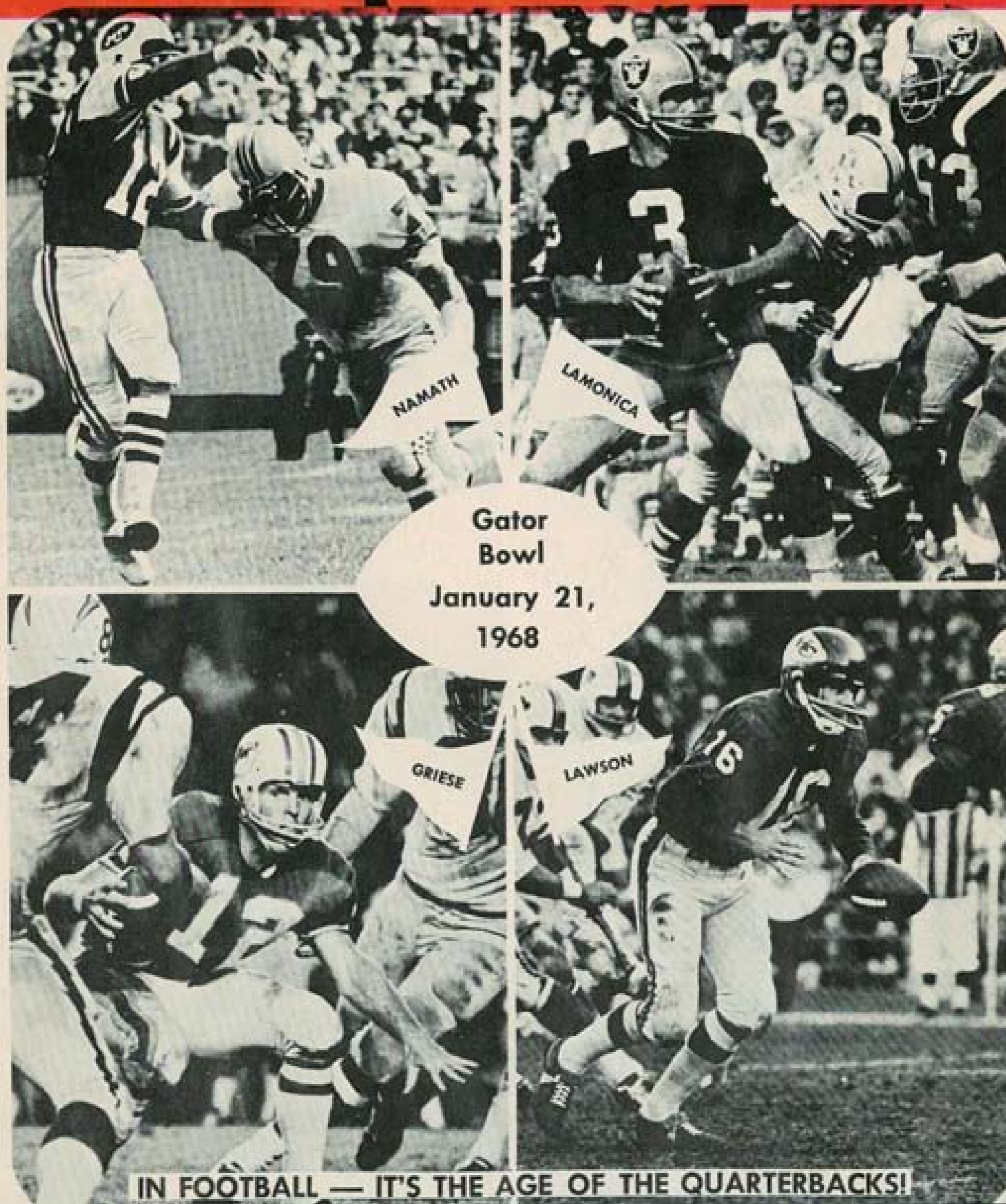


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CHARITIES**

**AFL SEVENTH ANNUAL**

# **ALL-STAR GAME**

**EAST VS. WEST**  
Jacksonville, Florida



AMERICAN FOOTBALL LEAGUE

**PICTORIAL**

**SOUVENIR EDITION**

**FIFTY CENTS**

TAX  
INCL.



