

pro!

THE OFFICIAL MAGAZINE OF THE NATIONAL FOOTBALL LEAGUE





January 25, 1977

Mr. Gus Mauch
10355 Paradise Boulevard #614
Treasure Island, Florida 33706

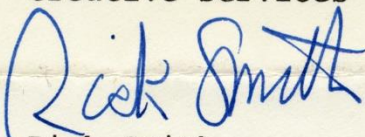
Dear Gus:

Sorry I'm late with delivery of the PRO! issue that features the story on the "Sneakers Game." I have been busy working on a Super Bowl story for next season.

Thanks again for your help. Without you and Ken Strong, the story wouldn't have been as interesting.

Best wishes,

NFL PROPERTIES, INC.
Creative Services


Rick Smith

RS:lb

Enclosure

Number 43, 160 horsepower, 150 miles per hour, and believe it or not, a Volkswagen. Number 43, a special racing version of the exciting Scirocco sportscar, means Volkswagen is racing for real. Trans Am. Full-bore, hell-bent racing of the first calibre.

Porsche, BMW, Jaguar, Corvette are fast company. Yet Volkswagen's startling Scirocco

is fast earning a reputation.

In the Nelson Ledges Trans Am race, Scirocco took first in its class.

Volkswagen engineering 1977 is hardly Point-A-to-Point-B transportation. And you've only to get behind the wheel of the street-model Scirocco to see what we mean.

The fuel-injected, overhead cam engine means performance. 0 to 50 in 7.5 seconds performance. Add the precise control and responsive handling of rack-and-pinion steering and front-wheel drive. And, to stop all this go, power-assisted front disc brakes.

How good should a sportscar this good look? We simply let the Italian maestro, Giugiaro, work his wonders.

A magnificent German sportscar inside a sleek Italian body. Volkswagen's 1977 Scirocco.

If anyone has any doubts about a Volkswagen sportscar, he hasn't been to the races lately.



Number 43. 160 horsepower, 150 miles per hour, and believe it or not, a Volkswagen. Number 43, a special racing version of the exciting Scirocco sportscar, means Volkswagen is racing for real. Trans Am. Full-bore, hell-bent racing of the first calibre.

Porsche, BMW, Jaguar, Corvette are fast company. Yet Volkswagen's startling Scirocco



PRO!

OFFICIAL MAGAZINE OF THE NATIONAL FOOTBALL LEAGUE

PRO! — A Bonus for Advertisers

After a long season of struggle and success, the playoffs are a bonus for fans, a reward for the loyalists of pro football's most successful teams.

These editions of *PRO!* are a bonus for advertisers, a culmination to a season in which the millions of people who buy *PRO!* have been exposed to your product.

We hope you'll enjoy this special postseason edition.

Jerome E. Gray

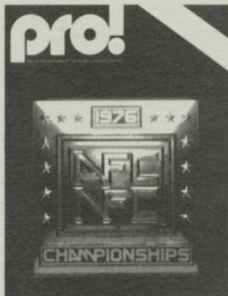
ADVERTISING DIRECTOR

National Advertising Sales Office
National Football League Properties, Inc.
410 Park Avenue
New York, New York 10022
(212) 838-0660
Advertising Director: Jerome E. Gray
Regional Sales Manager: Richard C. Brau

PRO!

OFFICIAL MAGAZINE OF THE NATIONAL FOOTBALL LEAGUE

Vol. VII, No. 13



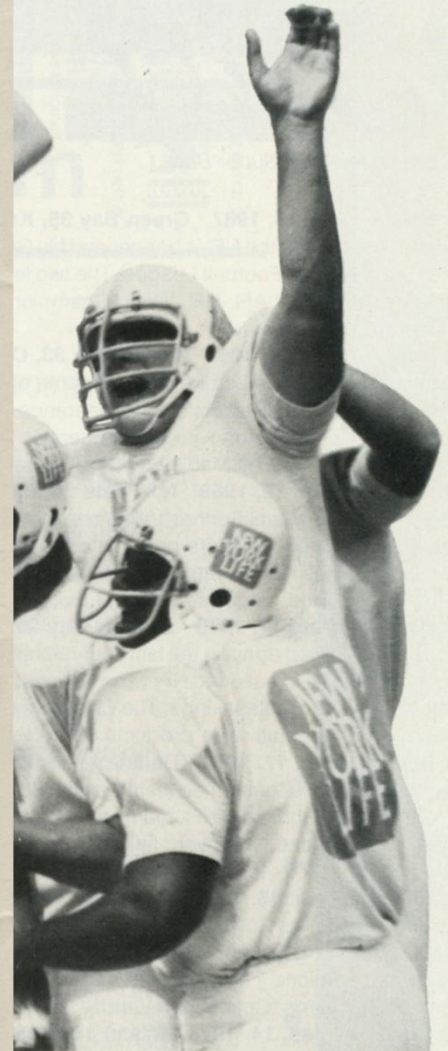
*A Mylar construction by Chris Butler.
Photograph by Tom O'Brien.*

Executive Offices
National Football League Properties, Inc.
410 Park Avenue
New York, New York 10022
(212) 838-0660
President: J. Robert Carey
Vice-President, Marketing: Robert F. Bell
Treasurer: Bernie Koehler

Editorial Offices
NFLP Creative Services
10880 Wilshire Boulevard
Los Angeles, California 90024
Publisher: David Boss
Editor: John Wiebusch
Vice-President, Operations: Jack Wrobbel
Managing Editor: Tom Bennett
Associate Editors: Tom Patty, Rick Smith
Editorial Staff: Lynn Berenbaum, Patricia Cross, Earlene Doran
Production Manager: Patrick McKee
Assistant Production Manager: Jere Wright
Designers: David Johnston, Amy Yutani
Production Staff: Alan Deakins, Rob Meneilly, Kathleen Oldenburg
Administration Assistant: Muriel Lorenz

PRO! The Official Magazine of the National Football League. Copyright © 1976 by NFL Properties, Inc., 410 Park Avenue, New York, New York 10022. The national edition of PRO! is published 13 times a year by National Football League Properties, Inc. for the exclusive use of the 28 member clubs of the National Football League. All rights reserved. Reproduction in whole or in part without written permission from the publisher is prohibited.

h the eam.



ellence of service is the

l selection of men and
Life Agents.

s today to help provide
es.

uarantee
ow today.



Group Insurance, Annuities, Pension Plans.

Join up with the winning team.



Ever since
New York Life wrote
its very first life insurance policy more than

131 years ago, we've acted on the principle that excellence of service is the surest way to secure people's confidence and trust.

We've placed special emphasis, too, on the careful selection of men and women of integrity and ability to serve as New York Life Agents.

Maybe that's why millions of people depend on us today to help provide financial security for their families and their businesses.

For your financial security, join up
with the winning team.

**We guarantee
tomorrow today.**



Life, Health, Disability Income, and Group Insurance, Annuities, Pension Plans.

SUPER BOWL CHAMPIONS

TEN-YEAR HISTORY OF PRO FOOTBALL'S BIGGEST GAME



Bart Starr, Green Bay, Super Bowl I



Terry Bradshaw, Pittsburgh, Super Bowl X

Super Bowl I Jan. 15, 1967 Green Bay 35, Kansas City 10 Los Angeles, 61,946

Vince Lombardi carried the NFL's banner and his Green Bay Packers swept over the Kansas City Chiefs of the American Football League. The two leagues had agreed to a merger 221 days before. This was the "First AFL-NFL World Championship Game"; official use of the term "Super Bowl" was still two years away.

Super Bowl II Jan. 14, 1968 Green Bay 33, Oakland 14 Miami, 75,546

The Packers won again in Lombardi's last game as their head coach. The Oakland Raiders represented the AFL in the Raiders' only appearance to date in the Super Bowl game. Herb Adderley's 60-yard touchdown run with an interception was one of the key plays of the game. The Packers "won it for the Old Man"; Lombardi retired later as Green Bay coach.

Super Bowl III Jan. 12, 1969 N.Y. Jets 16, Baltimore 7 Miami, 75,389

At a sports dinner at Miami Springs Villa three days before the game quarterback Joe Namath of the New York Jets said, "We are going to win on Sunday. I guarantee you." Namath made his boast reality when he led the Jets past the Baltimore Colts. The Jets became the first AFL team to win a Super Bowl and made professional football history.

Super Bowl IV Jan. 11, 1970 Kansas City 23, Minnesota 7 New Orleans, 80,562

An AFL team prevailed again in the last year for that league before it became the American Football Conference, half a realigned NFL. The Kansas City Chiefs avenged their Super Bowl I defeat, overcoming the Minnesota Vikings. The Chiefs were led by coach Hank Stram and quarterback Len Dawson. Both teams were products of pro football expansion in the sixties.

Super Bowl V Jan. 17, 1971 Baltimore 16, Dallas 13 Miami, 79,204

An American Football Conference team won the Super Bowl again. The victorious Baltimore Colts had been one of the three old NFL teams to move to the AFC. They defeated the Dallas Cowboys when Jim O'Brien kicked a 32-yard field goal on the last play of the game. The late Don McCaferty coached the Colts to their victory.

Super Bowl VI Jan. 16, 1972 Dallas 24, Miami 3 New Orleans, 81,023

Long before, the Dallas Cowboys had lost NFL championship games to the Green Bay Packers, thus narrowly missing Super Bowls I and II. And they had lost game V. Were they doomed to be "next year's champions"? They proved it wasn't so by crushing the Miami Dolphins. Dallas runners gained 252 yards. Coach Tom Landry and the Cowboys were champions of pro football.

Super Bowl VII Jan. 14, 1973 Miami 14, Washington 7 Los Angeles, 90,182

Don Shula had been the coach of the losing Colts in Super Bowl III and of the losing Dolphins in game VI. His Miami team triumphed over the Redskins, however, and the victory climaxed one of the greatest achievements in pro football history; the Dolphins went through the 1972 season undefeated, 17-0. George Allen led the Redskins, NFC champions the first time in 30 years.

Super Bowl VIII Jan. 13, 1974 Miami 24, Minnesota 7 Houston, 71,882

The Miami Dolphins became the first team since the Packers of Lombardi to win successive Super Bowls. Shula, their coach, completed a coaching miracle: He had taken over a losing Dolphins' team just five seasons before. Dolphins' fullback Larry Csonka powered through Minnesota for 145 yards. The Vikings lost in the Super Bowl for a second time.

Super Bowl IX Jan. 12, 1975 Pittsburgh 16, Minnesota 6 New Orleans, 80,997

The Pittsburgh Steelers defeated Minnesota and Steelers' coach Chuck Noll had achieved a miracle to rival Shula's; the Steelers had been 1-13 when Noll coached them for the first time in 1969. Now they were Super Bowl champions. Their great defense overwhelmed Minnesota and running back Franco Harris gained 158 yards, breaking Csonka's Super Bowl record.

Super Bowl X Jan. 18, 1976 Pittsburgh 21, Dallas 17 Miami, 80,187

The Steelers joined the Packers and Dolphins as two-time Super Bowl champions and Noll joined Lombardi and Shula as the only coaches to have achieved that honor. Lynn Swann of Pittsburgh caught four passes for 161 yards, including a 64-yard touchdown, from Terry Bradshaw that was the play of the game. It was the most exciting Super Bowl game to date. !

Teams to bowl over.

Atlanta Falcons

521 Capitol Ave., S.W.
Atlanta, Ga. 30312

Baltimore Colts

Executive Plaza 111
Hunt Valley, Md. 21031

Buffalo Bills

One Bills Drive
Orchard Park, N.Y. 14127

Chicago Bears

55 East Jackson Blvd.
Chicago, Ill. 60604

Cincinnati Bengals

Riverfront Stadium
Cincinnati, O. 45202

Cleveland Browns

Cleveland Stadium
Cleveland, O. 44114

Dallas Cowboys

6116 N. Central Exp.
Dallas, Texas 75206

Denver Broncos

5700 Logan Street
Denver, Colo. 80216

Detroit Lions

P.O. Box 4200
Pontiac, Mich. 48057

Green Bay Packers

1265 Lombardi Ave.
Green Bay, Wisc. 54303

Houston Oilers

Box 1516
Houston, Texas 77001

Kansas City Chiefs

One Arrowhead Dr.
Kansas City, Mo. 64129

Los Angeles Rams

10271 W. Pico Blvd.
Los Angeles, Ca. 90064

Miami Dolphins

330 Biscayne Blvd.
Miami, Fla. 33132

Minnesota Vikings

7110 France Ave. S.
Edina, Minn. 55435

New England Patriots

Schaefer Stadium
Foxboro, Mass. 02035

New Orleans Saints

944 St. Charles Ave.
New Orleans, La. 70130

New York Giants

15 Columbus Circle
New York, N.Y. 10023

New York Jets

598 Madison Ave.
New York, N.Y. 10022

Oakland Raiders

7811 Oakport St.
Oakland, Calif. 94621

Philadelphia Eagles

Veterans Stadium
Philadelphia, Pa. 19148

Pittsburgh Steelers

Three Rivers Stadium
Pittsburgh, Pa. 15212

St. Louis Cardinals

200 Stadium Plaza
St. Louis, Mo. 63102

San Diego Chargers

9449 Friars Road
San Diego, Calif. 92120

San Francisco 49ers

1255 Post St.
San Francisco, Ca. 94109

Seattle Seahawks

1200 Westlake Ave. N.
Seattle, Wash. 98109

Tampa Bay Buccaneers

1 Buccaneer Pl.
Tampa, Fla. 33607

Washington Redskins

P.O. Box 17247
Washington, D.C. 20041

PS: Have a Mailgram message for the coach as well? You can reach him at the same address.

Bowl them over.



Mailgram[®]



HERE'S A BIG LEAGUE WAY TO INSPIRE YOUR FAVORITE FOOTBALL PLAYERS IN THE PLAYOFFS, SUPER BOWL OR PRO BOWL.

SEND THEM A MAILGRAM[®] MESSAGE C/O OF THE ADDRESSES LISTED AT THE LEFT. IT'LL BOWL THEM OVER LIKE THE ROAR OF A HOME TEAM CROWD.

A MAILGRAM MESSAGE, WITH ITS BIG CAPITAL LETTERS AND BOLD BLUE AND WHITE FORMAT, IS FAMOUS FOR GRABBING ATTENTION. AND GETTING READ. IT'S AS FAST AS A BLITZ.

SO DON'T JUST SIT ON THE SIDELINES. SHOW YOUR TEAM SPIRIT. SEND A LINE TO THE LINEMEN. PAT THE BACKFIELD ON THE BACK. DEFEND THE DEFENSE. OR SNEAK A PLAY TO THE QUARTERBACK.

AND IF THE SEASON DOESN'T TURN OUT TO BE A WINNER, YOU CAN ALWAYS TELL THE PLAYERS TO BOWL THEM OVER NEXT YEAR.

TO SEND A MAILGRAM MESSAGE, DAY OR NIGHT, CALL WESTERN UNION TOLL-FREE AT 800-257-2241 (IN NEW JERSEY, 800-632-2271). WITHIN SECONDS, YOUR MESSAGE IS FLASHED ELECTRONICALLY TO A POST OFFICE NEAR YOUR ADDRESSEE FOR DELIVERY WITH THE NEXT BUSINESS DAY'S MAIL.

WE CAN ALSO SHOW YOU HOW TO GET THROUGH TO HUNDREDS OR THOUSANDS OF PEOPLE SIMULTANEOUSLY AT SUBSTANTIAL SAVINGS.

FOR INFORMATION WRITE BILL SILINSKI AT WESTERN UNION, ONE LAKE STREET, UPPER SADDLE RIVER, NEW JERSEY 07458.

Mailgram: Impact of a Telegram at a fraction of the cost.



Reach for Originality.

Dr Pepper has what we all thirst for. Originality.

It's not another cola. It's not another root beer. It's a deliciously different soft drink that's in a league by itself.

Maybe that's why Dr Pepper has been gaining so much ground in popularity lately. These days you see our name everywhere. Which is reassuring.

It means that originality is always well within reach.

DIVISIONAL PLAYOFF RECORDS

INDIVIDUAL BESTS IN FIRST-ROUND PLAYOFF GAMES

Compiled by Elias Sports Bureau

AFC PLAYOFF SCORES

1975 Pittsburgh 28, Baltimore 10
Oakland 31, Cincinnati 28
1974 Oakland 28, Miami 26
Pittsburgh 32, Buffalo 14
1973 Oakland 33, Pittsburgh 14
Miami 34, Cincinnati 16
1972 Pittsburgh 13, Oakland 7
Miami 20, Cleveland 14
1971 Miami 27, Kansas City 24 (sudden death)
Baltimore 20, Cleveland 3
1970 Baltimore 17, Cincinnati 0
Oakland 21, Miami 14
1969 Kansas City 13, New York 6
Oakland 56, Houston 7
1968 Oakland 41, Kansas City 6
1963 Boston 26, Buffalo 8

NFC PLAYOFF SCORES

1975 Los Angeles 35, St. Louis 23
Dallas 17, Minnesota 14
1974 Minnesota 30, St. Louis 14
Los Angeles 19, Washington 10
1973 Minnesota 27, Washington 20
Dallas 27, Los Angeles 16
1972 Dallas 30, San Francisco 28
Washington 16, Green Bay 3
1971 Dallas 20, Minnesota 12
San Francisco 24, Washington 20
1970 Dallas 5, Detroit 0
San Francisco 17, Minnesota 14
1969 Minnesota 23, Los Angeles 20
Cleveland 38, Dallas 14
1968 Baltimore 24, Minnesota 14
Cleveland 31, Dallas 20
1967 Green Bay 28, Los Angeles 7
Dallas 52, Cleveland 14
1965 Green Bay 13, Baltimore 10 (sudden death)
1958 N.Y. Giants 10, Cleveland 0
1957 Detroit 31, San Francisco 27
1952 Detroit 31, Los Angeles 21
1950 Cleveland 8, N.Y. Giants 3
Los Angeles 24, Chi. Bears 14
1947 Philadelphia 21, Pittsburgh 0
1943 Washington 28, N.Y. Giants 0
1941 Chi. Bears 33, Green Bay 14

SERVICE

Most Games, Player

NFL— 8 Paul Warfield, Cleveland 1967-69, Miami 1970-74
NFC— 8 Dave Edwards, Dallas 1967-73, 1975
Lee Roy Jordan, Dallas 1967-73, 1975
Jethro Pugh, Dallas 1967-73, 1975
Mel Renfro, Dallas 1967-73, 1975
AFC— 7 George Atkinson, Oakland 1968-70, 1972-75
Fred Biletnikoff, Oakland 1968-70, 1972-75
George Blanda, Oakland 1968-70, 1972-75

Most Games, Winning Team, Player

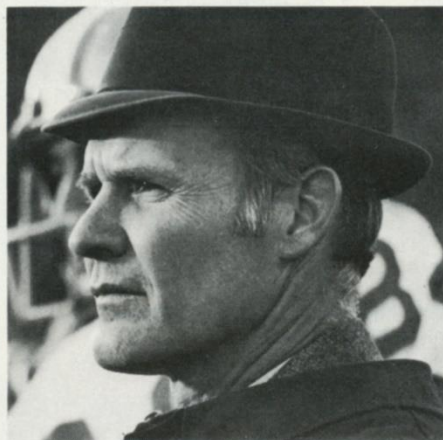
AFC— 6 George Atkinson, Oakland 1968-70, 1973-75
Fred Biletnikoff, Oakland 1968-70, 1973-75
George Blanda, Oakland 1968-70, 1973-75
NFC— 5 Walt Garrison, Dallas 1967, 1970-73
Bob Hayes, Dallas 1967, 1970-73

Most Games, Coach

NFC— 8 Tom Landry, Dallas 1967-73, 1975
AFC— 6 John Madden, Oakland 1969-70, 1972-75

Most Games, Winning Team, Coach

NFC— 6 Tom Landry, Dallas 1967, 1970-73, 1975
AFC— 5 John Madden, Oakland 1969-70, 1973-75



Tom Landry, Dallas Cowboys



Andy Farkas, Washington Redskins

SCORING

Most Points, Career

AFC— 49 George Blanda, Oakland 7 games (28 pat, 7 fg)
NFC— 28 Fred Cox, Minnesota 7 games (16 pat, 4 fg)

Most Points, Game

NFC— 19 Pat Harder, Detroit vs. Los Angeles 1952 (2 td, 4 pat, 1 fg)
AFC— 18 Fred Biletnikoff, Oakland vs. Kansas City 1968 (3 td)
Franco Harris, Pittsburgh vs. Buffalo 1974 (3 td)

Most Touchdowns, Career

AFC— 7 Fred Biletnikoff, Oakland 7 games (7 p)
NFC— 4 Tom Fears, Los Angeles 2 games (4 p)
John Gilliam, Minnesota 3 games (4 p)

Most Touchdowns, Game

NFC— 3 Andy Farkas, Washington vs. N.Y. Giants 1943 (3 r)
Tom Fears, Los Angeles vs. Chi. Bears 1950 (3 p)
Craig Baynham, Dallas vs. Cleveland 1967 (2 r, 1 p)
Larry Schreiber, San Francisco vs. Dallas 1972 (3 r)
AFC— 3 Fred Biletnikoff, Oakland vs. Kansas City 1968 (3 p)
Franco Harris, Pittsburgh vs. Buffalo 1974 (3 r)

Most Points After Touchdown, Career

AFC— 28 George Blanda, Oakland 7 games (28 atts.)
NFC— 16 Fred Cox, Minnesota 7 games (17 atts.)

Most Points After Touchdown, Game

AFC— 8 George Blanda, Oakland vs. Houston 1969 (8 atts.)
NFC— 7 Danny Villanueva, Dallas vs. Cleveland 1967 (7 atts.)

Most Field Goals Attempted, Career

AFC— 13 Garo Yepremian, Miami 5 games
NFC— 11 Bruce Gossett, Los Angeles-San Francisco 5 games

Most Field Goals Attempted, Game

NFC— 6 David Ray, Los Angeles vs. Dallas 1973
AFC— 5 Gino Cappelletti, Boston vs. Buffalo 1963
Jan Stenerud, Kansas City vs. N.Y. Giants 1969
George Blanda, Oakland vs. Pittsburgh 1973

Most Field Goals, Career

NFC— 7 Curt Knight, Washington 3 games
AFC— 7 George Blanda, Oakland 7 games

Most Field Goals, Game

AFC— 4 Gino Cappelletti, Boston vs. Buffalo 1963

George Blanda, Oakland vs. Pittsburgh 1973
NFC— 3 Toni Fritsch, Dallas vs. San Francisco 1972
Curt Knight, Washington vs. Green Bay 1972
David Ray, Los Angeles vs. Dallas, 1973

Longest Field Goal

NFC— 52 Curt Knight, Washington vs. Minnesota 1973
AFC— 50 Garo Yepremian, Miami vs. Cincinnati 1973

Most Safeties, Game

NFC— 1 Bill Willis, Cleveland vs. N.Y. Giants 1950
Carl Eller, Minnesota vs. Los Angeles 1969
George Andrie, Dallas vs. Detroit 1970
Alan Page, Minnesota vs. Dallas 1971
AFC— 0

RUSHING

Most Attempts, Career

NFC— 99 Larry Brown, Washington 4 games
AFC— 90 Larry Csonka, Miami 5 games

Most Attempts, Game

NFC— 37 Lawrence McCutcheon, Los Angeles vs. St. Louis 1975
AFC— 27 Franco Harris, Pittsburgh vs. Baltimore 1975

Most Yards Gained, Career

NFC— 339 Larry Brown, Washington 4 games
AFC— 326 Larry Csonka, Miami 5 games

Most Yards Gained, Game

NFC— 202 Lawrence McCutcheon, Los Angeles vs. St. Louis 1975
AFC— 153 Franco Harris, Pittsburgh vs. Baltimore 1975

Longest Run From Scrimmage

NFC— 71 Hugh McElhenny, San Francisco vs. Detroit 1957
AFC— 40 Charlie Smith, Oakland vs. Pittsburgh 1973

Highest Average Gain, Career, 20 or more atts.

AFC— 4.8 Mercury Morris, Miami 4 games (43-207)
NFC— 4.6 Leroy Kelly, Cleveland 3 games (54-249)

Highest Average Gain, Game, 10 or more atts.

NFC— 8.5 George McAfee, Chi. Bears vs. Green Bay 1941 (14-119)
AFC— 5.9 Benny Malone, Miami vs. Oakland 1974 (14-83)

Most Touchdowns, Career

AFC— 4 Franco Harris, Pittsburgh 4 games
NFC— 3 Andy Farkas, Washington, 1 game
Larry Schreiber, San Francisco 2 games

Most Touchdowns, Game

- NFC— 3 Andy Farkas, Washington vs. N.Y. Giants 1943
Larry Schreiber, San Francisco vs. Dallas 1972
- AFC— 3 Franco Harris, Pittsburgh vs. Buffalo 1974

PASSING

Most Passes Attempted, Career

- AFC— 114 Daryle Lamonica, Buffalo-Oakland 5 games

- NFC— 89 Craig Morton, Dallas 6 games

Most Passes Attempted, Game

- AFC— 46 Pete Beathard, Houston vs. Oakland 1969

- NFC— 44 Joe Kapp, Minnesota vs. Baltimore 1968

Most Passes Completed, Career

- AFC— 57 Ken Stabler, Oakland 4 games

- NFC— 51 Roger Staubach, Dallas 5 games

Most Passes Completed, Game

- NFC— 26 Joe Kapp, Minnesota vs. Baltimore 1968

- AFC— 20 Bob Griese, Miami vs. Kansas City 1971
Ken Stabler, Oakland vs. Miami 1974

Highest Completion Percentage Career, 40 or more atts.

