

# THE PROMISS GAMUN

PROJECT

ALL THE GAMES. ALL THE STORIES.

1919-2019

BY JIM RICE

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Record: 8-4-0 1st – Western Conference

Coach: Vince Lombardi

• In January 1960, Pete Rozelle, general manager of the Los Angeles Rams, was named NFL Commissioner. Former Packer President, Bob Harlan, had this to say about Rozelle: "The longer I've been here, the more I appreciate the system the NFL has. That's what saved Green Bay. The fact that Pete Rozelle convinced the other owners in the early 1960s to share revenue is enormous. If we didn't have television revenue, we wouldn't have been in this business very long."1

- The new American Football League began play with 14 teams.
- Beginning in 1960, every home game would be sold out.
- Andrew Turnbull, the team's first President, died on October 17<sup>th</sup>.
- The Packers continued to improve. They had the #1 offense in the league and the second-best defense.
- Paul Hornung broke Don Hutson's single season-scoring record with 176 points. Jimmy Taylor broke Tony Canadeo's rushing record with 1,101 yards.
- On November 27<sup>th</sup>, Green Bay's chief scout, Jack Vanisi, died suddenly of a heart attack. Vanisi drafted most of the players that Lombardi turned into champions including Hornung, Nitschke, and Starr.
- Fans were excited as the Packers closed-in on their first championship game since 1944!



9.25.1960

This was Green Bay's first loss at City Stadium since November 1958. Bart Starr started at quarterback, but the loss had some fans already doubting the team's progress.

In the first quarter, the Packers missed three golden opportunities deep in Bears territory. The drives ended on an interception, a blocked field goal, and a missed field goal. Green Bay took a 7-0 into the locker room at halftime on Jimmy Taylor's touchdown run. In the first 30 minutes, the closest the Bears got to scoring was Green Bay's 40-yard line.

Hornung and Taylor pounded Chicago for 137 yards rushing. Hornung caught three passes for 14 more, and his third-quarter touchdown made it 14-0 Green Bay. Early in the final quarter, the Bears scored twice to tie it. Willie Galimore finished off a crisp, 12-play drive with an 18-yard touchdown run. On Green Bay's next series, Jimmy Taylor's fumble led to a Rick Casares touchdown run.

Chicago's defense kept the Packers passing attack in check all game. Starr put up just eight passes for 68 yards, and he was picked-off twice. With 35 seconds left in the game, Starr's pass was batted in the air and intercepted by Earl Legget on Green Bay's 32-yard line. John Aveni's 16-yard field goal completed the stunning comeback. "We didn't play with any type of abandon on offense. We were just very careful," 1 Lombardi said after reviewing the game film.

 Chicago
 0
 0
 0
 17
 17

 Green Bay
 0
 7
 7
 0
 14

Attendance: 32,150



10.2.1960

Green Bay's defense kept the Lions out of the end zone all afternoon. They held Detroit's ground game to 69 yards, intercepted two passes, and gave up just three field goals all in the first half.

Though Lamar McHan started at quarterback to jump-start Green Bay's passing game, the Packers ran the ball successfully 52 times for 255 yards. Jimmy Taylor and Paul Hornung accounted for 224 of these yards.

In the first half, an interception by John Symank set up Green Bay's only points on Tom Moore's five-yard run. The power and skill of the Taylor-Hornung backfield led the second-half comeback with three touchdowns. Taylor ran for 102 yards in the second half, and he scored one touchdown. Hornung scored twice in the fourth quarter and kicked four extra points. Green Bay won going way.

Detroit 3 6 0 0 9
Green Bay 0 7 7 14 28

Attendance: 32,150
Turnovers: GB 3 DET 1

"Fred Dandoy, veteran gateman, missed his first Packers home game in 40 years Sunday. Fred, who once passed the hat during the Packers early sandlot days, was injured in a fall from a porch roof at his home st 132 S. Roosevelt Street."1



10.9.1960

"This game reawakened a championship (fan) spirit that had been dulled by years of losing," 1 the Press-Gazette reported. The Packers handed the two-time defending champions their first loss. The defense spearheaded this decisive win, and it moved Green Bay into a four-way tie for first place.

