



**1966**



THE  
**PACKERS CENTURY**

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**P R O J E C T**

*ALL THE GAMES. ALL THE STORIES.*

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**1919-2019**

BY JIM RICE

[packerscentury.com](http://packerscentury.com)



## 1966

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**Record: 12-2-0 NFL Champions**

**Coach: Vince Lombardi**

- Donny Anderson and Jim Grabowski, the “Gold Dust Twins,” signed with the Packers. To keep them from signing with the rival American Football League, the Packers spent one million dollars to sign these two college stars. Anderson was drafted as a junior eligible in 1965.
- The war between the NFL & the AFL ended on June 6, 1966. The phased-in merger would begin at the end of the 1966 season with the first NFL-AFL World Championship Game. The game was renamed the Super Bowl beginning with Super Bowl III.
- The Packers opened the season against the two teams it defeated in last year’s postseason – Baltimore and Cleveland.
- Two losses, by a total of four points, separated the Packers from a perfect season. This team ranks with the 1929 and 1962 teams as one of the greatest in Packer history.
- Bart Starr led the league in passing. He threw just three interceptions (251 attempts) and won 1966 NFL MVP trophy.
- The defense gave up only 163 points (11.6 per game), 49 fewer than any other team in the league. They finished second in interceptions with 28 and, along with 47 sacks, intimidated opposing quarterbacks.



1919-2018

BALTIMORE  
**COLTS**  
**PACKERS**

**3**  
**24**  
**9.10.1966**

### **Stopping Unitas!**

On a Saturday night, the defending champions were underdogs in this nationally televised game against the Colts. Green Bay's tough defense dominated Baltimore and stopped quarterback Johnny Unitas.

"Johnny U" threw for just 106 yards, and he was picked off three times. In the second quarter with Baltimore leading 3-0, Lee Roy Caffey and, four plays later, Bob Jeter picked off two Unitas passes and returned them for touchdowns of 52 and 46 yards respectively. The Colts never recovered.

Bart Starr, who completed 14 of 19 passes, led a 79-yard touchdown drive in the third quarter that he took in himself from the eight-yard line to finish off the Colts.

<b>Baltimore</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Green Bay</b>	<b>0</b>	<b>14</b>	<b>10</b>	<b>0</b>	<b>24</b>

**Attendance: 48,650**

**Milwaukee County Stadium**

*Johnny Unitas received a beautifully-embroidered crying towel from a Packer fan Saturday afternoon. It read, 'This is a crying towel for the Colts, 1966.' The reference, of course, was to the Colts' reaction to "that" field goal in the playoff."<sup>1</sup>*



1919-2018

**PACKERS**  
CLEVELAND  
**BROWNS**

**21**  
**20**

**9.18.1966**

### Still Champs!

The Packers visit Cleveland for a rematch of the 1965 championship game. The Browns were fired-up for revenge, and so were their 83,943 fans.

Frank Ryan's 11-yard touchdown pass to Gary Collins grabbed an early lead. Jimmy Taylor's fumble led to a second Ryan to Collins touchdown that made it 14-0. Green Bay's only first half points came on a fourth-and-one touchdown bomb from Bart Starr to Paul Hornung.

With the Browns leading 17-7 in the third quarter, Green Bay took control with two touchdowns by Jim Taylor. The first, in the third quarter, was a one-yard plunge. The second, a nine-yard pass from Starr with 2:45 left in the game, gave Green Bay its first lead 21-20. On the play, a determined Taylor beat three Browns to get open. Two sacks by the defense on Cleveland's final drive secured the win as Bart Starr had the first of many fine games (20-30-238-2-0).

<b>Green Bay</b>	<b>0</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>21</b>
<b>Cleveland</b>	<b>7</b>	<b>10</b>	<b>0</b>	<b>3</b>	<b>20</b>

**Attendance: 83,943**

*GB sacked Frank Ryan four times.*



LOS ANGELES

**RAMS**

**PACKERS**

**13**

**9.25.1966**

**24**

Despite six turnovers, Green Bay built a 17-0 lead, surrendered 13 points back, before a spectacular play in the fourth quarter sealed the deal.