OFFICE OF THE MAYOR

JACKSONVILLE, FLORIDA

January 21, 1968

HANS G. TANZLER, JR.  
MAYOR-COMMISSIONER

Greetings:

Jacksonville, the Bold New City of the South, extends a most hearty welcome and a wish for a Prosperous New Year to our visitors and guests who are with us today for the American Football League All-star game.

This city is beyond doubt the Great Sports City of Florida and our newly expanded, 70,000-seat Gator Bowl Stadium is the center of our spectator sports complex. Jacksonville has demonstrated its great interest in and support of spectator sports by development and continued improvement to the Gator Bowl, scene of numerous outstanding professional and varsity football games.

Our other Sports Complex facilities include the Samuel W. Wolfson Baseball Park, home of the International League Jacksonville Suns, affiliated with the New York Mets. Another great asset to this east side sports triad is the 14,000-seat Veterans Memorial Coliseum, which has been the arena for outstanding national varsity basketball games, and which is the home of the Florida Rockets of the Eastern Hockey League.

We in Jacksonville are proud of the opportunities offered here to sports fans and we hope you enjoy today's game. We will have more great sports competitions in Jacksonville. So, hurry back!

Sincerely yours,

  
HANS G. TANZLER, JR.  
Mayor - Commissioner

# 1961 WEST—47 EAST—27



**COTTON DAVIDSON**

**SAN DIEGO** — The first American Football League All-Star game was held in San Diego on January 7, 1962, and the result dispelled the growing contention that the league's balance of power was held by the Eastern Division. This argument had grown fast after Houston had won two straight AFL titles, both at the expense of the San Diego Chargers.

So the twain met on a beautiful January afternoon in San Diego's Balboa Stadium, and for a while the East held command, using a field goal and a safety to blank the West, 5-0, going into the second period.

At this point, Cotton Davidson of Dallas took over at quarterback for the West and Sid Gillman put his squad into a semi-spread formation. On his second possession, Davidson passed the West to a quick 88-yard scoring march. He nailed Donny Stone (Denver) for 24 yards and the game's first score, and the rout was on.

During the game's middle two quarters, Davidson led the West to a 35-point output and eventually to a 47-27 triumph. Davidson hit 16 of 28 passes for 239 yards and three touchdowns and was the overwhelming choice of the pressbox for the game's Outstanding Player Award.

WEST . . . 0 21 14 12—47  
EAST . . . 5 7 7 8—27

Attendance: 20,973

## AFL OFFICIAL DIRECTORY

### LEAGUE OFFICE

Address . . . . . 200 Park Ave., New York, N. Y. 10017  
Telephone . . . . . AC 212 661-8085  
President . . . . . Milt Woodard  
Chairman of Executive Committee . . . . . Gerald Phipps  
Administrative Assistant . . . . . Jim Martino  
Director of Publicity . . . . . Mike Rathet  
Supervisor of Officials . . . . . Mel Hein  
Publicity Assistant . . . . . Mike Wilson

### EASTERN DIVISION

#### Boston Patriots

Address: 78 Lansdowne St., Boston, Mass. 00215.  
Telephone: 617 CO 2-6363.  
President: William H. Sullivan, Jr.  
Asst. to Pres.: Bob Hoobing  
General Manager: Mike Holovak  
Head Coach: Mike Holovak.  
Publicity: Gerry Moore.

#### Buffalo Bills

Address: 69 W. Mohawk, Buffalo, N. Y. 14202.  
Telephone: 716 856-1567.  
President: Ralph C. Wilson, Jr.  
General Manager: Bob Lustig.  
Head Coach: Joe Collier.  
Publicity: Jack Horrigan.

