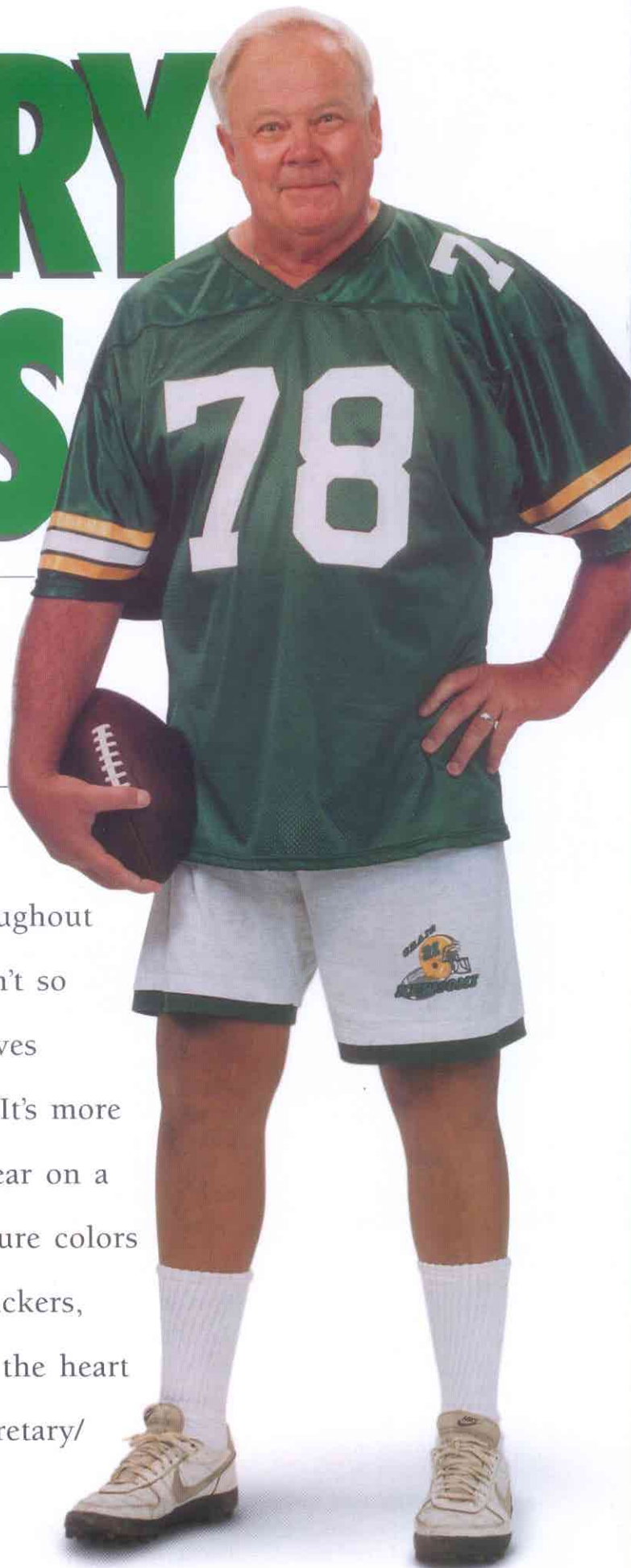


GLORY DAYS

*Branch Officer has
early brush with the
green and gold*

To many people in Wisconsin and throughout the Midwest, fall isn't so much about the leaves turning from green to gold. It's more about how those colors appear on a football jersey. As the signature colors of the beloved Green Bay Packers, they hold a special place in the heart of Bob Eiting, long-time secretary/treasurer of Branch 103-Hollandtown, Wis.



Football has always been one of Bob's favorite interests. During an Army stint in the mid-1950s, he spent his free time playing offensive and defensive tackle against guys who would eventually go on to become pro football players.

Turn back the clock to the year 1959 — the dawn of the Packers' glory years. At nearly six and a half feet tall, Bob was a muscular 25-year-old and every bit the picture of an imposing defensive or offensive lineman.

"I somehow got talking smart one day about how the Packers had won only one game the previous year," remembers Bob. The man he was boasting to turned out to be a friend of several Packer board of directors members.

Apparently, word got back to the Packer organization that a young man from the area thought he could make a contribution to the team.

"About March, the Packers called me up and told me they wanted me to meet Vince Lombardi," says Bob, surprised that an innocent comment had turned into the opportunity of a lifetime. When Bob met Lombardi, he was amazed at how quickly he could size up a player.

"He shook my hand and said, 'What do you weigh 282?'" says Bob. "No, I said, 284."

Not only was Lombardi perceptive about guessing weight, Bob says he had an incredible sense for knowing specifically how each individual player needed to be motivated.

"He knew the minute he met you if he had to kiss you or kick you to

get you to play your best." Bob says. "He may have been the greatest psychologist who ever coached a football team. He had a great system of coaching, but he's the man who did the motivating."

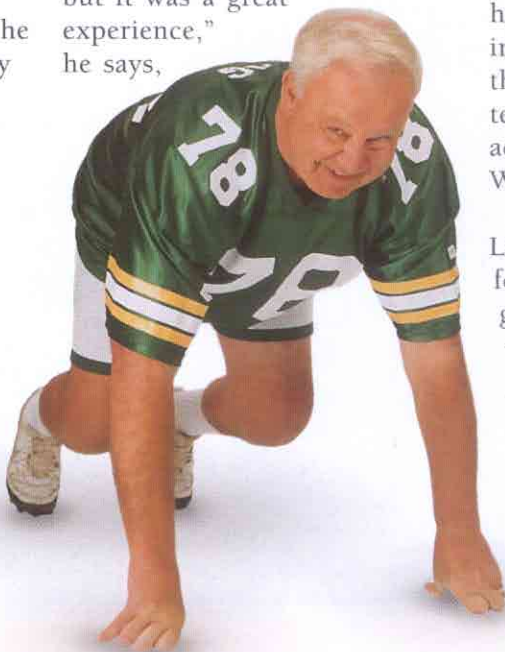
Bob knows first-hand how tough the Lombardi organization was. Practicing all day long in the hot summer sun was common place, and Bob says Lombardi wouldn't let the players drink water during the workout.

"Sometimes, I'd lose 15 pounds in a day during practice, but those are the things you do when you're young and full of vinegar," Bob says.

As a player, Bob has a lot of respect for Lombardi.

"You may have hated him on the field, but he was a real good human being," Bob says fondly. "He could swear a blue streak on the football field, but he went to church every morning."

Unfortunately, Bob's stint with the Packers was short-lived. "Once I got to training camp, I knew I wasn't good enough, but it was a great experience," he says,



Bob Eiting, before his Packer days, in 1955.



thankful for the opportunity. "You learn something quick. You may be big and strong, but if you're not fast enough, you're not going to play the game."

Not ready to give up, he joined the Manitowoc Chiefs, a Wisconsin semi-pro team.

Bob traded in his Packer player gear for season tickets that he still holds. In fact, no one has ever owned those four seats in Lambeau Field but him. (A good move considering that today's season ticket waiting list is 46,000 names long.)

He enjoyed attending home games for years, but now a new pair of artificial knees has made it physically impossible for him to sit in the seats and brave the frigid temperatures of late fall that accompany most games in Wisconsin.

At the next home game at Lambeau Field, it's Bob's four kids who will enjoy the game in Section 13, Row 41. And, as they watch the game, they can think of their dad — probably home watching the action on television — and be proud.

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