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PROJECT

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1919-2019

BY JIM RICE

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1970

Record: 6-8-0 (4th Place - Last)

Coach: Phil Bengtson

• Lambeau Field was expanded by 5,500 seats to bring its capacity to 56,263.

- The phased-in merger between the AFL & NFL was completed.
 The league went from 16 teams and four divisions to 26 teams and six divisions. The schedule was integrated with teams from both leagues now playing each another.
- A labor dispute in July was settled by Commissioner Pete Rozelle. A new four-year labor agreement was signed.
- Green Bay's defense was weak, but the offense was even weaker. The Packers were one of only three teams to score fewer than 200 points.
- After a battle with colon cancer, Vincent Thomas Lombardi died on September 3, 1970 at age 57. One week later, the Super Bowl Trophy is renamed in his honor.
- Players from the Lombardi years continued to move on. Willie Davis, Henry Jordan, and Boyd Dowler retired. Trades sent away Elijah Pitts, Lee Roy Caffey, Bob Hyland, Herb Adderley, and Marv Fleming.
- With the pressure building for a winner, Phil Bengtson resigned the day after the season ended with a record of 20-21-1.



9.20.1970

The Packers were completely devoured by the Lions, and Coach Phil Bengtson said it was, "the worst game I've ever experienced." Green Bay put together a game plan that produced a whopping 114 yards while the Lions went wild for 398.

From the start, Detroit ran the ball right down Green Bay's throat for 266 yards on 46 carries. Mel Farr and Bill Triplett did most of the damage with three touchdowns, and along with Errol Mann's four field goals, provided the offense.

Bart Starr completed only seven passes for 35 yards. A pick-six by Lem Barney of Detroit made it 23-0. The Green Bay crowd was so disenchanted with Starr and the team that "it was the first time within memory that the green and gold had been booed in their own ballpark," 2 reported veteran Packer writer Lee Remmel.

The last time the Packers were shut out in Green Bay was 1949.

Detroit 10 3 10 17 40 Green Bay 0 0 0 0 0

Attendance: 58,263

Mike Lucci, Detroit Linebacker: "I remember in 1970, we had a really good team and we blew the Packers out both times we played them, but it was always a good game. You respected who you were playing, and they respected who they were playing." 3

¹ Green Bay Press-Gazette, 9/21/70, Wagner, p. 17

² Green Bay Press-Gazette, 9/21/70, Remmel, p. 17

³ Facing the Green Bay Packers, Carlson, p. 13



24 9.27.197027

This come from behind win was Green Bay's fifth straight win over the Falcons. Green Bay put together a nice first half with two Donny Anderson touchdown runs and Bart Starr's first touchdown pass of the season. The touchdown pass to Carroll Dale started the scoring, and the Pack rolled to 254 yards in the first half.

Green Bay's 20-3 halftime lead almost evaporated! Atlanta rallied behind quarterback Bob Berry. Relying on short passes to his running backs, Berry threw two fourth-quarter touchdown passes with the second putting the Falcons in front 24-20. Don Horn, who replaced an injured Starr in the third quarter, "proceeded to unfurl one of the most prodigious bombs in Packer history"1 with an 89-yard connection with Carroll Dale. Dale's second touchdown catch put the Packers back on top to stay with six minutes left.

Atlanta 0 3 7 14 24 Green Bay 7 13 0 7 27

Attendance: 56,263



10 10.4.1970

Green Bay upset the defending division champs despite an offense that produced just 69 yards passing and nine first downs. The defense though pointed the way for the Packers with six sacks and two interceptions.

"It's easy to be more aggressive when you don't have to think,"1 was how Lionel Aldridge put it trying to explain Coach Bengtson's simplified defensive plan. Aldridge had two sacks, and Bob Brown added three more! The strong defensive effort shut out Minnesota for three quarters.

The Packers led on the strength of two field goals by Dale Livingston, and Dave Hampton's 101-yard kickoff return in the fourth quarter. Minnesota's only touchdown came in the closing minutes.

Minnesota 0 0 0 10 10 Green Bay 3 0 3 7 13

Attendance: 47,967

Milwaukee County Stadium



22 10.12.1970

20

<u>3-1!</u>

This was the third Monday Night Football game on the ABC Television Network. The broadcast featured Frank Gifford, Howard Cosell, and Don Merideth and the Packers responded with a victory over the winless Chargers!

The game got off to a slow start with four field goals in a 6-6 first half. Bart Starr's two touchdown passes in the third quarter gave Green Bay the lead before he left with a sore shoulder. When Don Horn replaced Starr, two turnovers hurt the Packers. In the fourth quarter, Horn threw an interception that led to a touchdown. Two minutes later, he fumbled at Green Bay's 10-yard line which handed the lead to San Diego 20-19.

