



# GREEN BAY PACKERS

*1957*  
**PRESS,  
RADIO  
AND  
TV  
GUIDE**

**WISCONSIN'S PRO FOOTBALL TEAM**

OUR *39th* SEASON

# PRELIMINARY INFORMATION

CLUB ..... Green Bay Packers (39th Season in Professional Football)  
ADDRESS ..... 349 S. Washington St., Green Bay, Wis.  
PHONE — HEmlock 2-4873  
PRESIDENT ..... Russell W. Bogda  
GENERAL MANAGER ..... Verne C. Lewellen  
HEAD COACH ..... Lisle W. Blackburn  
COLLEGE — Lawrence YEAR — Fourth  
ASSISTANT COACHES —  
Ray McLean, Lou Rymkus, Tom Hearden, Jack Morton  
ADMINISTRATIVE ASST. AND TALENT SCOUT ..... Jack A. Vainisi  
SALES PROMOTIONAL DIRECTOR ..... Tom Miller  
COLORS ..... Navy Blue, Green and Gold

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## HOME FIELDS —

City Stadium, Green Bay, Wisconsin — Capacity, 32,250.  
County Stadium, Milwaukee, Wisconsin — Capacity, 43,000.

## LEADING PASSERS —

Tobin Rote (Rice) — 308 passes, 146 completions, 2,203 yards, 18 touchdowns; Bart Starr (Alabama) — 44 passes, 24 completions, 327 yards and two touchdowns.

## LEADING RECEIVERS —

Bill Howton (Rice) — 55 for 1,188 yards, 12 touchdowns; Gary Knafelc (Colorado) — 30 for 418 yards, 6 touchdowns; Joe Johnson (Boston College) — 28 for 258 yards; Howard Ferguson (No College) — 22 for 214 yards.

## LEADING RUNNERS —

Tobin Rote (Rice) — 84 tries, 398 yards, 4.7 average; Howard Ferguson (No College) — 99 tries, 367 yards, 3.7 average; Fred Cone (Clemson) — 49 tries, 211 yards, 4.3 average; Al Carmichael (U. of Southern California) — 32 tries, 199 yards, 7.0 average.

## LEADING SCORERS —

Fred Cone (Clemson) — 72 points on 33 extra points, 5 field goals and 4 touchdowns; Bill Howton (Rice) — 72 points on 12 touchdowns; Tobin Rote (Rice) — 66 points on 11 touchdowns and Gary Knafelc (Colorado) — 36 points on 6 touchdowns.

## LOST TO SERVICE —

Forrest Gregg, Guard (SMU); Jack Losch, Halfback (Miami, Fla.); Bob Skoronski, Tackle (Indiana).

## 1956 RECORD —

Won 4, Lost 8.

## LIFETIME NFL RECORD —

Won 264, Lost 162, Tied 24. 6 NFL Titles.



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# GREEN BAY PACKERS 1957 SCHEDULE

## NON-CHAMPIONSHIP GAMES

Aug. 16 — Friday	Chicago Cardinals at Miami, Florida
Aug. 24 — Saturday	Chicago Cardinals at Austin, Texas
Aug. 28 — Wednesday	Philadelphia Eagles at Milwaukee, Wis.
Sept. 7 — Saturday	New York Giants at Boston, Mass.
Sept. 14 — Saturday	Washington at Winston-Salem, N.C.
Sept. 21 — Saturday	Pittsburgh Steelers at Minneapolis, Minn.

## CHAMPIONSHIP GAMES

Sept. 29 — Sunday	Chicago Bears at Green Bay
Oct. 6 — Sunday	Detroit Lions at Green Bay
Oct. 13 — Sunday	Baltimore Colts at Milwaukee, Wis.
Oct. 20 — Sunday	San Francisco 49'ers at Milwaukee, Wis.
Oct. 27 — Sunday	Green Bay Packers at Baltimore
Nov. 3 — Sunday	New York Giants at Green Bay
Nov. 10 — Sunday	Green Bay Packers at Chicago Bears
Nov. 17 — Sunday	Los Angeles Rams at Milwaukee, Wis.
Nov. 24 — Sunday	Green Bay Packers at Pittsburgh
Nov. 28 — Thursday	Green Bay Packers at Detroit (Thanksgiving)
Dec. 8 — Sunday	Green Bay Packers at Los Angeles Rams
Dec. 15 — Sunday	Green Bay Packers at San Francisco 49'ers