- AFC— 69.5 Ken Stabler, Oakland 4 games (82-57)

- NFC— 60.7 Roger Staubach, Dallas 5 games (84-51)

Highest Completion Percentage, Game, 20 or more atts.

- NFC— 76.2 Sammy Baugh, Washington vs. N.Y. Giants 1943 (21-16)

- AFC— 73.9 Ken Stabler, Oakland vs. Cincinnati 1975 (23-17)

Most Yards Gained, Career

- AFC— 1,023 Daryle Lamonica, Buffalo-Oakland 5 games

- NFC— 743 Roger Staubach, Dallas 5 games

Most Yards Gained, Game

- AFC— 347 Daryle Lamonica, Oakland vs. Kansas City 1968

- NFC— 291 Jim Hart, St. Louis vs. Los Angeles 1975

Longest Pass Completion

- AFC— 93 Daryle Lamonica, Buffalo vs. Boston 1963 (Dubenion, TD)

- NFC— 86 Don Meredith, Dallas vs. Cleveland 1967 (Hayes, TD)

Most Touchdown Passes, Career

- AFC— 14 Daryle Lamonica, Buffalo-Oakland 5 games

- NFC— 7 Roger Staubach, Dallas 5 games

Most Touchdown Passes, Game

- AFC— 6 Daryle Lamonica, Oakland vs. Houston 1969

- NFC— 3 Bob Waterfield, Los Angeles vs. Chi. Bears 1950
Y. A. Tittle, San Francisco vs. Detroit 1957

Fewest Passes Had Intercepted, Career, 50 or more atts.

- NFC— 1 Bill Nelsen, Cleveland 2 games (52 atts.)

- AFC— 1 Ken Anderson, Cincinnati 2 games (54 atts.)

Most Attempts, Consecutive, Without Interception, Game

- AFC— 39 Daryle Lamonica, Oakland vs. Kansas City 1968

- NFC— 32 John Brodie, San Francisco vs. Minnesota 1970

Most Passes Had Intercepted, Career

- NFC— 7 Craig Morton, Dallas 6 games (89 atts.)

- AFC— 6 Len Dawson, Kansas City 3 games (89 atts.)
Daryle Lamonica, Buffalo-Oakland 5 games (114 atts.)
Terry Bradshaw, Pittsburgh 4 games (82 atts.)

Most Passes Had Intercepted, Game

- AFC— 5 Mike Phipps, Cleveland vs. Miami 1972 (23 atts.)

- NFC— 4 Bobby Layne, Detroit vs. Los Angeles 1952 (21 atts.)

PASS RECEIVING

Most Receptions, Career

- NFL— 35 Paul Warfield, Cleveland 3 games, Miami AFC 5 games

- AFC— 25 Fred Biletnikoff, Oakland 7 games

- NFC— 20 Bob Hayes, Dallas 7 games

Most Receptions, Game

- NFC— 9 Billy Wilson, San Francisco vs. Detroit 1957

- AFC— 9 Lenvil Elliott, Cincinnati vs. Miami 1973

Most Yards Gained, Career

- NFL— 678 Paul Warfield, Cleveland 3 games, Miami AFC 5 games

- AFC— 454 Fred Biletnikoff, Oakland 7 games

- NFC— 364 Bob Hayes, Dallas 7 games

Most Yards Gained, Game

- NFC— 198 Tom Fears, Los Angeles vs. Chi. Bears 1950 (7)

- AFC— 180 Fred Biletnikoff, Oakland vs. Kansas City 1968 (7)

Longest Reception

- AFC— 93 Elbert Dubenion, Buffalo vs. Boston 1963 (Lamonica, TD)

- NFC— 86 Bob Hayes, Dallas vs. Cleveland 1967 (Meredith, TD)

Most Touchdowns, Career

- AFC— 7 Fred Biletnikoff, Oakland 7 games

- NFC— 4 Tom Fears, Los Angeles 2 games

- John Gilliam, Minnesota 3 games

Most Touchdowns, Game

- NFC— 3 Tom Fears, Los Angeles vs. Chi. Bears 1950

- AFC— 3 Fred Biletnikoff, Oakland vs. Kansas City 1968

INTERCEPTIONS BY

Most Interceptions By, Career

- AFC— 4 Willie Brown, Oakland 6 games

- George Atkinson, Oakland 7 games

- NFC— 3 Bill Simpson, Los Angeles 2 games

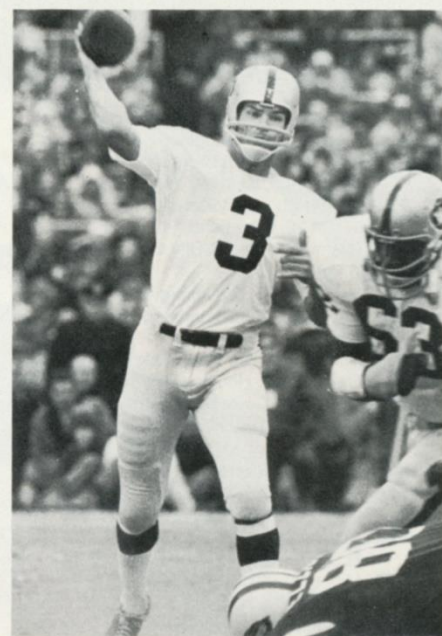
Most Interceptions By, Game

- NFC— 2 George Wilson, Chi. Bears vs. Green Bay 1941

- Sammy Baugh, Washington vs. N.Y. Giants 1943

- Lindon Crow, N.Y. Giants vs. Cleveland 1958

- Skip Vanderbundt, San Francisco vs.



Daryle Lamonica, Oakland Raiders

- Dallas 1972
Charlie Waters, Dallas vs. San Francisco 1972
Bill Simpson, Los Angeles vs. St. Louis 1975

- AFC— 2 Bob Dee, Boston vs. Buffalo 1963
Ross O'Hanley, Boston vs. Buffalo 1963

- Jim Marsalis, Kansas City vs. Oakland 1968
Rick Volk, Baltimore vs. Cleveland 1971
Dick Anderson, Miami vs. Cleveland 1972
Doug Swift, Miami vs. Cleveland 1972
Lloyd Mumphord, Baltimore vs. Pittsburgh 1975

Most Yards Gained, Career

- AFC— 119 Willie Brown, Oakland 6 games

- NFC— 88 Walt Sumner, Cleveland 1 game

Most Yards Gained, Game

- NFC— 88 Walt Sumner, Cleveland vs. Dallas 1969 (TD)

- AFC— 58 Lloyd Mumphord, Baltimore vs. Pittsburgh 1975

Longest Return

- NFC— 88 Walt Sumner, Cleveland vs. Dallas 1969 (TD)

- AFC— 58 Lloyd Mumphord, Baltimore vs. Pittsburgh 1975

Most Touchdowns, Career

- AFC— 2 Willie Brown, Oakland 6 games

- NFC— 1 By six players

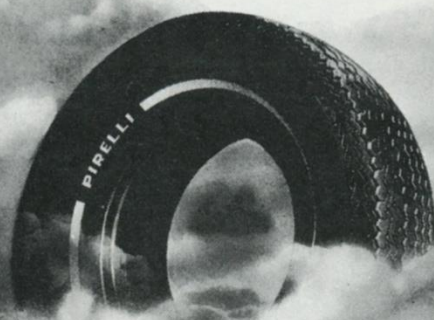
Most Touchdowns, Game

- NFC— 1 Cornell Green, Dallas vs. Cleveland 1967 (60 yards)
Dale Lindsey, Cleveland vs. Dallas 1968 (27 yards)
Walt Sumner, Cleveland vs. Dallas 1969 (88 yards)
Isiah Robertson, Los Angeles vs. Washington 1974 (59 yards)
Jack Youngblood, Los Angeles vs. St. Louis 1975 (47 yards)
Bill Simpson, Los Angeles vs. St. Louis 1975 (65 yards)

- AFC— 1 George Atkinson, Oakland vs. Houston 1969 (57 yards)
Willie Brown, Oakland vs. Miami 1970 (50 yards); vs. Pittsburgh 1973 (54 yards)
Neal Craig, Cincinnati vs. Miami 1973 (45 yards)



Lawrence McCutcheon, Los Angeles Rams



A lot of people think so much of our tire, they think they can't afford it.

Everybody doesn't know Pirelli.

But the people who do know us, know us for some pretty impressive things.

Some people know that for years Pirelli tires have been standard equipment on the most demanding cars in the world: Ferraris, Porsches, Mercedes and the like.

Others know that Pirelli tires were among the first radials in the world. And that we've been making

them for over 25 years. (Which is about 15 years longer than any radial made in America.)

And a few people have even heard that our radial designs are so highly regarded by the tire manufacturers themselves that 68 tire companies have used our patents to make their radials.

Because of all this acclaim, many people just naturally assume that a Pirelli will be unaffordable to them.

This is very far from true. You may find this hard to believe, but a Pirelli will only cost you a little more than a Goodyear steel-belted radial. And it will actually cost you a little *less* than a Michelin steel-belted radial.

If you can afford a Goodyear, and you can afford a Michelin, you now know you can afford a Pirelli.

PIRELLI



The night belongs to Charger.

If your pulse quickens after dark, Charger is your car. Charger has a look that was shaped for the night. An excitement to match your mood when you've left the day behind.

Close yourself in Charger, and the dark lights up. You're hugged by high-back bucket seats. Before you, a full array of controls for night cruising. A standard 318 V8 links to the TorqueFlite automatic

transmission to let you glide around all those everyday cars.

When the sun goes down and the lights come up, move into Charger time. Some of us were born for the night. Now we have a car that belongs to us... Charger. Get one at your Dodge Dealer's.

'77 Dodge Charger

A PRODUCT OF CHRYSLER CORPORATION

The Magnavox Touch.

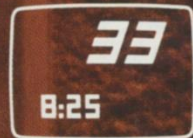
Touch-Tune Color Television...
Computer Sharp, Computer Fast.

Touch-Tune™ Color Television, only from Magnavox, locks in a most astonishing color picture instantly—with the most automatic color system ever.

Touch-Tune and whisk directly to your channel ... instantly, silently. With the accuracy of a digital computer. With the ease of a push-button telephone.

Touch-Tune the incredible Star System™ models and actually see your channel number flash on the screen. Recall the channel number whenever you wish. Even learn the time of day. All with the touch of a finger. And no need to fine-tune. Ever.

Touch-Tune Color Television. In a wide range of prices and styles. Only at your Magnavox dealer. Touch one today.



Models 4340, 4841.
Crafted of wood and
non-wood materials.
Simulated TV picture.

MAGNAVOX
QUALITY IN EVERY DETAIL

"Only those who have the patience to do simple things perfectly will acquire the skill to do difficult things easily."

—Schiller

"One more, Bobby... deep square-out 'n up!"

The sun, slanting now through the maples that bordered the west side of the field, dappled the quarterback's face and prompted him to squint as he looked at the wide receiver.

It was nearly three hours since the start of practice... and practice had been over for three-quarters of an hour. There had been five receivers and two quarterbacks at first. Now, only two remained.

The receiver had shed his helmet and shoulder pads earlier. Now, toweling the sweat out of his eyes, he stripped off his T-shirt. The quarterback was similarly disarrayed, only he had replaced his helmet with a golf cap and removed his shoes.

The receiver took another half-minute, leaning forward with his hands on his knees, breathing like an asthmatic, but then he was up, widening a stride for a proper split from an imaginary offensive tackle. He took one final, huge, sobbing breath and dropped into that head-cocked, light-fingered, high-buttet stance.

The quarterback, on the first "Hut!," broke from an imagined center snap, pivoted left to fake his handoff, and sprinted back to his set-up position. His set-up position was 22½ feet behind the imaginary center. He could have found it in total darkness.

At the snap, sweat flew from the receiver's hair as he exploded out of his stance.

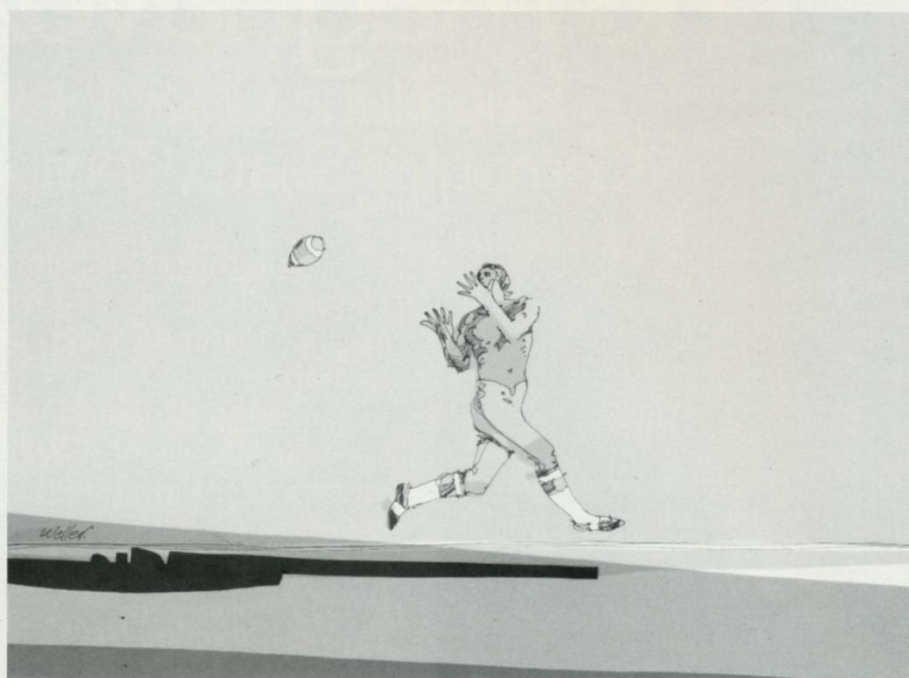
Pushing off on his right foot, he brought his right forearm up in a vicious chop, fist balled. It was a habit. It hit nothing. In a game, though, jammed by head-up coverage, it might break a defender's concentration for a precious, play-saving second.

By the time the quarterback had extended his right hand in the fake handoff, the receiver was nine yards downfield. At the nine-yard depth—not before it and not beyond it—his left foot seemed to drag and he began to turn quickly inside...

For about as long as it takes to blink.

Almost instantly, he pivoted sharply off his left foot and sprinted back outside, toward the sideline.

His angle now had carried him 12 yards deep, beyond the line of scrim-



Don Weller

mage. Muscles strained to bursting as he dug for the sideline... his head was turned back toward the quarterback and his hands were open for the football.

Watching the receiver, if you were a football buff and a betting man, you likely would have wagered your house and contents that this was an extremely well run square-out pattern to the sideline.

And you would have been willing to put the car and boat up, too, when, as the receiver neared the sideline, you saw the quarterback raise up in the midst of his drop, lock on the receiver, and start to bring the ball up and over the top.

And you would have been wrong... dead, flat, go-get-it-fixed wrong.

Which, of course, is what they were trying to achieve all along.

The football, somehow, didn't leave the quarterback's hand, but melted to his chest after a pump fake.

The receiver planted his right foot some two feet in-bounds—his foot almost rolling up, out of the shoe, from the strain of the pivot—wheeled sharply to his left in a 90-degree turn and broke upfield.

In pass receiving there is pattern-running and there is running.

This was your old-fashioned, flat-out flying. This was lay-those-ears-back and go for the goal line.

At the 20-yard line—extended, now, and running at the very top of that long, light stride—the receiver looked up and over his inside shoulder.

The football looked as if it were sitting

on one of those clear plastic pedestals, so true was the spiral. It was perhaps 15 feet over his head and 20 feet behind him.

The receiver wore the wild grin that doing something fine will bring to a man. For both of them, it was an instant of exhilaration. For a watcher... no matter how many times you'd seen it done... it was so damned pretty.

At the 7, his hands were cradled as if someone were going to hand him a baby.

At the 3, the ball made a rich, slapping sound as it found his hands.

He was across the goal line as he took the ball to his chest.

The quarterback, yards away, turned his golf cap backwards and raised a fist: "Quit on that one, Babe!"

Walking to the clubhouse, they talked and laughed and kicked aside the first leaves of autumn and dragged their shoulder pads behind them; they looked, for all the world, like two school kids finally leaving the playground for suppers kept warm on the back of the stove.

They worked so hard and so often together... they cheated on the time to go out for practice, always getting in 10 minutes of early throwing, and they stayed late. Their coach had said, more than once, "You damned near have to get a stick and beat 'em to get them into the clubhouse."

You see, they would think nothing of running a pattern 1,000 times over the course of the season...

Because they would, they'll be running it here for you, today...

For the 1,001st time. ■



**How come
I enjoy smoking
and you don't?**

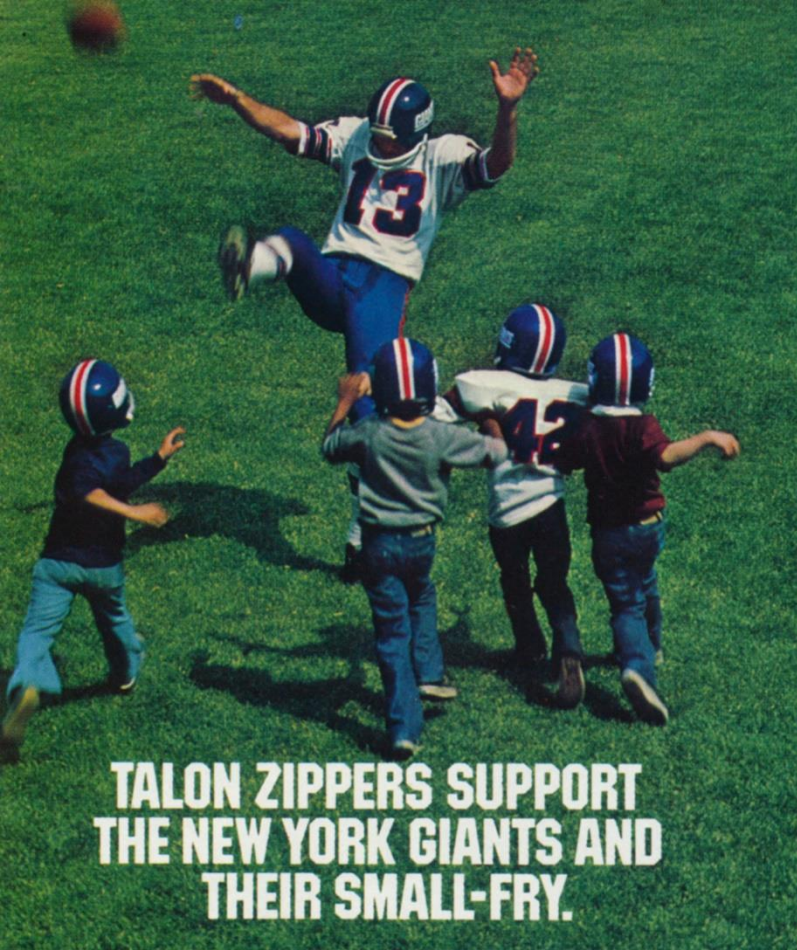
It's got to be my cigarette. Salem gives me great taste. And enough fresh menthol to keep things interesting.

You'd enjoy smoking, too, if you smoked Salem.

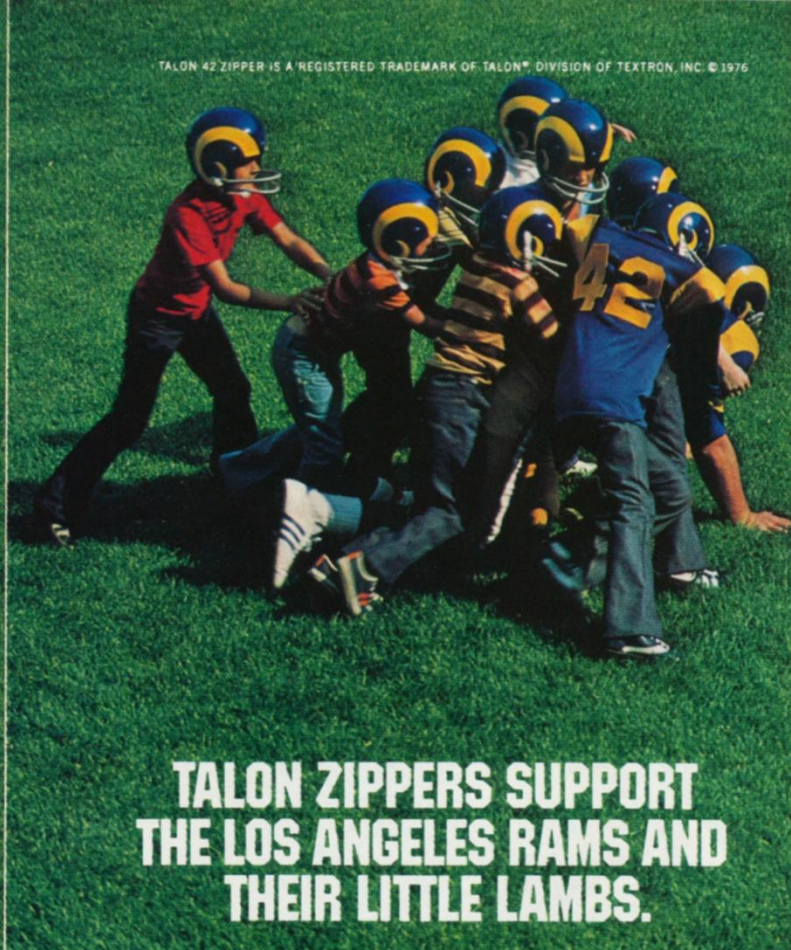
Salem.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

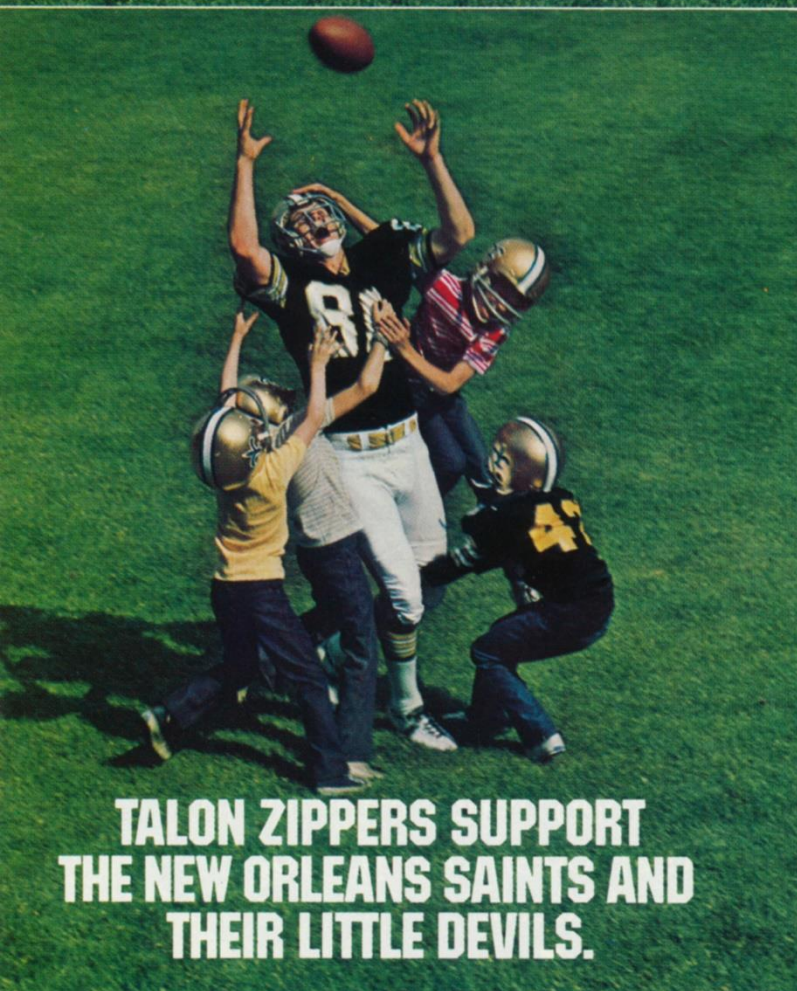
19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report APR. '76.