Lamar McHan started at quarterback for the Packers, and after scoreless the first quarter, both squads got on the scoreboard with 12-yard touchdown runs by Jimmy Taylor and Alan Ameche. After the halftime, Taylor scored twice more for a 21-7 lead. Two touchdown runs by Alex Hawkins of the Colts kept it exciting, but the six turnovers by the Colts did too much damage.

The Colts outgained the Packers 409-217, but the Packers intercepted Johnny Unitas four times — two by Hank Gremminger — and recovered two fumbles. The 11 men who started for Green Bay on defense played the entire game and capitalized on four of Baltimore's six miscues. After they clinched the win, "The Packers Lumberjack Band quickly opened with, 'There'll be a Hot Time in the Old Town Tonight.'" 2 Indeed!

Baltimore 0 7 0 14 21 Green Bay 0 7 7 21 35

Attendance: 32,150

The fans gave the Packers several standing ovations "each time with a rising crescendo." 3

<sup>1</sup> Green Bay Press-Gazette, 10/10/60, Daley, p. 17

<sup>2</sup> Green Bay Press-Gazette, 10/10/60, Daley, p. 18

<sup>3</sup> Green Bay Press-Gazette, 10/10/60, Remmel, p. 17



**14 41** 10.23.1960

After a bye week and this impressive win, the Packers stayed tied atop the division. They racked up 455 yards of offense compared to only 179 for San Francisco.

In the first half, the 49ers did not complete a single pass. Green Bay set the pace early with two touchdown drives of 80 and 83 yards! Quarterback Lamar McHan led the offense with 183 yards and one touchdown. Paul Hornung "completed his most productive day as a pro"<sup>3</sup> with 23 points on two touchdown runs, two field goals, and five extra points! Jimmy Taylor led ground attack, however, with 98 yards.

Green Bay's defense maintained complete control. They gave up just 71 yards rushing, and quarterback Y. A. Tittle was held to 108 yards passing and two second-half touchdowns. "They just beat the hell of out us in every department," 1 said Red Hickey, the Niners head coach. To date, this was the second-largest crowd to see the Packers play in Milwaukee.

San Francisco 0 0 7 7 14 Green Bay 14 10 3 14 41

Attendance: 39,914

**Milwaukee County Stadium** 

Hank Aaron and Eddie Matthews, stars of the Milwaukee Braves, sat on the Packers bench during the game.



### Four straight!

The Packers took over sole possession of first place with this thrilling win! Quarterbacks Bart Starr and Bobby Layne didn't start the game, but they definitely affected the outcome. Layne replaced quarterback Rudy Bukich in the second quarter before Starr recused the Packers in the second half.

After Green Bay led 12-0 on four field goals by Paul Hornung, Layne got Pittsburgh's offense moving in the second quarter using an occasional no-huddle offense. It energized the Steelers', and Layne capitalized with a 37-yard touchdown pass to Tom Tracy.

Late in a scoreless third quarter, Bart Starr came off the bench for Green Bay. But early in the fourth quarter, Layne put the Steelers in command 13-12 with a 48-yard touchdown strike to Buddy Dial. It stayed that way until there were five minutes left. Starr marched the Packers 65-yards in 11 plays, and Jimmy Taylor scored the winner with 1:01 left. After the game, Lombardi addressed the quarterback situation with, "I don't know who I'll start at quarterback. That will be decided later in the week." 1

Green Bay 9 3 0 7 19 Pittsburgh 0 7 0 6 13

Attendance: 30,155

Starr: 11-18-150-0-0 / Layne: 12-20-209-2-0



24 11.6.1960 38

Bart Starr started, but Green Bay played from behind the whole game.

The 4-2 Colts didn't wait long to attack the 4-1 Packers. Johnny Unitas lit up the first quarter with three touchdown passes for a 21-0 lead. He picked apart Green Bay's two rookie defensive backs Willie Wood and Dick Pesonen and connected with Raymond Berry for two of the three scores.

Green Bay rallied to tie the game behind touchdowns by Jimmy Taylor and Paul Hornung. Taylor's touchdown run before intermission made it 21-7. In the second half, the explosive Hornung ran for two more touchdowns, and his 21-yard field goal in the fourth quarter tied it at 24 all.