The Packers did a good job protecting quarterback Bart Starr from the Rams' "Fearsome Foursome" which Lombardi praised as the best. Paul Hornung gave Green Bay the lead with two touchdowns – a short pass from Starr and a run off right tackle behind Forrest Gregg. Two Packer turnovers led to field goals for the Rams that cut Green Bay's lead at halftime to 17-6.

Dick Bass' touchdown run in the third quarter tightened it to 17-13. Green Bay found more breathing room when Bart Starr and Elijah Pitts connected for an 80-yard touchdown. The Packers' defense held the Rams to 173 total yards, and they sacked quarterback Roman Gabriel eight times with Henry Jordan having a hand in five of them!

<b>Los Angeles</b>	<b>0</b>	<b>6</b>	<b>7</b>	<b>0</b>	<b>13</b>
<b>Green Bay</b>	<b>7</b>	<b>10</b>	<b>0</b>	<b>7</b>	<b>24</b>

**Attendance: 50,861**

*GB had five turnovers – all fumbles.*



DETROIT  
**LIONS**  
**PACKERS**

**14**  
**23**

10.2.1966

### Five Turnovers by Lions

"I think everybody plays their best game when they come here,"<sup>1</sup> Vince Lombardi stated. The Packers certainly got that from the Lions.

Green Bay generated just 10 first downs and 66 yards rushing. Bart Starr was sacked five times. But on Green Bay's first possession, Starr and Marv Fleming hooked-up for a 53 yard touchdown. In the second quarter, Starr and Carroll Dale connected for a 78-yard touchdown. The Lions scored twice to narrow the lead, but their five turnovers were too much to overcome. Don Chandler turned three of them into Packer field goals.

<b>Detroit</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>14</b>
<b>Green Bay</b>	<b>10</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>23</b>

**Attendance: 50,861**

*The Lions were penalized nine times for 123 yards.*

*"The Marinette High School Band entertained with distinction between halves."<sup>2</sup>*

<sup>1</sup> Green Bay Press-Gazette, 10/3/66, Rimmel, p. 13

<sup>2</sup> Green Bay Press-Gazette, 10/3/66, Rimmel, p. 17



**PACKERS**  
SAN FRANCISCO  
**49ers**

**20**  
**21**

**10.9.1966**

At Kezar Stadium next to Golden Gate Park, Bart Starr threw for two touchdowns and almost 300 yards. But the winless 49ers pulled-off the upset behind back up quarterback George Mira.

The Packers led in this game just once. Don Chandler's field goal gave them a 3-0 first-quarter lead before, Mira upset the Packers again (see 11/15/64). He threw two touchdown passes to John David Crow, and his quickness mobility kept Green Bay's defense guessing.

With San Francisco leading 14-13 early in the fourth quarter, Mira and Crow connected for a second touchdown. The Packers came right back, and in four plays, they scored on a 38-yard strike from Starr to Carroll Dale with 11 minutes left. The defense came up big with an interception by Dave Robinson. He returned the pick to San Francisco's nine-yard line! But after a pass interference penalty in the end zone on Boyd Dowler, Don Chandler missed a 26-yard field goal with 6:57 left.

Veteran quarterback John Brodie came in for the Niners and led a time-consuming drive that ate up the final six minutes. A disappointed Lombardi commented after the game, "we should have won by 20."<sup>1</sup>

<b>Green Bay</b>	<b>3</b>	<b>0</b>	<b>10</b>	<b>7</b>	<b>20</b>
<b>San Francisco</b>	<b>0</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>21</b>
<b>Attendance:</b>	<b>39,290</b>				

<sup>1</sup> Green Bay Press-Gazette, 10/10/66, Daley, p. 21



**PACKERS**  
CHICAGO  
**BEARS**

**17**  
**0**

**10.16.1966**

### Dee-fense!

After a tough, scoreless first half, the turning point arrived on the opening drive of the second half. Hornung topped-off Green Bay's 65-yard drive with a one-yard plunge. On the touchdown, he suffered a neck injury on a hit by Doug Buffone that hastened the end of Hornung's career.

