

Packers NFL Champions

Whip Cleveland 23-12 In Playoff

By DWIGHT PELKIN
Press Sports Editor

GREEN BAY—All season long, the Packers "lucked through." Or, as Coach Vince Lombardi proudly said, were a "team of character."

Here Sunday there was no luck. Here Sunday there was character and class. Here Sunday in Lambeau Field, in the decisive battle for the National Football League championship, Green Bay's Packers decisively outplayed and defeated the Cleveland Browns 23 to 12 to dethrone their victims as the best in pro football.

There was, to repeat, no "luck" in this one. A physically battered Packer team simply ignored its hurts and played crashing, inspired football against a well rested and presumably primed Browns aggregation to win "going-away." The better team won. The better team, in fact, won big.

This was a playoff game in which the Packers had gone into action with several VIPs on the injured list — but in which those Very Important Packers all came up with bristling ball games. Bart Starr was hurt — and Starr played and played well. Paul Hornung was hurt — and the Golden Boy played well. Jim Taylor was hurt — and Jim played well. Boyd Dowler was hurt — and he played well. So it went: injuries were either overcome or disregarded.

Field All Right

Played in just-at-freezing weather on turf that was good at the start but which steadily became more muddy precarious as the game progressed (and with a slushy-snow beginning to fall in the second half), the playing conditions were probably equally fair to both teams; certainly, there was no great advantage one way or another.

The Packers, actually, dominated the game. They quickly swept to a 7-0 lead; even more quickly saw the Browns close the gap to 7-6 (incredibly, not 7-11 when Lou Groza failed to make an extra point); trailed briefly at 7-9; and then went ahead at 10-9 and then 13-9 (then 13-12) and then 20-12 — and eventually, to really cinch it, 23-12.

Chandler Kicks 11

As has so often happened in crucial games in this year of uncertain attacking prowess, placekicker Don Chandler was the high scorer: three times (equalling a NFL playoff record) he booted field goals and twice he kicked extra points. Contributing touchdowns were Carroll Dale on an early 47-yard pass play from Starr and Hornung on a sweeping 13-yard dash around left end.

Chandler's three-pointers were from the 15-yard line, the 23, and the 28.

The score by quarters shows, crisply, how the game went; close for a while, all-Packer by the finish:

| | | | | |
|---------|---|---|---|------|
| Packers | 7 | 6 | 7 | 3-23 |
| Browns | 9 | 3 | 0 | 0-12 |

Further illustrating how the game went is the play-chart showing that the Packers ran off 69 plays to a meagre 39 for the Browns. This ball control enabled Hornung to ramble for 105 yards in 18 of those plays and Taylor for 96 more in 27 (winning the Most Valuable Player tag for the game and a Corvette as his award) to far surpass the well contained Jimmy Brown with but 50 yards in his 12 attempts.

Green Bay showed no time in scoring. Tom Moore ran the opening kickoff back from the goal line to the 23; a third-down Starr pass to Taylor gained out to the 36; Hornung took another pass out to the 47 two plays later; and another two plays later Starr sailed a long one to Dale scooting down the left sidelines who took it in as two defenders slightly overran him to give him the chance to swing cross-field and gallop home for the TD. A beauty and a crowd-roarer. 7-0.

Ryan Sharp

The roars were barely still when Cleveland was on its way and in. The often-maligned (by his home fans) Frank Ryan first hit Jimmy Brown, then Paul Warfield, and then Gary Collins for a startling three-play advance with the last going for 17 and a TD—a play that fooled defensive back Herb Adderley, and gave up his first scoring pass of this long season.

A tie game was imminent — but here, after a 45-for-45 place-kicking record in playoff games over the years, Groza was thwarted when the center-snap was off and instead of kicking he wound up having to throw an impromptu pass which was good but short. 7-6. For a long time thereafter, this extra point difference was critical.

Cleveland swept into the lead at 9-7 later in the first quarter when a poor Chandler punt from his seven was fair-caught on the Packer 39 and Groza eventually put a field goal through the uprights from the 24.

But the Packers came right back. Moore ran the kickoff back from the six to the 23 and the boys were off on a grinding drive. A holding penalty produced a first down on the 27. Hornung ran wide for a first down on the Baltimore, almost going all the way.

Dowler took a pass for another "first" to the 27. Ground plays then got still more first downs on the 17 and then the 7 (Hornung made it by inches on the last play of the first quarter). But eventually the Pack had to settle for a field goal after penetrating to the three.

Wood Grabs One

Willie Wood's pass interception gave Lombardi a little easier breathing midway through the second period as the great roving safetyman picked one off deep in Brown territory and was stopped on the 10. A "motion" penalty cost five yards; three passes failed; and then Chandler again slammed the ball home for three points. 13-9.

