, “Don’t Show Me – I’ll Show You.” Another read, “Today is Super Sunday, Vince, but wait ‘til Monday.” And still another, “K C Chiefs – The Rackers of the Packers.” There also were several Packer banners, including one mounted by “Former sons and daughters of Green Bay” and another by Marinette fans...One of the pregame telegrams received by Coach Vince Lombardi carried a solemn note. Sent by Dr. John Gree and Dr. Louis Borelli of Binghamton, N.Y. It read, “Our boys in Vietnam and foreign service know the Packers only as champs. Many will be listening, others will be reading about the big one. It would be a great boost to know you and the team were playing for their servicemen fans. Best wishes.”...The pregame show and halftime

entertainment were nothing short of magnificent and some of the things on the field included 10 cases of pigeons, which were released during halftime. The show was climaxed by a 110-foot ride by two Bell Aero Systems rocket belt man, who depicted football of the future. Musical entertainment was furnished by the Grambling and Arizona University bands, the Super Bowl chorus and trumpeter Al Hirt...”Somebody should hit me,” a tense Tony Canadeo, a veteran of the Packers 1944 championship victory over the New York Giants, confessed as the Packers began boarding their Coliseum-bound bus before Sunday’s collision. “So I’d feel right.”...Although he has seen limited action this season and virtually none at all in recent months, Paul Hornung is still magic to the younger set. As the players stepped off the bus outside the Coliseum before the game, one lad was heard to exclaim, “Paul Hornung just went by” and a friend breathlessly echoed, “Paul Hornung just went by.”...The first two Packers on the bus were two offensive linemen – Forrest Gregg and Gale Gillingham. They sat by themselves five minutes before anybody else got on. “We don’t want to miss the kickoff,” Forrest said...This won’t be a game until each team runs a few plays, Norb Hecker, coach of the Falcons, said at breakfast before the game, adding, “They’ll be too careful at the start.” Ray Scott, the TV voice of the Packers who handled the CBS telecast, said his network was expecting a big battle with NBC for TV viewership. Said Ray, “One of our top officers told me, ‘Don’t be good, be popular.’”...Chuck Conner, the former major league baseball player who stars in the Rifleman TV show, rode on the Packer bus with his son Mike to the Coliseum. He revealed how he got to be such a Packer fan. “I was really impressed by their win over the Colts in the opener and I just got to be a fan. So many people write fan letters to me so I just thought I’d try being a fan myself. So I wrote to Coach Lombardi.”...Buddy Young, the onetime Colt “animated fire hydrant,” was a little worried between halves. Now a radio and newspaper commentator, Young said with a shudder, “There could be an upset in the making but it all depends what happens during this 20 minute.” After the game in the dressing room, Young laughed, “I guess they made good use of those 20 minutes.”...The Packers broke the Chiefs’ uniform color success string. Lamar Hunt, owner of the Chiefs, said “I’m glad we’re wearing white. We’re 11-0 in our whites this year, and 5-2-1 in our reds.” The uniform color was decided by a coin flip. The Packers won and selected their home green...The World Championship

Trophy, a sterling silver football on a three-sided base, passed up and down the seats of the Packer plane. It was presented to the winning team by Commissioner Pete Rozelle in the dressing room after the game...More than 400 gallons of paint and more than 300 man hours were used to mark the field for the game. It was a beautiful sight – especially the end zone markings...Ray Scott was chuckling over a surprise telephone call. “Some guy called me from Amarillo, Tex., and got me out of bed at 7:30 this morning,” Scott informed. “He said, ‘Tell the Packers if they tackle McClinton (Chief fullback Curtis) around the ankles, he’s helpless. But if they tackle him around the thighs, he’ll hurt ‘em.’” The guy said, “I tried to reach the Packer coaches all last night to tell them that, but I couldn’t get through to anybody.”...Sandy Koufax, the recent Los Angeles Dodgers pitching great, viewed the proceedings from the press box as a new member of the NBS sports staff. Koufax, who reportedly has signed a million contract with the network (\$100,000 a year for ten years), graciously declined to venture a prediction on the outcome. “I wouldn’t have any idea who is going to win,” he smiled. “I’m just here to watch.”...It was a memorable day for Wilner Burke, veteran director of the Packer Band. Burke, president of the NFL Halftime Directors’ organization, directed the NFL (Los Angeles Ram) band in the playing of “On, Wisconsin,” a salute to the Packers, before the game...”We’ve got more troubles than you guys have,” NBS sportscaster Curt Gowdy wryly informed Tom Miller, Packer assistant general manager, before the game. “We’ve got 97 vice presidents running around up there in the Coliseum trying to arrange things.” CBS executives also swarmed over the upper reaches of the press box...”Thanks, fellows, you made me a rich man today,” Dave Kossick of United Airlines told the Packer entourage upon arrival at Los Angeles International Airport Sunday night. “I bet a bundle, and I have 14 and 17 point,” he said. “And I also predicted Kansas City wouldn’t score more than 10 points.”



