SUPER BOWL I

Preview & Review

Stan Hochman**'s written material**

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DiMidio Has Come a Long Way

By **STAN HOCHMAN**

Philadelphia Daily News

Thursday, Jan. 12, 1967

LONG BEACH, Calif. — Tony DiMidio showed up at the Giant's training camp that first years as Emily Post. Which is what you'd expect from a guy out of West Chester State Teachers college trying to make it in the National Football League.

"I was really naive," DiMidio remembered yesterday as the Chiefs took a breather in preparations for the war they intend to wage Sunday against Green Bay. "It was 'Yes Sir' 'No Sir.' I was idealistic because Jim Bonder had us so keyed up about the school, the school. I found out you have to talk a little more, you have to sell yourself."

DiMidio can't mourn those idealistic days too much. Cut by the Giants in 1965, he was picked up by Kansas City. After a year on the taxi squad, he made the club this year and has a shot at a $15,000 jackpot on Sunday. The Giants, meanwhile, won one game in that gruesome music appreciation course they conducted all autumn.

"The advice I got as far as money wasn't too good," DiMidio recalled. "After all, how many guys out of West Chester had gone to the pros? The Giants drafted me fourth and Kansas City drafted me too. I could have played one off against the other but I didn't. I went with New York because I thought the off-season opportunitied were greater. And I wanted to stay in the area.

"I always wanted to play offense but the Giants wanted me on defense. We passed a lot for a small college team and I felt better on offense. The thing was, I was used to playing against smaller guys. In the pros I found out I couldn't run over anybody.

"I broke into the lineup at defensive tackle and then got clipped on the kickoff against Washington. Me knee was injured, but they delayed the operation. I finally had it in the mid-season and was out the rest of the year.

"What happened the next year is a good question. I just think Allie Sherman got rid of the wrong people. I came back under a different coach. Andy Robustelli was gone and Pop Ivy was there. I didn't hit it off with him. They weren't judging people on ability any more. It became a personality thing."

Discouraged, DiMidio tried to latch on with the Jets, but Kansas City remembered it owned the original AFL rights and picked him up,

"They wanted me to play offense, so that's what I did on the Taxi squad," he said. "We've got a complex system, with that movable pocket for the passer, and you have to learn it by playing."

DiMidio plays behind All League tackle Jim Tyrer, so he hasn't seen that much combat this year. But he also filled in at center, and at 24, figures to be around a while.

"Around the National League, all you heard was how inferior the other league was," he said. "Well, as soon as I played a game my attitude changed. We feel we're happy to be in the Super Bowl, we want to beat them, and we think we have the ability."

DiMidio married the daughter of the dean of physical education at West Chester. They have three kids and a nice mortgage in West Chester. A $15,000 payday on Sunday wouldn't be hard to take.

"Some of the money would go for schooling," he said. "I want to get a master's degree and coach. I like Philadelphia. I'd like to get started in a small college. Sure the money's nice, but winning this game could open a lot of doors for me."

At 6-4 and 260, DiMidio could open most doors with his shoulder. He has come a long way from the starry-eyed dreaming kid out of West Chester. Nobody will be saying 'Yes Sir' and 'No Sir' out there on Sunday.

Eagles Miss a Hit with Chiefs

Philadelphia Daily News
Thursday, Jan. 12, 1967

STAN HOCHMAN

LONG BEACH, Calif. — Otis Taylor is tough enough to wrestle a coyote one-handed. He can run like a jack-rabbit through a thistle-patch. Oh yeah, he can also catch footballs, which is what he is employed to do by the Kansas City Chiefs.

Whooeee. What wouldn't the Eagles give for a flanker who can get open, catch the football, and then run over people? Not enough apparently, or Taylor would have beeN toiling for J. Wolman and Co. the past two autumns.

The Eagles drafted Taylor fourth two years ago when the two leagues were feuding like cattlemen and sodbusters. Oooh-ee, it was great to be young and strong then.

"The Dallas people came around," Seth Cartwright remembered on television the other day. "They took me and Otis Taylor for a weekend. Gave us spending money.

"Thing was, they tapped the telephone on all our calls calls and they moved us around from place to place so no one would know where we were. We finally checked out of the hotel at two o'clock in the morning."

Taylor's memory isn't as vivid as his Prairie View teammate's. "We talked a while with the Dallas people," he said, "but I always had high hopes about Kansas City."

Eagles Called But Never Came to Talk

"It puzzled me that the Eagles never talked to me until after I'd signed. I got back to school and the coach said they'd called, but they never came around and talked."

Besides whatever home conversation they missed, they blew a shot at an outstanding receiver. This year, Taylor averaged 22.4 yards a catch for 1,297 yards. He scored eight touchdowns and four of those covered 70 yards or more.

"Our offense used to go by bus," Kansas City coach Hank Stram said, "now we take the jet."

Sunday, Taylor will get into Green Bay's man-eating secondary. Two weeks ago, he saw that secondary throttle Bob Hayes to one pass for one yard. The one pass was a little flare towards his right hip. Hayes bobbled it because he seemed to be looking through his left ear for Herb Adderley.

"I watched in on TV," Taylor admitted. "You don't see every play but you have to give the defensive backs credit when they hold someone like Hayes to one catch.

"I've seen Adderley play and he's good. He hits hard. But I don't know how much double-teaming they did. Thing is, if they double up on me, we've got some receivers who can catch the ball. Chris Burford and Frad Arbanas."

Taylor isn't as swift as Hayes (who is?), but he is bigger, stronger and tougher. "The linemen love him," tackle Tony DiMidio said, "because he's not afraid to stick his head in there. Somebody else catches a pass and he's down there blocking for the other guy."

Started College Career as QB

Swift, sticky hands and goes around looking for people to knock down . . . not bad for a guy who started college life as a quarterback.

"We had three other quarterbacks," Taylor remembered. "I played a little here and there. My sophomore year I would catch the ball in workouts and an assistant coach said 'That boy can catch.'

"In college, though, I was like a free receiver. I could go where I wanted to go. Here you have to run patterns. You can't go out and just run around because that's what leads to interceptions."

Taylor caught 42 touchdown passes in college and Prairie View won 26 in a row. When the Chiefs pried him away from the NFL's good-time Charlie's in Dallas, they gave him enough bonus money for some essentials plus one luxury.

"I bought myself a diamond ring," he said. "This year, from the first exhibition game, I gave it to the trainer and he ties it in his shoelace for safekeeping. He wears it . . . rain, snow or what-not."

Superstition is fine, but it helps if you can run and catch and block. Taylor can do all those things. If J. Wolman had only known Otis' taste ran to fancy jewelry. Would you believe Moose Detty on Sundays with the Hope Diamond around his neck for safekeeping?

CBS 5-Pt. Pick Over Super Foe NBC

By **STAN HOCHMAN**

Philadelphia Daily News

Thursday, Jan. 12, 1967

LOS ANGELES — CBS has been established

a five-point favorite over NBC for Super Sunday, which explains all the super-shilling that's been going on in television. It is enough to make even super commissioner Pete Rozelle sick to his stomach, but he can't come right out and say that because the tab is so super-duper.

"Variety has an interesting article on their first page," Rozelle said here yesterday. "They have CBS minus five. They figure CBS has to win the ratings game by at least five points or it would be a terrible blow to them.

"They need the win because they've been claiming a 2-for-1 edge in the ratings while carrying NFL games over NBC's AFL games. Besides, they're charging $8,500 a minute Sunday while NBC is going for $1,500 to $2,000 less.

"We have no control about the way they're carrying on. Ordinarily we love network promotion. But I had a TV monitor in my box at the Playoff Bowl and it was something."

