

February 2, 2014

Mostly Personal...

Remembering The First Super Bowl January 15, 1967 Memorial Coliseum, Los Angeles Green Bay Packers 35 - Kansas City Chiefs 10

Can you believe it! I am old enough to remember (with great clarity) the very first Super Bowl! I rushed home from church, ate a first-class Sunday meal, and got ready for a brand new thing in my world – *The Official Championship Game between the National Football League and the American Football League*. Most football fans believed the game would be historic. Not because it was the beginning of the biggest sporting event in America, but rather because most of us were certain this would be the **ONLY** game between the NFL and AFL. We were convinced there was no way this experiment would succeed.

Here are a few tidbits about Super Bowl I that you might not know.

1. Not everyone was happy with the decision to play a championship game between the established National Football League and the rival American Football League. One commentator declared, “What is this? No self-respecting football fan would be caught dead watching a football game after January 1!”
2. The Green Bay Packers had just won three consecutive NFL championships (1965, 1966, 1967), and Coach Vince Lombardi thought the AFL was not worthy to be on the field with the NFL champions. In fact, he threatened to make his Packers *pay dearly* if they didn’t crush the Kansas City Chiefs! So, on that Sunday afternoon of January 15, 1967, my Packers won, defeating the Chiefs 35-10.
3. The game was not called the Super Bowl until several years later. Lamar Hunt, owner of the Chiefs and creator of the AFL, looked at his daughter’s *Super Ball* and thought *Super Bowl* would be a great name for the championship game between the two leagues. About three years later the name stuck and *The NFL-AFL Championship Game* officially became *The Super Bowl*.

4. I could have gotten a ticket easily since the game wasn't a sellout. 69,946 fans sat comfortably in the 100,000 seat Los Angeles Memorial Coliseum. Outstanding tickets were available for \$15. My problem as an 11 year old was getting to California. I couldn't find anybody willing to take me. Still one of the great disappointments of my life!
5. The winning team was paid \$15,000 each and members of the losing team each received \$7,500. A winner's share this year approaches \$100,000.
6. A one-minute commercial during the first Super Bowl sold for \$75,000 to \$85,000. A HALF-MINUTE spot in this year's game will cost an average of \$4,000,000! That means we could duplicate our entire facility for the cost of 60 seconds of airtime during tonight's Super Bowl!
7. Speaking of commercials, did you know there were two kickoffs to start the second half of the very first Super Bowl? The Packers and Chiefs began the 3rd quarter as usual; but the refs nullified the kick-off and told the teams to do it again. The problem? NBC had scheduled one commercial too many and the teams started before they were back on the air. Yep, we knew from the beginning that commercials would always be a big part of the Super Bowl! It shows how important companies believe their message is.

I'm hoping the *John 3:16* guy makes a comeback this year. God wants us to know His message is important, too. It's worth a whole lot more than \$4,000,000! So, head home and enjoy the game, but don't get so caught up in the game or those famous/infamous commercials that you forget the most important message of all:

“For God so loved the world that He gave His only Son, that whosoever believes in Him will not perish, but have everlasting life.”

I love you,
Pastor Stephen