## HOME PARKS

Green Bay — New Green Bay City Stadium  
Milwaukee — Milwaukee County Stadium

## THE GREEN BAY PACKERS, INC.

### COACHING STAFF

LISLE W. BLACKBOURN, Head Coach

TOM HEARDEN,  
Assistant Coach

RAY McLEAN,  
Assistant Coach

LOU RYMKUS, Asst. Coach

JACK MORTON, Asst. Coach

### MEDICAL AND EQUIPMENT STAFF

DR. HENRY ATKINSON,  
Team Physician

CARL "Bud" JORGENSEN,  
Trainer

GEORGE "Dad" BRAISHER, Equipment Manager

### ADMINISTRATIVE

VERNE C. LEWELLEN, General Manager

EARL J. FALCK,  
Ticket Director

JACK VAINISI,  
Talent Scout, Adm. Asst.

TOM MILLER,  
Publicity Director

WILNER BURKE,  
Band Director

RUTH McKLOSKEY,  
JOYCE WERY,  
Office Secretaries

ED WOCHENSKE,  
Program Sales

### GREEN BAY PACKERS ADDRESS

349 S. Washington St., Green Bay, Wis.

Phones: — Business, HEMlock 2-4873, 2-4874 • Tickets, HEMlock 5-4466

Home Parks: City Stadium, Green Bay, Wis.

Milwaukee County Stadium, Milwaukee, Wis.

## ADMINISTRATIVE PERSONNEL

RUSSELL W. BOGDA, President

L. H. JOANNES,  
Vice-President

DOMINIC OLEJNICZAK,  
Vice-President

JOHN B. TORINUS, Secretary

## BOARD OF DIRECTORS

\*EMIL R. FISCHER — Chairman of the Board

Jerry Atkinson	Charles Goldenberg (2)	Maxwell D. Murphy*
H. J. Bero*	Ken Haagensen (11)	Dominic Olejniczak*
Frank Birch (2)	Don Hutson (5)	Herb Olson
R. W. Bogda*	L. H. Joannes*	Lawrence W. Pfeiffer
Richard Bourguignon	Leslie J. Kelly*	Albert Puelicher (2)
Ervin Bushman (1)	David B. Kuenzli (2)	A. A. Reimer
G. W. Calhoun	Fred Leicht*	C. J. Renard
Tony Canadeo	Louis Levitas	Walter C. Scherf
Fred L. Cobb	L. E. Liebmann	Edward Schuster (8)
Max Cohodas (3)	Charles P. Mathys	David B. Smith (10)
Bernard Darling*	W. Heraly MacDonald*	John Stathas
Charles Egan	Arthur Mongin (7)	Hugh Strange (9)
Richard S. Falk (2)	Herbert L. Mount (2)	John B. Torinus*
Edward Fritsch (4)	Carl Mraz	Fred N. Trowbridge*
Charles Goldberg (6)		A. C. Witteborg

(1) Sturgeon Bay (2) Milwaukee (3) Appleton (4) Manitowoc (5) Racine  
(6) Marinette (7) Kaukauna (8) Denmark (9) Neenah (10) Wausau (11) Oconomowoc

\*—Executive Committee.

## INFORMATION FOR PRESS, RADIO AND TELEVISION

The aim of this book is to provide basic information on Green Bay Packer football, present, past and future. In addition to facts contained in these pages, we will be glad to provide special services on request, such as photographs, mats, features, or supplementary information.

*This book compiled by*

TOM MILLER, Publicity Director

Green Bay Packers — 349 S. Washington St., Green Bay, Wis.

— Phones —

Business — HEmlock 2-4873 Home — HEmlock 2-8590

## REVIEWING PACKER HISTORY

**FOUNDING** — The Packers began in 1919 as a 'scrub' team of former Green Bay High School stars organized by Earl L. (Curly) Lambeau, who had played at Notre Dame. A war-time plant, The Indian Packing Company, agreed to give Curly \$500 for uniforms if they called their team the Packers. The Packing company folded up after World War I but the Packers are now in their 39th season of professional football.