CBS has the Globetrotters playing on the deck of an aircraft carrier to get Super Sunday started. Maybe NBC can counter with the Boston Celtics playing in a telephone booth.

SUPER-STITIONS

Jack Faulkner, who spent five years in the AFL with the Chargers and is now a scout for the Rams, gives a decided edge to Green Bay's defensive backfield: "Those people (**Herb Adderley, Willie Wood**, etc.) come to kill you." Faulkner also likes the Packer's depth: "What other team has **Paul Hornung, Donnie Anderson, Jim Grabowski, Max McGee** in reserve?" . . . Only 54,217 tickets had been sold by yesterday, but forecasts indicate a crowd of about 70,000. Rozelle: "Sure, the way things are going we'd be lying if we said we didn't wish we had scaled it differently." Tickets are $6, $10 and $12 with $10 end zone type lagging . . . Deep thinkers are belittling Green Bay's supposed edge in experience. Since 1962, when the Chiefs won an AFL title, 12 of the 22 starters have been replaced by young, husky talent out of the college draft ranks. Green Bay has 11 different starters since the 1962 season, drawn from those same ranks. And don't forget a lot of those husky young men were pursued by teams in both leagues . . . Just ask the Eagles about **Otis Taylor** and **Ed Budde**.

Will Golden Boy Get Golden Fling?

By **STAN HOCHMAN**

Philadelphia Daily News

Friday, Jan. 13, 1967

SANTA BARBARA, Calif. — They called him Golden Boy. He came out of Notre Dame, which is a very glamorous school to come out of. And when he started doing wonderful things for the Green Bay Packers, he swaggered through the limelight like a man who enjoys it.

They wrapped him with a year's suspension for betting, but the charm of the man is so intense, people trampled each other to be the first to forgive him.

He has played for the last six years with a left arm that goes lifeless when he is hit a certain way. The numbness comes and goes. The last two months he hardly played at all. Elijah Pitts was doing the job and Vince Lombardi is supposed to rank sentiment only slightly ahead of treason.

On Sunday, though, the Packers will be involved in the richest game of them all. They play Kansas City at the Coliseum, which may go down in the history of the sport as the Half-Empty Bowl. The winners get $15,000 a man, the losers get $7,500. It is the kind of ante that suits the Golden Boy's talents and Lombardi might just throw away that grumpy mask and start Hornung.

"I've been asked it so many times," Lombardi said yesterday at lunch. "All I can say is that I won't know until Sunday morning who will start. Pitts has played very well. But I am a great hunch player."

There was that game in Baltimore a few years ago," Lombardi reminded people. "Hornung hadn't played much, but I started him and he scored five touchdowns in one game.

"He's an outstanding young man. I know he gives the impression of being flippant but he's a fine competitor. I'm proud to have him as a Packer.

"The game will dictate who starts. He may be our best pass receiver as far as running patterns. He reads defenses better than anyone I know."

It isn't a promise, but it is a clue. If Kansas City elects to stack its defenses to blunt Green Bay's trademark sweeps, perhaps Hornung can be used as a pass receiver to bedevil the linebackers.

The trouble with that approach is that Hornung cannot catch too many passes with one arm dangling in pain. "The arm goes numb and I don't have too much mobility," he said. "Sometimes it goes away in a minute, but I got it pretty good in Chicago."

He tested it in combat against the Rams on Dec. 18, carrying five times for 19 yards. "I took some pretty good shots," he said. "Naturally, you want to play. But if the arm isn't 100 percent I'd have to carry the ball in my right arm all the time. I wanted to play against Dallas, but Elijah has done such a fine job, you just don't take him out."

He doesn't sound like a man who will badger Lombardi for a start on Sunday, which may be what the shrewd coach is waiting for. "I've had guys bug me on the sidelines about getting in," Lombardi said. "I' ve put them in and they've done well. Hornung, though, is an asset to the team even when he's not playing."

It is a side of the Golden Boy that few people know about. "He constantly studies the defenses," quarterback Bart Starr said later on, sitting near the motel pool. "He's always alert for something that will help the club.

"I don't know how many times he's come back to the huddle and said, 'I can beat this guy on such-and-such a route.' Or he'll suggest a play and say to make sure the block goes a certain way because of the way the defender is coming.

"Paul Hornung is a great competitor. It's been a great experience to play with him."

It sounds as though Starr would like to have Hornung back there with him for the richest game of them all, one final golden fling for the Golden Boy.

Starr System: "Think Positive"

Philadelphia Daily News
Friday, Jan. 13, 1967

STAN HOCHMAN

SANTA BARBARA, Calif. — There was that one year coach Vince Lombardi got up at a team meeting, growling with exasperation. "I can't understand," he said, "how you can make so many mistakes. We have a simple offense . . . designed for simple-minded people."

Bart Starr, who quarterbacks that simple offense for Green Bay, told the story yesterday, lounging near the shimmering little pool of the Santa Barbara Inn. On Sunday, the Packers play Kansas City in that great football game in the sky. The winners get $15,000 apiece. The losers get $7,500.

If it is true that the Eagles grumbled when Jack Concannon's intercepted pass led to a loss that cost them $700 apiece, then must not Starr's dreams be haunted by thoughts of an interception that could cost his teammates $7,500 each?

"You don't think in terms like that," he said. "You think positive. If it happened I'd have to think I'd let them down. I'd be awfully sorry. But I'd like to think that no one on this team would grumble. We think in terms of 40 people. We win and lose as a team."

"The thought of the money won't affect the way we play," Lombardi said earlier. "If guys grumbled, I'd think we'd be a pretty poor football team. As a matter of fact, we'd be a pretty poor group."

It is not hard for Starr to think positively. He has a fantastic championship game record. In five title games he has completed 69 of 118 passes and had only one snatched by the enemy. No one belittles the figures by suggesting that Starr swallows the football rather than launch it into a crowd.

Option Passes with Several Receivers

"Our passing attack is different than most peoples'," Lombardi explained. "Lots of teams, the passer goes back, one receiver goes out. He lets it go or he eats it.

"We have option passes with three or four receivers. It takes a real fine quarterback to read the defenses. He doesn't look here, then there, then there. He reads the defenses as he goes back. Sometimes he reads the linebacker, sometimes the safety, sometimes the cornerback.

"Knowing the defenses, he knows which receiver should be open."

It does not sound very simple and it is not. Starr did not master it in three weeks. "The more you play," he remembered, "the more things start to fall into place. You grow in poise and self-confidence. The only way to gain that is to succeed.

"Football is a great game of cat-and-mouse. The defenses throw something at you to defeat something you do. If it does stymie it, you have to find something not as strong in their defense. There are days when the defense guesses right more often than you do. They happen. They're frustrating."

"Defense," Lombardi said clinically, "is nothing but play recognition. The more you see something, the quicker you recognize it and the quicker you defend against it. We have passed more and run our sweep less because of the defenses.

"Starr has always been a great passer. I don't know how the story got out that he couldn't throw long. He's had more bombs this year than any quarterback in the league. What was it, 12-or-16 of them over 50 yards? Far be it for me to argue with people who write that he can't throw long."

Only 3 Interceptions During Season

Starr threw 251 passes during the season, some long and some short, and only three were intercepted. He has to remind people that it is a team game when they flutter around him with praise.

"People don't realize how much help a quarterback gets from the players that surround him," he said. "Not just the pass blocking, but the help he gets from receivers who can see things he can't. It's probably true that the quarterback gets too much credit when the team wins."

If he doesn't seek the credit, he does not flinch at shring the blame for a loss. And he will not see dollar signs in the defensive backfield when he goes back to pass on Sunday.

"The money was an added incentive for us to get here," he said. "Whoo, what an incentive. But once we got here, we're so busy with the preparation and procedure that the money factor is secondary. We just don't have time to think about it.