With five minutes to play, Unitas threw his third touchdown strike to Berry to retake the lead. They put it out of reach after Bart Starr's fourth interception led to a 13-yard touchdown by Alex Hawkins. Even in the loss, Lombardi was pleased with his teams' performance. He chalked up the defeat to "four basic plays because of inexperienced personnel."1

Green Bay 0 7 7 10 24 Baltimore 14 7 3 14 38

Attendance: 57,808
Total Yards: GB 426 BAL 404

"The Packers returned to a wonderful welcome at Austin Straubel Field Sunday night. A crowd estimated at 2,000 cheered the players and coaches as they stepped off the plane." 2

<sup>1</sup> Green Bay Press-Gazette, 1/7/60, Daley,p. 24 2 Green Bay Press-Gazette, 1/7/60, Daley,p. 24



**7 41**11.13.1960

### **Historic!**

This was the first meeting between Vince Lombardi and Tom Landry during the regular season. It started one of the NFL's greatest rivalries between two former coaching colleagues and their new teams.

Lombardi's offense bested Landry's defense as Jimmy Taylor, and Paul Hornung dominated. Other than Ray Nitschke's picksix in the second quarter, this dynamic backfield scored all of Green Bay's points. Taylor's three touchdowns gave Green Bay the lead, and the versatile Hornung scored 17 more!

Defensively, Nitschke "tackled with crowd-pleasing abandon" and set an aggressive tone for the defense. He also recovered a fumble and grabbed another interception to set up Taylor's third touchdown. The Cowboys cooperated with five turnovers, and Green Bay won easily.

Dallas 0 0 0 7 7 Green Bay 7 20 7 7 41

Attendance: 32,294
Total Yards: GB 391 DAL 275

Over 50 former players returned to cheer on the reborn Packers! "They were introduced to the crowd by Jug Earp, President of the Packer Alumni Association. The record crowd gave each a big hand as he was introduced." 2



**33 11.20.1960** 

A gut-wrenching loss after a valiant comeback.

Paul Hornung's field goal and touchdown run gave Green Bay an early 10-0 lead. They were unable to protect the lead due to seven costly miscues. The Rams capitalized on every one of them and led 30-10 in the third quarter.

Trailing 30-10 in the third quarter, the Packers turned it around fast. They scored three touchdowns in a span of just nine minutes. Tom Moore scored on a 60-yard burst around left end. After Hornung tossed an 18-yard touchdown to Boyd Dowler, Starr drove the Packers right back into L. A. territory. Hornung finished the drive with a two-yard touchdown run, and he kicked the extra point for a 31-30 lead!

With 3:44 left, Hornung, who had scored 19 points, committed the final turnover with a fumble on the Rams' 42-yard line. L. A. recovered and with 22 seconds left Danny Villaneuva kicked his fourth field goal to win it.

Los Angeles 7 13 10 3 33 Green Bay 10 0 7 14 31

Attendance: 35,763

**Milwaukee County Stadium** 

<sup>&</sup>quot;A grade school football game between halves was greeted with zest by the Packer-Ram audience, most of the 35,000+ remaining in their seats to delight in a 13-0 St. Augustine victory over St. Aloysius." 1



On national television, the Lions feasted on the Packers for Thanksgiving. This poor all-around effort by the Packers seriously jeopardized their title chances.

Detroit blocked a punt in the end zone for a safety to start the scoring. With touchdown runs by quarterback Jim Ninowski and Ken Webb, they led at halftime 16-0. For the Packers, Bart Starr had a rough first half with just three yards passing.

Paul Hornung's touchdown run and field goal narrowed the lead in the third quarter. Green Bay's momentum was stopped cold when Willie Wood fumbled a punt. Detroit recovered it on Green Bay's 13-yard line. Two plays later, Jim Ninowski hit Jim Gibbons in the end zone to seal the deal. After the game, an assistant coach for the Lions reportedly said, "The Packers have such tremendous balance that they'd be a shoo-in for the championship if they didn't have a quarterback problem."1

Green Bay 0 0 10 0 10 Detroit 9 7 7 0 23

Attendance: 51,123
Total Yards: GB 291 DET 181

Mary Durocher, Lombardi's administrative assistant: One of things he insisted on was Thanksgiving dinner at the Elks Club. He considered the Packers his family, and he wanted us all together at Thanksgiving. One year, he had two of my sons, one in each arm, and he walked over to Bart Starr and said, 'These are Mary's boys!' It was just like they were his own family."2

<sup>1</sup> Green Bay Press-Gazette, 11/25/60, Remmel, p. 18

<sup>2</sup> For Packers Fans ONLY!, Wolfe, p. 25



The Packers dedicated this game to Jack Vainisi their chief talent scout who drafted many of the players. Vainisi died of a sudden heart attack on November 27. Before the game, Lombardi spoke to the team. "You have three good reasons for winning today: For Jack, for the tradition of this great game, and for the title. Now let's go and get it!"1

Paul Hornung took over this game for Green Bay. "The Golden Boy" scored 23 record-breaking points and broke Don Hutson's single-season scoring record of 138 points!