Shoved back to their four via a fine Brown punt with just two minutes to go, the Packers gambled for ball control on a third-down pass — and saw Walt Beach intercept on the sidelines at the 30. With 1:34 left in the half, Cleveland was threatening!

Tom Brown and Bob Jeter foiled Collins on a goal-line pass; Ryan was nailed for a loss back to the 35 by the blitz of Ray Nitschke and Dave Robinson; but then he hit Brown down on the 21—and with less than a minute to go, Groza went for and got three. 13-12 now.

Second Half Spurt

Snow began coming down, slushed with rain, for the second half—but the Packers moved all the way for the nail-down points the first time they got the ball. They took over on their 10 shortly after the kickoff, and drove home for a TD. Taylor was the pouncer on this drive, though the payoff was by Hornung on a 13-yard sweep to the left with Jerry Kramer providing a good block (Hornung's 20-yard jaunt to the 15 had set things up nicely). When Chandler booted this placement it ran it to bulging 20-12 with 5:42 left in the quarter.

Still Cleveland had a chance, though—and when Groza tried a field goal from the Packer 37 on a drive with the subsequent kickoff, it could have put the Browns within TD range. But the Pack rushed and Henry Jordan got a piece of it and the kick failed. And now fogginess began settling in.

Having taken over on their 20 after this miss, the Packers moved upfield for three points of their own to really ice it. Again Taylor was the workhorse — and when the attack finally stalled, Chandler dropped back and booted his third field goal (from the 28) for 23-12 and the ball game. There was no longer any real doubt thereafter with little more than nine minutes left.

Roughing on a Chandler punt helped once . . . an Adderley interception of a "bomb" helped even more . . . and the ball game ran its course



COACH VINCE LOMBARDI is carried off Lambeau Field on the shoulders of his backfield stars — fullback Jimmy Taylor (31) and halfback Paul Hornung (5) — after winning the National Football League championship. —(AP Wirephoto)

Hornung 'n Taylor? Still Not 'Out' . . .

Champagne's For Players, Not Him, Insists Lombardi

By GENE W. HINTZ

GREEN BAY, Wis. (UPI) — The champagne cork popped. But Vince Lombardi, who had just coached his Green Bay Packers to their third National Football League championship in five years would have none of it.

"That's not for me," he said in the clamorous Packer dressing room Sunday. "It's for my players. They did it, not me."

"But coach, I've had this on ice since we came out here—I knew we couldn't lose," equipment manager "Dad" Braisher answered. "Just one sip?"

Lombardi agreed—just one sip, but the bottle went out to the players and Lombardi turned to talking about the team that had just whipped the Cleveland Browns for the NFL crown.

"They said we didn't have an offense," he gloated. "I guess we showed 'em."

"This team has character—they showed it all year. They never counted themselves out. They won it." Regarding Paul Hornung and Jim Taylor "a lot of people counted them out, said they were past their prime," Lombardi said. "I guess that performance shows there's a little life left."

Taylor and Hornung gained 201 yards rushing between them and just about scuttled any rumors that two veteran Packer heroes will have to step aside next season to make room for Green Bay's million-dollar rookie runners—halfback Donny Anderson and fullback Jim Grabowski.

"Maybe I'll be back now," Hornung joked to reporters.

Fuzzy Thurston, whose comeback at guard sparked the Packers' late surge to the Western Division title, looked over at Taylor.

"I guess we'll let him keep that No. 31 now," he said. "For

a while we were thinking of giving it to Grabowski."

Proud and happy, Lombardi said. "We wanted to control the ball, and we did. You have to control the ball against the Browns if you want to beat them. And besides, we're a pretty basic team—not relying on flashy patterns and passing. That kind of team could have been hurt."

"This team had a great deal of perseverance," Lombardi said. "There were a great deal of things that happened to us this season and not a word was said—about injuries and things like that. That helped us."

"And you have to get a break — from the Chicago Bears," Lombardi said. He was talking about the Bears' late-season victory over Baltimore that put Johnny Unitas in the hospital and let the Packers overtake the Colts for the western division crown.

Asked whether the weather conditions—the snow and sleet which turned Lambeau Field into a quagmire of mud and semi-frozen turf, Lombardi said the footing didn't hurt his team and didn't change his game plan.

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MIAMI, Fla (UPI)—The National Football League champion Green Bay Packers are making sure they get future cracks at the title.

The Packers have pulled off one of their best drafts in years, and have signed their five first choices, including the No. 1 pick a year ago, All-American halfback Donny Anderson of Texas Tech.

Shortly after signing Anderson, Green Bay inked Nebraska end Tony Jeter after he played in the Orange Bowl.

Jeter, a third round choice and brother of Green Bay defensive back Bob Jeter, signed Saturday night.

The Packers haven't lost a man above the fourth round to the rival American Football League this year.