"We just might wake up Monday morning and realize it, but right now, nobody's thinking about it."

Word War I To Be Waged on Grass

By **STAN HOCHMAN**
Philadelphia Daily News
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LOS ANGELES — Does the American Football League Still play schoolyard defense as a throwback to its infant days when all the stress was put on offense to dazzle the fans?

Does the National Football League have so much talent that wealthy young men like Donnie Anderson and Jim Grabowski must wait their chance to play?

"Some of the questions are going to be answered on Sunday," Kansas City coach Hank Stram said yesterday. "It's been a war of words for seven years. Now, it's going to be settled in grass, which is where it should be settled."

Nothing will really be settled tomorrow when Green Bay and Kansas City collide in the first confrontation of the two leagues. The NFL sneered at the founding league for years, refused to recognize it on the scoreboards or the broadcasts, while fighting it tooth-and-dollar for college talent.

Finally, the cost got too steep. The leagues merged, the AFL paid a stiff initiation fee and the Super Bowl was arranged. Too big for one network, it will be carried on NBC and CBS nationally and blacked out locally.

About 70,000 live ones are expected to show up at the Coliseum tomorrow. The bookmakers, with their own unemotional handicapping, have made Green Bay a 12½-point favorite.

Both squads spent the week groping for superlatives to describe the opposition. It would appear that both teams have speed and size, agility, poise, determination, and so on.But the coaches seem to take different approaches to the game.

"If we win or lose," Vince Lombardi says, "it won't be the beginning or the end of the world. The Green Bay Packers will continue to play for a good number of years."

"We're going in with the strong purpose to achieve success not only for Kansas City," Hank Stram said, "but for every coach, every player, every official that had the confidence to be associated with the AFL."

It may not be "just another ball game" for the Packers, not is it a religious war for the Chiefs. What it can be is a very rewarding afternoon since the winners get $15,000 apiece and the losers get $$7,500 each.

There is always the chance that that much loot might turn the game into an awkward jumble. "I don't think they'll be jittery because of the money," Stram insisted. "Football players still have to play because they love the game. It's an emotional game.

"Both teams have great pride and a winningness to pay the price necessary to achieve success."

If any trickery is unfurled Sunday, it is likely to be Kansas City that tries it. The Chiefs like to use a variety of formations to try and confuse the defense. Green Bay operates basically out of a 4-3 defense with single coverage. Buffalo uses the same tactics but Buffalo doesn't have people like Herb Adderley and Willie Wood to make it work.

"It's pretty hard to get anything new in football," Lombardi said yesterday."Odd-spaced defense are nothing new. George Wilson used them against us in the mid-50's and did damn well. A good number of college teams use the movable pocket."

Both teams are healthy. The only uncertainty in Kansas City's lineup involved the one-eyed Fred Arbanas, who suffered a should injury in the clincher against Buffalo. He is expected to play.

Lombardi tried to keep people guessing about Paul Hornung, but the general feeling was that Elijah Pitts could continue at left-half.

Stram went out of his way to praise Hornung, though. "He was a great leader and a great athlete at Notre Dame and the people at Green Bay share the same opinion of him. He adds a different dimension to their offense."

Green Bay's offense would seem to have enough dimensions without the Golden Boy. They have the accurate passing of Bart Starr (3 interceptions in 215 passes), the catching of Boyd Dowler and Carroll Dale, and the angry rushes of Jim Taylor.

Only Taylor broke the gentlemanly calm that preceded the game. Fred Williamson, Kansas City's gabby defensive back, got under Taylor's skin with his bragging.

"I read where he's the Cassius Clay of football," Taylor sneered. "I see where they call him 'The Hammer.' He tries to drop people with vicious blows. I guess he's dropped some people by the wayside."

It will be interesting when Taylor goes thumping into Williamson tomorrow. Do hammers dent steel? Has Kansas City's secondary ever seen anyone as accurate as Starr? Is Mike Garrett as elusive as Gayle Sayres? These are some of the questions to be answered . . . plus the most important one of all . . . can a man get to the kitchen, make a ham sandwich and open a can of beer in one minute?

Hero Faces His Worshipper In One Fascinating Matchup

By **STAN HOCHMAN**
Philadelphia Daily News
Saturday, Jan. 14, 1967

LOS ANGELES, Calif. — It doesn't matter how many years you put in playing offensive tackle in pro football, there's always some young tiger across the line from you,snarling and growling and anxious to put his cleat marks on your spine.

Forrest Gregg plays right tackle for Green Bay. Jerry Mays plays left end on defense for Kansas City. Mays says he grew up idolizing Gregg, which is why he wears the same number, 75.

They are both Texans, noth attended SMU. Gregg has played for money for 10 years, is recognized as the finest blocker in the National Football League. Mays has played for six years, has made all-league and is co-captain of the Chiefs.

It is just one of the fascinating matchups in tomorrow's Super Bowl showdown, a football game that has fans panting everywhere but here, where at least 20,000 seats will go unsold.

Gregg does not expect Mays to ask for his autograph before the fireworks erupt. "I'm flattered about the thing," he said yesterday. "He was a fine player at SMU, he's made All-Pro in his league. It's nice to have someone like that admire you.

"Once the game starts, it won't have any bearing on what happens. I had close to the same thing with Gino Marchetti. I had a great admiration for him. And when I finally got to play against him it was a real challenge.

"It's a funny thing. When I first came up, Gino was one of the outstanding defensive ends. I'd tell myself, if he ever retired, I'd have it easy.

"Now he's retired, and all I've got to worry about is guys like Davey Jones and Carl Eller and Darris McCord. The job never gets any easier no matter how long you play.

"I'm still nervous and apprehensive. I walk around all day Saturday and my hands perspire. I never really get the game off my mind."

In Green Bay's efficient offense, Gregg has been an almost mechanical man. Vince Lombardi tried to explain what makes Greeg such as effective blocked: "It's a multiple thing. You have to be quick off the ball, you must get to your man quickly, you must sustain contact and have a good follow-through."

Gregg approaches the job with the same simplicity. "You have to know your offense," he said. "You can't go up to the line worrying about what you have to do on this play. You have to know the guy you're playing against, what moves he has. You have to use the right technique. And you have to hustle at all times. I tell myself to never quit until the play is over."

Gregg is almost like a gunfighter, with a lot of fresh young marksmen taking shots at him. "You take a guy who's established," he said. "He seldom makes any mental errors. The younger guy may give you a beating physically, but he makes mental errors.

"You can't use finesse. There's a man in front of you and you've got to move him. Finesse won't help you."

Oddly enough, Mays seemed to stress that aspect when he talked about his head-on collision with his idol. "He's a tremendous athlete," Mays said. "The best way I can describe him is in boxing language . . . He's a 'cute' blocker.

"He's smart and he keeps you guessing. You never know what kind of block he'll throw at you. He's not the biggest of the strongest man in football, but he's a lot like our end Chris Burford, who gets open without having great speed.

Gregg knows he's in for an interesting afternoon. "People think we ought to kill them," he said. "They're wrong. Kansas City has a good team with speed and strength. It wasn't put together this year. They've been playing together for years. Mays has been in the league six years. I'm looking forward to it."

STAN HOCHMAN'S PICK

Published Saturday, Jan. 14, 1967

BACKGROUND

The first championship showdown matching NFL and AFL titleholder, modestly advertised as the Super Bowl, will draw around 70,000 to Coliseum Site. Kickoff at 4 p.m.