#### Houston Oilers

Address: P. O. Box 1516, Houston, Tex. 77001.  
Telephone: 713 Riverside 8-2780.  
President: K. S. (Bud) Adams, Jr.  
General Manager: Don Klosterman.  
Head Coach: Wally Lemm.  
Public Relations: John Breen.  
Publicity: Jim McLemore.

#### Miami Dolphins

Address: 330 Biscayne Blvd. Bldg., Miami, Fla. 33132.  
Telephone: 305 379-1851.  
Managing Partner: Joseph Robbie.  
Executive Asst. to Pres.: Joe Thomas.  
Head Coach: George Wilson.  
Publicity: Charles Callahan.

#### New York Jets

Address: 595 Madison Ave., New York, N. Y. 10022.  
Telephone: 212 HA 1-6600.  
President: David Werblin.  
General Manager: Weeb Ewbank.  
Head Coach: Weeb Ewbank.  
Publicity: Frank Ramos.

### WESTERN DIVISION

#### Denver Broncos

Address: 181 E. 56th Ave., Denver, Colo., 80216.  
Telephone: 303 623-8778.  
Chairman of Board: Gerald H. Phipps.  
President: Allan R. Phipps.  
General Manager: Lou Saban.  
Head Coach: Lou Saban.  
Publicity: Val Pinchbeck.

#### Kansas City Chiefs

Address: 5605 East 63rd Trafficway, Kansas City, Mo. 64310.  
Telephone: 816 WA 4-9300.  
President: Lamar Hunt.  
General Manager: Jack Steadman.  
Head Coach: Hank Stram.  
Publicity: Jim Schaaf.

#### Oakland Raiders

Address: 1736 Franklin St., Oakland, Calif. 94612.  
Telephone: 415 834-2171.  
General Partners: Ed McGah, Wayne Valley, Al Davis.  
Managing General Partner: Al Davis.  
General Manager: Gordon Stirling.  
Head Coach: John Rauch.  
Publicity: Bob Bestor.

#### San Diego Chargers

Address: 2223 El Cajon Blvd., San Diego, Calif. 92104.  
Telephone: 714 297-4461.  
President: Eugene Klein.  
Chairman: Samuel Schulman.  
General Manager: Sid Gillman.  
Head Coach: Sid Gillman.  
Publicity: Jerry Wynn.

