



The Birth of the New NFL: How the 1966 NFL/AFL Merger Transformed Pro Football

Larry Felser

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The year 1966 marked the birth of the National Football League as we know it, when owners in the NFL and the upstart American Football League agreed to an unprecedented merger, to take place at the start of the 1970 season. They also agreed to play, beginning at the end of the '66 season, a game between each league's champion—a game that came to be called The Super Bowl.

The Birth of the New NFL tells the story of that historic season, leading to the game between the Green Bay Packers and the Kansas City Chiefs. It also tells the off-the-field story, the one between warring owners and cities—a story often more brutal than the one on the field. Larry Felser has interviewed the leading men of the day, from Al Davis and Jack Kemp, to Wellington Mara, Art Modell, Lamar Hunt, Gene Upshaw, Dan Rooney, and many others. He presents the struggles of top teams for the chance to represent their respective leagues in the biggest game ever, while also offering a behind-closed-doors view of the wheeling and dealing it took to reach the agreement.



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