OFFENSE

Kansas City depends on razzle-dazzle, protects quarterback with floating pocket, shifts out of I-formation, uses various sets. **Len Dawson** has developed into fine quarterback after five grim years in NFL. **Mike Garret** provides elusive running speed. Dawson has excellent targets in **Otis Taylor, Chris Burford** and one-eyed **Fred Arbanas**.

Green Bay has departed from sledge-hammer offense to throw the ball more. **Bart Starr** getting credit he deserves after years of hedging. He threw 16 touchdown passes with 12 covering more than 50 yards. Has **Jim Taylor** and **Elijah Pitts** for ground attack, capable receivers in **Boyd Dowler** and **Carroll Dale**.

DEFENSE

Here, too, **Kansas City** depends on deception. The Chiefs sometimes use three man line with linebackers stacked behind front men. Colorful halfback **Fred Williamson** brags about "The Hammer" which may be a clever way of describing forearm shot. Deep defenders vulnerable.

Green Bay sneers at the blitz, plays standard 4-3 defense and depends on agile linebackers to smother running and retreat against short passing. **Herb Adderley, Bob Jeter** and **Willie Wood** give defensive backfield shark-like look.

SCORING THREATS

Kansas City has ideal flanker in is Taylor with good hands, good speed and great desire. USC's Garrett has added incentive of playing before home folks. **Mike Mercer** is a field goal threat from medium distances.

Green Bay's Starr has had tremendous year. Taylor rumbles on and Pitts is good enough to keep a healthy Hornung on the bench.

PREDICTION

Green Bay 27, Kansas City 17, in a lively scuffle.

CHIEFS ROSTER

No.	Player	Pos.	Hgt.	Wgt.	Age	Yr.	College
10	**Pete Beathard**	QB	6- 1	200	24	2	Southern Cal
14	**Bobby Ply**	DB	6- 1	190	26	4	Baylor
15	**Mike Mercer**	K	6- 0	220	31	5	Northern Arizona
16	**Len Dawson**	QB	6- 0	190	31	9	Purdue
17	**Fletcher Smith**	DB	6- 0	178	23	R	Tennessee St.
18	**Emmitt Thomas**	DB-FL	6- 2	192	23	R	Bishop
20	**Bobby Hunt**	DB	6- 1	185	26	4	Auburn
21	**Mike Garrett**	HB	5- 9	191	22	R	Southern Cal
22	**Willie Mitchell**	DB	6- 0	185	26	2	Tennessee St.
23	**Bert Coan**	HB	6- 5	220	26	4	Kansas
24	**Fred Williamson**	DB	6- 3	219	29	6	Northwestern
25	**Frank Pitts**	OL	6- 3	199	23	1	Southern
32	**Curtis McClinton**	FB	6- 3	227	27	4	Kansas
35	**Smokey Stover**	LB	6- 0	227	28	6	La.-Monroe
42	**Johnny Robinson**	DB	6- 1	205	28	6	Louisiana St.
44	**Jerrel Wilson**	P	6- 2	222	25	3	Southern Mississippi
45	**Gene Thomas**	FB	6- 1	210	24	R	Florida A&M
52	**Bud Abell**	LB	6- 3	220	26	R	Missouri
55	**E.J. Holub**	LB	6- 4	236	29	5	Texas Tech
56	**Walt Corey**	LB	6- 2	240	28	6	Miami (Fla.)
58	**Andy Rice**	DT	6- 2	268	26	R	Texas Southern
60	**Al Reynolds**	OG	6- 3	250	28	6	Tarkio
61	**Dennis Biodrowski**	OG	6- 1	250	26	3	Memphis
64	**Curt Merz**	OG	6- 4	267	28	4	Iowa
66	**Wayne Frazier**	C	6- 3	245	27	4	Auburn
69	**Sherrill Headrick**	LB	6- 2	240	29	6	Texas Christian
71	**Ed Budde**	OG	6- 5	265	26	3	Michigan St.
72	**Tony DiMidio**	OT	6- 3	250	24	R	West Chester
73	**Dave Hill**	OT	6- 5	260	25	3	Auburn
75	**Jerry Mays**	DE	6- 4	252	27	5	Southern Methodist
76	**Hatch Rosdahl**	OG	6- 5	250	25	2	Penn St.
77	**Jim Tyrer**	OT	6- 6	280	27	5	Ohio St.
78	**Bobby Bell**	LB	6- 4	228	26	3	Minnesota
80	**Reggie Carolan**	OE	6- 6	236	27	4	Idaho
84	**Fred Arbanas**	OE	6- 3	240	28	4	Michigan St.
85	**Chuck Hurston**	DE	6- 6	240	24	1	Auburn
86	**Buck Buchanan**	DT	6- 7	270	27	3	Grambling St.
87	**Aaron Brown**	DE	6- 5	255	23	R	Minnesota
88	**Chris Burford**	OE	6- 3	220	28	6	Stanford
89	**Otis Taylor**	FL	6- 3	215	24	1	Prairie View

PACKERS ROSTER

No.	Player	Pos.	Hgt.	Wgt.	Age	Yr.	College
5	**Paul Hornung**	HB	6- 2	215	31	9	Notre Dame
12	**Zeke Bratkowski**	QB	6- 2	210	35	12	Georgia
15	**Bart Starr**	QB	6- 1	197	33	10	Alabama
21	**Bob Jeter**	DB	6- 1	200	29	3	Iowa
22	**Elijah Pitts**	HB	6- 1	204	28	5	Philander Smith
24	**Willie Wood**	DB	5-10	190	30	6	Southern Cal
26	**Herb Adderley**	DB	6- 0	205	27	5	Michigan St.
27	**Red Mack**	FL	5-10	180	29	5	Notre Dame
31	**Jim Taylor**	FB	6- 0	214	31	8	Louisiana St.
33	**Jim Grabowski**	FB	6- 2	220	22	R	Illinois
34	**Don Chandler**	K	6- 2	215	32	10	Florida
37	**Phil Vandersea**	FB	6- 3	245	23	R	Massachusetts
40	**Tom Brown**	DB	6- 1	192	26	2	Maryland
43	**Doug Hart**	DB	6- 0	190	27	2	Texas-Arlington
44	**Donny Anderson**	HB	6- 2	215	23	R	Texas Tech
45	**Dave Hathcock**	DB	6- 0	195	23	R	Memphis
50	**Bill Curry**	C-LB	6- 3	235	24	1	Georgia Tech
56	**Tommy Crutcher**	LB	6- 3	229	25	2	Texas Christian
57	**Ken Bowman**	C	6- 3	230	24	2	Wisconsin
60	**Lee Roy Caffey**	LB	6- 4	240	25	3	Texas A&M
63	**Fuzzy Thurston**	G	6- 1	247	33	8	Valparaiso
64	**Jerry Kramer**	G	6- 3	245	30	8	Idaho
66	**Ray Nitschke**	LB	6- 3	235	30	8	Illinois
68	**Gale Gillingham**	G	6- 3	255	22	R	Minnesota
72	**Steve Wright**	T	6- 6	250	24	2	Alabama
73	**Jim Weatherwax**	DT	6- 7	260	24	R	Los Angeles St.
74	**Henry Jordan**	DT	6- 2	248	31	9	Virginia
75	**Forrest Gregg**	T-G	6- 4	249	33	10	Southern Methodist
76	**Bob Skoronski**	T	6- 3	249	32	10	Indiana
77	**Ron Kostelnik**	DT	6- 4	260	27	5	Cincinnati
78	**Robert Brown**	DE	6- 5	260	27	R	Ark.-Pine Bluff
80	**Bob Long**	FL	6- 3	205	24	2	Wichita St.
81	**Marv Fleming**	TE	6- 4	232	25	3	Utah
82	**Lionel Aldridge**	DE	6- 3	254	25	3	Utah St.
84	**Carroll Dale**	FL	6- 2	200	28	6	Virginia Tech
85	**Max McGee**	E	6- 3	205	34	12	Tulane
86	**Boyd Dowler**	E	6- 5	224	29	7	Colorado
87	**Willie Davis**	DE	6- 3	243	32	8	Grambling St.
88	**Bill Anderson**	TE	6- 3	211	30	8	Tennessee
89	**Dave Robinson**	LB	6- 3	245	25	3	Penn St.