Hornung, Elijah Pitts, and Jim Taylor accounted for 117 of Green Bay's 180 total yards! Dick Butkus acknowledged years later, "most of the time we knew exactly what play they were going to run. But it didn't matter because they always executed their plays with precision"<sup>1</sup>

The defense held Chicago to 42 yards rushing and 94 yards overall. Gale Sayers gained just 29, and quarterback Rudy Bukich was picked-off three times. Willie Wood's 20-yard pick-six in the fourth quarter sealed the deal. Asked about the shut out, Lombardi commented, "I'm not interested in shutouts. Neither is the defense," he said, adding a smile, "we're interested in one-point victories."<sup>2</sup>

<b>Green Bay</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>7</b>	<b>17</b>
<b>Chicago</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Attendance:</b>	<b>48,573</b>				

1 Flesh & Blood, Butkus, p. 175

2 Green Bay Press-Gazette, 10/17/66, Rimmel, p. 13





1919-2018

ATLANTA  
**FALCONS**  
**PACKERS**

**3**  
**56** 10.23.1966

This is Green Bay's largest margin of victory ever, and the second most points they have ever scored in a game! The victims were the first-year Atlanta Falcons who were 0-6 and pummeled from start to finish.

The Packers led 28-0 at halftime. The second half opened and closed with interceptions that were returned for touchdowns by Herb Adderley and Doug Hart. In between, Max McGee scored on a pass from Zeke Bratkowski, and Donny Anderson's 77-yard punt return for six was the first of his career. No contest.

<b>Atlanta</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>
<b>Green Bay</b>	<b>7</b>	<b>21</b>	<b>7</b>	<b>21</b>	<b>56</b>

**Attendance: 48,673**

**Milwaukee County Stadium**



**PACKERS**  
DETROIT  
**LIONS**

**31**  
**7**

**10.30.1966**

**Another Blowout!**

Packers jumped out to a 17-7 halftime lead and were never threatened. The Lions turned the ball over five times, and Green Bay capitalized with three touchdowns and a field goal.

Bart Starr had a fantastic afternoon (11-13-154-1-0). Elijah Pitts scored three touchdowns, and Jimmy Taylor crossed the goal line once. One of Pitts' touchdowns was a 24-yard strike from Bart Starr just before intermission for a 17-7 lead.

Detroit quarterback Karl Sweetan threw 45 passes for 271 yards. He also threw three interceptions.

<b>Green Bay</b>	<b>0</b>	<b>17</b>	<b>7</b>	<b>7</b>	<b>31</b>
<b>Detroit</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>7</b>
<b>Attendance:</b>	<b>56,954</b>				

*"The Packers were supported by 80 Green Bayites who came over on the Kellogg Travel Bureau Charter. The fans gave the Packers a sendoff when they left the Sheraton-Cadillac Hotel for Tiger Stadium Sunday morning."<sup>1</sup>*

<sup>1</sup> Green Bay Press-Gazette, 10/31/66, Daley, p. 13



MINNESOTA  
**VIKINGS**  
**PACKERS**

**20**  
**17**

**11.6.1966**

Fran Tarkenton, “a fantastically unorthodox quarterback,”<sup>1</sup> led the Vikings to the upset. In the first half, fullbacks Jim Taylor and Bill Brown traded touchdowns. Don Chandler and Fred Cox also kicked field goals for a 10-10 first half.

After intermission, Elijah Pitts cashed-in on the 15<sup>th</sup> play of an 86 yard drive for a two-yard touchdown run and a 17-10 Packer lead. But the fourth quarter was all Minnesota’s. Fred Cox’s field goal narrowed the lead to 17-13. After a three-and-out for Green Bay, Tarkenton and the Vikings went 73 yards in 10 plays. Brown’s second touchdown, a one-yard plunge, won it with 6:53 left.