With 5:25 left in the game, Willie Wood's second interception of the night gave the Packers the ball on San Diego's 13. Bart Starr came back into the game, and after a few plays, Dale Livingston kicked the winner. Green Bay's offense generated 200 yards on the ground, while the defense recorded six sacks and recovered five turnovers.

Green Bay 3 3 13 3 22 San Diego 0 6 0 14 20

Attendance: 53,064

President Nixon will fly to Green Bay this Saturday night to honor quarterback Bart Starr. The ceremony for the veteran Packer will take place at the Veterans Memorial Arena in Green Bay at 7:00 p.m.



31 10.18.1970

It was Bart Starr Day in Green Bay, but the Packers never had the led. Starr threw for two touchdowns and 208 yards, but a 65-yard pick-six by Clarence Williams in the fourth quarter ended all hope for a fourth straight win.

L. A. took an early 14-0 lead before Green Bay's offense got going. Starr, who was feted the night before by adoring fans, directed an attack that outgained L. A. 317-277. Starr's touchdown passes went to tight end John Hilton and to Travis Williams. "The Roadrunner" also scored on the ground in the fourth quarter to tie the game.

In the final two minutes, a field goal by David Ray and a 65-yard pick-six of the day's honoree by Clarence Williams doomed the Packers and took the game back for the Rams.

Los Angeles 14 0 0 17 31 Green Bay 0 7 0 14 21

Attendance: 56,263

Fans made their love of Bart Starr very evident. "Western Union displayed the telegram with 40,000 names. A bag of letters was carried onto the field with 3,200 individual letters." 1

"The Nathan Hale High School Band of West Allis provided the pregame entertainment and also added musical backdrop at halftime. The band also formed the number 15 in honor of Starr." 2

The previous evening, President Nixon attended an event in Starr's honor. He spoke to 6,000 Packer fans, and said of Mr. Quarterback, "He's not only the number one pro quarterback, but he's a number one American." 3

Bart Starr: "We've taken a great deal from you the fans.....fame and money.....and I hope we've given something back."4

- 1 Green Bay Press-Gazette, 10/19/70, Walter, p.15
- 2 Green Bay Press-Gazette, 10/19/70, Walter, p. 19
- 3 Green Bay Press-Gazette, 10/18/70, Doyle, p. 1
- 4 Green Bay Press-Gazette, 10/18/70, Doyle, p. 2



17 10.25.1970

The winless Eagles turned the ball over five times to go 0-6. After they took a 3-0 lead, Doug Hart's 76-yard pick-six gave the Packers a 7-6 lead it never relinquished. A second interception, this one by linebacker Freddie Carr, led to a Donny Anderson's touchdown run.

Trailing 17-3 in the second quarter, Philly's quarterback Norm Snead kept it close with a 65-yard touchdown pass to Ben Hawkins. Green Bay struck back with a Bart Starr touchdown pass to Rich McGeorge for a 24-10 at the break. The touchdown was set up by Bob Jeter's blocked punt few plays earlier.

Starr had a fine afternoon, and Dale Livingston also kicked three field goals for Green Bay. After the game, Livingston shared that he was knocked out after a kickoff in the third quarter. "I don't remember a thing that happened after that.....Forrest tells me I kicked a dandy field goal in the fourth quarter, but I don't remember it."1

Philadephia 3 7 7 0 17 Green Bay 10 14 3 3 30

Attendance: 48,022

Milwaukee County Stadium

The Eagles outgained the Packers 311-241.



After five of their first six games were played in Wisconsin, Green Bay hit the road for six of their final eight games. The Packers were so popular that San Francisco's Kezar Stadium was sold out for the first time since 1958. Over 8,000 fans had to be turned away.

In the first half, the 49ers' offense had a tough time getting started. They put up just 63 total yards in the first half, and their two fumbles led to a 10-7 Packer lead. The lead vanished quickly when the 49ers scored the next 19 points. Four Bruce Gossett field goals accounted for most of the scoring, but the Niners opening touchdown drive of the second half put them back in front to stay.

Bart Starr left the game in the second quarter with a sore arm, and he was replaced by Don Horn. Horn threw three picks and completed just seven passes for 134 yards and a touchdown. The Packers turned the ball over six times, and the loss was a blow to the team's title chances. After the loss, Horn took full responsibility. "I feel it was my fault we lost today. I let Coach Bengtson, Coach Schnelker and Coach Wietecha down.....and my teammates. That was the extent of it."1

 Green Bay
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 7
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 0
 10

 San Francisco
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 10
 6
 26

Attendance: 59,335

"It was a bad Sunday. The Packers lost, it was cold and church lasted 15 minutes longer than usual." 2

¹ Green Bay Press-Gazette, 11/2/70, Remmel, p. 19

² Green Bay Press-Gazette, 11/2/70, Larson, p. 14



13 11.9.1970

4-4

Bart Starr's sore arm kept him on the sidelines, and back up Don Horn had a poor outing. Horn completed just 10 of 23 passes, and he threw four interceptions. Green Bay's only lead, 3-0, came after the Colts fumbled a punt. The Packers didn't score again until the fourth quarter.