TEAM STATISTICS

Regular Season Only

OWN	Chiefs	Packers
Record	**11-2-1**	**12-2**
First Downs	**266**	**231**
Rushing	106	98
Passing	140	115
Penalty	20	18
Total Net Yards	**5114**	**4275**
Yards/Game	365.3	305.4
Offensive Plays	846	824
Yards/Play	6.0	5.2
Net Rushing Yards	**2274**	**1673**
Yards/Game	162.4	119.5
Rushes	439	475
Yards/Rush	5.2	3.5
Net Passing Yards	**2840**	**2602**
Yards/Game	202.9	185.9
Comp.-Att.	199-377	193-318
Percentage	52.8%	60.7%
Yards Gained	3123	2831
Yards/Completion	15.69	14.67
Yards/Attempt	8.28	8.90
Sacked-Yards Lost	30-283	31-229
Net Yards/Pass Play	6.98	7.46
Interceptions	15	5
Punts	**62**	**62**
Yards	2715	2541
Yards/Punt	43.8	41.0
Long	69	58
Punt Returns	**31**	**37**
Yards/Return	8.9	5.8
Long	t79	t77
Touchdowns	1	1
Kickoff Returns	**54**	**42**
Yards/Return	21.3	21.5
Long	63	65
Touchdowns	0	0
Penalties-Yards	**61-680**	**57-544**
Fumbles By-Lost	21-16	23-19
Touchdowns	**55**	**43**
Run/Pass/Returns	19-31-5	18-18-7
Extra Points (1-Pt.)	48-52	41-43
Extra Points (2-Pt.)	2-3	—
Field Goals	22-28	12-28

OPPONENTS	Chiefs	Packers
First Downs	**222**	**211**
Rushing	75	90
Passing	125	106
Penalty	22	15
Total Net Yards	**3970**	**3603**
Yards/Game	283.6	257.4
Offensive Plays	873	883
Yards/Play	4.6	4.1
Net Rushing Yards	**1356**	**1644**
Yards/Game	96.9	117.4
Rushes	353	446
Yards/Rush	3.8	3.7
Net Passing Yards	**2614**	**1959**
Yards/Game	186.7	139.9
Comp.-Att.	226-494	202-390
Percentage	45.8%	51.8%
Yards Gained	2876	2316
Yards/Completion	12.73	11.47
Yards/Attempt	5.82	5.94
Sacked-Yards Lost	26-262	47-357
Net Yards/Pass Play	5.03	4.48
Interceptions	33	28
Punts	**69**	**69**
Yards	2850	2850
Yards/Punt	41.3	41.3
Long	NA	58
Punt Returns	**36**	**30**
Yards/Return	10.0	5.7
Long	t73	29
Touchdowns	1	0
Kickoff Returns	**84**	**52**
Yards/Return	24.3	23.3
Long	t100	51
Touchdowns	1	0
Penalties-Yards	**56-592**	**67-745**
Fumbles By-Lost	21-8	26-14
Touchdowns	**32**	**17**
Run/Pass/Returns	10-18-4	9-7-1
Extra Points (1-Pt.)	28-28	16-17
Extra Points (2-Pt.)	1-4	—
Field Goals	18-28	15-27

SCORE BY PERIODS						
Chiefs	158	80	94	116	—	448
Opp.	33	115	50	78	—	276

SCORE BY PERIODS						
Packers	62	110	61	102	—	335
Opp.	13	66	23	61	—	163

RESULTS

CHIEFS		
Sunday, Sept. 4	Bye	
Sunday, Sept. 11	@Bills	W 42-20
Sunday, Sept. 18	@Raiders	W 32-10
Sunday, Sept. 25	@Patriots	W 43-24
Sunday, Oct. 2	Bills	L 14-29
Saturday, Oct. 8	Broncos	W 37-10
Sunday, Oct. 16	Raiders	L 13-34
Sunday, Oct. 23	@Broncos	W 56-10
Sunday, Oct. 30	Oilers	W 48-23
Sunday, Nov. 6	Chargers	W 24-13
Sunday, Nov. 13	Dolphins	W 34-16
Sunday, Nov. 20	Patriots	T 27-27
Sunday, Nov. 27	@Jets	W 32-24
Sunday, Dec. 4	Bye	
Sunday, Dec. 11	@Dolphins	W 19-18
Sunday, Dec. 18	@Chargers	W 27-17
AFL Championship		
Sunday, Jan. 1	@Bills	W 31- 7

PACKERS		
Saturday, Sept. 10	Colts	W 24- 3
Sunday, Sept. 18	@Browns	W 21-20
Sunday, Sept. 25	Rams	W 24-13
Sunday, Oct. 2	Lions	W 23-14
Sunday, Oct. 9	@49ers	L 20-21
Sunday, Oct. 16	@Bears	W 17- 0
Sunday, Oct. 23	Falcons	W 56- 3
Sunday, Oct. 30	@Lions	W 31- 7
Sunday, Nov. 6	Vikings	L 17-20
Sunday, Nov. 13	Bye	
Sunday, Nov. 20	Bears	W 13- 6
Sunday, Nov. 27	@Vikings	W 28-16
Sunday, Dec. 4	49ers	W 20- 7
Saturday, Dec. 10	@Colts	W 14-10
Sunday, Dec. 18	@Rams	W 27-23
NFL Championship		
Sunday, Jan. 1	@Cowboys	W 34-27

CHIEFS INDIVIDUAL STATISTICS

PASSING

	Att.	Cmp.	Pct.	Yds.	Yds. /Att.	TD	TD Pct.	Int.	Int. Pct.	Lg.	Rat.
Dawson	284	159	56.0	2527	8.90	26	9.2	10	3.5	t89	101.7
Beathard	90	39	43.3	578	6.42	4	4.4	4	4.4	t77	61.3
Coan	1	1	100.0	18	18.00	1	100.0	0	0.0	t18	158.3
Garrett	1	0	0.0	0	0.00	0	0.0	0	0.0	0	39.6
Taylor	1	0	0.0	0	0.00	0	0.0	1	100.0	0	39.6

RUSHING

	No.	Yds.	Avg.	Lg.	TD
Garrett	147	801	5.4	t77	6
McClinton	140	540	3.9	t49	4
Coan	96	521	5.4	57	7
Dawson	24	167	7.0	18	0
Beathard	20	152	7.6	t52	1
Thomas	7	53	7.6	28	1
Taylor	2	33	16.5	19	0
Wilson	3	7	2.3	5	0

RECEIVING

	No.	Yds.	Avg.	Lg.	TD
Taylor	58	1297	22.4	t89	8
Burford	58	758	13.1	38	8
Arbanas	22	305	13.9	36	4
McClinton	19	285	15.0	68	5
Coan	18	131	7.3	20	2
Garrett	15	175	11.7	36	1
Carolan	7	154	22.0	t45	3
Pitts	1	11	11.0	11	0
Wilson	1	7	7.0	7	0

FIELD GOALS

	1-19	20-29	30-39	40-49	50+
Mercer	5–5	6-8	4-5	4-7	1-1
Brooker	1-1	1-1	0-0	0-0	0-0

Other Touchdowns Scored:
Pitts (blocked punt), Bell (fumble).