A scoreless first quarter gave way to a busy second. Willie Davis recovered a blocked punt for six, and two Hornung field goals gave Green Bay a 13-6 halftime lead. In the second half, Bart Starr threw two touchdown passes – one each to Hornung and Max McGee. In between, touchdown runs by Hornung and Jimmy Taylor unofficially put the game away.

"With the season winding down, the championship game will match Philadelphia's streaking Eagles against Baltimore, or Green Bay, or San Francisco, or Chicago, or Detroit."2

Green Bay 0 13 14 14 41 Chicago 0 6 7 0 13

Attendance: 46,406
Total Yards: GB 443 CHI 321

<sup>2</sup> Green Bay Press-Gazette, 12/5/60, Rathet p. 25



In a muddy and rainy Kezar Stadium, Paul Hornung scored all 13 points. He followed his second-quarter field goal with the game's only touchdown to finish off an 84-yard fourth-quarter march.

While Jim Taylor led the blocking for Hornung, he pounded San Francisco for 161 yards himself. Taylor set a new single-season rushing record for the Packers with 1,059 yards to break Tony Canadeo's record set in 1949.

The Packers dominated in yards gained 292-81, and the win moved them moved into sole possession of first place in the Western Conference. Lombardi could hardly contain himself. "First place!" he said as he beamed, "And now it's all wrapped up in one weekend ..... weeks of preparation." 1 A victory over the Rams next week would clinch the Western Conference.

Green Bay 0 3 0 10 13 San Francisco 0 0 0 0 0 Attendance: 53,612



### **Division Champs!**

The Green Bay Packers clinched their first conference championship since 1944! They did so against the 4-6-1 Rams.

The Rams took a 7-0 on a Billy Wade touchdown pass. The Packers responded with the next 28 points! Bart Starr, who threw for 201 yards, tossed touchdown passes of 57 and 91 yards! Hornung's fine performance featured a touchdown pass to Max McGee and his own touchdown run in the fourth quarter. Hornung set a new NFL record with 176 points!

Wade and the Rams scored twice in the fourth quarter, but it wasn't enough. Green Bay's three wins on the road to closed out an impressive season. Bart Starr came into his own on the road trip with a three-game total of 31-49-469-4-1. The Packers headed to the NFL title game, but not before they carried Coach Lombardi off the field!

Green Bay 7 21 0 7 35 Los Angeles 7 0 0 14 21

Attendance: 53,445

"Contact with the chartered plane carrying the team will be kept all the way from Denver, so that the fans will know within five minutes when the plane will land."9

"Local police think they found a Ram fan in the heart of Packerland at halftime. An officer was sent to a local tavern to pick up a 'drunk who's becoming disorderly.' With the Pack running wild and ahead 28-7 at the time, the desk sergeant sent the officer off with 'What the heck, the guy must be a Ram fan. Ram fans can't drown their sorrows in our town.'"10

In bitter cold (12 degrees), "Eleven thousand fans showed up at Austin Straubel field to welcome the heroes home. Lombardi told them: "It's a very, very happy day for me, the coaches, and the players—and even more particularly for you, the fine people of Green Bay, who were so deserving of a championship. I just hope we can bring you a world championship next week." 11

"As each (player) walked across the stage, Egan presented him with a wallet containing \$50.00, which he described 'as just a very small token of esteem in which all of the Packers are held by the people of Green Bay and the State of Wisconsin." 12

### 1960 NFL Championship Game



**13** 12.26.1960

17

Green Bay hadn't played in a championship game since 1944. For the Eagles, it was 1949.

The Packers made it to the title game with a second-year head coach leading the way. They outplayed the Eagles statistically in this championship game, but not on the scoreboard.

Green Bay's offense "belted the Eagles all over the place"1 with 401 total yards. But they did not put up enough points considering they were inside Philadelphia's 26-yard line seven times. On those seven visits, they managed only two field goals and one touchdown.