The rain and mud slowed down the offenses for both squads. Jerry O'Brien, Baltimore's kicker, scored eight of their 13 points. Their only touchdown came in the second quarter on a drive led by quarterback Johnny Unitas. The touchdown came on a pitchout to fullback Jerry Hill for a 7-3 halftime lead.

Trailing 13-3 with under two minutes left in the game, Green Bay scored on a one-yard plunge by Jim Grabowski. The late touchdown "made the final score closer than the game really was."1

Baltimore 0 7 6 0 13 Green Bay 3 0 0 7 10

Attendance: 48,063
GB passed for 88 net yards.



1919-2019

19 11.15.1970

Bart Starr played the entire game, and he also played the hero at the end! Starr completed 23 of 35 passes for 220 yards and one interception.

Green Bay built a 10-0 lead in the first half. The resurgent Donny Anderson, who led the ground game, scored on a 17-yard run. Chicago tied it up in the third quarter with a 79-yard missile from quarterback Jack Concannon to wide receiver Dick Gordon. Along with four field goals from Mac Percival, the Bears led 19-13 with 1:37 left in the game.

On Green Bay's final drive that began on the 20-yard line, Starr completed five passes for 75 yards! With three seconds left and the Packers on Chicago's two-yard line, Starr found his receivers covered. He spotted an opening, and ran untouched into the end zone! Explaining his heroics, Starr gave credit to his tight end. "John Hilton did such a great job of tying everybody up on the right side, it looked open, so I decided to run."1

After the game, Bears' linebacker, Doug Buffone, had this to say about Starr. "Only one in three million quarterbacks could do what Starr did. He's a classic." 2

 Chicago
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 10
 9
 19

 Green Bay
 10
 0
 3
 7
 20

Attendance: 56,263

Chet Coppock: After a night out at a wrestling show in Chicago, a friend and I drove right up to Green Bay "to see if we could get into the Bear-Packer game. We arrived at the Northland Hotel around two in the morning, and remarkably, there was a room available.

About 4:15 in the morning, the fire alarm went off. I remember that Abe Gibron was a Bears line coach, and later their head coach. He came walking out in the corridor wearing just his underpants. It was like the arrival of a glacier. Abe at that time had to be at least 325 pounds."3

- 1 Green Bay Press-Gazette, 11/16/70, Remmel, p. 17
- 2 Packers vs. Bears, Swain, p. 273
- 3 For Packers Fans Only!, Wolfe, p. 223



3 11.22.1970 **10**

This was the first of five straight road games to close out the season. The Packers went 1-4 to end a disappointing campaign.

The weather was a brutal -35 with the wind chill. Bart Starr had to leave the game with a twisted knee, and the Packers missed three field goals. After a 3-3 first half, the Vikings threatened after a 37-yard pass from quarterback Gary Cuozzo to Gene Washington. With a first down on Green Bay's four-yard line, Clint Jones dove into the end zone on fourth down for a 10-3 lead.

With just over two minutes left in the game and Green Bay driving for the tying touchdown, rookie running back Larry Krause fumbled on the Vikings' 17-yard line. It was recovered by Minnesota's Jim Marshall to end the threat and the game.

Green Bay 0 3 0 0 3 Minnesota 0 3 7 0 10

Attendance: 47,900



11.26.1970

16

Unhappy Thanksgiving

In a nationally televised game, Green Bay lost its first game *ever* to the Dallas Cowboys. They had won six straight over Dallas since it joined the NFL in 1960.

The "Doomsday Defense" of the Cowboys clamped down on Bart Starr and the Packers. They pushed the Packers back all game and allowed just 129 total yards. In a 3-3 game in the second half, Mike Clark kicked two more field goals for a 9-3 Dallas lead. Late in the fourth quarter, Starr was intercepted by Charlie Waters. With 1:54 left, "speedball Bob Hayes swept the Pack's right flank on an end-around and sprinted into the end zone untouched" to seal it for Dallas.

Green Bay 3 0 0 0 3 Dallas 0 3 0 13 16

GB was outgained 352-129.