INTERCEPTIONS

	No.	Yds.	Avg.	Lg.	TD
Robinson	10	136	13.6	t29	1
Hunt	10	113	11.3	33	0
Williamson	4	20	5.0	19	0
Mitchell	3	97	32.3	t78	1
Headrick	2	22	11.0	15	0
Bell	2	14	7.0	13	0
Stover	1	6	6.0	6	0
Ply	1	0	0.0	0	0

PUNT RETURNS

	No.	Yds.	Avg.	Lg.	TD
Garrett	17	139	8.2	t79	1
Thomas	9	56	6.2	19	0
Brown	1	43	43.0	43	0
Williamson	1	10	10.0	10	0
Mitchell	1	7	7.0	7	0
Ply	1	0	0.0	0	0

KICKOFF RETURNS

	No.	Yds.	Avg.	Lg.	TD
Thomas	29	673	23.2	63	0
Garrett	14	323	23.1	62	0
Thomas	3	62	20.7	27	0
Stover	3	0	0.0	0	0
Taylor	2	0	0.0	0	0
Brannan	1	24	24.0	24	0
Coan	1	22	22.0	22	0
Brown	1	6	6.0	6	0

PACKERS INDIVIDUAL STATISTICS

PASSING

	Att.	Cmp.	Pct.	Yds.	Yds. /Att.	TD	TD Pct.	Int.	Int. Pct.	Lg.	Rat.
Starr	251	156	62.2	2257	8.99	14	5.6	3	1.2	t83	105.0
Bratkowski	64	36	56.3	569	8.89	4	6.3	2	3.1	74	93.8
Pitts	2	0	0.0	0	0.00	0	0.0	0	0.0	0	39.6
Hornung	1	1	100.0	5	5.00	0	0.0	0	0.0	5	87.5

RUSHING

	No.	Yds.	Avg.	Lg.	TD
Taylor	204	705	3.5	19	4
Pitts	115	393	3.4	20	7
Hornung	76	200	2.6	9	2
Grabowski	29	127	4.4	t36	1
D. Anderson	25	104	4.2	15	2
Starr	21	104	5.0	21	2
Bratkowski	4	7	1.8	4	0
Chandler	1	33	33.0	33	0

RECEIVING

	No.	Yds.	Avg.	Lg.	TD
Taylor	41	331	8.1	21	2
Dale	37	876	23.7	t83	7
Fleming	31	361	11.6	t53	2
Dowler	29	392	13.5	40	0
Pitts	26	460	17.7	t80	3
Hornung	14	192	13.7	t44	3
McGee	4	91	22.8	39	1
Grabowski	4	13	3.3	7	0
Long	3	68	22.7	42	0
D. Anderson	2	33	16.5	22	0
B. Anderson	2	14	7.0	8	0

FIELD GOALS

	1-19	20-29	30-39	40-49	50+
Chandler	6-7	2-4	2-9	2-7	0-1

INTERCEPTIONS

	No.	Yds.	Avg.	Lg.	TD
Jeter	5	142	28.4	t75	2
Robinson	5	60	12.0	23	0
Adderley	4	125	31.3	t68	1
Brown	4	21	5.3	15	0
Caffey	3	62	20.7	t52	1
Wood	3	38	12.7	t20	1
Nitschke	2	44	22.0	23	0
Hart	1	40	40.0	t40	1
Crutcher	1	15	15.0	15	0

PUNT RETURNS

	No.	Yds.	Avg.	Lg.	TD
Wood	22	82	3.7	13	0
Pitts	7	9	1.3	6	0
D. Anderson	6	124	20.7	t77	1
Brown	2	0	0.0	0	0

KICKOFF RETURNS

	No.	Yds.	Avg.	Lg.	TD
D. Anderson	23	533	23.2	61	0
Adderley	14	320	22.9	65	0
Vandersea	3	50	16.7	21	0
Wood	1	0	0.0	0	0
Pitts	1	0	0.0	0	0

‘Little Guy’ Willie Wood Turns Into One of the Super Heroes

By **STAN HOCHMAN**

Philadelphia Daily News

Monday, Jan. 16, 1967

LOS ANGELES — Willie Wood is another one of those guys who everybody said was too little to play pro football. So he sat down and wrote a bunch of letters to a bunch of teams and told them how he thought he was big enough and tough enough. The Green Bay Packers answered their letter.

So the guy they got for a five-cent stamp turned out to be one of the heroes in the richest pro football game ever played. And now nobody says Willie Wood isn’t big enough or fast enough or tough enough to play pro football.

Green Bay walloped Kansas City, 35-10, in the Super Bowl yesterday afternoon and it doesn’t sound as though one interception could have turned that game inside out.

But it was only 14-10 at the half, and the American Football League people were watching the half-time extravaganza with “I told you so” smirks splashed all over their sun-kissed faces.

Kansas City took the second-half kickoff and spurted into Green Bay territory, bam, bam, just like that. Then Len Dawson drifted back to pass and a great green wace of Packers went to engulf him. Dawson, on his heels, lobbed a pass towards the flanker. The ball wobbled into flight and settled into Wood’s arms.

He zigged and he zagged 30 yards with it, trying to remember how he used to scorch the Coliseum grass when he played at USC. He got to the five-yard line before Mike Garrett tugged him down from behind. On the very next play, Elijah Pitts banged through the left tackle for the touchdown, the smirks went off the AFL faces and the zest went out of Kansas City.

After that, it was no contest, which is what a lot of people predicted. “The interception changed the personality of the game,” a dejected Hank Stram said in the Kansas City clubhouse afterwards. “You don’t like to say that one play did that much, but it seemed to.”

Wood thought so, too.

“We got that quick six points, and they had to play our game after that,” he said. “Then I knew we had them. On the interceptionI saw we had strong rush on the quarterback.

“I dropped off, because I knew I wouldn’t get beat deep. Caffey deflected the ball. I didn’t use very good running technique or I would have scored. If I were a running back, Vince probably would take a look at that run and cut me.”

Lombardi would sooner cut his wrists then cut Wood. He agreed that Willie’s swipe was a key play and he wasn’t about to claim any prize for half-time oratory.

“We weren’t aggressive the first half,” he said. “How did I get them to be more aggressive? There was no hullabaloo, no big emotional charge. We’re professional people.”

Lombardi’s professional people spent the first half on defense mystified by Dawson’s slick faking. He would freeze the front four with his acting and then hit a receiver in front of a hesitant halfback. In the second half, starting with Wood’s interception, the Packers ignored the fakery to pursue Dawson recklessly.

“It was a matter of getting together,” Wood said. “We were too cautious in the first half. We usually slash. But their rollouts and play-action stuff left us flat. The second half we disregarded the play-action, we read their patterns better and calmed down.

“After I made the interception, some of the guys told me, ‘big play.’ We were a different team after that, and it was a different game. I guess it was the biggest play I’ve made because this was the biggest game and a lot was riding on it.”

(Continued)

Besides the prestige of the older, established snobbish National Football League, there was also the tidy sum of $15,000 involved. Someone asked Wood what he would do with his share and he said, "I'm getting married on Feb. 4. That's liable to rule out doing any other thing."

When it was over, Packers reacted modestly. "No beer, no champagne," Lombardi explained. "We're professionals."

Lombardi couldn't be coaxed into belittling Kansas City. "They've got great speed," he said. "But I don't think they're as good as the top teams in the NFL."

Bart Starr, who won a sports car as the outstanding player in the game, had another of his patented high-stakes games. he completed 16-of-23 passes for 250 yards and hit ancient Max McGee on two touchdown throws.

"They're a fine football team," Starr said generously. "We executed better in the second half and our defense played very well. It's about as simple as that.