<b>Minnesota</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>20</b>
<b>Green Bay</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>0</b>	<b>17</b>
<b>Attendance:</b>	<b>50,861</b>				

<sup>1</sup> Green Bay Press-Gazette, 11/7/66, Daley, p. 17



CHICAGO  
**BEARS**  
**PACKERS**

**6**  
**13** 11.20.1966

## Caffey's Big Day

Eighteen penalties were called in this slugfest for 178 yards. Bart Starr pulled a hamstring on the second play, and he was replaced by Zeke Bratkowski. Bratkowski came through in a big way with 190 yards passing and two touchdowns to Carroll Dale.

In the second quarter, after Lee Roy Caffey recovered a Viking fumble, Bratkowski's first touchdown to Dale made it 7-0. It stayed that way until an interception by the Bears in the fourth quarter. The turnover led to a Gale Sayers touchdown run. Caffey stepped up again and blocked the extra point to keep it 7-6. "There was nobody there to hit me,"<sup>1</sup> Caffey said later.

Green Bay's ensuing drive was a crisp, 63-yard march highlighted by a 33-yard a touchdown pass from Bratkowski to Dale to put away Chicago.

<b>Chicago</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>6</b>
<b>Green Bay</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>6</b>	<b>13</b>

**Attendance: 50,861**

*The Bears were held to nine first downs.*

*"Donnie Anderson, Green Bay Packer rookie, will be the principal speaker at the Algoma Chamber of Commerce membership dinner this evening."*

1 Green Bay Press-Gazette, 11/21/66, Rimmel, p. 35

2 Green Bay Press-Gazette, 11/21/66, p. 17



1919-2018

**PACKERS**

MINNESOTA  
**VIKINGS**

**28**

**11.27.1966**

**16**

This time around, the Packer defense went after Fran Tarkenton more aggressively and sacked him four times. In another great game by Bart Starr (20-31-149-2-0), two second-quarter touchdown passes to led Green Bay's 21-3 first-half lead. The second touchdown came after Willie Davis chased down and stripped Tarkenton of the football.

Minnesota rallied in the locker room and controlled the second half. In the fourth quarter with nine minutes left in the game, they trimmed the lead to 21-16 on a 38-yard bomb from Tarkenton to Dave Osborn. With three minutes left, they threatened again, but Herb Adderley's interception paved the way for rookie Jim Grabowski's 36-yard clinching touchdown run.

It was a very satisfying victory for Willie Davis who shared, "These games get to be a challenge to everything you stand for as a man, as a team, everything."<sup>1</sup>

<b>Green Bay</b>	<b>7</b>	<b>14</b>	<b>0</b>	<b>7</b>	<b>28</b>
<b>Minnesota</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>7</b>	<b>16</b>
<b>Attendance:</b>	<b>47,426</b>				

*When they arrived home at Austin Straubel Field, the Packers "were greeted by a cluster of fans sporting a huge green and gold banner which proclaimed, 'The Pack-s-Longs Back the Pack.'"*<sup>2</sup>

<sup>1</sup> Green Bay Press-Gazette, 11/28/66, Rimmel, p. 15

<sup>2</sup> Green Bay Press-Gazette, 11/28/66, Rimmel, p. 17



SAN FRANCISCO

**49ers**

**PACKERS**

**7**

**12.4.1966**

**20**

This was a nasty day of freezing rain, 20-degree temperatures, and 12 mph winds. The conditions didn't deter Bart Starr who faced a third-and-one on the third play of the game. In classic fashion, Starr faked a handoff to Elijah Pitts and threw a short pass to Carroll Dale who took it all the way for an 83-yard touchdown!