**EARLY DAYS** — That first season the team won 10 games and lost only one against other teams from Wisconsin and Upper Michigan. Games were played in an open field with no fence or bleachers, and interested fans "passed the hat." But the team was so successful by 1921 that Lambeau was backed by two officials of the packing plant in obtaining a franchise in the new national pro-football league that had been formed in 1920. Cash customers didn't quite pay the freight, and at the end of the season it had to be forfeited. This was the first in a long series of troubles that the now famous team overcame, for in 1922 Lambeau gained other backers and bought the franchise back for \$250. Troubles continued during that season. One game was rained out and the insurance company wouldn't pay off because the official amount of rain was one one-hundredth of an inch short of that required in the policy. Another storm late in the season when the Packers were scheduled to play the Duluth Eskimos, however, proved the founding of the modern community corporation. A. B. Turnbull, general manager of the Green Bay Press-Gazette, told the Packers to play anyway. He then went out and helped organize the businessmen of Green Bay in the support of the team, and the Green Bay Football Corporation was formed.

**THE IRON MAN ERA** — With good financial backing, Lambeau began to pick up college stars from all over the country, plus some unknowns who were going to turn out to be "greats." And in 1929 Green Bay won the national professional football championship. They repeated in 1930 and 1931 with a team featuring such all-time pro greats as Red Dunn, Verne Lewellen, Cal Hubbard, Bo Molenda, Jug Earp, Mike Michalske, Johnny Blood, Bill Kern, Arnie Herber, Clarke Hinkle, Lavvie Dilweg, Tom Nash, Milt Gantenbein and Hank Bruder. Many games 12 to 13 players would go for almost the full 60 minutes. These teams were hailed all over the country as some of the greatest ever.

**THE HUTSON PERIOD** — Trouble flared again soon afterward. A fan fell from the stands, sued and won a \$5,000 verdict, and the insurance company went out of business. The Packers went into receivership, were

just about to fold when Green Bay businessmen came to the rescue again, raised \$15,000 in new capital and reorganized the club. About this time a rather slight, lanky end by the name of Don Hutson came to the club. From his first game on, Hutson became the terror of the league and the secret of Green Bay's next three championships. On his first play in professional ball against the Chicago Bears, he took a pass from Arnie Herber and went 94 yards for the only score of the game. With Herber and Cecil Isbell pitching and Hutson catching anything they threw at him despite any kind of a stop-Hutson defense, Green Bay won championships in 1936, 1939 and 1944, and all during the Hutson era they always finished in the first division.

**RONZANI REGIME** — After Hutson's retirement, Packer fortunes again went into a decline. The disastrous pro football war brought on another financial crisis after the 1949 season. In the midst of it Lambeau resigned to take a position as head coach of the Chicago Cardinals. Then began another major reorganization and rebuilding effort with Gene Ronzani of the Bears hired as head coach. Over \$125,000 was raised in a giant stock sale all over the state. Ronzani's teams improved each of the first three seasons until 1952. The Packers were in the thick of the title chase until the last weeks of the season. In 1953 the team played erratic ball and Ronzani resigned with two games remaining on the schedule. Assistant coaches Hugh Devore and Ray McLean took the team to the Pacific Coast for the final two games.

**BLACKBOURN TAKES OVER** — The Packers overhauled their front office and coaching staff in 1954, hiring Verne C. Lewellen, all-time Packer great, attorney and business man, as general manager. Reaching into college ranks for a head coach was the next step in the re-building plans and Lisle W. Blackbourn, a native Wisconsinite, and Coach of Marquette University, was signed to a contract. A strict fundamentalist, an able organizer and administrator, and a coach who gets the most from his players, Blackbourn soon had the Packers playing the type of football that was appealing to the fans. In the first 10 games of the 1954 season the Packers had won four games and lost six but those six defeats were by a meager margin of 27 points. The Packers wound up the season with a record of four wins against eight defeats but all Packerland was happy over the improved play and the spectacular brand of football the Packers displayed. Blackbourn came within one vote of being named "Coach of the Year." His old contract was torn up and a new one was signed with a substantial increase. In 1955 "Liz" had the Packers in contention for the Championship until the last few games of the season. The four and eight record of last season should be greatly improved by a good draft, trades and by returning servicemen.

## VERNE C. LEWELLEN — General Manager

An all-time Packer great, Verne C. Lewellen, is directing the Green Bay Packers for the fourth season as its first General Manager. Lewellen was a spark plug in the backfield that saw Green Bay sweep to three straight World Championships in 1929, 1930 and 1931.

He was a fine running halfback, a great defensive player, but was particularly noted for his punting. Before joining the Packers he was an All-Conference halfback and baseball pitcher at Nebraska and after graduation tried out with the Pittsburgh Pirates as a pitcher before reporting to Green Bay in 1924.

A lawyer by profession, he was elected District Attorney of Brown County while still active in football and served two terms. He continued his law practice and entered the employ of Standard Oil Company where he was personnel supervisor and later tax supervisor.

