

MONDAY, DECEMBER 25, 1972

# B52 crews are studying maps of the Super Bowl

WASHINGTON—President Nixon is angry with the National Football League because the National Football League will not let all his people see the football.

The other day the President addressed himself in the spirit of peace to the living, fleshly embodiment of the National Football League. This embodiment is Pete Rozelle.

"Pete Rozelle!" the President said, although only figuratively of course. The President does not personally address embodiments or, except on rare occasions, even all his people.

## Only through amplifiers

No. The presidential voice is most commonly heard only through amplifiers. Sometimes, as when the reporters sit in the White House and listen to the voice come down the mountain to them from Camp David, the amplifier is mechanical. Other times it is human.

The President has many human amplifiers. Such an amplifier is Richard Kleindienst, and when the President thought of all his people and of how some among them would not be able to see the football, he was much affected.

Taking his Kleindienst amplifier to hand, the President spoke. "Pete Rozelle!" he said. "You are the living, fleshly embodiment of the National Football League. As such you are of kingly power."

## A poll for Rozelle

Pete Rozelle knows that. A public-opinion poll conducted for Pete Rozelle by the greatest pollers in the land had once proven that the National Football League was more important than Great Britain, Italy and Paraguay combined.

He did not have to listen to the presidential amplification. Pete Rozelle knew too well what would be demanded of him across the amplification table.

Pete Rozelle had become a king by cunning knowledge of the precise moment to turn off the television. When one of his teams performed in its home town, Pete Rozelle decreed that the television in that home town would not be allowed to entertain the home-town folk with that performance.

This policy of Pete Rozelle was called

"the blackout." Without it, King Pete and his Dukes all agreed, people would sit home and watch the football in civilized comfort

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instead of paying \$10 a head to sit in rain and ice with a miserable view of the game and only a vague notion of who was doing what.

## Great good sense

Thus, reasoned King Pete and his dukes, with great good sense, it would not be quite so easy for the National Football League to get rich.

Now, however, the blackout had roused the greatest fan of the realm, for in Fanhood the President was No. 1.

"Pete Rozelle!" he said. "You of kingly power Let the blackout be lifted, so that the excellence of your great sport may be seen by all my people."

Pete Rozelle was always moved when anybody referred to what happened in the National Football League as sport. He had labored hard to combat those who tried to portray it as business, as industry, as labor-management enterprise. Pete Rozelle was pleased to see the measure of success he had had with the fan who was No. 1.

"Let all my people," said the President, "gaze upon the spirited play of the Redskins of Washington and Packers of Green Bay, Wisconsin; of the Steelers of Pittsburgh, and of the Raiders of Oakland, of the Great Dolphins of Miami, Florida, a state rich in life-giving sunshine and electoral votes—"

Pete Rozelle let the President recite the names of all the teams in the playoff games before he said, "No."

"While it would get us both a lot of votes in the short run," Pete Rozelle said, "in the long run it would probably make it harder for the National Football League to stay rich."

President Nixon is angry with the National Football League. The B-52 crews are studying reconnaissance maps of the Super Bowl.

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