It stayed 7-0 into a busy fourth quarter as the 49ers piled on the yardage, but couldn't find the end zone. Early in the quarter, Starr topped-off a 16-play, 83-yard drive with a one-yard quarterback sneak for a 13-0 lead. Four plays later, John Brodie's 65-yard bomb to Dave Parks cut the lead to six. On Green Bay's next possession, they put it away with an Elijah Pitts touchdown run with 2:55 left. The win assured Green Bay of at least tie for the conference title.

<b>San Francisco</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>7</b>
<b>Green Bay</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>20</b>

**Attendance: 48,725**

**Milwaukee County Stadium**

*The 49ers turned the ball over four times.*

*"District punt, pass and kick winners from throughout Wisconsin competed for state honors before the game and between halves."<sup>1</sup>*

<sup>1</sup> Green Bay Press-Gazette, 12/5/66, Rimmel, p. 22



**PACKERS**  
BALTIMORE  
**COLTS**

**14**  
**10**

**12.10.1966**

### **Clinched!**

With rain falling the entire game, Johnny Unitas had a tough day. He completed only 11 passes, threw three interceptions, and fumbled late in the game.

For Green Bay, Elijah Pitts scored both touchdowns. His first came on a 42-yard pass from Bart Starr. But the Colts came back to tie it, and they pulled ahead 10-7 on a Lou Michaels field goal before the half.

Bart Starr injured his ribs and sat out the second half. Zeke Bratkowski replaced him and, after a scoreless third quarter, he led a 63-yard touchdown march. Pitts scored on the ground for his second touchdown of the game, a two-yard run.

Trailing 14-10 with 4:57 left, the Colts and Unitas rally. Unitas' right arm drove them downfield quickly. On first down from the Packer 15-yard line, Unitas tried to escape the rush and ran up the middle. He met Willie Davis who sacked him and stripped him of the ball at the 10-yard line. "I guess that might have been the biggest tackle I ever made,"<sup>1</sup> Davis said later. The ball took one bounce into the arms of Dave Robinson, and it punched Green Bay's ticket to the championship game in Dallas!

<b>Green Bay</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>14</b>
<b>Baltimore</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>10</b>
<b>Attendance: 60,238</b>					

<sup>1</sup> Green Bay Press-Gazette, 12/6/66, Rummel, p. 17



**PACKERS**  
LOS ANGELES  
**RAMS**

**27**  
**23**

**12.18.1966**

The Packers rested a number of players in the heat, but Paul Hornung and Jim Taylor played together for the last time. Green Bay grabbed an early lead on Bob Jeter's 75-yard pick six. Zeke Bratkowski, who played for an injured Bart Starr, threw for 245 yards and one touchdown. With the Packers leading 27-9 in the fourth quarter, an interception led to a Rams touchdown. Moments later, a fumble by fullback Jim Grabowski gave the ball right back to the Rams. They scored again and closed it to four with 24 seconds left. The Packers ran out the clock.

<b>Green Bay</b>	<b>7</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>27</b>
<b>Los Angeles</b>	<b>3</b>	<b>6</b>	<b>0</b>	<b>14</b>	<b>23</b>

**Attendance: 72,416**

*GB outgained LA 355-351.*

*At 2:05 in the morning, in 15-degree temperatures, "3,000 benumbed but highly vocal fans"<sup>1</sup> cheered at Austin Straubel Field to welcome home the Western Conference Champions.*

<sup>1</sup> Green Bay Press-Gazette, 12/19/66, Rimmel, p. 1





## NFL Championship Game

**PACKERS**

**34**

DALLAS

**COWBOYS**

**27**

**1.1.1967**

### **Three Straight!**

This was the first postseason meeting between Vince Lombardi and Tom Landry former coaching colleagues with the New York Giants. A lot was at stake for both coaches in one of the most important games in NFL history. The winner would play in the first meeting between the champions of National Football League and the upstart American Football League. For Lombardi, a loss to Landry "would be painful. Lombardi had set himself apart in the years since (leaving New York), but people were starting to write about Landry as the mind of a new age."<sup>1</sup>

This was Dallas' first trip to the postseason. They had the top offense in the NFL and a defense that was gaining national recognition. Green Bay's offense was very strong with Bart Starr calling signals but not quite as explosive as the Cowboys. But the Green Bay defense was formidable giving up the fewest points in the league.