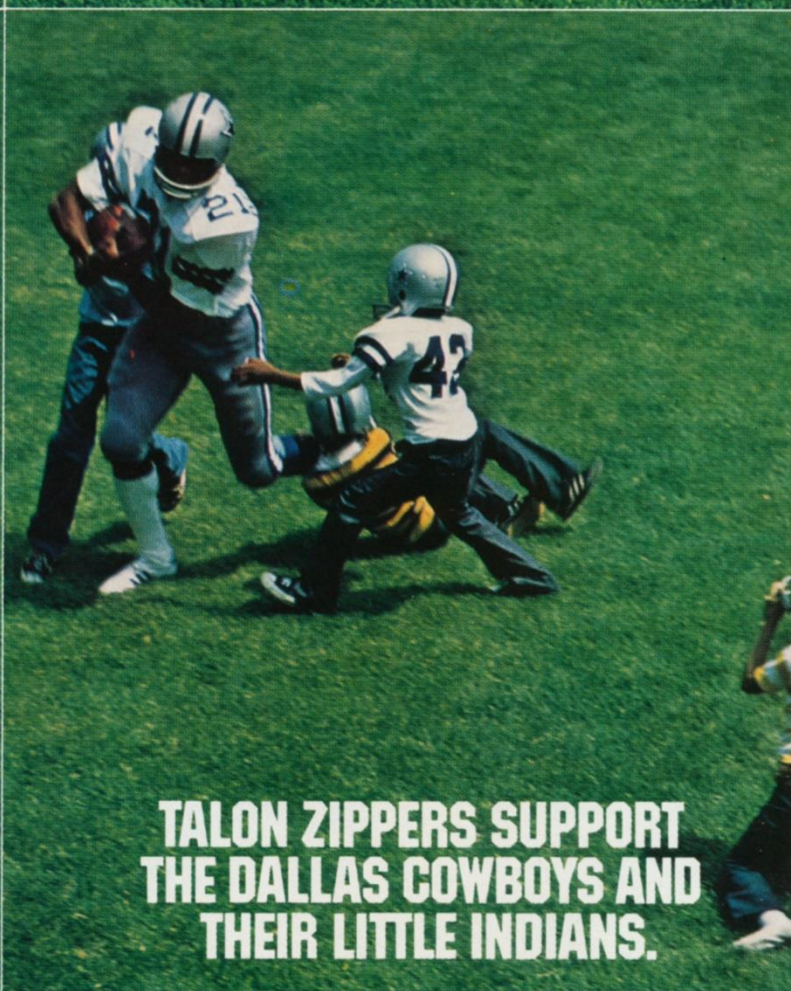
**TALON ZIPPERS SUPPORT
THE NEW YORK GIANTS AND
THEIR SMALL-FRY.**



**TALON ZIPPERS SUPPORT
THE LOS ANGELES RAMS AND
THEIR LITTLE LAMBS.**



**TALON ZIPPERS SUPPORT
THE NEW ORLEANS SAINTS AND
THEIR LITTLE DEVILS.**



**TALON ZIPPERS SUPPORT
THE DALLAS COWBOYS AND
THEIR LITTLE INDIANS.**

Talon 42® metal zippers are tough enough to tackle whatever punishment pro football players and kids can dish out. The proof is in the millions of jeans, and all the football uniforms, that Talon 42 is in. So look for the Talon 42 metal zipper in the next pair of jeans you buy. The Talon 42 metal zipper says a lot about the jeans it's in.

OPEN FORUM: JERRY IZENBERG

KING ARTHUR AND HIS 21-INCH COURT

In June, 1972, Arthur J. Schwartz of Cornucopia, Kansas, noted with mild interest that two college all-star teams were scheduled to play a football game in Lubbock, Texas. Mr. Schwartz also noted that the game was to be telecast. And finally, he noted that Cornucopia's other two television channels were carrying re-runs of *Ben-Hur*.

For six years Mr. Schwartz had been watching *Ben-Hur* and for six straight years he had been calling up his book-maker and laying a sawbuck on the six horse to win. Now after six straight years he had finally become convinced that the guy with the helmet wasn't pulling the horse for a price. The damn horse, Mr. Schwartz reasoned, was never going to win. Mr. Schwartz scratched *Ben-Hur*.

And so Arthur J. Schwartz, only nominally a football fan, reached over, flicked on the set, and turned the dial to the Coaches' All-America Football Game.

There was no turning back.

The next voice you will hear is that of Rachel Schwartz. It comes directly from the official trial transcript.

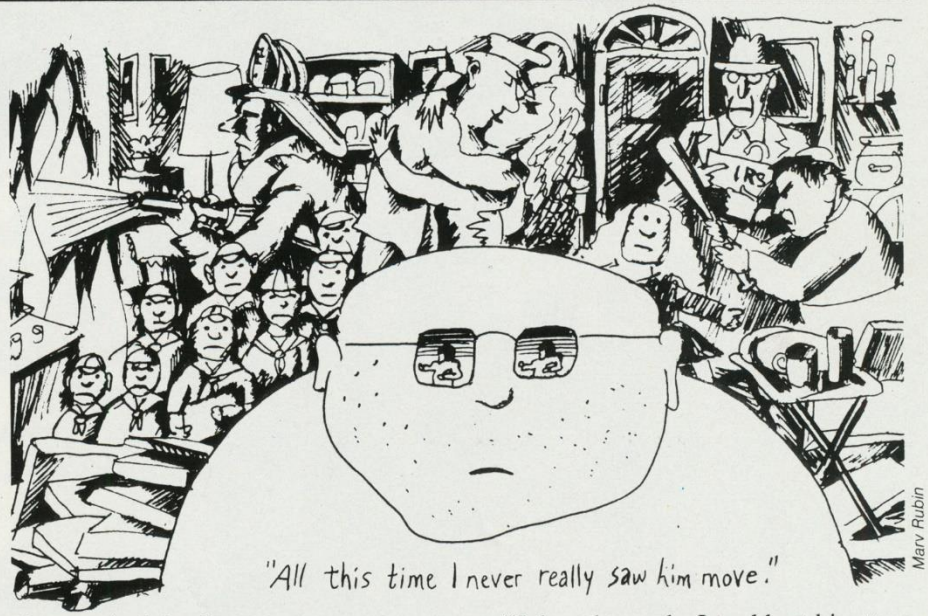
"I was in the kitchen making a late dinner and I heard him turn on the set. Then he got very quiet. All I could hear were the announcers. They were all I heard until halftime. Then he sat up very slowly and said one word. It sounded like the word was 'food'."

"I brought the dinner to him on a metal TV snack table. I think it was one of an old set which I got at Honest Charley's Discount Store for two ninety-eight."

"He seemed to be all right for a while. I mean he went to work and on Sundays he washed the car. But he was so quiet around the house, you hardly knew he was there. One time I found him in the attic looking at pictures of his old high school team, the Cornucopia Mud Hens. This mood seemed to last for a month and then I found him sitting in the living room one night. It was a Friday night in July. The College All-Stars were playing in Chicago. He had a glazed look in his eyes. He skipped dinner that night."

"The next day he was still sitting there."

"He sat there in July and in August watching the preseason games. In September he was still there. I remember September very well because the college season had begun and then there was 'NFL Report' and 'NFL Game of the Week' and then, of course, September was a bad month for us because that's



when we had the fire.

"It started during halftime of a Monday night football game. I remember walking by the living room and thinking how nice Howard Cosell's new red hair looked but Howard Cosell doesn't have red hair and what it was was the reflection from the living room wall which had gone up in flames."

"The firemen were very nice and after they put it out they even stopped to sweep around Arthur. Me and the kids, we had to go live in a motel for three days, but the firemen were so kind they even stopped to wipe the soot off Arthur's face."

"October, well, October was another big month. David, that's our youngest, well, October, was the month of David's bar mitzvah. I remember it was the day of the Iowa-Michigan game so when we got home Arthur had ABC on again."

"I guess November could have finished us. It was November that I sent the kids off to my mother's house and ran away with the milkman. We went down to Sedalia and we had a swell time and it wasn't until December that I got back. I just walked in the house and it was a Sunday and Arthur was watching the Packers-Lions game and I said, 'Don't get sore, honey, but I was very bored and I know I did wrong and I'm home to stay.' Arthur, well he just grunted something about, 'Second and long yardage.'"

"Well, I felt real bad after that so I didn't try to talk to him or anything like that until late in the month. The North-South Game was on—or was it the Blue-Gray?—I don't know which but it was one of them because when I tried to get his attention all he said was, 'The hell with Robert E. Lee.'"

"I thought maybe I could get his attention on New Year's Day because that was the afternoon that David hit Naomi in the head with a baseball bat and we had to get to the hospital in a real hurry. I think I could have reached him then ... I honestly do ... if it had been halftime or something ... but it was the fourth quarter and, well, Arthur used to get very tense in the fourth quarter."

"All this time I never really saw him move. Of course, all this time there was very little of him to see because the empty pizza boxes were up to his waist by then. They got higher and higher through the divisional playoffs and the Super Bowl and the Senior Bowl and by the time the Pro Bowl game came on the set all you could see were his eyeballs."

"That's when I went upstairs and got the old target pistol out of his drawer. By this time there were a lot of people waiting to see him ... the man from the IRS because Arthur hadn't paid taxes and the kids from Cub Pack 27, who were wondering why Arthur hadn't been to a single meeting since June. They must have been waiting a long time because three of them had started shaving by then."

"But I wasn't worried. It was the fourth quarter and then everyone was walking off the field. I took the gun out in my right hand and with my left I clicked off the dial. There was this great silence and then Arthur did the worst thing he could have done. He turned around and brushed away all the empty pizza boxes and he smiled at me and said, 'Hi, honey. What's for dinner?'"

Jerry Izenberg is a syndicated sports columnist for the Newark Star-Ledger.



Portraits

One in a series of original paintings commissioned by *PRO!*

Bobby Layne

by *Alain Moreau*

From high school through professional football, "character" is a word that is used to define the quality of a man's attitude and presence, his mental and physical toughness.

Championship games offer a clear test as to the character of a man. In these affairs, the ultimate test is posed, one that makes 43 men champions and 43 others runners-up. All things else being equal, the team with the most character generally wins.

Bobby Layne was a quarterback who brought a surplus of character to his game. In the 1950s he was the spiritual and physical leader of the Detroit Lions. Layne had been an All-America at the University of Texas in the late forties and first draft choice of the Pittsburgh Steelers, a single-wing team. Layne did not want to play tailback and asked to be traded. Art Rooney, another man with character, obliged by sending Layne to the Chicago Bears, the ranking T-formation team in the NFL. Layne spent a year as a backup to Sid Luckman and Johnny Lujack before he was traded again at his request, this time to the New York Bulldogs, a hapless franchise. In 1949 Layne was the quarterback of a team that compiled a record of 1-10-1. Frustrated, he again asked to be traded. Layne moved on to Detroit, another franchise of dubious distinction, in 1950. There he gathered himself together, and in a display of machismo that made him one of the most talked about quarterbacks in history, proceeded to drive his teammates to conference championships in 1952, 1953, 1954, and 1957. The Lions defeated Cleveland for the NFL title in 1952, 1953, and 1957, losing to the Browns in 1954.

Alain Moreau is a native of France who moved to America in 1964. He lives in Los Angeles, where he is currently working as a designer for a major industrial design firm. He free-lanced as an illustrator for years, but now he paints purely for pleasure. Moreau's oil portrait of Bobby Layne was inspired by a photograph made by Lions' photographer George Gellatly in 1953.

Winning combination:



Nutritious, delicious King Oscar Sardines. Crisp saltine crackers. Beer. And NFL football. A winning combination. And the King's own way to help you get a little more of that old team spirit.

KING OSCAR FINE FOODS Division of Chr. Bjelland, Inc.
89 Millburn Avenue, Millburn, New Jersey 07041

They don't crown number two.



If there were a better tasting whiskey,
we wouldn't be number one.

Say Seagram's and Be Sure.

SEAGRAM DISTILLERS COMPANY, N.Y.C.
AMERICAN WHISKEY—A BLEND. 80 PROOF.

The Turning Point

Memorable Plays From Recent Championship Games

National Football League owners passed a resolution on July 8, 1933, that split the league into two divisions and set up a championship between the winners. Since 1970, there have been two championships in the NFL, one for the AFC and one for the NFC, with the winners meeting in the Super Bowl.

Many championship games remain etched in the memories of pro football fans. In the very first in 1933, for example, the Chicago Bears beat the New York Giants 23-21, when Bill Karr scored the winning touchdown after taking a lateral from Bill Hewitt, who had caught a pass from Bronko Nagurski.

In the 1945 championship game the Cleveland Rams defeated Washington 15-14 on a frozen field and the margin of difference was a wind-blown pass by Redskins quarterback Sammy Baugh. The pass hit the goal post in Washington's end zone and the result was a safety and two points for Cleveland.

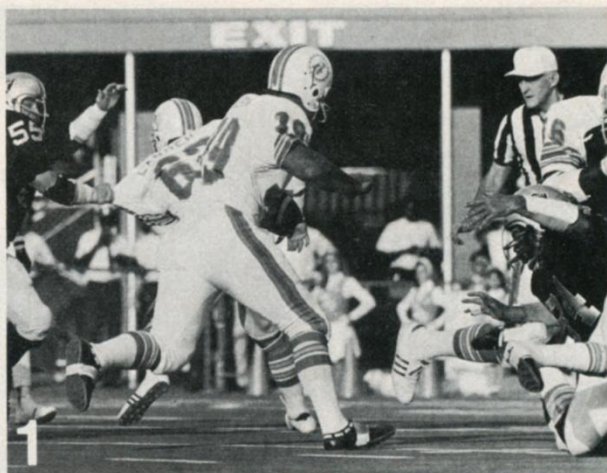
There still is much discussion over what happened in the 1951 title game between the Rams and Cleveland Browns in Los Angeles. The Rams won 24-17 on Norm Van Brocklin's pass to Tom Fears on a play that covered 73 yards in the fourth quarter. Cleveland coach Paul Brown always maintained the play would have failed if two of the Browns' defenders had not collided trying to cover Fears.

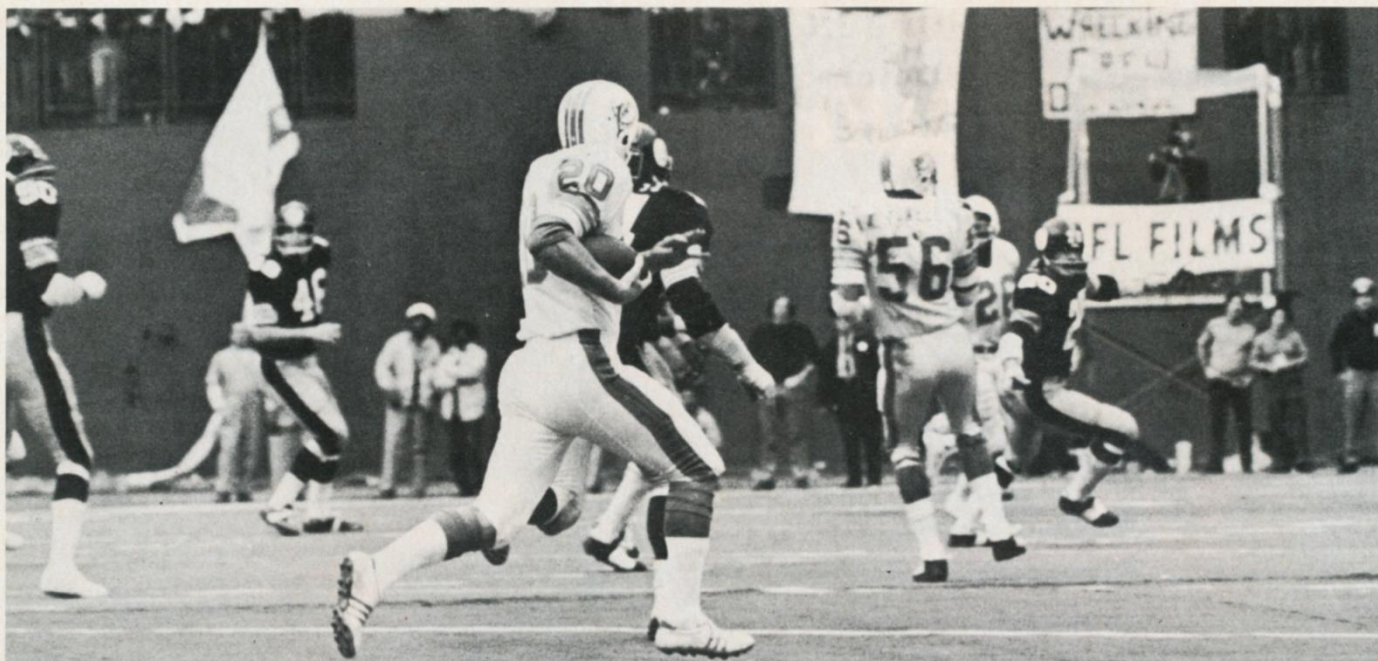
In "the best football game ever played," which is how Tex Maule of *Sports Illustrated* described the Baltimore Colts-New York Giants sudden death overtime in 1958, Colts quarterback Johnny Unitas marched his team to the winning touchdown in the only NFL championship game that has gone beyond regulation time. Alan Ameche scored the winning touchdown on a one-yard plunge, but the big play was a 23-yard run by Ameche two plays earlier. Unitas saw a shift in the Giants' defense as he called signals and audibled to the play that freed Ameche.

On this and following pages are other big plays on which championship games have turned.

Where's Mercury?

► The Miami Dolphins' opening drive set the pattern for the day in the 1973 AFC championship against Oakland in Miami's Orange Bowl. After moving to the Raiders' 38-yard line, quarterback Bob Griese left the passing pocket on a rare scramble and gained 27 yards on third down, placing the ball at Oakland's 11. Larry Csonka then ran up to the middle for a touchdown, behind brilliant blocking by Jim Langer, Larry Little, and Mercury Morris. Csonka was virtually untouched by the stunned Raiders, who were expecting Morris. Csonka rushed for 117 yards in 29 carries and set an AFC championship game record with three touchdowns in Miami's 27-10 victory.





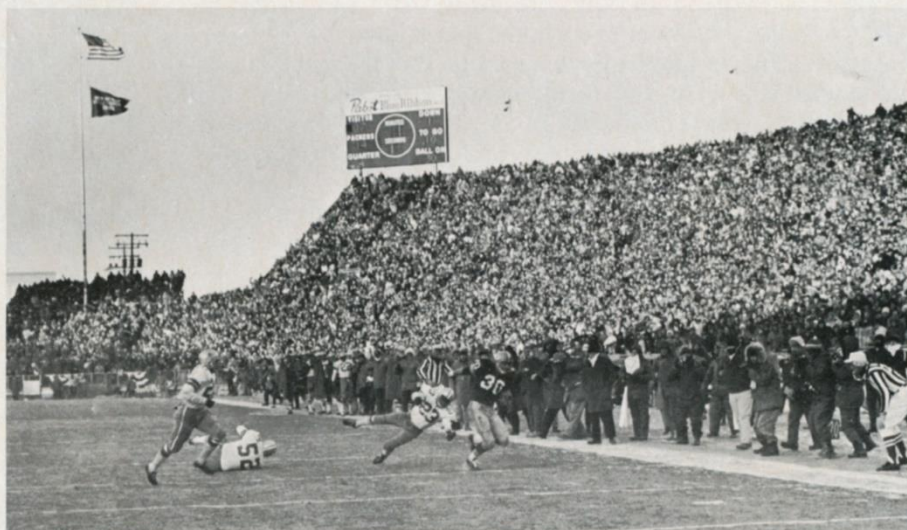
Vernon Biever

Seiple's Surprise

▲ The Pittsburgh Steelers led the Miami Dolphins 7-0 in the second quarter of the 1972 AFC championship in Pittsburgh's Three Rivers Stadium. The Dolphins' Larry Seiple was getting ready to punt from the Steelers' 49-yard line when he noticed that Pittsburgh did not have anyone rushing the kicker. Seiple exploited this oversight by running 37 yards on the fourth-down play, putting the ball at the Steelers' 12 and setting up the tying touchdown. The Steelers went back in front 10-7 but Miami scored again in seven plays to take a 14-10 lead it never relinquished. The final score was 21-17. The Dolphins advanced to Super Bowl VII, where they defeated Washington and finished a perfect 17-0 season.

Mercein to Rescue

► Chuck Mercein's name may not be one you associate with Vince Lombardi's Green Bay Packers, but he was a pivotal figure in one of the NFL's most memorable championship games. The Packers claimed him on waivers from the New York Giants in the ninth week of the 1967 season, and Mercein went on to become a hero in the 1967 NFL title game. The Packers defeated the Dallas Cowboys 21-17 in 13-below-zero weather. Mercein ran 19 yards with a short pass (right) from Bart Starr to put the ball on the Cowboys' 11-yard line with 1:11 remaining and Dallas leading 17-14. On the next play (below, right), Dallas's Bob Lilly sensed a sweep and broke through a hole in the line to follow the play. But Starr sent Mercein through the opening left by Lilly for an eight-yard gain. "That play gave me the most satisfaction," said Starr, who scored the winning touchdown two plays later with 13 seconds remaining. Mercein played one more year with Green Bay, went to two other clubs, and was out of football by 1970.



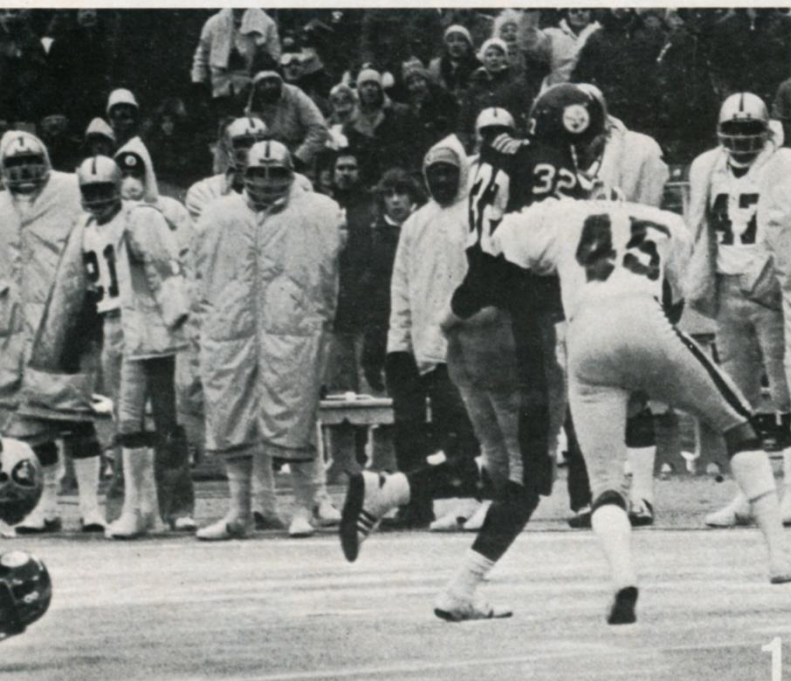
Chance Brockway



Vernon Biever

Dick Raphael

The field was icy and the Steelers and Raiders looked as if they were on skates but Franco Harris kept his balance and made the big play for Pittsburgh.



Franco's Frolic

▲ The temperature was 18 degrees with a sheet of ice on the field in Three Rivers Stadium when Pittsburgh and Oakland met for the AFC championship in 1975. Fifty-four seconds into the fourth quarter, Pittsburgh's Franco Harris took a handoff and probed inside. Finding no opening, Harris, showing uncanny agility on the icy turf,

drifted outside, shaking off Neal Colzie (45), and running 25 yards down the sideline to score the game's first touchdown. Despite the almost impossible conditions, Harris gained 79 yards rushing in 27 carries and caught five passes for 58 yards as the Steelers won 16-10 to qualify for a second straight appearance in the Super Bowl.

I love tobacco. I don't smoke.

**Walt Garrison,
football and rodeo star.**

If I'm a guy who loves tobacco, how come I never take a puff?

Well, because I use "smokeless tobacco."

All it takes is a pinch of "smokeless" in between my cheek and gum. Feels real relaxin' in there. And I get full, rich tobacco pleasure.

Another thing is, "smokeless tobacco" can't tie up my hands. So I can use it no matter what I'm doing.

If you'd like to go "smokeless," here's what you do. Just look for three great brands.

There's Skoal, my favorite, which has a wintergreen taste.

Copenhagen, a straight tobacco.