## "WHO KNOWS?" IMPRESSED AFL PREXY SAYS CONCERNING JAX PRO FOOTBALL FRANCHISE

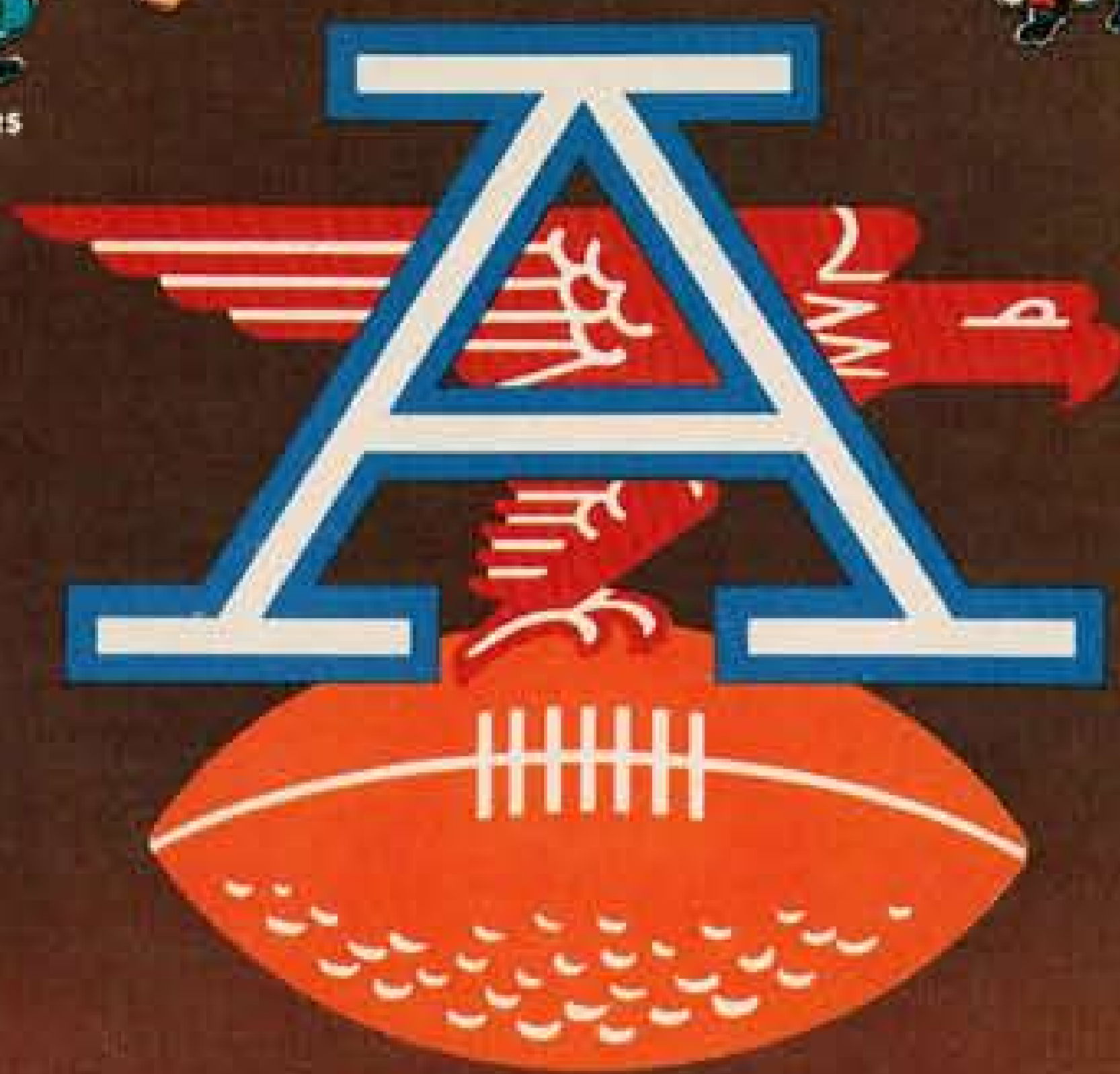


**MILT WOODARD**

"Who knows what the future will bring? After all, Jacksonville is larger than Green Bay, Wisconsin!" That came from Milt Woodard, president of the American Football League, at a recent All-Star Game ticket drive meeting when asked about the future of Jacksonville and pro football.

"This All-Star game is only a one-year deal in Jacksonville, but I am impressed with the enthusiasm and efforts of your people to make it successful. Assuming you will, and as for the future—well, our people aren't fools," Woodard commented.

Woodard also said professional football was bound to grow; that he thought several more cities would eventually be included in the merged AFL-NFL set-up. It was at that point he remarked Jacksonville was larger than Green Bay.



OAKLAND RAIDERS



BOSTON PATRIOTS



NEW YORK JETS



DENVER BRONCOS



KANSAS CITY CHIEFS



BUFFALO BILLS



HOUSTON OILERS



SAN DIEGO CHARGERS



MIAMI DOLPHINS



**Coke has the taste you never get tired of.**

**EAST**

Probable Starting Lineups

**OFFENSE**

Numerical Roster

7	Mercer, K
11	Griese, QB
12	Namath, QB
13	Maynard, FL
20	Lincoln, OB
21	Farr, DB
24	Clancy, OE
25	Westmoreland, DB
26	Saimes, DB
27	Janik, DB
32	Granger, OB
35	Nance, OB
36	Campbell, OB
43	Norton, DB
56	Morris, C
57	Bramlett, LB
58	Stratton, LB
61	Talamini, OG
65	Antwine, DT
66	Shaw, OG
71	Oakes, OT
72	McDole, DE
75	Hill, OG
76	Suggs, OT
77	Barber, OT
78	Dunaway, DT
79	Hunt, DT
80	Holmes, DE
83	Sauer, OE
85	Buoniconti, LB
86	Biggs, DE
87	Lammons, OE
90	Granthum, LB