The action started quickly with 28 points scored in the first quarter. In one of the greatest games of his Hall of Fame career, Bart Starr threw two first-quarter touchdown passes to get the Packer offense moving. Like a general at the height of his powers, Starr directed Green Bay in precision-like fashion up and down the Cotton Bowl all afternoon. He threw for 304 yards and four touchdowns.

Green Bay's opening drive featured halfback Elijah Pitts. On the first play from scrimmage, Pitts ran off right tackle for 32 yards. A few plays later, he caught a pass out of the backfield and headed to the end zone after bouncing off cornerback Warren Livingston for a 7-0 Packer lead. On the kickoff, when Mel

Renfro fumbled after a hit by Gale Gillingham, Jim Grabowski recovered the ball went untouched into the end zone. In less than five minutes, the Packers had a shocking 14-0 lead.

But Dallas turned the tables before the quarter was out. Don Meredith led two long touchdown drives behind a powerful a running attack that gashed Green Bay all afternoon for 187 yards. Dan Reeves finished the first drive with a three-yard touchdown run. Don Perkins notched the second on a 23-yard burst off right tackle to tie it 14-14. In the second quarter, Starr came back with a with a beautifully thrown 51-yard scoring strike to Carroll Dale that gave Green Bay the advantage at halftime 21-17.

The second half began with a costly fumble. Green Bay had driven to the Dallas 21-yard line when Elijah Pitts was stripped of the ball. The Cowboys capitalized with a field goal that cut it to 21-20. On the fifth play of their next series, Starr connected with Boyd Dowler on a crossing pattern for a touchdown. Dowler held onto the football despite a vicious, defenseless hit in the end zone by Mike Gaechter. Dowler came down on his head and injured his shoulder. Packers 28-20.

Green Bay's defense slowly began to clamp down. Don Meredith struggled with two unsuccessful drives early in the fourth quarter. Green Bay hit paydirt again with another perfectly thrown pass by Starr. This time he found Max McGee for a 28-yard touchdown with 5:20 left.

Trailing 34-20, Dallas still had time when Meredith threw a 68-yard touchdown bomb to Frank Clarke cut back the Packer lead to seven. When Dallas they stopped Green Bay on its next series, Don Chandler hurried his punt which went off the side of his foot and went 16 yards. The Cowboys took over on the Green Bay 47-yard line with 2:50 left.

After a 21-yard completion to Frank Clarke, a pass interference penalty against Tom Brown in the end zone put the ball at the Green Bay two-yard line. An illegal procedure penalty on Jim Boeke brought the football back to the six-yard line. A clutch

third down pass to Pettis Norman got it back to the two-yard line. Facing a fourth down, Merideth rolled right and was chased down by linebacker Dave Robinson. "At the last instant before Robinson battered him down, he managed to let fly toward the end zone"<sup>2</sup> where safety Tom Brown waited to finish off Dallas.

Thanks to Bart Starr's outstanding performance with four touchdown passes, the Packers won their third straight championship. Lombardi's teams had now tied Curly Lambeau's great squads that won three consecutive titles from 1929-1931. It was a quick celebration, as another challenge awaited – the first AFL-NFL World Championship Game (SUPER BOWL I)!

<b>Green Bay</b>	<b>14</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>34</b>
<b>Dallas</b>	<b>14</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>27</b>

**Attendance: 74,152**

*With 13,000-15,000 fans welcoming the team home, "The music and the general excitement of the scene, enhanced by leftover New Year's Eve hats, noisemakers and horns that had been hawked hours before by vendors in the airport parking lot, prompted Fuzzy Thurston to break into an impromptu dance up and down the ramp, much to delight of the fans lining the fence."<sup>3</sup>*

*Bart Starr: "I can't tell you what a thrill it is to see a group like that. It was so cold, and so late. It just sent a tingle up my spine. It really did."<sup>4</sup>*