The Packers have signed their two players picked on round one, fullback Jim Grabowski of Illinois and tackle Gale Giltingham of Minnesota, and their two third round choice, Jeter and tackle Fred Heron of San Jose State.

This year's second round choice is another junior eligible, Maryland tackle Tom Chichowski.

Thus far the AFL has signed only four Packer picks, and the highest choice to defect to the rival league was their fourth round choice, flanker John Roderrick of Southern Methodist.

GAGNER SIGNED

PITTSBURGH (UPI)—The Pittsburgh Steelers of the National Football League have signed their No. 2 draft pick, Larry Gagner, a 6-foot-4, 245-pound lineman from the University of Florida.

Statistics

GREEN BAY, Wis. (AP) — Statistics of the Cleveland-Green Bay National Football League championship game:

| Browns | | Packers | |
|-----------------|------|---------|-------|
| First downs | 14 | 24 | 24 |
| Rushing yards | 87 | 173 | 173 |
| Passing yards | 11 | 11 | 11 |
| Plays | 8-18 | 18-15 | 18-15 |
| Points | 9 | 23 | 23 |
| Interceptions | 4-4 | 3-3 | 3-3 |
| Fumbles lost | 0 | 0 | 0 |
| Yards penalized | 35 | 20 | 20 |

GREEN BAY, Wis. (AP) — Individual statistics in Sunday's Green Bay-Cleveland National Football League championship game:

| RUSHING | | | |
|-----------|------|-----|-------|
| Green Bay | | | |
| Player | Att. | Net | Yards |
| Hornung | 27 | 173 | 105 |
| Taylor | 2 | 9 | 3 |
| Moore | 2 | 3 | 3 |
| Cleveland | | | |
| Brown | 12 | 80 | 80 |
| Green | 3 | 5 | 5 |
| Ryan | 3 | 9 | 9 |

| PASSING | | | |
|-----------|------|-------|---------------|
| Green Bay | | | |
| Player | Att. | Comp. | Yds. TDs Int. |
| Starr | 18 | 10 | 147 1 1 |
| Hornung | 1 | 0 | 0 0 0 |
| Cleveland | | | |
| Ryan | 18 | 8 | 115 1 2 |

| PASS RECEPTIONS | | | |
|-----------------|-----|-------|-----|
| Green Bay | | | |
| Player | No. | Yards | TDs |
| Dowler | 5 | 59 | 0 |
| Dale | 2 | 20 | 0 |
| Taylor | 2 | 20 | 0 |
| Hornung | 1 | 8 | 0 |
| Cleveland | | | |
| Brown | 3 | 44 | 0 |
| Collins | 3 | 41 | 0 |
| Warfield | 2 | 30 | 0 |

| PUNT RETURNS | | | |
|--------------|-----|-------|-----|
| Green Bay | | | |
| Player | No. | Yards | TDs |
| Pitts | 1 | 10 | 0 |
| Wood | 1 | 0 | 0 |
| Cleveland | | | |
| Roberts | 1 | 11 | 0 |

| KICKOFF RETURNS | | | |
|-----------------|-----|-------|-----|
| Green Bay | | | |
| Player | No. | Yards | TDs |
| Moore | 3 | 66 | 0 |
| Cleveland | | | |
| Scales | 1 | 14 | 0 |
| Roberts | 3 | 95 | 0 |
| Kelly | 1 | 45 | 0 |



PACKER FANS TEAR DOWN the goal pole and the scoreboard in the background tells why: Green Bay 23, Cleveland 12. The National Football League championship game was played on mud and snow filled Lambeau Field at Green Bay. —(AP Wirephoto)

Containing Browns' Brown Was Big Thing In Victory

By RAY DOHERTY

GREEN BAY, Wis. (UPI) — There wasn't enough Brown in the Cleveland Browns' offense. Fellows like Willie Davis, Ray Nitschke, Hank Jordan and other Green Bay Packers defenders saw to that.

The Browns "were in trouble when they got behind in the second half and couldn't 'Brown' it out," said Davis, the all-pro defensive end.

"They had to go for the big play, and this made it easier for us," Davis said, meaning the Browns couldn't resort to their usual plan of putting the load on fullback Jimmy Brown, the top runner in the National Football league.

The Green Bay defensive unit limited Brown to only 50 yards, while the Packers' Jim Taylor picked up 98 and "player of the game" honors, and Paul Hornung netted 105.

Nitschke, the Packers' middle linebacker, was chiefly responsible for setting the defense for Brown. He was the "inside man" on Brown, and responsible for shifting personnel to keep up with the elusive target.

Nitschke himself turned in a big play when he batted away a pass intended for Brown at the goal line.

"I didn't think he would go that deep, and I had to hustle. You know, I'm not too agile," he said.