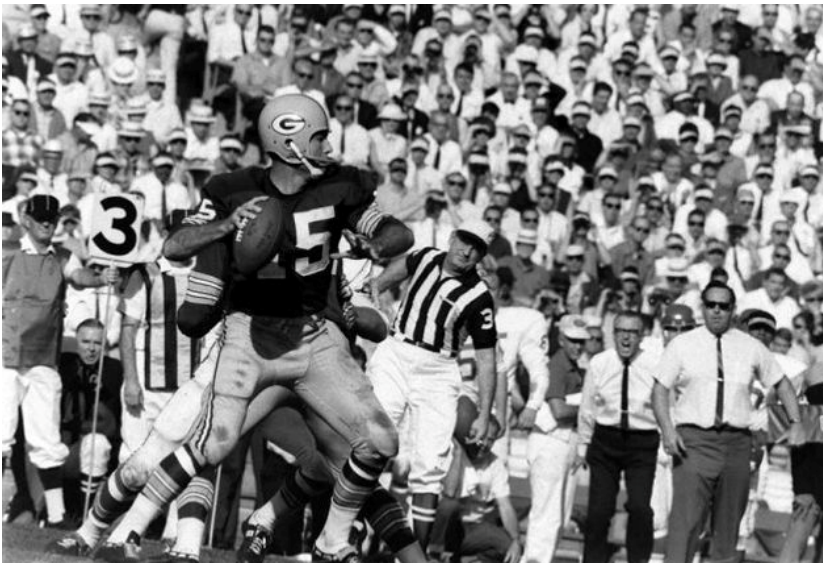
Kansas City’s Fred Williamson was carried off the field after breaking his arm (Credit: Bill Ray/Life Pictures/Shutterstock)

DOWLER FIRST OF THREE INJURED IN SUPER BOWL

JAN 16 (Los Angeles) – Flanker Boyd Dowler was the first of two Green Bay Packer starters and a Kansas City starter to leave the Super Bowl game Sunday with injuries. Dowler went out after the game’s third play with a shoulder injury picked up while blocking. Packer center Bill Curry injured a knee in the second quarter. Fred Arbanas, the Chiefs’ tight end, left the field in the second quarter in pain after reinjuring a shoulder that had been damaged in the AFL title game. Fred Williamson, a cornerback for the Chiefs, was also hurt and had to be helped from the field.

YES, WILLIAMSON’S NAME WAS HEARD

JAN 16 (Milwaukee) – Before it was even three quarters gone, the Super Bowl became superfluous. And now Fred Williamson, hammer and all, was one with the Coliseum grass and Curt Gowdy and Paul Christman sounded ready to lay down beside him. “The difference in the ball game, Curt,” Intoned Christman, the NBC and AFL color commentator, “is that Mr. Bart Starr could not be contained on those five, 10 and 15-yard curl all afternoon.”...THE FORCES OF EFFICIENCY: More precisely, the difference was 25 points - the final margin in the 35-10 Green Bay Packer victory



Football's escalation in the American consciousness took a great leap forward in 1967, when Bart Starr led the Green Bay Packers to a win over the Kansas City Chiefs at the Los Angeles Coliseum in the first Super Bowl. (Credit: Photo by Art Rickerby/The LIFE Picture Collection © Meredith Corporation)



Paul Hornung (No. 5), a future Hall of Famer, did not play in the game due to injury (Credit: Art Rickerby/Life Pictures/Shutterstock)