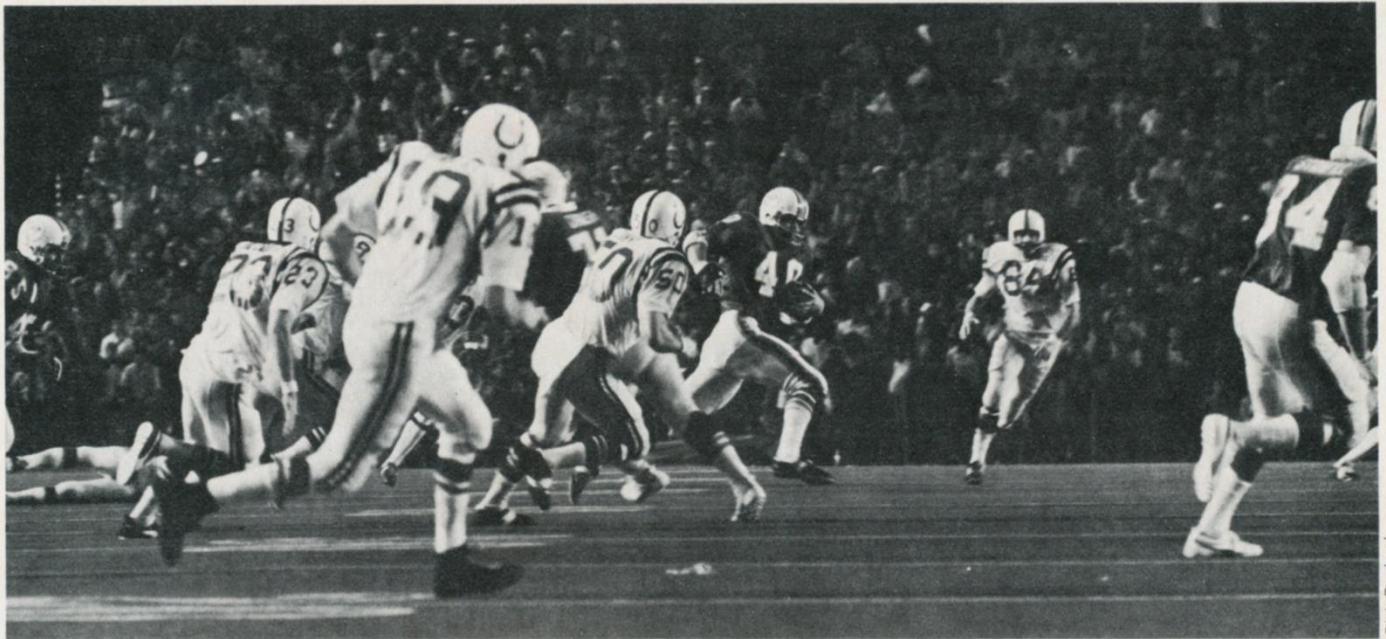
And Happy Days Mint. All three dated for freshness.

They'll each give you the tobacco pleasure you're looking for.

**Smokeless tobacco.
A pinch is all it takes.**



For a free booklet that explains how to get the full enjoyment of "smokeless tobacco"—as well as a few free pinches that you can try for yourself—write to "Smokeless Tobacco," United States Tobacco Company, Dept. N99, Greenwich, Connecticut 06830.



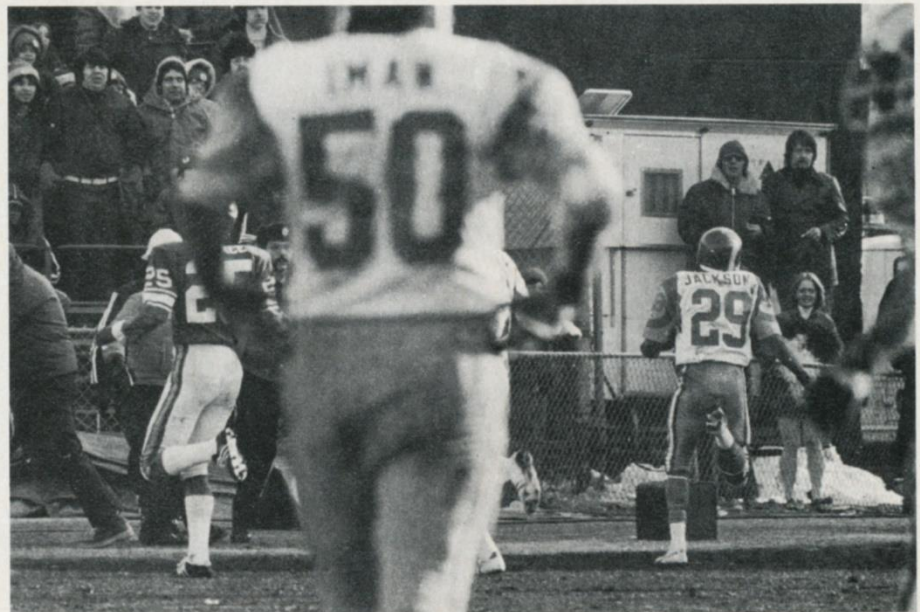
Dick Raphael

Blocks and Blocks

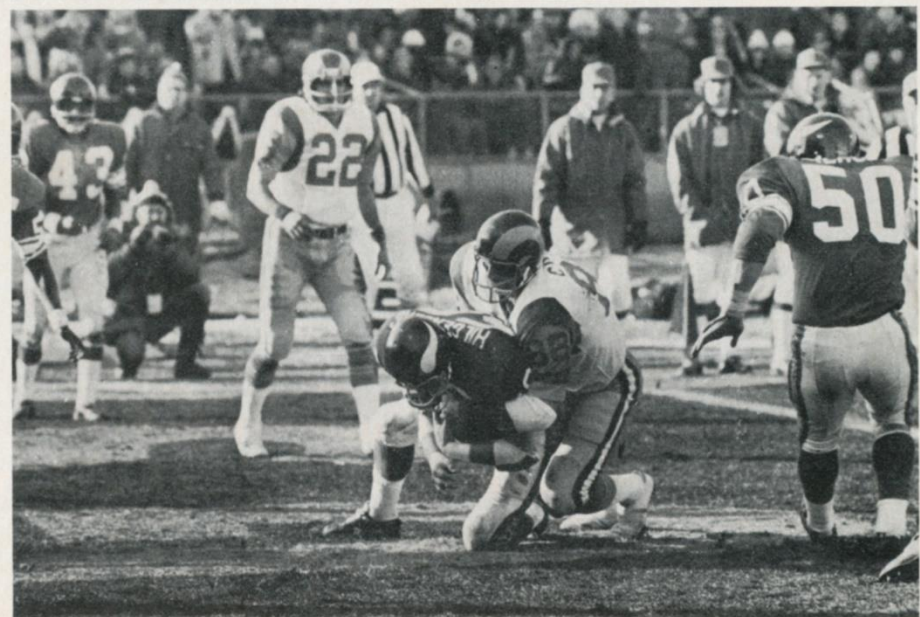
▲ Baltimore trailed Miami 7-0 in the third quarter of the AFC championship game in 1971 when Johnny Unitas (19) overthrew Colts receiver Eddie Hinton. Miami's Dick Anderson intercepted the pass and then followed one of the most spectacular series of open-field blocks ever seen in professional football. The Colts fell like bowling pins as Anderson followed a convoy of six players on a 62-yard touchdown run. The six were Jake Scott, Tim Foley, Doug Swift, Mike Kolen, Bill Stanfill, and Bob Heinz, and they typified the Dolphins' day-long enthusiasm. Miami won 21-0, ending Baltimore's one-year reign as champion of the NFL.

So Close, Yet . . .

► The 1974 NFC championship at Minnesota marked one of the most frustrating afternoons in Los Angeles Rams' history. With 9:15 left in the third quarter, trailing 7-3, the Rams took possession on their 1-yard line after a Minnesota punt. Six plays later, quarterback James Harris scrambled away from Vikings defenders and threw an 18-yard pass to Harold Jackson (left). Jackson was wide open and took off toward the side-line, but as teammate Ken Iman (50) watched, Minnesota's Jeff Wright angled across the field and finally caught the Rams' receiver, pushing him out of bounds at the Vikings' 2-yard line. But the Rams never scored. On first down, John Cappelletti gained a yard. On second down, guard Tom Mack was penalized for moving before the snap of the ball. On second down from the 6 Harris kept the ball and gained four yards. On third down from the 2, Harris's pass to tight end Pat Curran in the end zone was tipped by Jackie Wallace (25). Minnesota's Wally Hilgenberg made a diving interception for a touchback (below left). Minnesota went on to win 14-10 and then was beaten by Pittsburgh in Super Bowl IX.

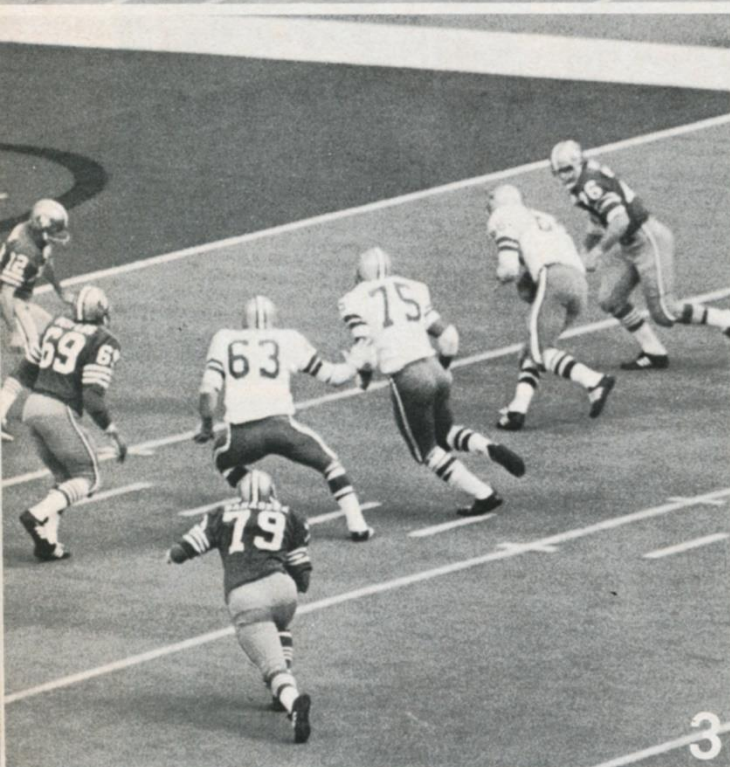
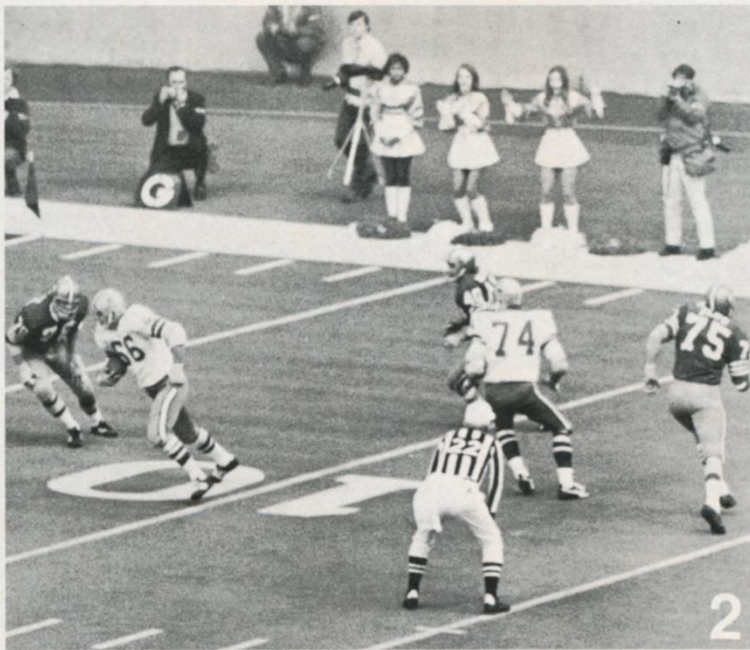
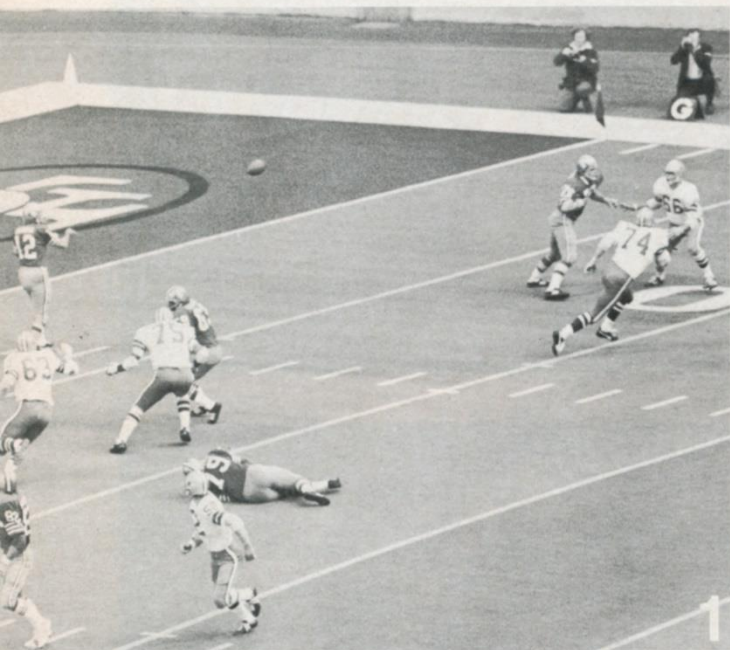


Dick Raphael



Vernon Brewer

The turning point came early for Dallas as George Andrie, unseen by John Brodie, stepped in front of a screen pass and intercepted to set up Dallas's first touchdown.



Ken Hardin/Vernon Blevier

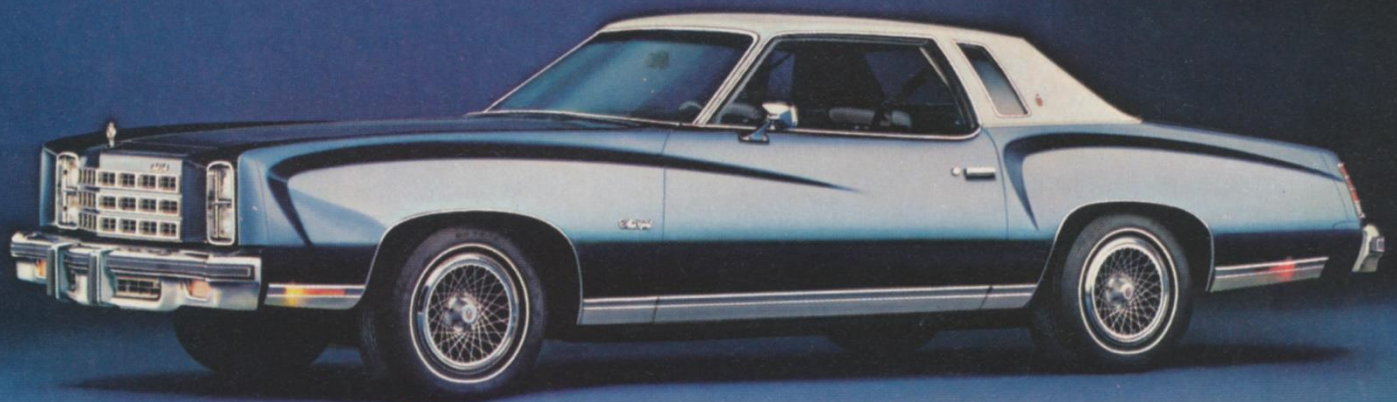
This Year's Champs

▲ The Dallas Cowboys were known as "next year's champions" until 1971 when they won the NFC championship and went on to defeat Miami in Super Bowl VI. This play helped Dallas get to the Super Bowl. San Francisco faced a second down-and-eight situation from its own 14

early in the second quarter. With 49ers quarterback John Brodie back to pass, Dallas defensive end George Andrie was shielded by San Francisco tackle Len Rohde. Brodie attempted a screen pass to Ken Willard (40), but Andrie intercepted the pass at the 9 and lumbered to the 2,

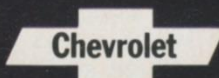
before he was stopped by Rohde. In the photograph at lower right Brodie himself is shown in the unfamiliar role as a defender. Calvin Hill scored on the next play to give the Cowboys a 7-0 lead. The score turned out to be sufficient in a game that was dominated by defense. Dallas won 14-3. !

**First you can't take your eyes off it,
then you can't take your hands off it.**



High caster angle / Stabilizers / Tuned shocks / Steel radials / 7"-wide wheels / Variable ratio power steering

**1977 Monte Carlo.
Personal. Original. Affordable.**



The NFL in Tokyo

Photographs by Herb Weitman

Professional football made its debut in the Far East August 16 when the Cardinals met the Chargers in Japan.

Professional football games have been played in some interesting places in past years. This year, however, the NFL passed through several time zones, one international dateline, and across the world's largest expanse of water to put on a preseason game in Tokyo's Korakuen Stadium, August 16. The St. Louis Cardinals defeated the San Diego Chargers 20-10 before an announced crowd of 38,000. The game was promoted by Frank Takahashi, a pro football fan of Japanese descent who lives in southern California, and sponsored by the *Mainichi Daily News*, a Tokyo newspaper with more than 1.5 million circulation.

Not long after the St. Louis team arrived—four days ahead of the Chargers and a full week in advance of the game—they met with members of the Tokyo sports media in a press conference. Dan Dierdorf, a 280-pound Cardinals tackle, was asked the type of training he observed to keep in shape. Dierdorf, perhaps trying to bridge the countries' existing cultural gaps, replied, "In the off-season, I do a great deal of Sumo wrestling."

The Chargers endured a 14-hour plane trip to get from San Diego to Tokyo, but this was only part of their odyssey. The week before the game with the Cardinals, they played the New England Patriots in Norman, Oklahoma. Two days after their game in Tokyo, they flew to Honolulu for another preseason contest with the San Francisco 49ers. The Chargers' traveling party included 57 players, team officials, media representatives, wives, other people . . . and a whirlpool bath! Turkish baths are popular in Tokyo but none could be found of the therapeutic variety. As the home team, the Chargers also provided sideline markers for the game, and the promoter imported an electric scoreboard from Des Moines, Iowa.

The language barrier provided the biggest problem. Bill Granholm, an



A Bicentennial presentation of the flags.

executive from the NFL office in New York and a longtime traveler in the Far East on United Service Organization-sponsored tours by NFL players, was on hand to assist. "It took two days to translate the game contract to English from Japanese," said Granholm. "Then it took another two days to translate it back to Japanese." Little things American football fans would take for granted sometimes created large areas of bewilderment. "Towels, for instance," said Granholm. "They couldn't understand why we wanted so many towels."

Cardinals cornerback Roger Wehrli was asked by a Japanese with some knowledge of English what Wehrli's profession was. After being informed that Wehrli played football for the St. Louis Cardinals, the interrogator wanted to know what a Cardinal was.

"It's a bird," said Wehrli.

When he was asked what the bird looked like, Wehrli produced a Cardinals emblem.

"Ah!" said the questioner, "a woodpecker!"

"That's right," said Wehrli. "The St. Louis Woodpeckers."

Baseball has been played in Japan for almost 100 years and professional games were played at all hours of the

day in Korakuen Stadium. When Granholm wanted to get to the stadium he found that the best way to instruct the taxi driver was by saying, "Home run!" Granholm said it was an English term everyone understood.

An elaborate, four-color game program was produced, featuring Chargers running back Don Woods on the cover. Chargers players Glen Bonner, Rick Middleton, and Ray Wersching were amused when they saw themselves identified in the program as "Gren" Bonner, "Lick" Middleton, and "Pay" Wersching.

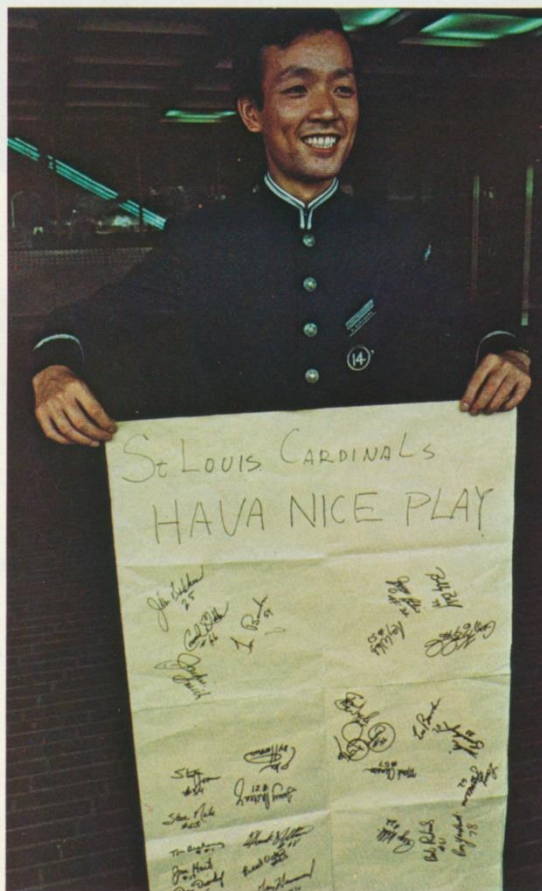
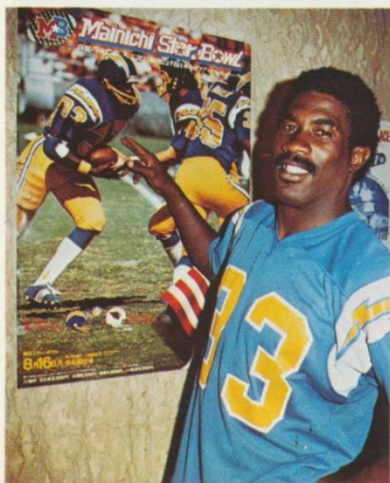
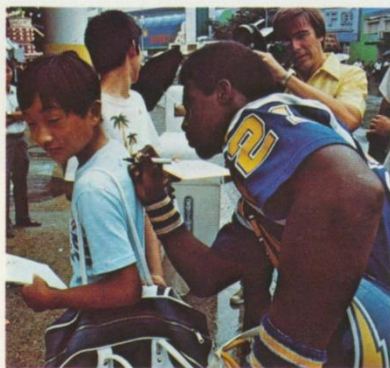
The game began at 6:40 P.M. on a Saturday in Tokyo. But it was 2:40 A.M. Monday in San Diego and 4:40 A.M. Monday in St. Louis.

The Cardinals led 10-3 at the half after a 30-yard field goal by Jim Bakken and a 15-yard pass from Bill Donckers to Pat Tilley, after which San Diego's Sergio Albert kicked a 30-yard field goal. The Chargers tied the score in the third quarter on a 23-yard pass from Dan Fouts to Dwight McDonald, but the Cardinals insured the victory on a 52-yard pass play involving quarterback Jim Hart and wide receiver Ike Harris and a 10-yard field goal by Bakken.

The Japanese spectators roared, "Chargers! Chargers! Banzai, Banzai!" and "Cardinals, attack the ball!" throughout the game. St. Louis owner William Bidwill made sure the Cardinals would have a vocal cheering section when he transported eight "Golden Girls" from the University of Missouri to shake pompons and lead cheers. The Chargers were represented by a group of American high school girls living in the Tokyo area.

Because the shower facilities at the stadium could not accommodate the American teams, the players dressed in their hotels and were bused to and from the game. As the players walked through crowds of Japanese afterward they were besieged by awed youngsters seeking autographs. The Cardinals' Terry Metcalf, who, at 5 feet 10 inches, is an averaged-sized American and a small professional football player, stood above all those he surveyed.

"Over here, I'm six-two," he said.



▲ Chargers quarterback Dan Fouts looked for a receiver in practice on a day when the Chargers showed up for their workout in Korakuen Stadium . . . at the same time the Cardinals were going through their drills. San Diego coach Tommy Prothro apologized to the Cardinals' Don Coryell for having the Chargers on the field too early. But this was one of the few mixups in logistics during the two teams' stay in Japan.

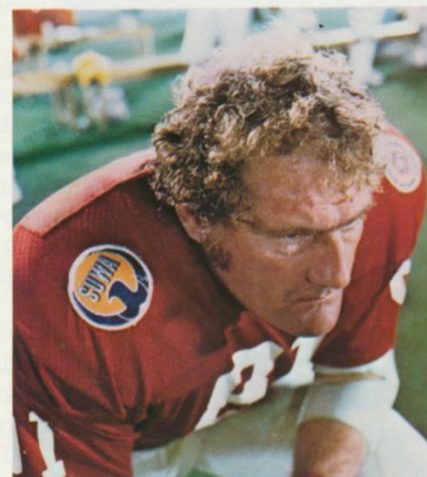
◀ While a Chargers player autographed the back of a Japanese youngster's T-shirt, another Japanese displayed a towel full of Cardinals players' signatures.

◀ San Diego running back Don Woods pointed to one of the many souvenirs he brought back and a poster advertising the game and showing Woods in action. The poster photograph also was on the cover of the official game program sold at the stadium.



◀ Amid a backdrop of Oriental football observers, a long bank of lights, and Japanese and American advertising, the Chargers and Cardinals begin a play on the Astro-turfed floor of Korakuen Stadium. The stadium was built for baseball.

▼ Although the game was played in Tokyo, the world's second largest city with a population of more than 13 million persons, the Cardinals and Chargers were representing their Japanese sister cities. St. Louis tight end Jackie Smith displayed a shoulder patch in recognition of Suwa, a city of about 50,000 residents located in the high mountains of central Japan, about 175 miles from Tokyo. San Diego's sister city is Yokohama, which is about an hour's drive south of Tokyo. Yokohama, like Tokyo, faces Tokyo Bay and has almost two million inhabitants. It is separated from Tokyo by the town of Kawasaki. Although this was the first time American professionals have played a game in Japan, football has been played in the country's high schools and colleges since the 1930s, and NFL-licensed merchandise has been sold in Japan for several years.





▲ Football from the end zone in Japan is not much different than football from the end zone in the United States, as the view looking toward the scoreboard in Korakuen Stadium suggests.