The two touchdowns that McGee scored exposed the basic flaw in Kansas City's gambling defense. "Max is tough to cover on a blitz situation," he said.

When he wasn't hitting McGee, Starr was flinging the ball to Marv Fleming or Elijah Pitts or Carroll Dale. And when the Packers got 11 points in front after the interception, Kansas City had to abandon its running game.

"They went 11 points up on us," guard Ed Budde saud, "and then they really came at us. They didn't worry about the run, or anything. They just turned loose on us."

The Chiefs were hopeful that the cynics wouldn't judge them on their shaggy second half. "It hurts more than I thought it would," defensive end Jerry Mays said. "They're a great ball club. The best we've played."

It didn't decide the superiority of one league over the other, nor did it muffle the bitterness of the AFL people who had to wait seven years for the chance at the NFL legions.

McGee, who has a rakish sense of humor, put the whole "Who's No. 1" business in its proper perspective.

"Now, we ought to play Alabama tomorrow," he suggested, "and settle the whole thing."

Max McGee's Farewell Party

Philadelphia Daily News
Monday, Jan. 16, 1967

STAN HOCHMAN

LOS ANGELES — Max McGee roomed with Paul Hornung for 10 years, which is not exactly the same as living in the dormitory with the Mormon Tabernacle Choir. What it takes is endurance, patience, a sense of humor, an unlisted telephone, aspirin, endurance, a large ice bucket and enfurance.

Now Hornung is getting married and McGee is quitting football, which are the sort of things that call for a party. Wooee, do they call for a party.

So Max McGee had his party yesterday. In front of 63,036 paying customers and eight zillion television watchers, McGee turned Green Bay's Super Bowl romp over Kansas City into his own personal lollapalooza of a party.

He is a 34-years-old and he has played so seldom this season that he caught only four passes. But Boyd Dowler wrecked his shoulder on the third play of the game and McGee had to lie to his 34-year-old legs the rest of the sultry afternoon.

Hornung: 'He's Fantastic'

He caught seven passes for 138 yards. Two of them went for touchdowns. The first one he caught in one big paw and the second one he bobbled in the end zone like a soapy balloon before clutching it to his pounding chest.

Afterwards he talked about the game with a joyous mixture of technical football and flip humor. When he disappeared briefly to take a television bow, Hornung discussed his running mate.

"He's fantastic," he said. "He makes the big play. He just has the uncanny ability to get across the goal line. He's as dangerous inside the 40-year-line as anybody playing. He just has great moves.

'Today they were in a defense we hadn't seen in a long time. Thet were covering that end man-to-man and that really leaves a guy like Max open."

"The two touchdowns were automatics against the weakside blitz," McGee explained, wearing his party grin. "I run a quick-post pattern. Their weakside safety covers our halfback. That leaves their halfback on me. No one can cover you man-to-man, not even an old man like I am.

"On the first touchdown, Bart (Starr) threw the ball a little behind me because he saw the safety-man move up and he wanted to avoid the interception.

"I stuck one hand back there and the ball stuck in it. I almost fainted. I wanted to look in the other hand and see if there was a check for $15,000. When I caught that one I knew I was gonna have a good day.

"The second one was the same pattern. We ran a fake to Taylor and I ran the quick post. I bumped into the safety man and got straightened up which is why I juggled it.

"It surprised me that they'd give us the quick post. The NFL crowds it off. We're notorious for using it. I've been running it for 13 years. That's why I thought I'd have a good day if I played and I know Boyd would have had a good day if he hadn't gotten hurt."

McGee jubilant spree symbolizes Green bay's depth. They go to the bench and find someone to catch seven passes for 138 yards.

'On This Team, Everybody Likes Everybody'

"That's our strength," he said. "The number one thing about this team, though, is its closeness as a unit. I've never seen guys I can be around for six months and still like to see 'em at breakfast. On this team, everybody likes everybody.

"I talked to Paul in the morning. I said, what if Dowler gets hurt? I might not be in good enough shape to play a long time.

"I was sitting there, enjoying the shady side of the field when I hear someone yelling 'McGee'.

"I said to myself, 'Well, you're gonna find out right now.'

"It was different than the other games recently where I sat around for two or three quarters. Against Dallas I got in and the first pass hit me in a bad spot . . . My chest. Vince hollered, 'For God's sakes, warm up.' This time I was all right.

"My legs stayed good, but my wind-pipe started telling me things. The last pass I caught, if I was fresher, I'd have taken it for a touchdown. I was dog tired.

"The last few years I depend on knowing the defense. Every defense has a weakness. I don't get there as fast as I used to, but I still get to the same place.

"I've learned a lot from Vince. I can take two steps off the line and know basically what defense they're in. I try to go where they're weakest. They used a lot of odd-man lines which are great against the run, but leave you stone-dead against the pass."

McGee is some kind of paradox . . . a student of the game and an impish sort of rover. "I like to have fun," he said. "Mr. Lombardi doesn't like you to have too much fun. Hornung's getting married, though, and I'm going on the honeymoon. Look, you room with Hornung for 10 years and you've got to be superman. That's mostly a joke."

Sunday, the joke was mostly on Kansas City. The balding 34-year-old McGee frugged and watusied and mash-potatoed his way through the Chiefs backfield. He did everything but serve 'em martinis.

"I'm hanging 'em up," he babbled happily. "Sayonara. That was a helluva one to quit on and I quit."

Max, it was a lovely party.

Chiefs: Starr Made the Big Plays

By **STAN HOCHMAN**

Philadelphia Daily News

Monday, Jan. 16, 1967

LOS ANGELES — How would you like to have a nickel for every time the quarterback faces a third-down-and-five situation and somebody says, "That's pro football"?

You could have walked out of the Kansas City clubhouse yesterday with a pocketfull of nickels. Bart Starr third-downed the Chiefs to death in the first annual Super Bowl, and afterwards coach Hank Stram led the chorus of praise.

"Starr was terrific all afternoon," Stram said. "He made the big third down play. Somebody said he hit seven-of-nine third down plays the first half and five-of-seven in the second half. That's fantastic."

Safetyman Bobby Hunt agreed with his boss. "Starr drilled us," he said. "He's hard to read. One time I was keying in on his look. He looked at the weak side receiver, then turned and hit (Carroll) Dale, Green Bay's good. They don't get execited. They just execute."

And Starr was the chief executioner.

SUPER-STITIONS

The Packers voted **Vince Lombardi** the game ball. "This one is something special," he said. "I wouldn't say this was one of our better games. We weren't aggressive enough at the start. Our defense was grabbing them instead of tackling them." . . . Try to grab **Mike Garrett** and you get a handful of smog. The chesty little sprinter gained only 17 yards on six carries, but he jiggled and joggled on punt returns that had the crowd gasping. "Garrett is something like **Dick Bass**," Green Bay's **Ray Nitschke** said. "You need long arms to get him because he stops and starts and wiggles. He can exhaust you on one play." . . . Kansas City's movable pocket was no myth. It mythified Green Bay in the first half. "The blockers kind of float off and wait for you to come at them," defensive end **Willie Davis** explained. "I guess you could say we spent the first half adjusting and finding out what we could do and the second half doing it." . . . **Herb Adderley**, who did an efficient job muffling **Otis Taylor**: "We played our game with the pressure on us. We don't panic, whether the other team scorers on not." . . .

They say that Lombardi established some fantastic fines for the week, including a $2,500 fee for breaking the 11 p.m. curfew . . . **Len Dawson** on the wobbly pass that Willie Wood intercepted early in the second half: "I shouldn't have thrown it. The play turned the game around." . . .