- 1 When Pride Still Mattered, Maraniss, p. 390
- 2 The Packer Dynasty, Bengston, p. 103
- 3 Green Bay Press-Gazette, 1/3/67, Wagner, p. 1
- 4 Green bay Press-Gazette, 1/3/67, Wagner, p. 1

**AFL-NFL World Championship**  
**Super Bowl I**



KANSAS CITY

**CHIEFS**

**PACKERS**

**10**

**35**

**1.15.67**

After seven years of nasty competition between the NFL & AFL over players, fans, and franchises, the first step of the new merger was a game between the champions of the rival leagues after the 1966 season. In perhaps the most anticipated game in pro football history, the game was broadcast simultaneously on two of the three major television networks at the time – NBC and CBS.

Much was expected of the two-time, defending champion Packers. They were heavily-favored, 13 points, and they carried with them the pressure of upholding the superiority and prestige of the more established league, the NFL. A loss to an AFL team would give the young league instant credibility. Before the game, “the telegrams were arriving from the other NFL teams. They all said pretty much the same thing. “Go out there and show those clowns who’s boss.”<sup>1</sup> This all weighed very heavily on Lombardi, and to prepare for the challenge, he cloistered the Packers 90 miles north of Los Angeles to avoid pre-game distractions. “We hated it. It was horseshit,”<sup>2</sup> Paul Hornung was heard to say.

In the most watched sporting event in television history at the time (65 million viewers), both teams began the game cautiously, feeling each other out now that all the hype was over. Kansas City held its own early. After Boyd Dowler re-injured his shoulder on the second play of the game, veteran Max McGee replaced him and began his fantastic afternoon. McGee’s game became even more incredible after we learned more about it after the game. “McGee said he met a pretty blond from Chicago that night and didn’t get back to his room

until 'close to breakfast time.' "3 On the Packers' second series, from the Kansas City 37, Starr threw to McGee. McGee reached back behind him to make a beautiful one-handed catch that he took 37-yards for the first touchdown Super Bowl history.

The Chiefs weren't intimidated, and they came right back and drove deep into Packer territory. Curtis McClinton scored on a seven-yard run to tie it, and Kansas City's edge in size and speed became evident. The Packers showed their mettle in the second quarter and with an impressive 73-yard march in 14 plays. "They were daring us to throw,"4 Lombardi said after the game. And throw they did. Starr converted four key third-down plays on this drive taking advantage of K. C.'s suspect secondary. Jim Taylor wrapped up the drive with a classic power sweep around left end for a 14-10 lead at the break.

Before the second half, Lombardi challenged his team, "Are you the world champion Green Bay Packers? Get on the field and give me your answer."5 He took the reigns off his top-ranked defense, and it paid immediate dividends. On the Chiefs' first series, Dave Robinson blitzed and, along with Henry Jordan, hit Lenny Dawson's arm just as he was releasing the pass. The wounded duck floated to safety Willie Wood who caught it and returned it to the Chiefs five-yard line! Elijah Pitts scored on the next play, and Green Bay had all the momentum 21-10.

The NFL's #1 defense accorded itself very well. "After Woods' pick, the Chiefs had the ball six times, punted all six times, registered just five first downs, and gained merely 38 yards in 25 plays."6 In the entire second half, K. C. ran just four plays in Packer territory.

Several key third-down conversions by Starr led to Max McGee's second touchdown – a 13-yard catch. In the last game of his illustrious career, McGee caught seven passes for 138 yards and two touchdowns. Elijah Pitts also ran for a second touchdown in the fourth quarter, and Green Bay cruised 35-10.