► When the game was over, the scoreboard had a message that people all over the world could understand. "Sayonara" means goodbye, although the Cardinals and Chargers did not want to make their departure permanent. Both teams expressed interest in playing more preseason games in Japan. The Chargers were exploring the possibility of playing two preseason games there. !



Announcing a beautiful new idea. Ford LTD II.

It marries the luxury of the Ford LTD with
the sporty flair of the Mustang II.

Ford LTD II Brougham 2-door.



FORD LTD II

FORD DIVISION



Now, in addition to the full-size Ford LTD, Ford also offers LTD's kind of quality and luxury in a sportier, trimmer car that's priced and handles like a mid-size.

Outside, the new trimmer, sportier lines of the LTD II set it apart from every other mid-size car.

But step inside and you've stepped into a world that's very close to the full-size LTD.

Plush, comfortable seats. Tastefully elegant appointments. The satisfying luxury and the high level of workmanship that's become an LTD trademark.



There's no mistaking the smooth, comfortable ride of an LTD. It's a legend. And now LTD II gives you a ride that's very close to that legend. It uses the same basic kind of remarkably smooth riding suspension as Ford's most expensive car.

There's no mistaking the sporty spirit of the Mustang II. Even though the new LTD II is quiet and solid on the straightaway, its trim size means nimble handling and a fun-feel for the road that's surprising in a luxurious, comfortable car.

Roominess is another pleasant surprise. While the trimmer size means

a trimmer mid-size price and nimble handling, LTD II still gives you six-passenger comfort.

And even with its mid-size price LTD II comes with a long list of standard features. Automatic transmission, power steering, V-8 engine, power front disc brakes, steel-belted radials. And much more.

Economy is engineered in. You'll appreciate the way LTD II is designed for easy maintenance. The new LTD II incorporates Ford's time-tested maintenance improvements with new features like the DuraSpark Ignition system.

Discover how LTD II marries LTD's kind of quality and luxury with the sporty flair of a Mustang II.

Test drive LTD II soon at your local Ford Dealer.



When America needs
a better idea,
Ford puts it on wheels.



Our sharpest, brightest picture has just been improved. Introducing Quintrix II.



Quintrix II means an extra prefocus lens for sharpness.

Quintrix is the only picture tube to have an extra prefocus lens. An extra lens that concentrates and focuses the electron beam. To bring you our sharpest picture ever.

Now there's Quintrix II™. It adds another technological breakthrough.

Quintrix II means an in-line tube for brightness and contrast.

To that famous extra prefocus lens, Quintrix II adds an in-line picture tube with a specially designed slotted shadow mask. A newly developed phosphor strip screen. And a black matrix system. All that adds up to improved brightness and contrast. So Quintrix II improves just about everything.

MSIC engineering. Even more reliable than solid state.

Equally important, Panasonic has teamed the new Quintrix II picture tube with a chassis that incorporates Medium Scale Integrated Circuits (MSIC). Tiny ceramic chips that replace hundreds of solid-state devices. For greater reliability, improved performance and less power consumption.

See all this technology in all our screen sizes.

You can get Quintrix II and MSIC in the screen sizes you want most. From bed-side size 12" and 13" (diag meas) models. To four 19" (diag meas) sets. One with a lighted digital read-out channel indicator. Another that adds a digital clock. And a deluxe model with wireless remote control.

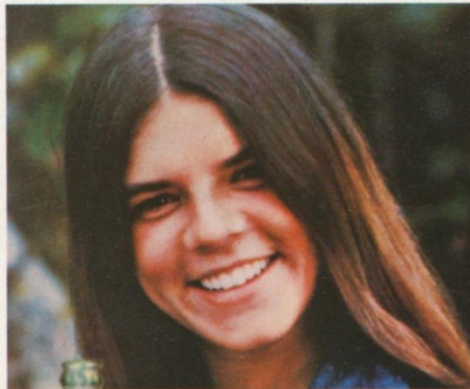
Quintrix II by Panasonic. So lifelike, you'll feel you're part of the picture.



Panasonic.
just slightly ahead of our time.



Coke adds life...
Trade-mark® *livin'*
the gang having fun...or enjoyin'
no matter what makes for the



Coca-Cola® and "Coke" are registered trade-marks which identify the same product of The Coca-Cola Company.

to everything that makes your
' nice! Whether you're out with
oying a quiet moment alone...
e good times...Coke adds life.



THE BUCKINGHAM CORPORATION, IMPORTERS • NEW YORK, N.Y. • DISTILLED AND BOTTLED IN SCOTLAND • BLENDED SCOTCH WHISKY • 86 PROOF



...and now it's time for a Cutty.

1977
Plymouth

Volaré



America's long-distance small car.

Once upon a time it seemed that the average small car was designed to go farther on a tank of gas than the average driver.

We designed Volaré to be different . . . to be comfortable enough to let you drive from, say, Pocatello to Amarillo without wishing you had flown.

The reasons are largely visible: large doors, to make getting in and out easier. Large windows, to give you greater visual access to your surroundings. Large seats (in a choice of several soft, comfortable configurations), which you will appreciate more and

more as the miles mount into the hundreds.

Largely invisible, however, is the most comforting of Volaré's big ideas: the isolated transverse suspension. As radical as the name implies, the isolated transverse suspension imparts a smooth, comfortable ride, like big cars . . . a ride you won't believe until you test drive it.

Volaré, "The long-distance small car."

You can buy or lease it as near as your Chrysler-Plymouth dealer.



A PRODUCT OF
CHRYSLER
CORPORATION



Volaré Premier
4-Door Sedan

Volaré Premier
Station Wagon

Volaré. The small car with the accent on comfort.



Holiday Shopping

"Your uncle?" **"Something tasteful!"**
"Your cousin?" **"Something cheerful!"**
"Your brother?" **"Something traditional!"**
"Johnnie Walker Red?" **"That's it!"**



Johnnie Walker Red. The gift you can agree on.

100% Blended Scotch Whiskies. 86.8 Proof ©1976 Somerset Importers, Ltd., N.Y., N.Y.

EXCLUSIVE!

TENNIS SHOE MYTH EXPOSED

Were Sneakers That Vital in '34 Game?

Players, Officials Don't Agree



Title Controversies Still Hot Topics



By Rick Smith

The New York Giants and Chicago Bears played for the championship of professional football 42 years ago in the famous "sneakers game." After switching from football to basketball shoes on a frozen field in the Polo Grounds, the Giants scored 27 points in the fourth quarter and beat the Bears 30-13.

But did the sneakers really have that much effect on the outcome?

Some of the players and officials involved still are not in agreement.

There is little doubt, however, that the Bears of 1934 probably were the best group of athletes ever assembled in the NFL up to that time. George Halas's team finished the regular season

MYTH EXPOSED Continued on Page 5C



Giants' Ed Danowski makes switch on field as official and trainer Porter (right) look on.

Hall of Fame

Different Views Confuse Issue

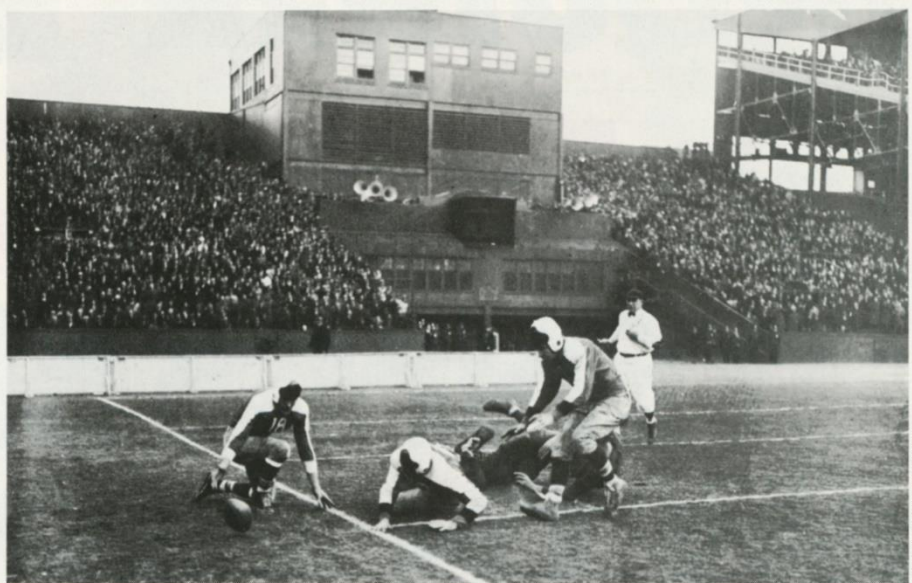
When Did Sneakers Arrive? And Did They Really Help?

There have been several accounts over the years about what happened after Mara called Giants coach Steve Owen and told him about the condition of the field. The most accepted version is that Ray Flaherty—end, captain, and assistant coach—suggested the sneakers idea to Owen. Flaherty was supposed to have played a game wearing rubber-soled shoes several years before in college. With no sporting goods stores open in the city on Sunday, the Giants sent Abe Cohen, a tailor from the Bronx who helped in the clubhouse on game days, on a historic trip to Manhattan College. Cohen got into the school gymnasium and rifled the basketball team's lockers for the shoes. He arrived back at the Polo Grounds in time for the Giants to change to sneakers in the second half, when they overcame a 13-3 Bears lead and went on to their unforgettable upset.

Giants players Ray Flaherty, Ed Danowski and Ken Strong, and trainer Gus Mauch were asked for their impressions of what took place. So was George Halas, still active as the Bears' chairman of the board. All have a different view.

Flaherty: "There was a story going around that when I was at Gonzaga University we beat Montana sixty-five to nothing while wearing tennis shoes. There also was a story that Bill Morgan, one of the Giants' tackles, had seen a game the year before in which the University of Washington ran up sixty-nine points against an all-star team in the first half on a frozen field while wearing tennis shoes. When the college team loaned the all-stars some tennis shoes in the second half there was no more scoring.

"What I remember was that in 1923, when I was a sophomore in college, we were getting ready to play a game at the University of Detroit. I had a badly bruised heel. My coach, Gus Dorais, wanted me to practice because he was putting in some new plays. He told me, 'Put on a pair of tennis shoes and we'll have some sponge on the heel. Then you can run through some plays.'



Giants' Burnett, Strong, Flaherty (L-R) converge as ball goes out of bounds in fourth period.

"We had an early freeze in Washington that year. Our practice field was frozen that day. But I couldn't believe how easy it was for me to run on the field with sneakers. I was making cuts; the rest of the team was slipping and sliding. We didn't use the sneakers in the game, but I never forgot how useful they might have been.

"In 1934, a lot of the Giants' out-of-town players stayed at the Broadway View Hotel at One-Hundred Fourth Street and Broadway. Steve Owen lived there, too. I went to Mass that morning and I ran into Steve on his way to breakfast at the hotel. He told me that Jack Mara had just called. I told Steve Owen, 'We have to get some tennis shoes.' Steve said, 'What the hell would we do with them?' He was skeptical. But I kind of convinced him that it would be a good idea. Then we started calling around. No luck. The sporting goods places were closed. But a lot of the players played handball. So I got in touch with as many as I could and told them to bring their sneakers to the Polo Grounds. Then a few of us took the Seventh Avenue subway up to the ball park. I showed them what we could do with the rubber-soled shoes on a field like that. Then they all wanted to wear sneakers. When we got back to the clubhouse, Abe Cohen was there. I knew that he also helped out at Manhattan College. I said, 'Abe, have you got any basketball shoes up there?' He said, 'We've got a lot of them.' I said, 'Go up there and get those shoes and Jack Mara will

pay for them.' Jack said, 'I don't know whether I'll pay for them or not.' Jack also was skeptical. I said, 'Well, I'll pay for them.' Cohen didn't have a way to Manhattan. I told him to borrow [defensive back] Dale Burnett's car. In the meantime, I told the equipment manager to put black shoe polish on all the sneakers that were there, so the Bears wouldn't notice. Abe got back five minutes before the game and the equipment man didn't have time to blacken all the shoes. I said, 'The hell with it; I'll take my tennis shoes off and we'll play the first half without 'em.' I didn't want the Bears seeing what we were doing and changing into sneakers."

Strong: "Steve Owen called me at home in Jackson Heights about tenthirty that morning. I had a small sporting goods store downtown, at Thirty-Eighth Street and Fifth Avenue. We did business with high schools in the area. I had a key to our second floor office but I didn't have a key to the place where the shoes would be kept and my partner was out of town. I said to Steve, 'I've got a pair of my own. I'll bring them.' I didn't think any more of it. Abe Cohen mended uniforms for Chick Meehan's Manhattan team. Abe must have been at the Polo Grounds with Gus Mauch and Charlie Porter, the two trainers for the Giants who also worked at Manhattan. I had forgotten about the sneakers. Then Abe showed up at half-time all out of breath and he dropped those sneakers in the middle of the floor.

DIFFERENT VIEWS Continued on Page 11C

Bears Miss Early KO Chance

Halas: 'That's Part of Life'

The temperature was 11 degrees at kickoff time but the crowd of 35,059 was lower than the Giants' expectations. Included in the turnout were several of the nation's top college coaches and a few baseball celebrities, including Mickey Cochrane and Casey Stengel, who were in New York for the major leagues' winter meetings.

The Giants took a 3-0 lead in the first quarter on Strong's 38-yard field goal, but the Bears could have put the game away in the first half. Two Chicago touchdowns were called back by penalties and kicker Jack Manders missed two field goals.

Still, Chicago led 10-3 at the half after Nagurski scored on a one-yard run and Manders kicked a 17-yard field goal. The Bears moved ahead 13-3 on Manders's 23-yard placement in the third quarter. A 28-yard pass from Danowski to Ike Frankian made the score 13-10 in the fourth period.

"That was the big turning point," says Strong. "[Carl] Brumbaugh, the defensive back, looked as if he was going to make an interception, but Frankian went up in the air on the goal line and took the ball away from him. We seemed to come alive after that."

Strong, who scored 17 points, a

championship game record that stood for 20 years, ran 42 yards and 11 yards for touchdowns that gave New York a 23-13 lead. Danowski's 9-yard run concluded the scoring.

No official play-by-play summary was kept, but Seymour Siwoff of the Elias Sports Bureau, statistical arm of the NFL, researched the game in 1960 and came up with these figures: Strong rushed for 94 yards in nine carries and caught two passes for 17 yards. Danowski gained 59 yards in 20 carries and completed 6 of 11 passes for 83 yards; he was intercepted twice. Nagurski led the Bears with 68 yards in 24 carries. The Giants had the most total yards, 276-165, and intercepted three passes.

"They outsmarted us with their use of the basketball shoes," says Halas, "but that's part of life. You learn from your lessons."

Steve Owen and Wellington Mara, a younger son of Tim Mara and now the president of the Giants, went to Philadelphia the following week to see the Bears play an exhibition. When they entered the Chicago clubhouse before the game, Owen and Mara saw a new pair of sneakers in each of the Bears' lockers.

MYTH EXPOSED Continued from Page 3C

with a 13-0 record. Only two other teams—Halas's 1942 Bears and Don Shula's 1972 Miami Dolphins—went through a season unbeaten and untied.

The Bears had not lost in 31 consecutive games, a streak that began after



Hall of Fame

"They outsmarted us," says Halas.

a 3-0 loss to the Giants in 1933 and included several postseason exhibitions. Chicago outscored its 1934 opponents 286-86 and whipped the Giants in their two meetings 27-7 and 10-9. When the NFL split into divisions in 1933, Western winner Chicago had defeated Eastern winner New York 23-21 in the first championship game in Chicago.

New York finished the regular season with an 8-5 record and lost to Detroit in its final game. The Giants were without all-league end Morris (Red) Badgro and Harry Newman, the tailback in their single-wing formation. Both players were injured. Ed Danowski, a rookie from Fordham University in New York, had replaced Newman in the middle of the season. Second-year end Malcolm (Ike) Frankian was Badgro's stand-in.

Chicago was not at full strength, either. Rookie halfback Beattie Feathers, who had become the first man in NFL history to rush for 1,000 yards, finishing with 1,004, was on the side line with an injury. But the Bears' T-formation backfield still was as good as any in football with Carl Brumbaugh at quarterback, Bronko Nagurski at fullback, and Gene Ronzani and Keith Molesworth at the halfback positions.

New York City was digging in for winter during the second week of December, but the Giants were hoping for a sellout crowd of 56,000 persons in the Polo Grounds for the first pro football championship game in the nation's largest city. The temperature had dropped to nine degrees on the morning of the game, however. Jack Mara, the Giants' 26-year-old president and the son of Tim Mara, the team's founder, was at the Polo Grounds early in the morning and discovered that the field had frozen during the night.



"Bronko [Nagurski] was four- and five-yarding us to death in the first half," says the Giants' Mel Hein, who, along with Bill Morgan (right) brings down the Bears' runner in the first half. Others identifiable are New York's Bo Molenda (23) and Butch Gibson (11).

LIQUID REFRESHMENTS?

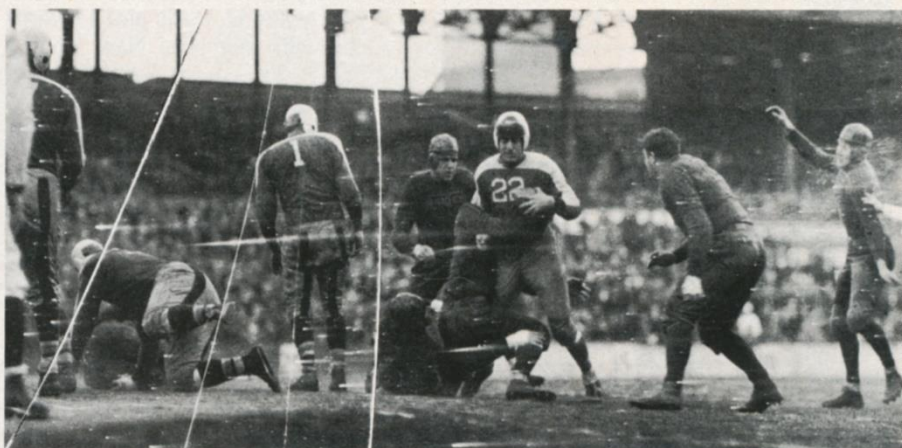
Did Giants' Players Drink 'Antifreeze'?

Some Players Dispute Story About Spirits

When the water buckets froze during the sneakers game, trainer Gus Mauch thought of something else to give the Giants' players during time outs.

"It was sometime during the fourth quarter," says Mauch. "I asked Jack Mara [team president] if he had a bottle of whiskey. I only wanted it for medicinal purposes . . . something to warm 'em up out there. During the next time out I poured some whiskey in each of the paper cups and took them out on a tray. On the next play, Ken Strong ran a reverse and took it all the way for a touchdown.

"During the next time out, I did the same thing and we scored again," says Mauch. "By that time the bottle was empty. So Jack Mara went to some of his friends sitting in the field boxes right behind our bench. Judge Phelan, the boxing commissioner and Jack's father-in-law, was there. So was Mayor



United Press International

Rookie Danowski, stopped by Bears' defenders after short gain in third quarter, was the Giants' midseason replacement at tailback for the injured Harry Newman. Danowski gained 59 yards rushing in title game.

[Jimmy] Walker and Jim Farley, the postmaster general."

Mauch says Mara returned with another bottle and the trainer made another visit to the players. "This time they told me, 'We've got this thing won now; we don't want to get drunk.' They chased me off the field."

Center Mel Hein, who played 60 minutes that day; tailback Ed Danowski, and blocking back John (Bo) Molenda

all denied Mauch's tale of spiked water. Ken Strong says the story is true.

"There was a thin layer of ice on the water all day," says Strong. "When I saw the amber liquid, I thought some powdered resin had spilled into the water. Danowski spit his out. A lot of the guys did. I took a little sip. Somebody said that when Butch Gibson [a starting guard] found out it was the real thing, he took four or five drinks."



Wide World

After taking the ball from the center in the Bears' T formation, Chicago quarterback Carl Brumbaugh is about to hand off to fullback Bronko Nagurski in the first quarter.

Game Ball Furor

Steve Owen, the New York Giants' coach, was looking for the game ball minutes after the Giants had beaten the Chicago Bears in the 1934 NFL championship game. But the ball was nowhere to be found.

Dale Burnett of the Giants intercepted a pass on the last play of the game and then needed an escort from policemen to get to the Polo Grounds clubhouse. Many in the crowd of 35,059 persons charged the playing field at the final gun and Burnett was hard pressed to keep possession of the ball.

"When we got to the dressing room, Steve Owen asked for the football," says Burnett, "but I didn't say a word. I stayed in New York for a couple of days after the game and then I took the ball up to Steve's office. He said, 'I was wondering what happened to it.' I asked Steve and some of the others to autograph the ball."

Burnett still has the football. It sits in his living room in Emporia, Kansas.



Five spirited ways to enjoy the simple pleasures. Borkum Riff.

Our selection of pipe tobacco is so wide that you might find, although the pleasures are simple, a decision is tough.

There's Borkum Riff Bourbon. Cognac. Rum. Cherry Liqueur. And Champagne.

Each is a blend of the finest riff-cut tobaccos, lightly laced with just enough spirit to soften the smoke. To enrich its taste. But without covering up its character.

It's a little secret the Swedes discovered. For a gentler smoke, that stays lit and won't bite.

Borkum Riff's five beautiful Swedes. Choice tobaccos, in a choice of flavors.

Who knows? With so much to like, you might just end up liking them all.

Borkum Riff.
One of life's simple pleasures.

Imported by United States Tobacco Company.

You just finished watching your favorite Monday night 9 o'clock show.

Unfortunately, there was something else on at 9 that you wanted to see.

But you had to miss one of them, right?

Well, not any more.

Because with Sony's new Betamax deck, while you're watching your favorite Monday night 9 o'clock show, you can actually be videotaping that other show you want to see.

Let's take another situation.

You have to go to a P.T.A. meeting on a night that there's something

on TV you're dying to see.

Well, you won't miss this one either.

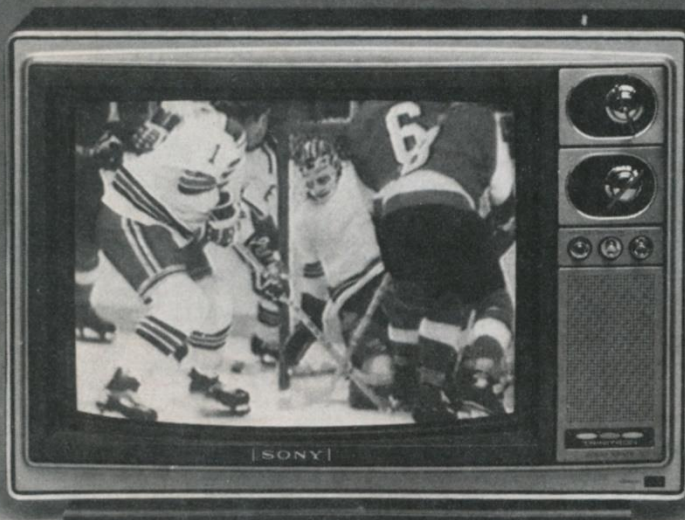
Because Betamax comes with an automatic timer that you can set to tape up to one hour *while you're not there*.

The tapes, by the way, are reusable—just record over them, and use them over and over again.

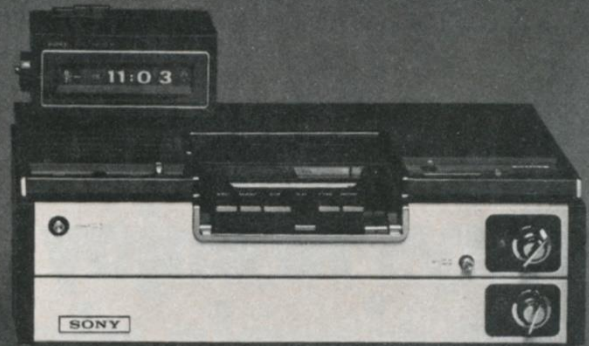
And, as we said before, Betamax can jack into any TV, even if it's not a Sony.

However, if it's *not* a Sony, even though you won't miss your program you will be missing something else.

NOW YOU CAN SEE WHAT YOU MISSED.



ACTUAL PLAYBACK OF CLOSED-CIRCUIT PICTURE.



Sony's new Betamax deck can jack into any TV and actually videotape something off one channel while you're watching another channel.

INTRODUCING BETAMAX®
"IT'S A SONY."

Where Have All the Giants Gone?



The 1934 Giants won Eastern Division with an 8-5 record. Front row, left to right: Coach Steve Owen, Ike Frankian, Butch Gibson, Ray Flaherty, Tex Irvin, Bo Molenda, Max Krause, Ken Strong, Bob Bellinger. Middle row: Kink Richards, Hank Reese, Len Grant, Bill Owen, Patsy Jones, Mel Hein, Harrison Stafford, Willis Smith. Top row: Trainer Charlie Porter, President Jack Mara, Red Badgro, Dale Burnett, John Dell Isola, Stuart Clancy, Ed Danowski, Harry Newman, Trainer Gus Mauch.

Many Players Are Alive and Well

Nine of the New York Giants' eleven starters in the sneakers game are living.