Born in Garland, Nebraska, Lewellen is a widower and has three children, two sons and a daughter.



Verne C. Lewellen



L. BLACKBOURN

## LISLE W. BLACKBOURN Head Coach

A successful high school coach, a successful college coach, and in the opinion of many who should know, a successful professional coach.

That's the story of Lisle "Liz" Blackburn, who took over as the third coach in Green Bay Packer history in 1954.

His remarkable success in raising the Packer fortunes during the 1954 season is just another in a long list of master strikes of ability that has followed Blackburn all through his coaching career.

Although the Packers finished the 1954 season with a record of four victories against eight losses, the manner in which the Packers were in practically every game down to the final gun convinced all eager Packer rooters that they had one of the finest coaches in the business.





































































































































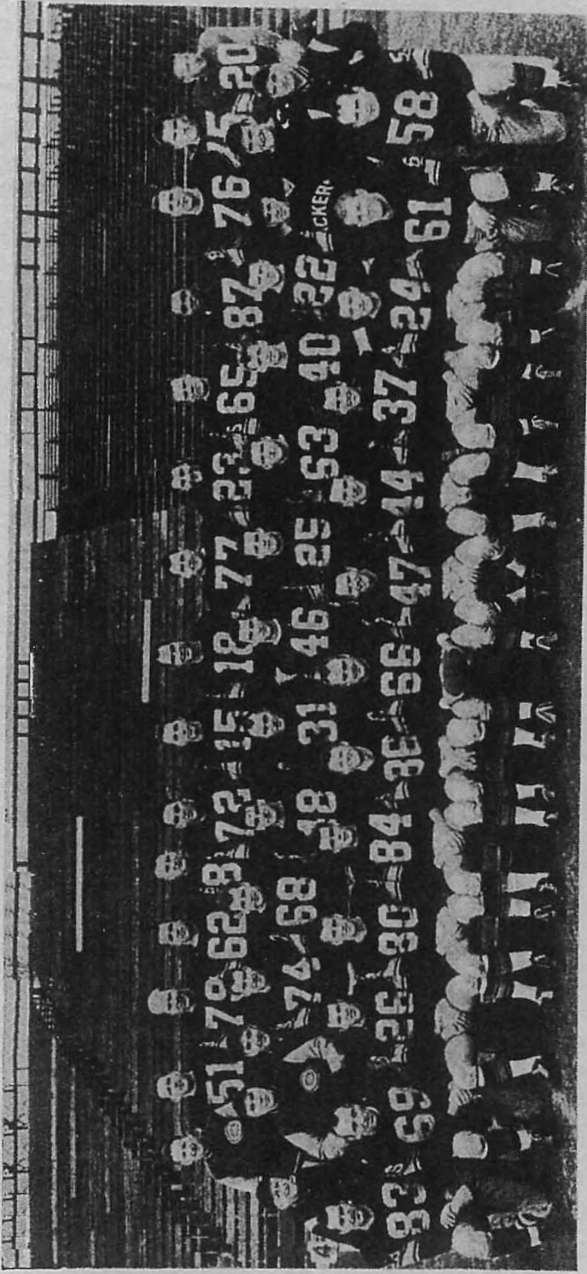
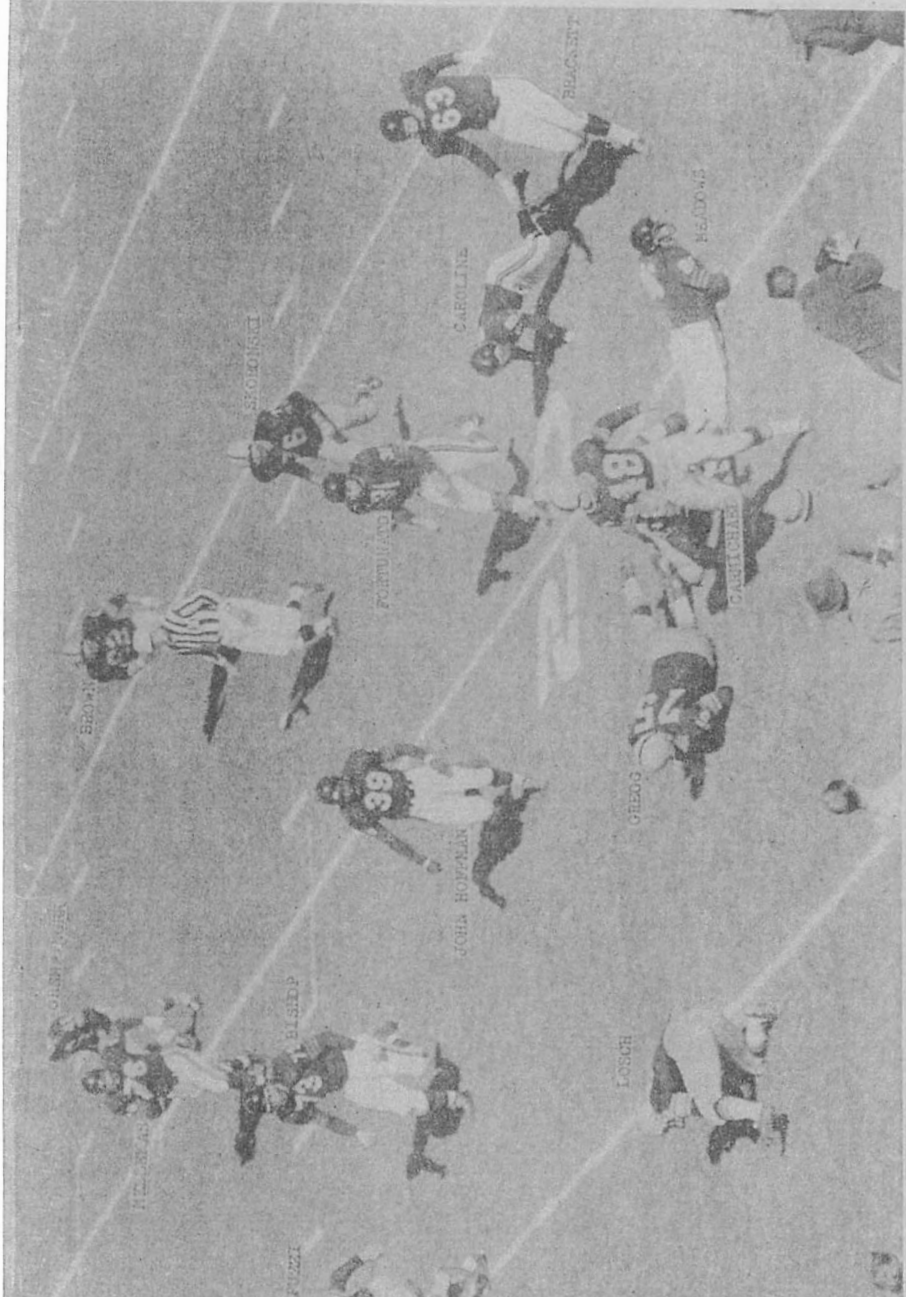