Sunday over the Kansas City Chiefs. Williamson is the cornerback who made threatening noises about the damage his "hammer" tackling was going to do to the NFL champions. One of the first mentions of his name on the NBC telecast came now with the game decided and Williamson unable to get to his feet. He was helped from the field, but just how he was injured was not clear. One report was that Donny Anderson ran over him. Another said he was hit by one of his own players. The dreams of the underdog had again been vanquished by the forces of efficiency. The Packers had struck a blow for regularity and the honor and dignity of the NFL..JUST A GIANT LAWNMOWER: But it was not a terrible swift sword that descended on the Chiefs, whose hopes had risen like the 4,000 pigeons sent fluttering above the stadium before the kickoff. They merely got caught in a giant lawnmower armed with 40 precisely honed cutting edges. By the time the gun mercifully sounded, the Chiefs were bowed, bloody and bewildered. At stake in the game was more than the \$7,500 difference between the individual players' winning and losing shares – the prestige of the rival leagues. That translates into the strategic weapon in the television war between NBC and CBS – the NFL's network...NBC NEEDED CLOSE GAME: All NBC really needed, win or lose, was a close, evenly fought game. That would put a valid stamp on the AFL's major league image. Even that the Packers denied the Chiefs by the end. But, in the beginning, first Buck Buchanan, then Bobby Bell blew in to drop Starr for long losses and Green Bay had to punt. And, after the Packers had scored on Starr's hurried shot to Max McGee, the Chiefs came on to tie the score and trailed only 14-10 at halftime. The band played "Getting to Know You" and Bob Hope took the microphone to salute the Chiefs' fighting spirit. Hope was to make no further appearance in Kansas City's behalf. On the fourth play of the second half, Willie Wood returned an intercepted pass to the four and on the fifth play, Elijah Pitts

had another Green Bay touchdown. The romantics of the world, ever waiting for the underdog to have his day, were left looking elsewhere for the terrier with the tiger's heart. Wouldn't it be something if Eddie Kranepool hit 61 home runs?

'FIRST HALF TOO SHORT, 2ND TOO LONG,' HUNT SAYS

JAN 16 (Los Angeles) – From a Kansas City viewpoint, perhaps the best comment of all was made by Lamar Hunt, owner of the Chiefs, founder of the AFL, and a major factor in the merger of the two leagues. "I'm disappointed," said Hunt. "I told somebody they didn't keep the time right. The first half didn't run long enough, and the second half ran too long."

ASTRONAUTS SIT BEHIND PACKER, CHIEF BENCHES

JAN 16 (Los Angeles) – Ten astronauts attended Sunday's Super Bowl game and favored neither the Kansas City Chiefs nor the Green Bay Packers. They split into two groups with five sitting on the north side behind Kansas City's bench, and five sitting on the south side behind Green Bay's bench. The astronauts attending were Wally Schirra, Walt Cunningham, Don Eisele, Joe Shea, Dale Myers, Dave Scott, John Young, Ron Evans, Rusty Schweikert and Al Warden.

THEFT FORCED DEVIATION, 'APOLOGETIC' STRAM SAYS

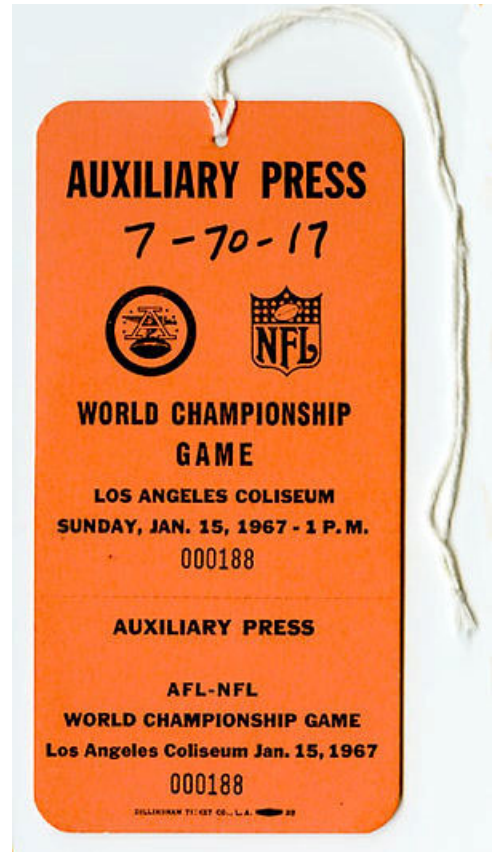
JAN 16 (Los Angeles) – Chunky, articulate Hank Stram, the youthful mastermind of the Kansas City Chiefs, was mildly apologetic over what had befallen his AFL champions here Sunday. "I'm sorry," he said solemnly, "that we didn't do a