No.	Name	Pos.
83	George Sauer	SE
76	Walt Suggs	LT
61	Bob Talamini	LG
56	Jon Morris	C
66	Billy Shaw	RG
71	Don Oakes	RT
87	Pete Lammons	TE
12	Joe Namath	QB
20	Keith Lincoln	HB
13	Don Maynard	FL
35	Jim Nance	FB

**DEFENSE**

No.	Name	Pos.
72	Ron McDole	LE
79	Jim Hunt	LT
78	Jim Dunaway	RT
86	Verlon Biggs	RE
90	Larry Granthum	LLB
85	Nick Buoniconti	MLB
58	Mike Stratton	RLB
21	Miller Farr	LCB
25	Dick Westmoreland	RCB
26	George Saimes	LS
43	Jim Norton	RS

**WEST**

Probable Starting Lineups

**OFFENSE**

Numerical Roster

00	Otto, C
3	Lamonica, QB
16	Dawson, QB
17	Blanda, K
19	Alworth, OE
21	Garrett, OB
25	Biletnikoff, FL
26	Hubbert
32	McClinton, OB
33	Graham, DB
35	Dixon, OB
42	Robinson, DB
45	Duncan, DB
47	Brown, DB
48	Wilson, DB
55	Conners, LB
59	Kaminski, C
63	Costa, DT
64	Redman, LB
65	Hawkins, OG
66	Buncom, LB
71	Budde, OG
74	Keating, DT
75	Mays, DE
77	Sweeney, OG
78	Bell, LB
79	Schuh, OT
82	Frazier, OE
83	Davidson, DE
84	Arbanas, OE
86	Buchanan, DT
88	Denson, FL
94	Mix, OT

No.	Name	Pos.
19	Lance Alworth	SE
94	Ron Mix	LT
77	Walt Sweeney	LG
00	Jim Otto	C
65	Wayne Hawkins	RG
79	Harry Schuh	RT
84	Fred Arbanas	TE
3	Daryle Lamonica	QB
21	Mike Garrett	HB
88	Al Denson	FL
35	Hewritt Dixon	FB

**DEFENSE**

No.	Name	Pos.
75	Jerry Mays	LE
74	Tom Keating	LT
86	Buck Buchanan	RT
83	Ben Davidson	RE
78	Bobby Bell	LLB
55	Dan Conners	MLB
66	Frank Buncom	RLB
47	Willie Brown	LCB
45	Les Duncan	RCB
33	Kenny Graham	LS
42	Johnny Robinson	RS

**GAME OFFICIALS**

<b>REFEREE</b> Ben Dreith (No. 12)	<b>SIDE LINESMAN</b> Hunter Jackson (No. 43)
<b>UMPIRE</b> Walt Parker (No. 25)	<b>BACK JUDGE</b> Hugh Gamber (No. 43)
<b>HEAD LINESMAN</b> Al Sabato (No. 30)	<b>FIELD JUDGE</b> Jack Reader (No. 42)

COCA-COLA AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY



Coca-Cola... served at the training centers of the United States Olympic Team.

# THIS IS JAX CHARITIES EIGHTH PRO GRID GAME IN GATOR BOWL! PROFITS GO TO NEEDY CAUSES

Any profits realized from today's game will be given to charitable causes in the Jacksonville area.

Jacksonville Charities, the game's sponsor, is not new on the local sports scene.

Between 1955 and 1961, Jax Charities promoted seven NFL pre-season games in the Gator Bowl. Profits from those games, as will any from today's fine AFL All-Star attraction, went to deserving charities which might not otherwise receive help. Between 1955 and 1960, Jax Charities gave \$49,167.09 to local causes, including building tennis courts at two local children's homes. They were also contributors to the police department's Another Chance Fund which returned repentant runaway youths to their parents.