PHOTO BY LEFEBVRE-LUEBKE

## 1956 GREEN BAY PACKERS

- |                                   |                             |                             |                         |
|-----------------------------------|-----------------------------|-----------------------------|-------------------------|
| <i>Top Row</i> — #81 Gene Knutson | # 62 Buddy Brown            | # 79 Dave Hanner            | # 84 Gary Knafelc       |
| # 72 Jerry Helluin                | # 77 John Sandusky          | # 18 Tobin Rote             | # 84 Gary Knafelc       |
| # 65 Tom Bettis                   | # 75 Forrest Gregg          | # 76 Bob Skoronski          | # 44 Bobby Dillon       |
| — "Dad" Braisher, Equipment Mgr.  | Earl Klapstein, Ass't Coach | Lisle Blackburn, Head Coach |                         |
| # 74 Roger Zatkoff                | # 31 Fred Cone              | # 48 Al Carmichael          |                         |
| # 25 Jack Losch                   | # 22 Bill Roberts           | # 40 Joe Johnson            |                         |
| Lou Rymkus, Ass't Coach           |                             | Bud Jorgensen, Trainer      |                         |
| — # 83 John Martinkovic           |                             | # 26 Jim Capuzzi            |                         |
| # 86 Bill Howton                  |                             | # 47 Val Joe Walker         |                         |
| # 24 Floyd Reid                   |                             | # 58 Larry Lauer            |                         |
|                                   |                             |                             | # 46 Henry Gremminger   |
|                                   |                             |                             | Ray McLean, Ass't Coach |
|                                   |                             |                             | # 80 Dick Deschaine     |
|                                   |                             |                             | # 20 Billy Bookout      |



Al Carmichael's 106-yard NFL record return of kick-off against the Chicago Bears at Green Bay, Sunday, Oct. 7, 1956.

PRESS-GAZETTE PHOTO