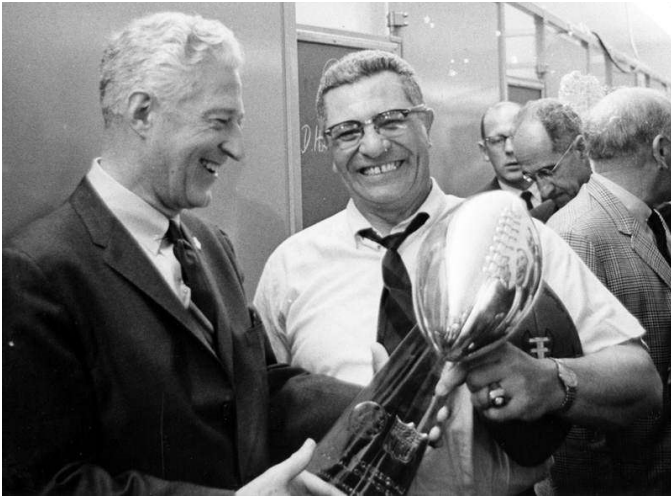
better job.” He wasn’t satisfied with the way his team had represented the AFL? “We’re never really satisfied unless we win – that’s the main thing.” The ex-Purdue aide conceded the classic had turned upon Willie Wood’s third quarter interception. He soberly added, “It shouldn’t make that much difference, but it did. We had to deviate from what we normally do – deviate from our personality, as a result.” Elaborating on that fateful play, Stram said, “It was a five-man pattern and Lenny (quarterback Dawson) got rid of the ball a little too quickly.” “But it was a great play by Wood,” he continued, “and a great interception.” He was not, he shortly spread upon the record, laying the defeat at Dawson’s doorstep. “That would be very definitely unfair,” Hank declared. “I don’t think one play would make the difference, whether we won or lost the game. And, again, one play shouldn’t make that much difference...but it seemingly took something out of our ball club.” Asked to assess the performance of Lenny’s opposite number, Stram was highly complimentary. “I thought Starr did a fabulous job of coming up with the third down play,” he said. “I think he made 7 out of 9 in the first half, and 5 out of 7 in the second, which is an unbelievable batting average.” What had impressed him most about the Packers? “I was greatly impressed with the skill with which they throw the ball,” he replied. “By that I mean, not only the passing, but the pass protection, the way they run their patterns – everything...and they do both running and passing extremely well.” Did he think Packer receivers had maneuvered the Chief secondary into an unusual number of 1-on-1 situations? “I don’t think so – we had a lot of 1-on-1 situations with them, too.” Evaluating the Chiefs’ performance as a whole, Stram said, “I thought our approach to the game in the early stages was good and we accomplished what we set out to do...In the second half, we had to deviate a little bit, and it was a different ball game.” But the likeable coach would not be

brought into the inevitable comparison of the respective leagues. “I said before the game and I still maintain that I don’t think any one particular game is a measure or a criterion of the league’s strength – or that you can compare the two leagues by playing one game.” Lombardi, he was apprised, had said the Chiefs were not as good as the top teams in the NFL, but stronger than the bottom teams. Stram digested this intelligence without visible emotion, then observed, “The only thing I can go on is the game we played today. We haven’t played any other NFL team. So it would be kind of ridiculous for me to make a comparison except to say Green Bay was a great football team today.”