End Ray Flaherty, 72, resides in Coeur d'Alene, Idaho, and this year was inducted into the Pro Football Hall of Fame. Halfback Ken Strong, 70, who was named to the Hall of Fame in 1967, lives on Long Island, New York, and still is employed as a wholesale liquor salesman for Schenley Industries. Trainer Gus Mauch retired in 1969 after a long career with the football Giants and baseball Yankees and Mets. Mauch lives in Treasure Island, Florida, and works with the Mets' minor league players from March through June.

Tailback Ed Danowski, 65, lives on Long Island. Danowski says he will retire February 1, 1977, on the fortieth anniversary of his first job as a junior high school physical education teacher. End Dale Burnett, 67, retired in 1971 as the manager of the state employment office in Emporia, Kansas. Since then he has helped maintain the Emporia Municipal Golf Course, and on the morning he was interviewed this fall, Burnett shot a round of golf in 82 strokes.

Fullback John (Bo) Molenda, 71, retired in 1970 as athletic director at Menlo Junior College in Menlo-Atherton, California. He lives in the

San Francisco Bay area. Tackle Bill Morgan, 65, resides in Portland, Oregon, and occasionally plays golf with Ray Flaherty. Tackle Cecil (Tex) Irvin is retired from the Exxon Corporation and lives in DeLeon, Texas, where he was born. Center Mel Hein, 68, a charter member of the Hall of Fame in 1963, lives in San Clemente, California. He retired as the NFL's assistant supervisor of officials in 1974. Guard Thomas (Potsy) Jones, 66, lives in Atlantic Beach, North Carolina, after retiring as a foreman for Bethlehem Steel in Sparrow's Point, Maryland.

Guard Denver (Butch) Gibson, a tobacco-chewing 195-pounder during his playing days, weighed more than 300 pounds when he died at the age of 56 in Canton, Ohio, in 1960. End Malcolm (Ike) Frankian was 56 when he died of a coronary thrombosis in 1963 in Dos Palos, California. He had been a high school football coach and athletic director for 23 years. Giants coach Steve Owen, who was inducted posthumously into the Hall of Fame in 1966, died at 66 in 1964. Team President Jack Mara was 57 when he died in 1965.

The Broadway View Hotel, at which Flaherty and Owen first discussed the sneakers, sits along a seedy stretch of Manhattan known as West Harlem. The hotel's name was changed to the Regent in the 1940s and for the last two years has been a "relocation" center for

displaced residents of the area.

Abe Cohen, who made the trip to Manhattan College for the shoes, was described by Giants players and officials as a man in his late sixties who stood no more than five feet. Cohen is believed to have died in the late 1930s. He was a tailor in the Bronx.

A check of the *New York Times* obituary index listed an Abraham Cohen who died August 3, 1937. However, this Cohen was a retired policeman. On the same page were death notices for two other persons named Abe Cohen. Their services were scheduled at the Riverside Memorial Chapel, Seventy-Sixth Street and Amsterdam Avenue, New York. The proprietor of the chapel, who says he has been in business at the same location for an incredible 75 years, had no records because they are destroyed every 10 years.

The Department of Health in New York said it may have a record of Cohen's death but since the information is not a matter of public record a request was turned down.

But Abe Cohen may rest peacefully in his grave, realizing that his trip to Manhattan College eventually meant a boon to the athletic shoe industry.

Go into any pro football locker room today and one will find dozens of shoes, a pair for each player for every conceivable type of playing surface and weather condition.

If you started with the fresh-perked flavor of
good ground roast coffee . . .

Then froze it. To lock-in and preserve
all that fresh-perked flavor. . .

When you removed the ice,
you'd have 100% freeze-
dried coffee that looks
and smells like ground roast.
And tastes fresh-perked.

You'd have Taster's Choice®
Freeze-Dried Coffee.
Regular. And Decaffeinated,
97% caffeine-free.*



**Tastes fresh-perked.
Because it starts
fresh-perked.**

Different Views Confuse Issue

Continued from Page 4C

The fellows who were starting rummaged around. I think Mel Hein's feet were too big. He didn't find a pair that fit. There were nine of us who wore them.

"My feet were cold and numb. I broke the toenail on my right foot when I kicked off for the second half but I wasn't aware of it. The sneakers didn't help us that much. They're not the reason we won the game. I'll tell you what happened. The Bears were supposed to have a set of mud cleats that gave them better footing in the first half. Halas had his trainer file the cleats to a point. But as the game wore on, the pointed cleats chipped off on the icy field and became dull. The little advantage the sneakers gave us came to fore in the last seven or eight minutes of the game, when we scored all our points."

Danowski: "I agree with Ken. Sneakers don't give you any traction on a frozen field. The ripple-sole shoe they came out with later on probably helped. What I was wearing was just a plain flat-soled shoe. I didn't get my shoes on until we had returned to the field for the third quarter. I think Chicago may have been hollering for a delay-of-game penalty.

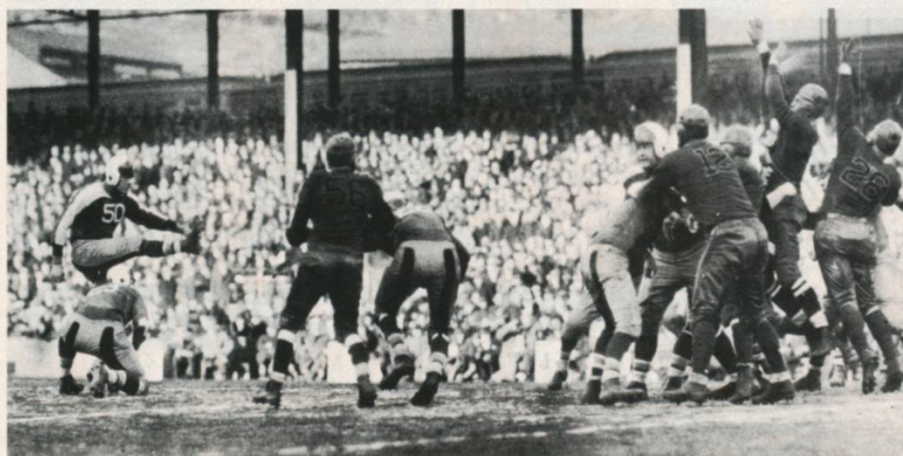
"At the half, Steve Owen wasn't upset. He said we were playing good ball and to keep playing for a break. Oh, was it cold. Some of the fellows had wrapped towels or cardboard around their elbows under the jerseys. The field was very hard."

Mauch: "I trained Ken Strong when he played at New York University and I admired both him and Ed Danowski, but they are wrong. The sneakers were the difference. Before the game, Ray

Flaherty and Steve Owen walked across the field and it was all ice. They thought of wearing football shoes covered with rubbers but discarded the idea. Then they thought of sneakers. Since I trained the basketball team as well as the football team at Manhattan, I called Brother Anselm, the director of athletics. He said, 'I love you, Gus, and I love Steve Owen; we'd be happy to have you use the shoes.' The Polo Grounds was at One-Hundred Fifty-Fifth Street. Manhattan wasn't that far away . . . at Two-Hundred Forty-Second. So I sent Abe Cohen up in a cab and Brother Anselm gave him a master key to the gym. Abe had to break into the lockers but he came back just before the game with a bunch of shoes in a duffel bag or large pillowcase.

Halas: "We had practiced at the Polo Grounds the day before on a muddy field. Then a Nor'easter blew in and froze the field like a billiard top. I don't remember anything about filing down our cleats. Oh, maybe one or two . . . for the backs. Come to think of it, I do remember asking our trainer, Andy Lotshaw, to file down some cleats. But I think he only had time for four or five pairs. That was illegal, you know. When the Giants came out with the sneakers I told my players to step on their toes. I tried everything. I even had some of my players take off their shoes and play in their sweat socks. Nothing worked. After that game it became standard equipment for teams to use rubber-soled shoes on a frozen field.

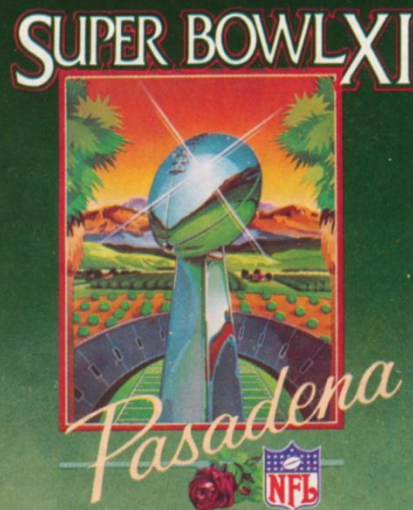
"What made me so mad was that we had beaten them twice that year. It was the most galling defeat of my career. But after the season I invited the Giants to play us in Los Angeles in an exhibition, and we trounced 'em twenty to nothing.'"



Strong's 38-yard field goal gave Giants lead.

Official Super Bowl XI program and poster

NOW AVAILABLE TO ALL NFL FANS



For the first time ever, the official Super Bowl program—the same publication that will be sold at Super Bowl XI in Pasadena, California, on January 9, 1977—and an official Super Bowl XI poster are being made available to NFL fans everywhere in a special offer.

The official Super Bowl program contains 124 pages of in-depth scouting reports on the two Super Bowl teams, specially commissioned art work, full color action photography, and a special section that reviews the 1976 season in words and photos.

You also can obtain the official Super Bowl poster. This beautiful poster is a 24" x 36" full-color representation of the Super Bowl theme artwork commissioned to commemorate this event. Order your official Super Bowl XI program and poster today!

Super Bowl programs @ \$2 each, plus 50¢ postage and handling.

Super Bowl posters @ \$1.50 each, plus 25¢ postage and handling.

Programs and posters will be mailed after the Super Bowl. Allow three weeks for delivery. Orders should be received by December 15, 1976.

Name _____

Address _____

City _____ State _____ Zip _____

Send check or money order to:
Super Bowl XI, P.O. Box 867,
Winona, Minnesota 55987

Amount enclosed _____

United Press International

**Name
your
game...
you'll
find it in
Mexico**

Of course you like professional sports or you wouldn't be here. And you can find some great pro's in Mexico: they play jai-alai, soccer, baseball. And on Sunday afternoons you'll find avid aficionados at the bullfights. But when you want to play, Mexico can oblige you as well.

You'll find facilities for golf, tennis, hunting and every water sport: swimming, skin diving, water skiing, surfing, deep sea fishing—in the Caribbean, the Gulf of Mexico, the Sea of Cortez or the Pacific.

You'll also enjoy the luxury hotels, the great restaurants with their continental cuisine, the sparkling night life, the rewarding shopping, the exciting sightseeing—at Mayan monuments, well preserved colonial towns like Taxco and San Miguel Allende, or the treasures that sum up the centuries in cities like Guadalajara or Mexico City.

Playtime begins with your flight on Aeromexico—the airline of Mexico.

Aeromexico flies from coast to coast—goes to 56 destinations in Mexico—far more than any other airline.

Find out about all our low cost Aeromexico Quality-Approved tours. Call your travel agent or Aeromexico and make arrangements to fly Aeromexico to Mexico soon.



Aeromexico has offices in Boston • Chicago • Dallas • Denver • El Paso • Honolulu
Houston • Los Angeles • Miami • Montreal • Newark • New York • Orange, Cal.
Phoenix • San Diego • San Francisco • Seattle • Toronto • Tucson • Washington, D.C.

THE OFFICIAL VERSION

By Tom Bennett

A new perspective from the men who blew the whistles, threw the flags, and made the calls in the big title games.

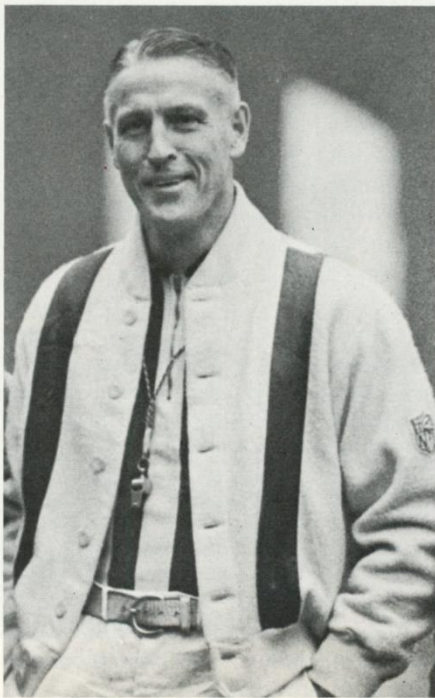
The season becomes a blur but the championship game stays vivid and clear. The framed pictures from the television screen remain sharply in focus in our minds for years. Or if you were lucky enough to see one of the championship games in person, the cherished ticket stub may still be in a dusty scrapbook in the attic, to be mused over now and then, to carry you back to when you saw Alan Ameche score that touchdown in sudden death for the Colts in 1958, or Bart Starr dive over for his winning touchdown in the "Ice Bowl" at Green Bay in 1967, or Lou Groza kick the winning field goal for Cleveland in 1950.

There are men still working in professional football who were present at these games, who remember them in detail, and who in fact were essential to them. But it's likely you'll have a hard time remembering them.

These men were the officials—the line judges, umpires, referees—of the championship games. If you've forgotten their names . . . well, that is a tribute to the good job they did.

A number of them are still working for the league as observers—judges of a new generation of officials. They sit quietly in the press boxes, gray-haired eminences who hardly anyone there knows, watching the game on the field below, writing notes and observations for their reports. Some of these men have been part of pro football for nearly a half-century. They possess a wealth of knowledge about how the game has evolved over the years. Their wit is sharp, their recollections of the big games clear.

There were notable officials in the early years. Tiny Maxwell, who had played for the Canton Bulldogs, became a famous referee of professional and college games and a Philadelphia sportswriter for whom the Maxwell Club was named. The official NFL ball and trophy presented each year to the winner of the championship game once bore the name



Ron Gibbs, referee of 15 title games.

of Ed Thorp, a former referee who became a wealthy sporting goods manufacturer.

But beginning in 1942, one official became synonymous with the championship. To many, Ron Gibbs was the title game. He worked all except four of them between 1942 and 1960, five in a row once, four in a row another time. In all he was an NFL referee for a quarter-century, 1939-1963.

Gibbs refereed the 1945 title game when Sammy Baugh's pass out of his own end zone hit the goal post (a safety by the rules of the day) and Washington lost the game to the Cleveland Rams 15-14. Gibbs was the referee of the championship games of 1950, 1951, and 1955 between the Los Angeles Rams and Cleveland Browns; the sudden death overtime classic of 1958 between Baltimore and the New York Giants; and the 1960 game when Philadelphia defeated Vince Lombardi's first playoff team and Norm Van Brocklin played his last game and Buck Shaw coached his last game for the Eagles. Gibbs was practically a fixture of the big games in the NFL.

He is 76 years old now, and lives in Springfield, Illinois, where he is the

county recorder of Sangamon County. He has been elected to that position six times in the last 24 years and before he entered public office he was the manager of the Pillsbury Flour Mills in Springfield. At the same time he was a weekend football referee, one of the best ever. He still observes NFL games.

"Gibbs was the dean of officials," says Mark Duncan, former supervisor of NFL officials and now a Seattle Seahawks' executive. "Gibbs did as much as any man to make NFL officiating what it is today. He was six-one or six-two and prematurely gray, the sort of man who looked very distinguished. He had control. He worked fast and he never let anything happen. He had tremendous presence on the field."

One of the title games Gibbs remembers vividly was the one in 1945. "It was Bob Waterfield of Cleveland against Sammy Baugh of Washington," he recalls. "It was bitter cold that day. I remember that I cut the nipple off a baby bottle and put it around my whistle to keep the pellet inside from freezing from the moisture in my mouth. That's an old trick officials learn."

"Baugh's pass hit the goal posts and it was a safety, and the Rams won the game fifteen to fourteen. George Preston Marshall came into our dressing room—he really wasn't supposed to be in there, you know—in a big fur coat and demanding an explanation for what happened. I said, 'It's in the rule book: A pass out of the end zone that hits the goal posts is a safety.'"

"Well, we're sure as hell gonna change *that*!" he said, and sure enough it was changed at the next league meeting.

"The '46 game? I'll never forget it. It was the New York Giants against the Chicago Bears. Two of the Giants' players were questioned before the game about attempts to fix it. It was tense. As late as that morning, it was nearly called off. I remember Ed Sprinkle of the Bears hit Frank Filchok of the Giants and broke his nose, but Filchok stayed in the game and threw two touchdown passes. The Giants lost twenty-four to fourteen."

"That was also the game when Sid Luckman of the Bears faked the ball to

The most eminent of all referees was there and the ultimate quarterback was at the peak of his career as the Colts and Giants played the 1958 sudden death classic.



Gibbs signals Ameche's touchdown in 1958.

George McAfee, and I followed McAfee off while Luckman kept the ball and scored. I realized my mistake about the time the Giants tackled McAfee. Boy, was I glad I didn't blow that whistle!

"The game with all that snow in Philadelphia was in '48. The Eagles beat the Chicago Cardinals seven-nothing. There were a lot of arguments that day. It was the most disagreeable game I ever worked.

"The most emotional was in '50 . . . the Rams at Cleveland. The Rams were the NFL and the Browns were one year out of the All-America Football Conference. It was a bitter fight, one of the roughest games I ever had to referee.

"The most outstanding title game I ever worked was '58. You know, you hear over and over in football that, 'The team that won't be beaten can't be beaten.' It's one of the clichés of the game, I guess. But I saw it happen that day.

"I remember Frank Gifford of New York being stopped by the Colts about a foot short of a first down. And I heard Jim Lee Howell of the Giants say to his quarterback, Charlie Conerly, 'Kick it, get it out of there.'

"After the Giants punted, the Colts took over. [Quarterback] John Unitas of the Colts went to the field judge [Charlie Sweeney] and asked, 'How much time?'

"Then Unitas came to me and asked, 'How many time outs do I have left?'

"I said, 'You've used two time outs. You have one left.'

"I'll call it [and no one else is authorized to call our third time out], he said."

Climaxing perhaps the most famous pro football game ever played, Unitas, at the zenith of his career, drove the Colts 80 yards in 13 plays for the 23-17 sudden death victory and as Alan Ameche ran over the goal line the official behind him signaling that he had scored was Ron Gibbs.

In his long career, Gibbs refereed everywhere. He worked high school games for \$7.50 a game. He once called a University of Detroit game there on a Friday night, a Texas A&M game in College Station the next day, and a New York Giants' game at Yankee Stadium the next. NFL commissioner Bert Bell, after determining that Gibbs made about \$1,500 plus expenses each year from calling college games, gave him that amount in a bonus to get him to confine himself to pro games.

In a job that breeds sameness, Gibbs was something of a non-conformist. For a time he wore all-black stockings instead of the required striped socks. Instead of the league-issue baseball cap for officials, he affected a white Ivy League model; it became Gibbs' distinctive trademark until well into the fifties when he at last gave it up.

While he was an official, Gibbs and his wife traveled to Munich, Frankfurt, Tokyo, Seoul, Alaska, and Hawaii, where Gibbs appeared at football clinics.

He doesn't do that any more but he and his wife spent a month and a half in Ireland this year celebrating their fiftieth wedding anniversary.

"You know that cap I wore?" he asks. "I picked up three new ones in Ireland . . . three nice ones."

Dan Tehan is probably the second longest-running pro football employee after chairman of the board George Halas, Sr. of the Chicago Bears. Tehan was first a field judge and then a head linesman in the NFL from 1930 until 1964—an incredible 35 years—and he has been an NFL observer since. That is 46 years. He is 68 and presumably he can complete a half-century of contributions to NFL officiating in 1980.

The first NFL championship game was played December 17, 1933 at Wrigley Field in Chicago. The Bears defeated the New York Giants 23-21. Halas coached the Bears that day and Tehan was the game's head linesman.

Thirty years later, in 1963, the Bears won the 1963 championship game. It was played at Wrigley Field and the Bears beat the New York Giants 14-10. Halas coached the Bears to their last championship to date. And the head linesman of the game was Tehan.

If Ron Gibbs was a fixture at title games, so was Tehan in his familiar wing position ruling the line of scrimmage and bossing the chain crew at his back along the side line. Tall, commanding, magisterial, he was a figure of authority for generation after generation of players and coaches. (Like Gibbs, he held public office in his other life; he was sheriff of Hamilton County, Ohio, which includes Cincinnati, for 24 years.)

He worked 18 NFL title games and 16 Chicago All-Star games. He has served every NFL president and commissioner—Joe Carr, Carl Storck, Elmer Layden, Bert Bell, and Pete Rozelle.

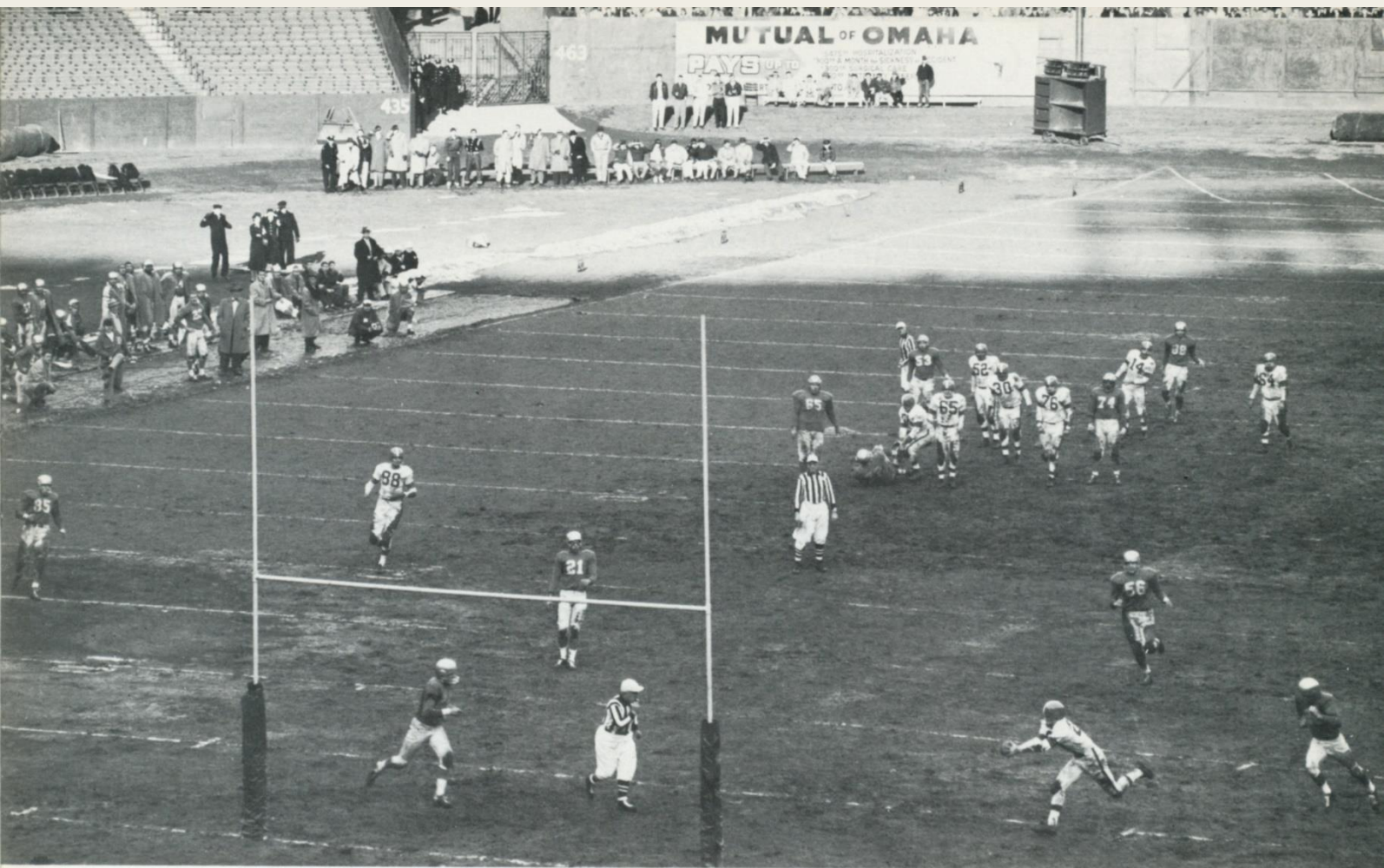
Tehan entered the league at the age of 22 in 1930, recommended to Carr by Frank Lane, then a crack college football official and later a celebrated baseball executive.

In the 1948 title game that Gibbs recalls as a "disagreeable" one, Tommy Thompson of Philadelphia threw a touchdown pass to Jack Ferrante that was called back because of an offside penalty. The penalty was called by Tehan. Officials then threw common white handkerchiefs, not yellow flags, and while the Eagles' players celebrated in the end zone they could not see Tehan's handkerchief in the snow upfield at Shibe Park.

They were told the disappointing news—the score did not count. The Eagles were furious. Ferrante stormed at Tehan and demanded to know, "Who was off-side?"

"You," Tehan said calmly. Philadelphia lost the decision but went on to win the game, 7-0 over the Chicago Cardinals.

"Gibbs and Tehan both should be in



Cleveland's Ray Renfro scores vs. Detroit, 1954; field judge Bill McHugh (nearest Renfro), umpire Sam Wilson, referee Tommy Timlin.

the Hall of Fame," says Mark Duncan.