Ed Smith, Former Packer: "I just love Green Bay and I have an awful time keeping my wife home. She'd go to Green Bay for every game. Any town that backs a team the way they have supported the Packers has to be tremendous." 2

¹ Green Bay Press-Gazette, 11/27/70, Remmel, p. 13

² Green Bay Press-Gazette, 11/27/70, Remmel, p. 14



20 12.6.1970

12

Everyone was challenged with wind chills of -7 degrees. Before the teams were too frozen, rookie Larry Krause returned the opening kickoff 100 yards for a 6-0 Green Bay lead (the snap on the extra point was dropped).

Late in the third quarter, rookie quarterback Terry Bradshaw who had replaced Terry Hanratty, connected with another rookie Dave Smith for 78 yards and a 9-6 lead. Bart Star responded quickly with two touchdown passes over the final 20 minutes. The first, to rookie Rich McGeorge, put Green Bay back in front 13-9. The second, a 68-yard strike to big tight end John Hilton, clinched it.

Green Bay 6 0 7 7 20 Pittburgh 3 0 6 3 12

Attendance: 46,418
Turnovers: GB 4 PGH 6

Rocky Bleier, former Pittsburgh Steeler and Appleton, Wisconsin native: "When you think about Wisconsin you think about the mills. When you think about Pittsburgh you think about the mills. Paper mills. Steel mills. It's a shot and a beer kind of place." 1

1 For Packers Fans Only!, Wolfe, p. 160



1712.13.1970 **35**

Wrigley's last game

This was the last NFL game ever played at Wrigley Field. The stadium, which hosted its first pro football game between the Packers and the Bears in 1926, had been outgrown by the popularity of National Football League. Beginning in 1971, the Bears moved back to Soldier Field which hosted it's first Packer-Bear game on December 19, 1926!

In the final game, the Bears offense exploded and scored the most points it had all season. They jumped out to a 14-0 lead and were never threatened. Jack Concannon of the Bears had a spectacular afternoon with four touchdown passes, one touchdown run, and 338 yards passing.

The Packers lost Bart Starr for the game in the first quarter after Dick Butkus and Willie Holman sacked him. Green Bay's touchdowns came on a Donny Anderson run and John Hilton's touchdown catch from third-string quarterback Rick Norton. Starr and his replacements – Frank Patrick and Rick Norton – were sacked nine times, and the offense produced just 180 total yards.

Green Bay 3 0 0 14 17 Chicago 14 7 7 7 35

Attendance: 44,957



0 12.20.1970 **20**

Opening and closing shutouts

Never in Green Bay Packer history, not in 1949 nor 1958, had they ever been shutout in the opening and closing games of a season. In 1970, the Lions did just that.

In a defensive battle, Detroit held Green Bay to 124 total yards, and the Packers held the Lions to 162. Lem Barney's magic finished off Green Bay in the fourth quarter. He started with a 65-yard punt return that set up the game's first touchdown. He followed with a 49-yard pick-six of Bart Starr for a 20-0 lead. Earlier in the game, Barney also returned a kickoff 74 yards that led to an Errol Mann field goal. Barney totaled "223 return yards (on punts, kickoffs, and interceptions) or 99 more yards than the Packers mustered on offense."1

Five turnovers by Green Bay and five sacks by the Lions clinched Detroit's first postseason berth since 1957. Despite a sore arm and difficulties throwing the ball, a classy Bart Starr refused "to take anything away from the Lions' performance." 2

Green Bay 0 0 0 0 0 0 Detroit 3 0 3 14 20

Attendance: 57,387

¹ Black & Blue, Berghaus, p. 232

² Green Bay Press-Gazette, 12/21/70, Remmel, p. 25



1970 Team Statistics

PACKERS CENTURY FINAL STANDINGS – Central Division / Western Conference

1	9	1	9	-	2	0	1	9

	<u>vv</u>	<u>L</u>	
Minnesota	12	2	0
Detroit	10	4	0
Chicago	6	8	0
Green Bay	6	8	0

Team Leaders

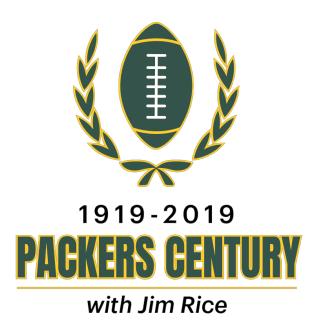
Passing	Starr		
Receiving	Dale		
Rushing	Williams		
Scoring	Livingston		
Interceptions	Adderley		

All-Pro

Gillingham Guard Wood Safety

Notable Draft Choices (Round, Position)

Mike McCoy (1a, DT) Rich McGeorge (1b, TE) Al Matthews (2, DB) Jim Carter (3, LB) Ken Ellis (4a, WR/CB)



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