Defensive tackle Jordan, who turned in the other big defensive play, said he "kind of sneaked in between" Lionel Aldridge and Nitschke when he blocked a Lou Groza field goal attempt in the third quarter.

"We had to contain Brown or he'd have torn us apart," Jordan said.

Taylor and Hornung laid heavy praise on the offensive line, which had to work on a field made slippery by snow and glaze.

"This was their best blocking of the year," said Hornung, who wasn't sure until last Wednesday that he would be able to play in the title game.

"The offensive line was really coming off the spot," Taylor said. As for the footing on the slippery turf, Taylor said it was a matter of "lowering your speed and digging in."

Bart Starr, Green Bay's battered quarterback, said he was "so happy I'm speechless. We were able to run and control the game and Taylor and Hornung ran their legs off."

Little Willie Wood, the all-pro safety, said the offense's efforts "inspired the defense. We had been carrying things before, but today we hustled to keep up."

Offensive guard Jerry Kramer, whose comeback from off-season surgery was a big reason for the Packers' rise, said he had kidded Taylor before the game.

"I told him he was going to win the car, and he would have to divvy it up with me," Kramer said.

"But I guess I'll let him keep it," he said.

By MIKE O'BRIEN

GREEN BAY, Wis. (UPI) — Dr. Frank Ryan took the blame for surrendering the Cleveland Browns' National Football League crown to the Green Bay Packers. Old man winter had nothing to do with it, he said. "Don't blame Gary Collins or Paul Warfield. They got open," the crestfallen quarterback said in the somber Cleveland dressing room Sunday.

"I just couldn't get the ball to them."

Ryan, a mathematics Ph. D., just couldn't solve the simple but solid defense of the Packers.

"I have no excuses, because it was a combination of a lot of things—the adverse weather, the Packers' defense," he said. Ryan passed for three touchdowns against Baltimore to give

the Browns the NFL title a year ago and he had no reason to hang his head Sunday. Cleveland Coach Blanton Collier said the defeat was measured in an over-all breakdown in execution.

"We couldn't execute the big play," the scholarly Cleveland head man said. "They made the big third down play and we didn't."

Collier refused to brood about the snow-swept field that became a quagmire by the end. "They had to play on the same field we did," he said.

"The Packers are a fine team and I don't want to take anything away from them. But we should have done much better. We just made too many mistakes."

Green Bay's defense, and not for it, but I should have had it."

LSU Surprises Arkansas 14-7

DALLAS (UPI) —Louisiana State corner back Jerry Joseph's frank admission he couldn't cope with Arkansas split end Bobby Crockett may have been a key factor in LSU's 14-7 demolition of second-ranked Arkansas' 22-game winning streak in the Cotton Bowl.

The host Razorbacks, who were eight point favorites and hadn't lost a game since Southern Methodist whipped them in the next to last game of the 1963 season, had just jumped into a fairly easy 7-0 lead in the first quarter when Joseph made his confession.

The Arkansas touchdown had come on a 19-yard Jon Brittenum-to-Crockett pass and Joseph had been the goat of the play. Crockett had eluded Joseph's cover at the sidelines around the 15 yard line and had tight-rope his way to a touchdown.

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Joseph trotted dejectedly to the bench and told defensive backfield coach Bill Beale: "Coach, I can't cover Crockett man-to-man. I need some help."

The touchdown catch was Crockett's third of the series in the 87-yard Arkansas drive. He went on to catch seven more and the total of 10 (for 129 yards) was a Cotton Bowl record.

But LSU changed its defenses after the touchdown catch and Crockett wasn't able to get away again.

"We went into a mix-em defense," Joseph recalled later. "Where I got help from the other corner back (and) late in the game we had a third man protecting us deep."

The richest NFL title game was played last year between the Browns and the Baltimore Colts. The winning Browns walked off with \$3,052 each while the Colt players were consoled with \$3,571.



JIM DOUSAY (28), LSU tailback, breaks away from the fallen Arkansas end, Bobby Roper, who tries vainly to halt Dousay's forward progress. The play was good for seven yards in second quarter of the Louisiana State University-Arkansas Cotton Bowl game in Dallas, New Year's Day. Terry Easthy (77), LSU tackle, is in the play. LSU won, 14 to 7, to end Arkansas' long winning streak.—(AP Wirephoto)

FULLBACK JIMMY TAYLOR (31) bulls his way for short yardage against the Cleveland Browns. Taylor gained 96 yards and his efforts brought him the award of the most valuable player in the National Football League championship game. Cleveland tackle Dick Modzelewski (74) brought him down on

this play at Green Bay. In the background left is Packer quarterback Bart Starr. Others: Green Bay — Boyd Dowler (86) Ken Bowman (57); Cleveland — Jim Kanicki (68).—(AP Wirephoto)