Emil Heintz refereed the 1941 title game and then 21 years passed before he got another one. That in itself was a remarkable feat—to have worked a championship in the era of Sid Luckman, Sammy Baugh, and Don Hutson, and another in the heyday of Bart Starr, John Unitas, Jim Brown, and Jim Taylor.

Heintz was also probably the only official so good that the league kept hiring him despite the fact that his occupation as a salesman kept moving him to a new city seemingly every other year until he at last settled in Pasadena, California.

But when he finally drew another title game, it was a classic. There will never be a game more fiercely played than the one in 1962 at Yankee Stadium between the Green Bay Packers and the New York Giants.

It was bitter cold, about 13 degrees, and the wind was blowing 40 miles per hour. The field became a slab of concrete. Cameras froze and had to be thawed over open fires in the dugout.

The Giants made Green Bay's Taylor, the league's leading rusher that year with 1,474 yards, a marked man; middle linebacker Sam Huff led savage gang-

tackling against Taylor. Taylor battered away and kept up a running dialogue with his adversaries. "He never stopped talking, never stopped defying us," Dick Lynch of the Giants said later. "'Is that as hard as you can hit?' he'd say."

"Every time we tackled him," Huff said, "it was like crashing him down on a cement sidewalk. But he kept bouncing up, snarling at us, and asking for more."

Taylor bit his lip during one tackle and suffered a cut on an arm that required stitches. The hitting was furious; every play was a war.

"I don't remember if we penalized Huff or Taylor a single time," Heintz, now an NFL observer, says. "But looking at the movies later, I do remember thinking we'd had plenty of chances to. They were covering them up pretty good in the pileups—to keep warm I guess. I pulled a hand off a face in a pileup once and I never even knew whose hand it was."

There were two other talked-about calls in the game. Guard Jerry Kramer was Green Bay's kicker that day because Paul Hornung had a knee injury. Kramer kicked a 26-yard field goal in the first quarter, the first of three he had in the game, and the Giants strongly contended

afterward that just as Heintz flung his arms in the air to signal the field goal, a sudden gust of wind caused the ball to veer wide of the goal post upright.

It is an argument far less likely to take place today. Two officials stand under the uprights to view the kick in games today, and the uprights are now 20 feet higher than they were in 1962.

"I called Kramer's field goal good," Heintz recalls, "and later we were lining up to kick off and Allie Sherman, the coach of the Gaints, sent his defensive captain Andy Robustelli running out to me.

"'You called it good?' he asked.

"'Yes, from where I stood it looked like it went through.'

"'Hey, you're not out in California now where you don't have any wind.'"

The third call of consequence came in the third quarter. Safety Willie Wood of the Packers was called for pass interference by back judge Tom Kelleher and he turned to protest the call just as Kelleher was moving past him. Wood's arm hit Kelleher and knocked him down. Wood was ejected. He went to the bench and wept, but the Packers won the game 16-7.

Heintz was an NFL referee from 1939 through 1962; his career paralleled that

*"What a day! Plenty of new powder,
gorgeous Vail weather, and the whole
Washington ski crowd showed up...
What more could you ask for?"*

"Old Grand-Dad!"



Head of the Bourbon Family.

Old Grand-Dad
When you ask a lot more from life.

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof. Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

The Eagles angrily protested the offside call that cost a touchdown. They could not see the head linesman's white handkerchief lying upfield in the snow.

of Ron Gibbs. Heintz was a salesman of cleaning compounds to large industrial concerns such as paper mills. In 1947, his company decided to move him from Philadelphia to Toledo, Ohio. Worried, he called NFL commissioner Bert Bell and told him the news.

"Don't worry," Bell said, "we can still use you."

After one year the company told Heintz they again wanted him to move, this time to St. Louis. Heintz called Bell.

"It doesn't matter, we can still use you," Bell said.

Three years passed and the company made Heintz the salesman for southern California. He telephoned Bell again. "Geez, Bert," he said, "they've moved me again. Now I'm in California."

"That won't matter. We need officials in California. We can still use you."

Heintz was the old reliable, staying in the background while his contemporary Gibbs drew the big games year after year. Heintz was a yeller; Norm Van Brocklin called him "Foghorn." Heintz was more commonly known as "Dutch" but he wasn't Dutch at all; a friend named him that after he named the friend "Irish." Heintz had a reputation everywhere as an official who consistently protected the quarterbacks. And he worked the Pro Bowl nine years in a row.

Heintz once called a penalty from his referee's position on a play far downfield on which a Cleveland Browns' defensive halfback took a shot at a receiver after the play was over. Cleveland coach Paul Brown, probably assuming the back judge nearer the play had called it, protested and the argument went on for some moments until Heintz arrived.

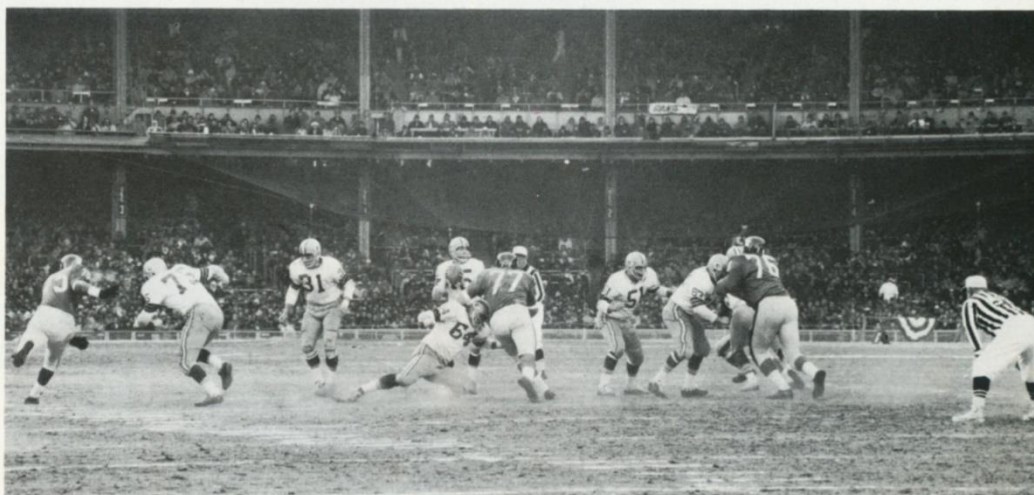
"I made the call," Heintz said.

"You called it?" Brown asked. "Oh . . ." That was the end of the argument.

Harry (Bud) Brubaker was the referee of a title game that ended an era in pro football history.

The Baltimore Colts were awesome in 1968. Coached by Don Shula, they won 13 games and lost only 1 in the regular season. In the championship, they swamped the Cleveland Browns 34-0.

Referee Brubaker, like countless



Referee Emil Heintz (partially hidden), umpire Joe Connell, 1962 NFL title game.

others who followed pro football, saw only clear sailing ahead for the mighty Colts. He says, "Coming home from the game, I was asked, 'How are the New York Jets going to do against Baltimore in the Super Bowl?'"

"'They haven't got a chance,' I said. 'They're gonna get walloped.'"

History tells another story, of course. The Jets stopped the Colts 16-7 to win Super Bowl III and become the first AFL team to beat an NFL team in that game.

It was one of the few bad calls Bud Brubaker ever made. A Los Angeles teacher and coach, he was a referee from 1950 to 1969 and is still an NFL observer.

Challenging situations tracked Brubaker and his crew. The Packers once took the field in Los Angeles wearing green jerseys. The Rams were in blue. Brubaker informed the visitors they would have to change into white jerseys. "We are a poor team," Coach Gene Ronzani replied, "and we don't have a change." (The Packers suffered heavy financial losses in the late forties war with the AAFC.)

The game went on, the first three passes thrown were intercepted as passers were confused by the sameness in jerseys, and the Packers were later fined for the incident.

Brubaker's crew worked a wild 31-27 game between Detroit and Baltimore in 1957 in which the field judge was knocked cold on a play and the crew finished with only four officials. The

head linesman became the field judge in the deep position and Brubaker had to cover all the way from his referee position to the side line previously covered by the head linesman. The Lions and Colts filled the air with passes. "We earned our pay that day," Brubaker recalls.

The New York Giants ran up a big lead against the Cleveland Browns in a 1959 game at Yankee Stadium and exuberant fans ran onto the field, stopping the game. Cleveland Coach Paul Brown took his team to the locker room and refused to go back on the field. "Can you guarantee my safety?" he asked Brubaker.

"I can't guarantee my *own* safety out there!" Brubaker replied. But Brown relented and the game was completed.

NFL commissioner Bert Bell died in the stands during an Eagles' game in 1959 at Franklin Field in Philadelphia. Brubaker was the referee that day.

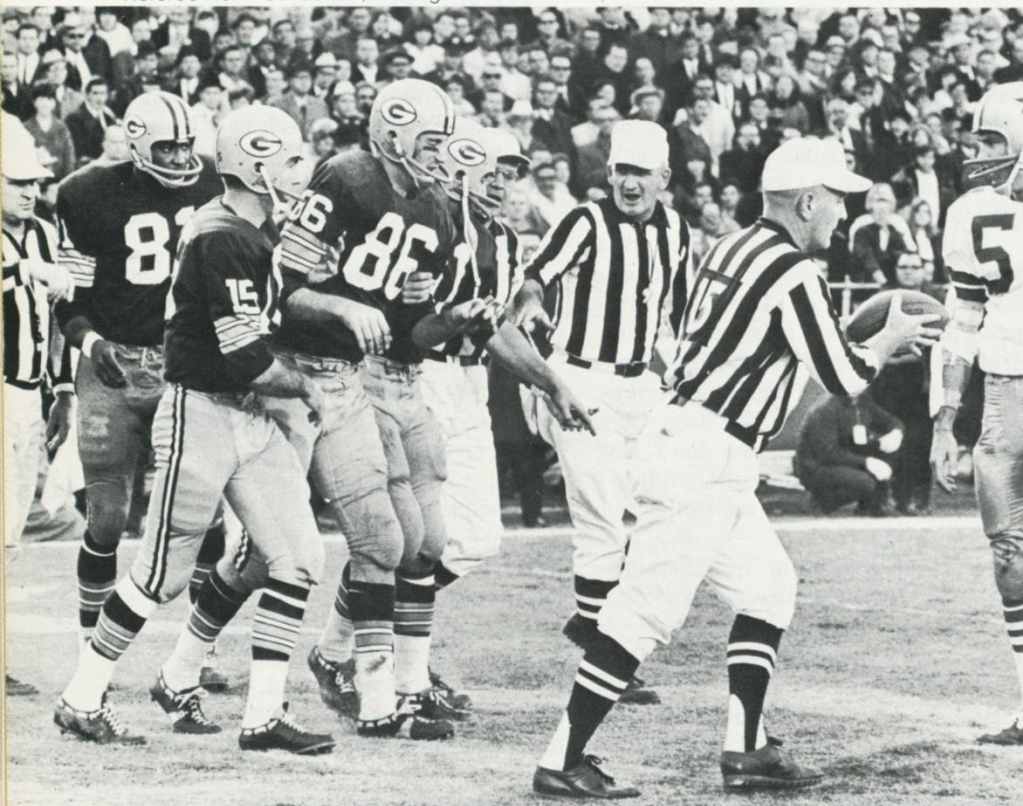
And it is Brubaker who is the referee in a sequence of NFL Films' highly popular *Football Follies*. In the sequence, Brubaker calls a personal foul against the Chicago Bears. As the referee walks off the penalty, one of the Bears' players protests violently. Brubaker puts the ball down at its new location and, disgustedly, says to his umpire Barry Brown, "Hits him right in the BLEEEEEP! puss and he wants nothing called."

He then signals ready-for-play and yells, "Play ball!"

Emil Heintz recalls throwing few penalty flags in the fierce 1962 NFL game, "but looking at the movies later, I remember thinking we'd had plenty of chances."



Referee Norm Schachter, Chicago vs. N.Y. Giants, 1963.



George Murphy, Fred Graf, Tom Kelleher, Ralph Morcroft (L to R) assist Boyd Dowler, 1966.

Folksy and down-to-earth, Harold (Red) Bourne is 65 years old and retired from the job he held for 20 years as a salesman of ready-mix concrete. That seems to have been an appropriate occupation for one who helped pour the firm foundation on which the American Football League was erected in the 1960s.

Bourne helped organize the AFL officials and he was the referee of its third and fourth championship games, 1962 and 1963. The one in 1962 was probably the most famous of all and Bourne was rather critically involved in its most important moment.

The Dallas Texans (later to become the Kansas City Chiefs) and the Houston Oilers had played for four quarters and were tied 17-17. Their captains were now at midfield with Bourne for the coin toss to start sudden death. Captain Abner Haynes of Dallas, winning the toss, told Bourne, "We'll kick to the clock."

Dallas had given Houston the football and a chance to score and win the game. Haynes had made an enormous mistake. But in the confusion and excitement he had only done what his coach, Hank Starn, had told him to do—provided Dallas lost the coin toss. Starn had wanted the wind blowing to the south end of Jeppesen Stadium in Houston—toward the clock—at the Texans' backs.

Bourne says today, "As referee you're not supposed to help them at all. But if I had it to do over again I guess I'd have to say to him, 'You have the choice to receive.'"

"But when he said, 'We'll kick to the clock,' I said, 'You can't have two choices, Abner [both to kick and which goal to defend].'"

"'You said you'd kick, so that's it.'"

That was it, all right, but luckily for Haynes the Texans and Oilers played on for six quarters, more than 17 minutes of sudden death, before the Texans won it 20-17 on Tommy Brooker's 25-yard field goal.

In his apartment in Houston, Bourne still has the silver dollar he used in the coin toss that day when Haynes decided to "kick to the clock." Bourne also has the programs from the 1962 and 1963 title games (San Diego routed Boston

SPORTS ILLUSTRATED

Vernon J. Biever



STRONG BOX

When we say Royce builds a strong box, we're not talking about the metal case that goes around our CB. We're talking about the insides. The electronics. Royce builds CB's with only the highest-grade components. Components that hold up under the stress of driving and rough handling. Many of our models are built with modular printed circuits. This means fewer wires. And fewer wires mean longer CB life and uniform quality and performance. Then, to make sure your Royce is working perfectly before you buy it, we electronically check every CB we build. And make sure each one is FCC-type accepted. Granted, it takes more time and know-how to build a Royce CB. But we feel the problem of keeping a CB working should be ours, not yours. That's why...

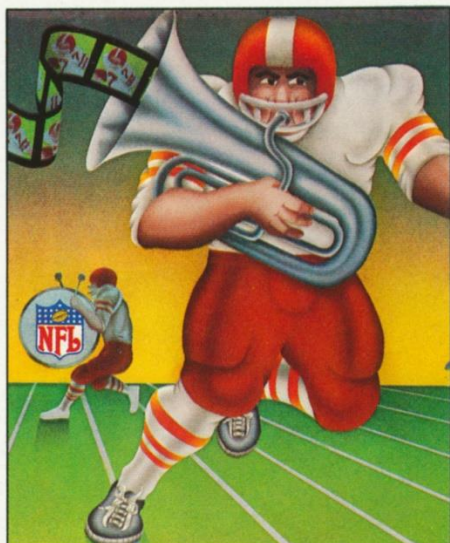
Everybody's talking 'bout

Royce 

©Royce Electronics Corp. 1976



Write for a free brochure to Royce Electronics Corp., 1746 Levee Road, North Kansas City, Missouri 64116



The Sounds of Music From NFL Films

Available now in a special offer to football fans

At NFL Films, the sounds are as important as the sights. That's why the dramatic action of pro football is orchestrated with specially composed music. Responding to popular demand, NFL Films has made this music available to the public. Now you can enjoy highlights from the soundtracks of NFL Films on records that are available only through this offer. To order, send your check or money order to:



Volume II

NFL Films, Inc.,
230 North 13th Street,
Philadelphia,
Pennsylvania 19107



NFL Films, Inc.
230 North 13th Street
Philadelphia, Pa. 19107

Please rush me _____ copy(ies) of the long-playing record(s), Music From National Football League Films. My check for _____ (\$6.00 per record) is enclosed.

☐ Volume I ☐ Volume II ☐ Volumes I and II

Name _____

Address _____

City _____

State _____

Zip _____

"You can't have two choices," Red Bourne told Abner Haynes. "You said you'd kick, so that's it." And that began the AFL's sudden death overtime of 1962.



Lou Witt

Referee Red Bourne, George Blanda, and Houston vs. Dallas Texans, 1962.

51-10 in '63) and programs from Texas-Oklahoma and Bluebonnet Bowl games he refereed.

He remembers that the AFL, "was a small league then. You got to know the players, coaches, even the owners. You'd run into them in airports here and there.

"I was surprised that Hank Stram chose me to referee that '62 game, me livin' here in Houston, you know. [Officials are no longer selected by coaches but instead are assigned by the league.]

I've always been grateful to him for that."

Bourne enjoys reminiscing about his days as an official. "In my piddlin' time," he says, "I been working on an article about it. But it keeps gettin' longer and longer. I guess you know how it is."

He is proud that he worked a long time in the Southwest Conference and the AFL and that a lot of young officials learned from him.

"I broke in a lot of 'em, I'll say that."

Referees of the Big Games

1933 Tommy Hughitt
1934 Bobbie Cahn
1935 Tommy Hughitt
1936 W.G. Crowell
1937 Bill Halloran
1938 Bobbie Cahn
1939 Bill Halloran
1940 Red Frizzell
1941 Emil Heintz
1942 Ron Gibbs
1943 Ron Gibbs
1944 Ron Gibbs
1945 Ron Gibbs
1946 Ron Gibbs
1947 Bill Downes
1948 Ron Gibbs
1949 Ron Gibbs
1950 Ron Gibbs
1951 Ron Gibbs
1952 Tommy Tomlin
1953 Ron Gibbs
1954 Tommy Tomlin
1955 Ron Gibbs

1956 Bill Downes
1957 Ron Gibbs
1958 Ron Gibbs
1959 Ron Gibbs
1960 John McDonough, AFL
Ron Gibbs, NFL
1961 Jim Barnhill, AFL
George Rennix, NFL
1962 Harold (Red) Bourne, AFL
Emil Heintz, NFL
1963 Harold (Red) Bourne, AFL
Norm Schachter, NFL
1964 John McDonough, AFL
Norm Schachter, NFL
1965 Jim Barnhill, AFL
George Rennix, NFL
1966 Walt Fitzgerald, AFL
Tommy Bell, NFL
Norm Schachter, Super Bowl I
1967 John McDonough, AFL
Norm Schachter, NFL
Jack Vest, Super Bowl II
1968 Walt Fitzgerald, AFL

Harry (Bud) Brubaker, NFL
Tommy Bell, Super Bowl III
1969 Jack Vest, AFL
Tommy Bell, NFL
John McDonough, Super Bowl IV
1970 Ben Dreith, AFC
Tommy Bell, NFC
Norm Schachter, Super Bowl V
1971 Jack Vest, AFC
Tommy Bell, AFC
Jim Tunney, Super Bowl VI
1972 Ben Dreith, AFC
Jim Tunney, AFC
Tommy Bell, Super Bowl VII
1973 Tommy Bell, AFC
Norm Schachter, AFC
Ben Dreith, Super Bowl VIII
1974 Jim Tunney, AFC
Tommy Bell, AFC
Bernie Ulman, Super Bowl IX
1975 Ben Dreith, AFC
Tommy Bell, AFC
Norm Schachter, Super Bowl X

Old Spice®



**Some men are born to greatness,
some achieve greatness
and some have it given to them.
Old Spice. A classic fragrance, a great gift.**

SHULTON

CHAMPIONSHIP GAMES RECORDS

TOP PERFORMANCES IN AFC, NFC CHAMPIONSHIP GAMES

Compiled by Elias Sports Bureau

AFC CHAMPIONSHIP SCORES

1975 Pittsburgh 16, Oakland 10
1974 Pittsburgh 24, Oakland 13
1973 Miami 27, Oakland 10
1972 Miami 21, Pittsburgh 17
1971 Miami 21, Baltimore 0
1970 Baltimore 27, Oakland 17
1969 Kansas City 17, Oakland 7
1968 N.Y. Jets 27, Oakland 23
1967 Oakland 40, Houston 7
1966 Kansas City 31, Buffalo 7
1965 Buffalo 23, San Diego 0
1964 Buffalo 20, San Diego 7
1963 San Diego 51, Boston 10
1962 Dallas Texans 20, Houston 17 (sudden death)
1961 Houston 10, San Diego 3
1960 Houston 24, San Diego 16

NFC CHAMPIONSHIP SCORES

1975 Dallas 37, Los Angeles 7
1974 Minnesota 14, Los Angeles 10
1973 Minnesota 27, Dallas 10
1972 Washington 26, Dallas 3
1971 Dallas 14, San Francisco 3
1970 Dallas 17, San Francisco 10
1969 Minnesota 27, Cleveland 7
1968 Baltimore 34, Cleveland 0
1967 Green Bay 21, Dallas 17
1966 Green Bay 34, Dallas 27
1965 Green Bay 23, Cleveland 12
1964 Cleveland 27, Baltimore 0
1963 Chicago 14, N.Y. Giants 10
1962 Green Bay 16, N.Y. Giants 7
1961 Green Bay 37, N.Y. Giants 0
1960 Philadelphia 17, Green Bay 13
1959 Baltimore 31, N.Y. Giants 16
1958 Baltimore 23, N.Y. Giants 17 (sudden death)
1957 Detroit 59, Cleveland 14
1956 N.Y. Giants 47, Chicago 7
1955 Cleveland 38, Los Angeles 14
1954 Cleveland 56, Detroit 10
1953 Detroit 17, Cleveland 16
1952 Detroit 17, Cleveland 7
1951 Los Angeles 24, Cleveland 17
1950 Cleveland 30, Los Angeles 28
1949 Philadelphia 14, Los Angeles 0
1948 Philadelphia 7, Chi. Cardinals 0
1947 Chi. Cardinals 28, Philadelphia 21
1946 Chi. Bears 24, N.Y. Giants 14
1945 Cleveland Rams 15, Washington 14
1944 Green Bay 14, N.Y. Giants 7
1943 Chi. Bears 41, Washington 21
1942 Washington 14, Chi. Bears 6
1941 Chi. Bears 37, N.Y. Giants 9
1940 Chi. Bears 73, Washington 0
1939 Green Bay 27, N.Y. Giants 0
1938 N.Y. Giants 23, Green Bay 17
1937 Washington 28, Chi. Bears 21
1936 Green Bay 21, Washington 6
1935 Detroit 26, N.Y. Giants 7
1934 N.Y. Giants 30, Chi. Bears 13
1933 Chi. Bears 23, N.Y. Giants 21

SERVICE

Most Games, Player

NFL— 11 George Blanda, Chi. Bears NFC 1956; Houston AFC 1960-62; Oakland AFC 1967-70, 1973-75
AFC— 10 George Blanda, Houston 1960-62, Oakland 1967-70, 1973-75
NFC— 9 Lou Groza, Cleveland 1950-55, 1957, 1964-65

Most Games, Winning Team, Player

NFC— 7 Herb Adderley, Green Bay 1961-62, 65-67; Dallas 70-71

AFC— 3 By many players

Most Games, Coach

NFC— 8 Steve Owen, N.Y. Giants 1933-35, 38-39, 41, 44, 46 (won 2, lost 6)
AFC— 5 Sid Gillman, Los Angeles 1960; San

Diego 61, 63-65 (won 1, lost 4)
John Madden, Oakland 1969-70, 73-75 (won 0, lost 5)

Most Games, Winning Team, Coach

NFC— 5 George Halas, Chi. Bears 1933, 40-41, 46, 63
Vince Lombardi, Green Bay 1961-62, 65-67
AFC— 3 Hank Stram, Dallas Texans 1962; Kansas City 66, 69
Don Shula, Miami 1971-73

SCORING

Most Points, Career

NFL— 64 George Blanda, Chi. Bears NFC 1 game (1 pat), Houston-Oakland AFC 10 games (18 pat, 15 fg)
AFC— 63 George Blanda, Houston-Oakland 10 games (18 pat, 15 fg)
NFC— 55 Lou Groza, Cleveland 9 games (25 pat, 10 fg)

Most Points, Game

NFC— 19 Paul Hornung, Green Bay vs. N.Y. Giants 1961 (1 td, 4 pat, 3 fg)
AFC— 18 Larry Csonka, Miami vs. Oakland 1973 (3 td)

Most Touchdowns, Career

NFC— 5 Otto Graham, Cleveland 6 games (5 r) Gary Collins, Cleveland 4 games (5 p)
AFC— 5 Larry Csonka, Miami 3 games (4 r, 1 p)

Most Touchdowns, Game

NFC— 3 Otto Graham, Cleveland vs. Detroit 1954 (3 r)
Gary Collins, Cleveland vs. Baltimore 1964 (3 p)
Tom Matte, Baltimore vs. Cleveland 1968 (3 r)
Preston Pearson, Dallas vs. Los Angeles 1975 (3 p)
AFC— 3 Larry Csonka, Miami vs. Oakland 1973 (3 r)

Most Points After Touchdown, Career

NFC— 25 Lou Groza, Cleveland 9 games (25 atts.)
AFC— 18 George Blanda, Houston-Oakland 10 games (18 atts.)