The crowd of 63,036 filled about two-thirds of the 93,000-seat Coliseum . . . The gate was estimated at $730,000, a Coliseum record, but short of the pro football record of $740,000 set in the NFL title game between the Packers and Cowboys at Dallas Jan. 1 . . . Previous Coliseum money record was $552,000 for the first game of the 1959 World Series between the Dodgers and White Sox.

Kansas City	**0**	**10**	**0**	**0**	**10**
Green Bay	**7**	**7**	**14**	**7**	**35**

TEAM STATISTICS

	CHIEFS	PACKERS
First Downs	**17**	**21**
Rushing	4	10
Passing	12	11
Penalty	1	0
Third Downs	3-13	11-15
Total Net Yards	**239**	**358**
Offensive Plays	64	64
Yds./Play	3.7	5.6
Net Yards Rushing	**72**	**130**
Rushing Plays	19	33
Yds./Rush	3.8	3.9
Net Yards Passing	**167**	**228**
Sacks-Yds. Lost	6-61	3-22
Gross Yds. Passing	228	250
Cmp.-Att.-Int.	17-32-1	16-24-1
Net Yds./Pass Play	4.4	8.4

	CHIEFS	PACKERS
Punts-Average	**7-45.3**	**4-43.3**
Total Return Yardage	**149**	**138**
Punt Returns-Yds.	3-19	4-23
Kickoff Returns-Yds.	6-130	3-65
Interceptions-Yds.	1-0	1-50
Penalties-Yds.	**4-26**	**4-40**
Fumbles-Lost	**1-0**	**1-0**
Touchdowns	**1**	**5**
Run/Pass/Other	0-1-0	3-2-0
PAT Made-Att.	1-1	5-5
FG Made-Att.	1-2	0-0

INDIVIDUAL STATISTICS

PASSING

CHIEFS	Cmp.	Att.	Pct.	Yds.	Sacks -Yds.	TD	LG	Int.	Rat.
Dawson	16	27	59.3	211	4-43	1	31	1	000.0
Beathard	1	5	20.0	17	2-18	0	17	0	000.0
PACKERS									
Starr	16	23	69.6	250	3-22	2	t37	1	000.0
Bratkowski	0	1	0.0	0	0-0	0	0	0	000.0

CHIEFS

RUSHING

	Att.	Yds.	Avg.	LG	TD
Dawson	3	24	8.0	15	0
Garrett	6	17	2.8	9	0
McClinton	6	16	2.8	6	0
Beathard	1	14	14.0	14	0

RECEIVING

	No.	Yds.	Avg.	LG	TD
Burford	4	67	16.8	27	0
Taylor	4	57	14.3	31	0
Garrett	3	28	9.3	17	0
McClinton	2	34	17.0	27	1
Arbanas	2	30	15.0	18	0
Carolan	1	7	7.0	7	0
Coan	1	5	5.0	5	0

PUNT RETURNS

Fair catches in parentheses

	Att.	Yds.	Avg.	LG	TD
Garrett	2	17	8.5	9	0
E. Thomas	1	2	2.0	2	0

KICKOFF RETURNS

Fair catches in parentheses

	Att.	Yds.	Avg.	LG	TD
Coan	4	87	21.8	31	0
Garrett	2	43	21.5	23	0

PACKERS

RUSHING

	Att.	Yds.	Avg.	LG	TD
Taylor	16	53	3.3	t14	1
Pitts	11	45	4.1	12	2
D. Anderson	4	30	7.5	13	0
Grabowski	2	2	1.0	2	0

RECEIVING

	No.	Yds.	Avg.	LG	TD
McGee	7	138	19.7	t37	2
Dale	4	59	14.8	25	0
Pitts	2	32	16.0	22	0
Fleming	2	22	11.0	11	0
Taylor	1	-1	-1.0	-1	0

PUNT RETURNS

Fair catches in parentheses

	Att.	Yds.	Avg.	LG	TD
D. Anderson	3	25	8.3	15	0
Wood	1	-2	-2.0	-2	0

KICKOFF RETURNS

Fair catches in parentheses

	Att.	Yds.	Avg.	LG	TD
Adderley	2	40	20.0	20	0
D. Anderson	1	25	25.0	25	0

INTERCEPTIONS

Chiefs: Mitchell 1-0.
Packers: Wood 1-50 (TD).

SACKS

Chiefs: Buchanan 1, Holub 1, Bell ½, Mays ½.
Packers: Davis 1½, Jordan 1½, Nitschke 1, A. Brown 1, Aldridge ½, Caffey ½

MISSED FIELD GOALS

Chiefs: Mercer 40 (wide right).
Packers: None.

Time: 2:37. **Attendance:** 63,036.

HOW THEY SCORED

PACKERS 7, CHIEFS 0 **6:04 (1st)**
McGee 37 pass from Starr (Chandler kick)
Drive: 6 plays, 80 yards, 3:06
Key Plays:
D. Anderson 15 punt return to GB20
Starr 11 pass to Fleming on 2nd-and-7 from GB23
Starr 22 pass to Pitts on 1st-and-10 from GB34
Starr 12 pass to Dale on 2nd-and-15 from KC49

CHIEFS 7, PACKERS 7 **11:40 (2nd)**
McClinton 7 pass from Dawson (Mercer kick)
Drive: 6 plays, 66 yards, 2:44
Key Plays:
Dawson 17 pass to Garrett on first play of drive from KC34
McClinton 6 run on 2nd-and-7 from GB46
Coan 2 run on 3rd-and-1 from GB40
Dawson 31 pass to Taylor on 1st-and-10 from GB38

PACKERS 14, CHIEFS 7 **4:35 (2nd)**
Taylor 14 run (Chandler kick)
Drive: 13 plays, 73 yards, 7:05
Key Plays:
D. Anderson 25 kickoff return to GB27
Pitts 6 run on first play of drive
Starr 10 pass to McGee on 3rd-and-6 from GB32
Starr 15 pass to Dale on 3rd-and-10 from GB42
Starr 11 pass to Fleming on 3rd-and-5 from KC38
Starr 10 pass to Pitts on 3rd-and-7 from KC24

PACKERS 14, CHIEFS 10 **0:54 (2nd)**
FG Mercer 31
Drive: 8 plays, 50 yards, 3:41
Key Plays:
Garrett 20 kickoff return to KC26
Dawson 12 pass to Arbanas on 2nd-and-18 from KC18
Dawson 11 pass to Taylor on 3rd-and-6 from KC30
Dawson 27 pass to Burford on 1st-and-10 from KC41
McClinton recovery of own fumble and 2 loss on 2nd-and-8 from GB30
Dawson 8 pass to Garrett on 3rd-and-10 from GB32

PACKERS 21, CHIEFS 10 **12:33 (3rd)**
Pitts 5 run (Chandler kick)
Drive: 1 plays, 5 yards, 0:09
Key Plays:
Wood 50 interception return to KC5 of Dawson pass on 3rd-and-5 from KC49

PACKERS 28, CHIEFS 10 **0:52 (3rd)**
McGee 16 pass from Starr (Chandler kick)
Drive: 10 plays, 56 yards, 5:24
Key Plays:
Starr 11 pass to McGee on 2nd-and-12 from GB42
Taylor 4 run on 3rd-and-1 from KC47
Starr 16 pass to McGee on 3rd-and-11 from KC44
Taylor 8 run on 3rd-and-3 from KC21

PACKERS 35, CHIEFS 10 **6:35 (4th)**
Pitts 1 run (Chandler kick)
Drive: 8 plays, 80 yards, 4:13
Key Plays:
Starr 25 pass to Dale on first play of drive from GB20
Starr 37 pass to McGee on 1st-and-10 from GB45
Starr 7 pass to Dale on 2nd-and-10 from KC18
Pitts 6 run on 3rd-and-3 from KC11