After the game, Lombardi, with "the game ball clutched to his breast like a No. 1 draft choice, permitted himself a smile."7

<b>Green Bay</b>	<b>7</b>	<b>7</b>	<b>13</b>	<b>7</b>	<b>35</b>
<b>Kansas City</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>10</b>
<b>Attendance:</b>	<b>63,036</b>				

*“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.”<sup>8</sup>*

*“Chuck Connor, the former major league baseball player who stars in the Rifleman TV show, rode the Packer bus with his son Mike to the Coliseum. ‘So many people write fan letters to me, so I wrote to Coach Lombardi.’ ”<sup>9</sup>*

*Lombardi (after the game): “I might say they gave me the game ball which was very nice. An NFL ball. It catches a little bit better, and it kicks a little better than the AFL ball.”<sup>10</sup>*

*Doug Hart: “I think that might be the most revered win by everyone on those teams. We were representing the NFL, playing a new league that had been bad-mouthing us and we thumped them.”<sup>11</sup>*

*Due to fog in L. A., the Packer flight was delayed a day. “Probably more disappointed than anybody was a small boy who carried a pencil and an autographed book. He felt better when his father assured him he’d bring him back for today’s homecoming.”<sup>12</sup>*

*When the Packers did arrive, the Green Bay East High School Band got the celebration started. “Nearly all the fans knew that players like Bart Starr, Jim Taylor, Willie Davis, Paul Hornung, Henry Jordan and Forrest Gregg would not be aboard (off to Pro Bowl). But it made no difference. Many of the players and coaches who did come back expressed surprise at the size of the crowd.”<sup>13</sup>*

*“Jim Irwin, sports director for the ABC television affiliate in Green Bay, took the trophy with him from the Green Bay airport to the station to use it as a prop on the set that night. At the time, it was just another piece of hardware in the little city that by then was fond of calling itself “Tidetown U.S.A.”<sup>14</sup>*

*“We’re getting 500 letters a day from fans all over the country, and we’re answering all of them,”<sup>15</sup> said Packer publicity man Chuck Lane.*

- 1 Magnificent Seven, Bud Lee, p. 11
- 2 The Scrapbook History of Green Bay Packer Football, Zimmerman, p. 82
- 3 The Scrapbook History of Green Bay Packer Football, Zimmerman p. 82
- 4 Green Bay Press Gazette, 1/16/67, Rummel, p. 15
- 5 Greatest Football Game of All-Time, Hersch, p. 20
- 6 The Ultimate Super Bowl Book, McGinn, p. 15
- 7 Sports Illustrated, 1/23/67, Tex Maule, p. 12
- 8 Green Bay Press-Gazette, 1/16/67, Daley/Rummel, p. 16

- 9 Green Bay Press-Gazette, 1/16/67, Daley/Rommel, p. 16
- 10 Green Bay Press Gazette, 1/16/67, p. 15
- 11 The 1996 Green Bay Packers, Bozeka/Zagorski, p. 176
- 12 Green Bay Press-Gazette, 1/16/67, Devenport, p. 1
- 13 Green Bay Press-Gazette, 1/17/67, Devenport, p. 1
- 14 The Ultimate Super Bowl Book, McGinn, p. 20
- 15 Green Bay Press-Gazette, 1/19/67, Daley, p. 39



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## 1966 Team Statistics

### **FINAL STANDINGS - Western Conference**

	<u>W</u>	<u>L</u>	<u>I</u>
Green Bay	12	2	1
Baltimore	9	5	0
Los Angeles	8	6	0
San Francisco	6	6	2
Chicago	5	7	2
Detroit	4	9	1
Minnesota	4	9	1

### **Team Leaders**

Passing	Starr
Receiving	Dale
Rushing	Taylor
Scoring	Chandler
Interceptions	Jeter, Robinson w/5

### **All-Pro**

Adderley	Cornerback
Caffey	Linebacker
Davis	Defensive End
Gregg	Offensive Tackle
Jordan	Defensive Tackle
J. Kramer	Guard
Nitschke	Linebacker
Starr	Quarterback
Taylor	Fullback
Thurston	Guard
Wood	Safety

### **Notable Draft Choices** (Round, Position)

Jim Grabowski (1a, FB)

Gale Gillingham (1b, G)





1919 - 2019

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*with Jim Rice*

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