Most Points After Touchdown, Game

NFC— 8 Lou Groza, Cleveland vs. Detroit 1954 (8 atts.)
Jim Martin, Detroit vs. Cleveland 1957 (8 atts.)
AFC— 6 George Blair, San Diego vs. Boston 1963 (6 atts.)

Most Field Goals Attempted, Career

AFC— 27 George Blanda, Houston-Oakland 10 games
NFC— 17 Lou Groza, Cleveland 9 games

Most Field Goals Attempted, Game

AFC— 6 George Blanda, Oakland vs. Houston 1967
NFC— 5 Jerry Kramer, Green Bay vs. N.Y. Giants 1962

Most Field Goals, Career

AFC— 15 George Blanda, Houston-Oakland 10 games
NFC— 10 Lou Groza, Cleveland 9 games

Most Field Goals, Game

AFC— 4 George Blanda, Oakland vs. Houston 1967
NFC— 4 Curt Knight, Washington vs. Dallas 1972

Longest Field Goal

NFC— 52 Lou Groza, Cleveland vs. Los Angeles 1951
AFC— 48 George Blanda, Oakland vs. Baltimore 1970

RUSHING

Most Attempts, Career

NFC— 106 Jim Taylor, Green Bay 5 games
AFC— 68 Larry Csonka, Miami 3 games

Most Attempts, Game

NFC— 31 Steve Van Buren, Philadelphia vs.

Los Angeles 1949

Jim Taylor, Green Bay vs. N.Y. Giants 1962

AFC— 29 Larry Csonka, Miami vs. Oakland 1973

Franco Harris, Pittsburgh vs. Oakland 1974

Most Yards Gained, Career

NFC— 392 Jim Taylor, Green Bay 5 games
AFC— 380 Paul Lowe, Los Angeles/San Diego 5 games

Most Yards Gained, Game

AFC— 206 Keith Lincoln, San Diego vs. Boston 1963

NFC— 196 Steve Van Buren, Philadelphia vs. Los Angeles 1949

Longest Run From Scrimmage

NFC— 70 Elmer Angsman, Chi. Cardinals vs. Philadelphia 1947 (twice, 2 TDs)
AFC— 69 Hewitt Dixon, Oakland vs. Houston 1967 (TD)

Highest Average Gain, Career, 20 or more atts.

AFC— 12.0 Keith Lincoln, San Diego 4 games (23-276)
NFC— 9.6 Elmer Angsman, Chi. Cardinals 2 games (20-192)

Highest Average Gain, Game, 10 or more atts.

NFC— 15.9 Elmer Angsman, Chi. Cardinals vs. Philadelphia 1947 (10-159)
AFC— 15.8 Keith Lincoln, San Diego vs. Boston 1963 (13-206)

Most Touchdowns, Career

NFC— 5 Otto Graham, Cleveland 6 games
AFC— 4 Larry Csonka, Miami 3 games
NFC— 3 Otto Graham, Cleveland vs. Detroit 1954
Tom Matte, Baltimore vs. Cleveland 1968
AFC— 3 Larry Csonka, Miami vs. Oakland 1973

PASSING

Most Passes Attempted, Career

NFL— 184 George Blanda, Chi. Bears NFC 1 game, Houston-Oakland AFC 10 games

NFC— 159 Otto Graham, Cleveland 6 games
AFC— 157 George Blanda, Houston-Oakland 10 games

Most Passes Attempted, Game

AFC— 49 Joe Namath, N.Y. Jets vs. Oakland 1968
NFC— 44 Tommy Thompson, Philadelphia vs. Chi. Cardinals 1947

Most Passes Completed, Career

NFL— 88 George Blanda, Chi. Bears NFC 1 game, Houston-Oakland AFC 1 game

NFC— 86 Otto Graham, Cleveland 6 games
AFC— 76 George Blanda, Houston-Oakland 10 games

Most Passes Completed, Game

NFC— 27 Tommy Thompson, Philadelphia vs. Chi. Cardinals 1947
AFC— 23 George Blanda, Houston vs. Dallas 1962

Highest Completion Percentage, Career, 40 or more atts.

NFC— 62.9 John Unitas, Baltimore 3 games (89-56)
AFC— 58.2 Len Dawson, Dallas/Kansas City 3 games (55-32)

Highest Completion Percentage, Game, 20 or more atts.

NFC— 68.8 Otto Graham, Cleveland vs. Los Angeles 1950 (32-22)
AFC— 66.7 Len Dawson, Kansas City vs. Buffalo 1966 (24-16)

Most Yards Gained, Career

NFL— 1,177 John Unitas, Baltimore NFC 3 games

► Green Bay's Jim Taylor tied a record with his 31 carries against the Giants in 1962.



(708), Baltimore AFC 2 games (469)
 NFC — 1,161 Otto Graham, Cleveland 6 games
 AFC — 1,017 George Blanda, Houston-Oakland
 10 games

Most Yards Gained, Game

AFC — 401 Daryle Lamonica, Oakland vs.
 N.Y. Jets 1968
 NFC — 349 John Unitas, Baltimore vs. N.Y. Giants
 1958

Longest Pass Completion

AFC — 88 George Blanda, Houston vs. Los
 Angeles 1960 (Cannon, TD)
 NFC — 82 Bob Waterfield, Los Angeles vs.
 Cleveland 1950 (Davis, TD)

Most Touchdown Passes, Career

NFC — 11 Bryan (Bart) Starr, Green Bay
 6 games
 AFC — 7 George Blanda, Houston-Oakland
 10 games

Most Touchdown Passes, Game

NFC — 5 Sid Luckman, Chi. Bears vs.
 Washington 1943
 AFC — 3 George Blanda, Houston vs. Los
 Angeles 1960
 Joe Namath, N.Y. Jets vs. Oakland
 1968

**Fewest Passes Had Intercepted, Career,
50 or more atts.**

AFC — 0 Len Dawson, Dallas/Kansas City
 3 games (55 atts.)
 NFC — 1 Bryan (Bart) Starr, Green Bay
 6 games (142 atts.)

**Most Attempts, Consecutive, Without
Interception, Game**

AFC — 47 Daryle Lamonica, Oakland vs.
 N.Y. Jets 1968
 NFC — 34 Bryan (Bart) Starr, Green Bay vs.
 Philadelphia 1960

Most Passes Had Intercepted, Career

NFL — 15 George Blanda, Chi. Bears NFL 1
 game (27 atts.), Houston-Oakland
 10 games
 AFC — 14 George Blanda, Houston-Oakland
 10 games (157 atts.)
 NFC — 13 Frank Filchock, Washington-N.Y.
 Giants 3 games (63 atts.)

Most Passes Had Intercepted, Game

NFC — 6 Frank Filchock, N.Y. Giants vs. Chi.
 Bears 1946 (26 atts.)
 Bobby Layne, Detroit vs. Cleveland
 1954 (42 atts.)
 Norm Van Brocklin, Los Angeles vs.
 Cleveland 1955 (25 atts.)
 AFC — 5 George Blanda, Houston vs. San
 Diego 1961 (40 atts.); vs. Dallas 1962
 (46 atts.)

PASS RECEIVING**Most Receptions, Career**

NFC — 24 Dante Lavelli, Cleveland 6 games
 AFC — 22 Billy Cannon, Houston-Oakland
 6 games

Most Receptions, Game

NFC — 12 Raymond Berry, Baltimore vs. N.Y.
 Giants 1958
 AFC — 9 Cliff Branch, Oakland vs. Pittsburgh
 1974

Most Yards Gained, Career

AFC — 361 Fred Biletnikoff, Oakland 6 games
 NFC — 340 Dante Lavelli, Cleveland 6 games

Most Yards Gained, Game

AFC — 190 Fred Biletnikoff, Oakland vs. N.Y. Jets
 1968 (7)
 NFC — 178 Raymond Berry, Baltimore vs. N.Y.
 Giants 1958 (12)

Longest Reception

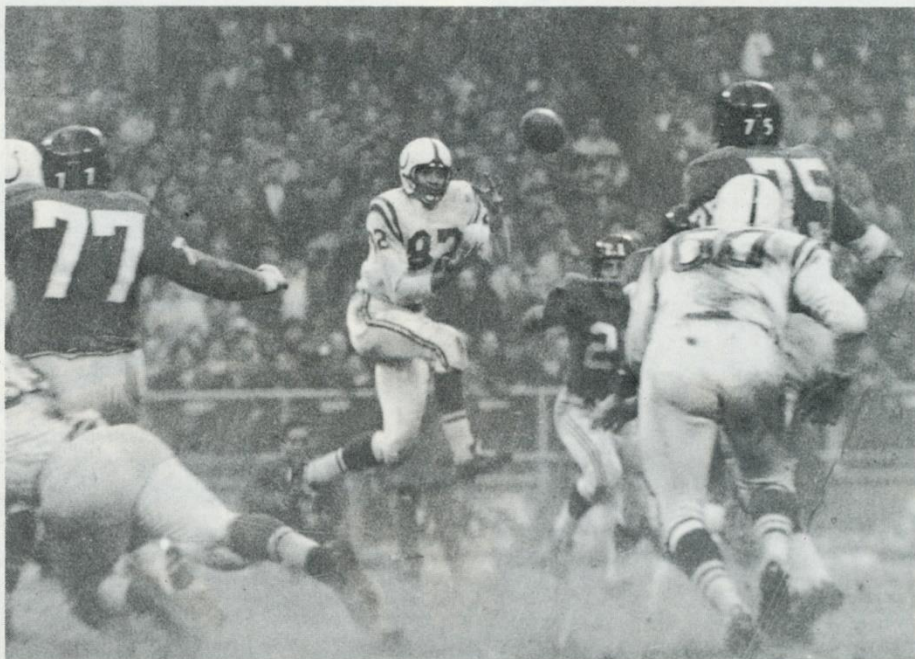
AFC — 88 Billy Cannon, Houston vs. Los
 Angeles 1960 (Blanda, TD)
 NFC — 82 Glenn Davis, Los Angeles vs.
 Cleveland 1950 (Waterfield, TD)

Most Touchdowns, Career

NFC — 5 Gary Collins, Cleveland 4 games
 AFC — 2 Billy Cannon, Houston-Oakland
 6 games



Bears' Sid Luckman threw for five touchdowns against Washington in 1943.



Baltimore's Raymond Berry caught 12 passes for 178 yards against the Giants in 1958.

Hall of Fame

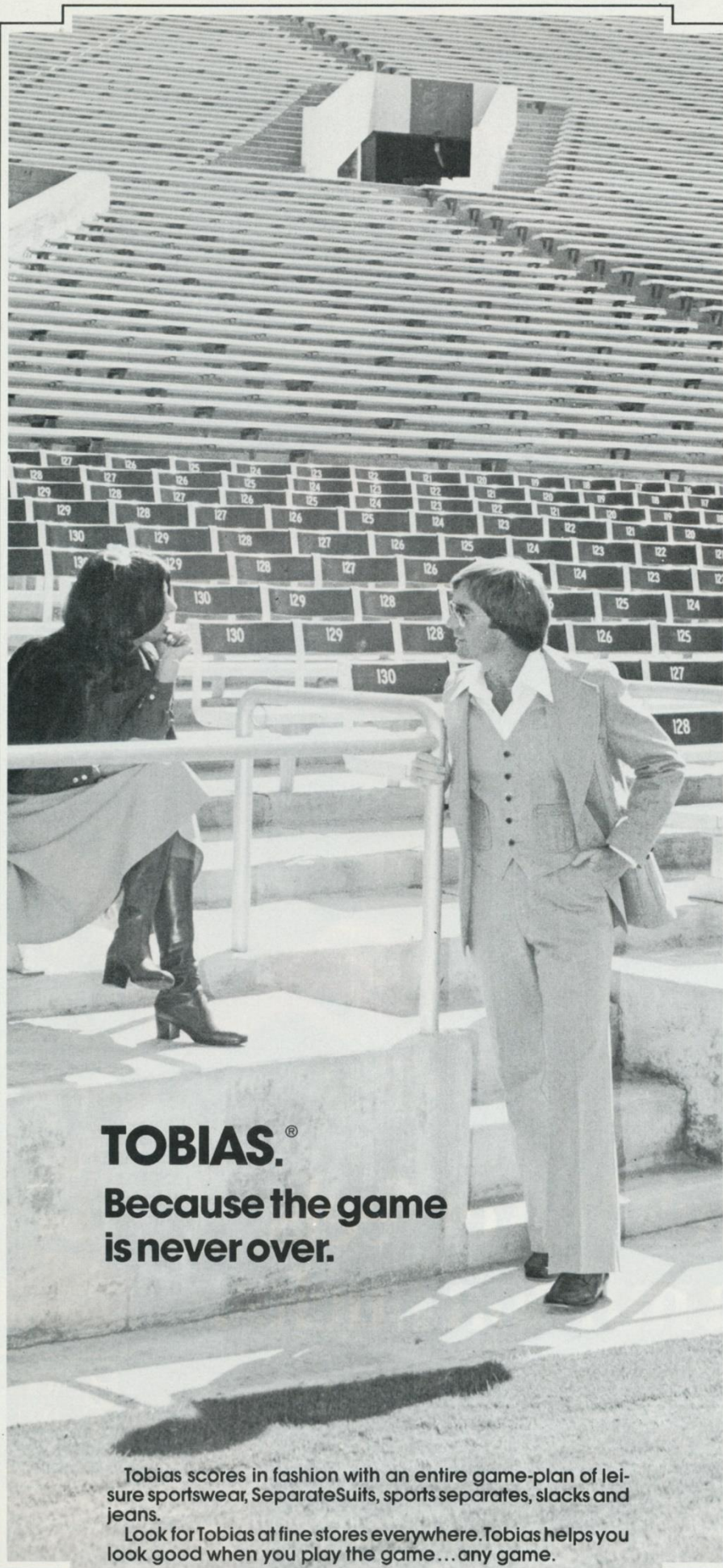
Hall of Fame

A woman with blonde, wavy hair is smiling and posing in a black, one-shoulder dress. She is wearing a black fur stole over her left arm and a gold necklace. Her right hand is resting on her hip, and her left hand is holding a black bag. The background is a dark, textured blue.

**Black Velvet feels
like a million bucks.**

The Premium Canadian. Black Velvet® Blended Canadian Whisky.
80 Proof. Imported by ©1976 Heublein, Inc., Hartford, Conn.





TOBIAS.®
Because the game
is never over.

Tobias scores in fashion with an entire game-plan of leisure sportswear, Separate Suits, sports separates, slacks and jeans.

Look for Tobias at fine stores everywhere. Tobias helps you look good when you play the game... any game.

CHAMPIONSHIP GAMES



Carl Skalak, Jr.

Bobby Bryant, Minnesota Vikings

Dave Kocourek, Los Angeles/San Diego-Oakland 6 games
Don Maynard, N.Y. Jets 1 game
Fred Biletnikoff, Oakland 6 games
Mike Siani, Oakland 2 games

Most Touchdowns, Game

NFC — 3 Gary Collins, Cleveland vs. Baltimore 1964
Preston Pearson, Dallas vs. Los Angeles 1975
AFC — 2 Don Maynard, N.Y. Jets vs. Oakland 1968

INTERCEPTIONS BY

Most Interceptions By, Career

NFC — 4 Ken Konz, Cleveland 4 games
Joe Laws, Green Bay 4 games
Clyde (Bulldog) Turner, Chi Bears 5 games
AFC — 3 Johnny Robinson, Dallas/Kansas City 3 games
Emmitt Thomas, Kansas City 2 games

Most Interceptions By, Game

NFC — 3 Joe Laws, Green Bay vs. N.Y. Giants 1944
AFC — 2 Charles McNeil, San Diego vs. Houston 1961
Bud Whitehead, San Diego vs. Houston 1961
Bob Zeman, San Diego vs. Houston 1961
Johnny Robinson, Dallas vs. Houston 1962
Emmitt Thomas, Kansas City vs. Oakland, 1969
Jack Ham, Pittsburgh vs. Oakland 1974
Jack Tatum, Oakland vs. Pittsburgh 1975
Mike Wagner, Pittsburgh vs. Oakland 1975

Most Yards Gained, Career

AFC — 122 Johnny Robinson, Dallas/Kansas City 3 games (3)
NFC — 97 Don Paul, Cleveland 3 games (2)

Most Yards Gained, Game

AFC — 72 Johnny Robinson, Kansas City vs. Buffalo 1966 (1)
NFC — 66 John Sample, Baltimore vs. N.Y. Giants 1959 (2)

Longest Return

AFC — 72 Johnny Robinson, Kansas City vs. Buffalo 1966
NFC — 65 Don Paul, Cleveland vs. Los Angeles 1955 (TD)

Most Touchdowns, Game

NFC — 1 Hamp Pool, Chi. Bears vs. Washington 1940
George McAfee, Chi. Bears vs. Washington 1940
Clyde (Bulldog) Turner, Chi. Bears vs. Washington 1940
Dante Magnani, Chi. Bears vs. N.Y. Giants 1946
Don Paul, Cleveland vs. Los Angeles 1955
Terry Barr, Detroit vs. Cleveland 1957
John Sample, Baltimore vs. N.Y. Giants 1959
Bobby Bryant, Minnesota vs. Dallas 1973
AFC — 1 Dick Anderson, Miami vs. Baltimore 1971



When Johnnie got an 'A' he cried

Yes, when Johnnie got an "A" in science, he started to cry. You see, just six months before, he was on his way to a boys' reformatory.

When we heard about Johnnie—a homeless Indian child, without friends, money, or even food to eat—we begged the court to release him to Cheyenne Home, a special division of St. Labre Indian School.

Cheyenne Home is set up to care for children with unusual problems: abused children, kids from broken homes, and youngsters whom adults have ignored. Cheyenne is a small but important part of our work at St. Labre. In our schools, we educate and provide for nearly 1,000 Indian children, making it possible for them to lead productive, adult lives.

We have no fund raising organization. Our sole means of support is the special sacrifices made by people such as you. Your donations are put directly to use in helping our children.

Oh yes, what happened to Johnnie? The first few weeks were touch and go. Johnnie was timid, distrustful, and just plain scared. He would hide in closets and underneath beds to miss school. It was understandable. Johnnie had had so many bad experiences in the past.

With the help of a tutor and much encouragement from the staff, Johnnie gradually responded. Now he is well

adjusted, and even excels in some areas. And when his "A" in science won him the Most Improved Worker Award at Cheyenne Home, he was so happy he cried.

Please help us support Johnnie and all the other children at St. Labre. Without you, they don't stand a chance.

I want to help support Johnnie and the other Indian children at St. Labre.

I am contributing \$ _____.

I understand that I will be receiving a one-year subscription to *The Morning Star People*, the newspaper of the St. Labre Indian School.

MY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SEND TO:

ST. LABRE INDIAN SCHOOL Ashland, Montana
59004



Going to bed with Bibb is more fun

Remember when bedtime was something kids complained about? Not with Bibb's new lineup of NFL Officially Licensed no-iron sheets and pillowcases. Bibb makes going to bed more fun for kids.

The newest addition to the Bibb NFL lineup is "Li'l Pro,"™ an irresistible little character dressed in full uniform who represents all 28 NFL teams and plays quarterback, wide receiver, and kicker.

A coordinated blanket, woven bedspread, 63-inch drapes, and 36-inch tier curtains also are available in the "Li'l Pro" line.

Bibb is the only manufacturer of Officially Licensed NFL

fashions for the bedroom. Put some of the color, excitement, and fun of the NFL into your child's room. Who knows, you may never hear any complaints about bedtime again.

Bibb NFL home furnishings are available at all fine stores.



ELANESE® FORTREL®

111 West 40th Street, New York, New York 10018

Come to where the flavor is. Marlboro Country.



Kings: 18 mg. "tar," 1.1 mg. nicotine—
100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. 76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Once again, TV service technicians give these opinions about Zenith:

I. Best Picture.

Again this year, in a nationwide survey of the opinions of independent TV service technicians, Zenith was selected, more than any other brand, as the color TV with the best picture.

Question: In general, of all the color TV brands you are familiar with, which one would you say has the best overall picture?

Answers:

Zenith	34%
Brand A	21%
Brand B	12%
Brand C	8%
Brand D	7%
Brand E	4%
Brand F	2%
Brand G	2%
Brand H	2%
Other Brands	2%
About Equal	10%
Don't Know	4%

Note: Answers total over 100% due to multiple responses.

II. Fewest Repairs.

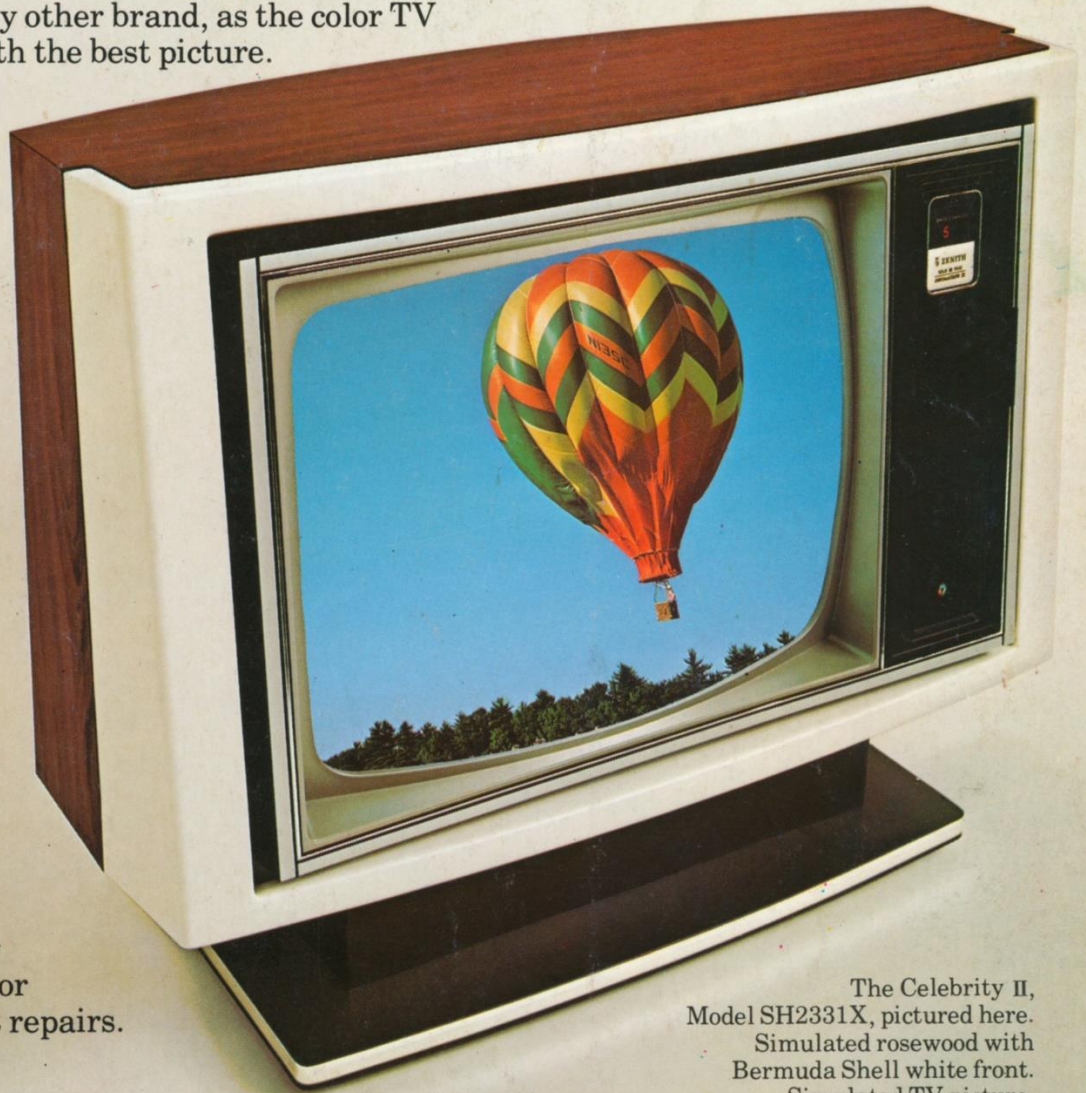
In the same opinion survey, the service technicians selected Zenith, more than any other brand, as the color TV needing the fewest repairs.

Question: In general, of all the color TV brands you are familiar with, which one would you say requires the fewest repairs?

Answers:

Zenith	38%
Brand A	18%
Brand D	9%
Brand B	6%
Brand C	5%
Brand E	3%
Brand F	2%
Brand G	2%
Brand H	2%
Other Brands	2%
About Equal	11%
Don't Know	10%

We're proud of our record of quality. But if it should happen that a Zenith product fails to live up to your expectations, or if you want survey details, write to the Vice President, Consumer Affairs, Zenith Radio Corporation, 1900 N. Austin Avenue, Chicago, Il. 60639.



The Celebrity II, Model SH2331X, pictured here. Simulated rosewood with Bermuda Shell white front. Simulated TV picture.

ZENITH
CHROMACOLOR II

The quality goes in before the name goes on.®