RECORD AUDIENCE SEES SUPER BOWL DESPITE EMPTY SEATS

JAN 16 (Los Angeles) – There were empty seats in the Los Angeles Memorial Coliseum for Sunday’s AFL-NFL Super Bowl football game, but the contest did not lack one of the greatest audiences in sports history. An estimated 60 million persons followed the game on television and radio throughout the United States, Canada, Mexico, and Puerto Rico. But relatively few of the TV watchers were in the Los Angeles area...**BLACKOUT GETS SOME BLAME:** The game was blacked out for a radius of 75 miles although some TV viewers inside the area were able to pick up stations beyond that limit. And there were plenty of them. CBS fed the game to 365 TV stations, and NBC had 225 stations carrying. The Los Angeles area blackout and the squabble over the pro football championship not being shown locally as blamed to a degree for the attendance in Memorial Coliseum not coming up to expectations. Originally, pro football Commissioner Pete Rozelle had predicted a 93,000-seat sellout. But later that figure was modified to 70,000 and even an hour before the game a spokesman insisted the attendance would be at least that large. The official attendance was announced at 63,036, about 7,000 below the prediction. With a crowd of 70,000, Rozelle’s staff had anticipated a live gate of around \$800,000...**A LOS ANGELES RECORD:** A spokesman for the commissioner said it might be weeks before the exact financial return from the live gate was computed, but he said an estimate of \$730,000 was not out of line. But the estimated gate still was a Los Angeles record for a one-day team sport event. The live gate receipts were below those of the NFL championship at Dallas Jan. 1. Final figures for that game have not been released but they approximated \$740,000 paid by a capacity crowd of 75,000 to view the Green Bay-Dallas game. Top ticket price for the NFL championship was \$10, while for the Super Bowl it was \$12. Hundreds of Los Angeles fans boycotted the Super Bowl and instead traveled outside the blackout area to watch the game on television. Motels and restaurants in Bakersfield, San Diego, Palm Springs, Laguna beach and other towns reported large crowds...**GRAMBLING, ARIZONA BANDS:** Those who attended the game, as well as the TV audience, were entertained before the game and at halftime by marching bands from Grambling College in Louisiana and the University of Arizona, a drill team, dancing girls in Indian costumes and rocket men sailing around through the air powered by compressed air packs on their backs. The pageantry was titled “Super Sights and Sounds” and was climaxed at halftime by the release of 10,000 helium-filled balloons and 4,000 pigeons. The playing field itself was elaborately decorated. At the





Wisconsin Gov. Warren Knowles and Green Bay Packers coach Vince Lombardi celebrate in the locker room (Credit: Press-Gazette Archives)

Rozelle beamed. He then added, "it takes more than one game" to evaluate the difference between the two leagues. That's his opinion. The crowd of 63,036 for the first Super Bowl contest was a distinct disappointment. So was the ball game after the first half. One of the K.C. linebackers, E.J. Holub, tried to shrug the whole thing off by saying, "I'm not gonna hang my head." He sounded a lot like Maury Wills after the Orioles walloped the Dodgers in the last World Series. Said Willis at the time: "We're embarrassed but not disgraced."

50-yard line, a large brown football was the central motif. It was capped by a gold crown with the NFL insignia in blue and the AFL in red on each side. The two end zones also were decorated. The west zone had the word "Packers" spelled out in green on a gold background, with the NFL insignia on each side. The east zone bore the word "Chiefs" in red on a gold background with the AFL insignia on each side.

ROZELLE SINGS NEW TUNE AFTER SUPER BOWL CONTEST

JAN 16 (Los Angeles) – Commissioner Pete Rozelle had a new tune to sing Sunday. Rozelle, major domo of both the merged AFL and NFL circuits, was well pleased with the game and the play of both the Kansas City Chiefs and the champion Packers in the first annual Super Bowl. As NFL commissioner, Rozelle never could see any reason for a title game between his league and the AFL until they merged last summer. Now that he's nominal head of both circuits, he saw things in a different light in Los Angeles Sunday. "I think it was a tremendous show,"

Packers Capture Historic Super Bowl, 35 to 10

Details in
Sports Section

GREEN BAY PRESS-GAZETTE

VOLUME LII, No. 199

30 PAGES

GAZETTE ESTABLISHED IN FEBRUARY, 1844
FREE PRESS ESTABLISHED IN MAY, 1914

GREEN BAY, WIS., MONDAY EVENING, JANUARY 16, 1967

UNITED PRESS INTERNATIONAL
ASSOCIATED PRESS

PRICE 10c



-Cartoon by Press-Gazette Artist Harold Elder