On Philadelphia's first play from scrimmage, defensive end Bill Quinlan stole a lateral from quarterback Norm Van Brocklin at the Eagles 14-yard line. When the Packers were stopped at the five, they elected to go for the first down rather than a field goal. They were stopped.

On Philly's next possession, rookie Ted Dean fumbled the ball back to Green Bay at Philadelphia's 22-yard line. Green Bay was stopped again, but Paul Hornung's field goal made it 3-0. A second field goal by Hornung made it 6-0.

In the second quarter, Eagles' quarterback Norm Van Brocklin began to heat-up. "The Dutchman" connected with his speedy flanker Tommy McDonald twice for long gains. The second completion came on a quick crossing route that McDonald took the distance for a 35-yard touchdown. On Philly's next series, the Eagles were stopped at Green Bay's eight-yard line, and they settled for a field goal for a 10-6 lead at the half.

On the first series of the second half for the Eagles, John Symank intercepted Van Brocklin. Green Bay couldn't move the ball, but they gambled on fourth down from their 20-yard line. Max McGee faked a punt, and he took off on a 35-yard sprint to Philadelphia's 45-yard line. Seven plays later, early in the fourth quarter, Starr found McGee to give Green Bay a 13-10 lead.

On the ensuing kickoff, Ted Dean stunned the Packers. He went untouched for 55 yards before Willie Wood pushed him out of bounds at Green Bay's 40. Eight plays later with 10 minutes left, Dean scored from the five to put the Eagles back in front 17-13.

With Paul Hornung out with a neck injury since the third quarter, the Packers had three more possessions, but they could not counter Philadelphia's momentum. The fumbled on their first series and punted on the second. On their last possession of the game, Starr drove the Packers from his 35-yard line to Philadephia's 22. With 10 seconds left, Jimmy Taylor caught a pass from Starr and broke two tackles heading to the end zone. He was stopped at the eight-yard line by Bobby Jackson and Chuck Bednarik as time ran out.

This was the first and only championship game loss of the Lombardi Era. The coach took the blame for the decisions he made early in the game to forgo two field goals. "I learned my lesson today. When you get down there, come out with something. I lost the game, not my players. That was my fault." 2

Green Bay 3 3 0 7 13 Philadephia 0 10 0 7 17

Attendance: 67,325

Total Yards: GB 401 PHI 296

<sup>1</sup> Green Bay Press-Gazette, 12/27/60, Daley, p. 1

<sup>2</sup> goldenrankings.com/nflchampionshipgame1960



### 1960 Team Statistics

## PACKERS CENTURY PROJECT 1919-2019

### PACKERS CENTURY FINAL STANDINGS - Western Conference

|                 | W | <u>L</u> | <u>T</u> |
|-----------------|---|----------|----------|
| Green Bay       | 8 | 4        | 0        |
| Detroit         | 7 | 5        | 0        |
| San Francisco 7 |   | 5        | 0        |
| Baltimore       | 6 | 6        | 0        |
| Chicago         | 5 | 6        | 1        |
| Los Angeles     | 4 | 7        | 1        |
| Dallas          | 0 | 11       | 1        |

### **TEAM LEADERS**

| Passing       | Starr      |
|---------------|------------|
| Receiving     | McGee      |
| Rushing       | Taylor     |
| Scoring       | Hornung    |
| Interceptions | Whittenton |

#### <u>ALL-PRO</u>

| Forrester | Linebacker       |
|-----------|------------------|
| Gregg     | Tackle           |
| Hornung   | Halfback         |
| Jordan    | Defensive Tackle |
| Kramer    | Guard            |
| Ringo     | Center           |

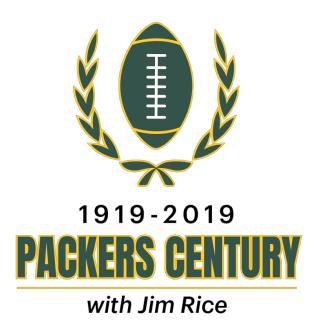
Ringo Center
Taylor Fullback
Whittenton Cornerback

### **NOTEABLE DRAFT PICKS** (Round, Position)

Tom Moore (1, HB)

Bob Jeter (2, CB)

Dale Hackbarth (19, CB)



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