Twenty sports-minded Jacksonville men organized Jacksonville Charities in 1955 and most of the 15 survivors serve on the current executive committee. Missing are the late well-known Sam Butz, W. E. (Bill) Snyder, Gordon Thompson, Sr., Victor Zambetti, Jr. and Sam Wolfson.

Past presidents have included William H. Johnston, now honorary chairman of the Executive Committee, James J.

Patton, Norvin Veal, Van Fletcher, Gert Schmidt and Henry Kramer, current president.

The present executive committee includes the following charter members: W. T. Coppedge, Jr., Van Fletcher, Conrad J. Gunti, Julian E. Jackson, William H. Johnston, Henry Kramer, Joseph A. Livingston, Jr., Frank W. Norris, James J. Patton, John A. Rush, Robert M. Smith, Dick Stratton, Norvin Veal and Frank Winchell.

Recently, President Kramer added these men to the executive committee: Bill Basford, Danny Bridges, Robert Feagin, Abe Fletcher, L. C. Ringhaver, Cmdr. William Fitch, Lewis Taylor, Gordon Thompson, Jr., and Ashley Verlander.

The current officers include Mr. Kramer as president, Frank Winchell, vice president; Cmdr. Bill Fitch, secretary and Frank Norris, treasurer.

When it was determined that local citizens needed to underwrite \$100,000 to guarantee the game, more than 70 subscribed better than \$300,000 and the AFL chieftains selected Jacksonville.

---

*Welcome to the*  
**First A. F. L. All-Star Game**  
in

**Jacksonville**

**M**



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**JACKSONVILLE, FLORIDA 32206**

## ENLARGED GATOR BOWL STADIUM TAKES PLACE AMONG LARGEST, MOST ACTIVE IN NATION



Completion of the south "bowl" in Gator Bowl Stadium in late Fall meant the site of today's AFL All-Star contest became one of the nation's major facilities. The 68,000-plus fans who saw the recent Gator Bowl game was a new local record.

Visitors to Jacksonville — particularly those who represent American Football League teams — might take note of Jacksonville's other major sports and entertainment facilities in addition to the Gator Bowl.

Memorial Coliseum next door (sharing the same parking areas with the Gator Bowl) will seat from 8 to 12 thousand, depending on the activity. The Gator Bowl basketball tournament is played there and it is annually host to the Holiday On Ice and Ringling Brothers and Barnum & Bailey Circus. (The house record was some 15,000 to hear The Rev. Billy Graham!)

Downtown, picturesquely located on the waterfront and walking distance from the major hotels, is the Civic Auditorium. The Auditorium, with excellent acoustics, seats 3200. The Theater will seat 600 and the Exhibition Hall, which can seat 2000, is great for conventions, boat shows, etc. Giant truck and trailer rigs can drive in to unload.

Also adjacent to the Gator Bowl is one of Triple-A's finest baseball parks. It will easily seat from 10 to 12 thousand, depending on how many bleacher seats they want to install.

Jacksonville — under its approaching new consolidation — will become one of the nation's largest municipal areas. Jacksonville is big time in many other business and cultural respects.

Big time enough for a pro football franchise perhaps?

**SAVE AT  
WINN  
DIXIE  
FOOD STORES**

**The smart place  
to go . . .  
for good things  
to eat!**

# Cool steaming feet with Desenex.



After a couple of hours in your shoes your feet can feel like they're trapped in steaming kettles. They feel hot and itchy.

And hot, itchy, moist feet can be Step #1 on the way to the painful cracking, peeling and blisters of Athlete's Foot.

That's because the Athlete's Foot fungus thrives in warm, moist, dark places—like your shoes.

That's why you need Desenex. The cooling, soothing spray-on powder recommended and prescribed by doctors. Desenex kills Athlete's Foot fungi. In fact, it's so effective it's guaranteed to work or your money back.

Next time your shoes feel like steaming kettles, cool your feet with Desenex.



**Use Desenex daily  
and you may never suffer  
from itchy,  
burning feet again.**



Performance  
Rated

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