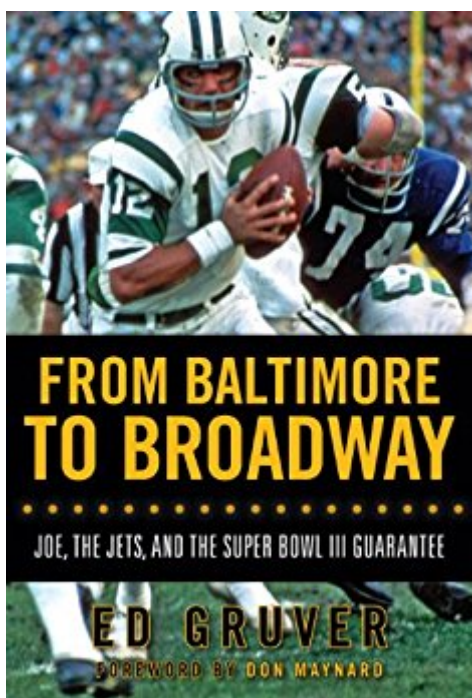


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From Baltimore To Broadway: Joe, The Jets, And The Super Bowl III Guarantee



Synopsis

From Baltimore to Broadway is the first book that tells the complete story of Super Bowl III from the recollections of both the Colts the Jets. It was a moment in time when the sport's past, present, and future met in historical intersection. To the men who made it happen, who played a role in its final outcome, Super Bowl III is more than just the game that changed pro football, it's an event that changed their lives and continues to impact them to this day.

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Customer Reviews

This was the first Super Bowl I ever watched live and am a student of that game and season....I thought. I have always felt that "Countdown to Super Bowl" by Dave Anderson was the definitive narrative of this game but Ed has taken it a step further by covering the seasons of both clubs as well as pulling in the history of the NFL and AFL conflict as well. His accounts of Curt Cowdy (my legend!) as well as the feelings of the players during the upset of upsets is astounding. An amazing read!

Havent finished it (yet) but can already post a pre-review! When the great Don Maynard starts the

Forward, you can be sure this book is a hell of a read. There is a lot of background to Super Bowl III, and finally, an author has dug deep to find the minutiae that make up the history of the Titans (Jets), team ownership, draft(s), Namath's personal history, play calling - Werblin, Weeb - the Colts 15-1 season - its all here.

I'm a long time NY Jets fan especially HOF QB Joe Namath and HOF Receiver Don Maynard. I wanted to learn more about Superbowl III and especially about the Colts HOF John Unitas and League MVP Earl Morrall. Ed Gruver wrote an excellent 315 page burner. I read it in two days. The book reads smooth with no boring parts. Some nice B/W pictures and the stats of both the Jets and Colts players as well as the complete play by play of Super Bowl III. We see the mighty Baltimore Colts, an 18 point advantage to win over many considered a much weaker AFL NY Jets. Many considered the AFL a baby league that could not stand up to the older "stronger" NFL. The Colts were blessed with then older, legend John Unitas as backup QB (many considered the greatest QB of all time), League MVP QB Earl Morrall, and giant 6ft. 7in. defensive linesman Bubba Smith(fans yelled kill Bubba kill... against Namath) and more great players. Joe Namath for the Jets was known as a good QB with a rocket arm and a ultra fast release with excellent receiver Don Maynard, good running backs Snell and Boozer. The Jets were known to have some good players but were considered no match for the mighty Colts. What a difference between the flashy, loud mouth Namath who wore a mink coat, long hair and for a time had a \$10,000 mustache compared to the conservative blue collar man's, crew cut John Unitas and conservative Earl Morrall. The flashy loud mouth Namath guarantees a win on Super Bowl Sunday and the Jets do.... Jets 16 Colts 7. An ultimate upset! Joe gets Super Bowl MVP and Snell set a Super Bowl rushing record up to that point ... 121 yds. This catapulted the (many thought) inferior AFL to appear to be almost peers with the NFL. After Super Bowl IV with the huge AFL Chiefs beating the NFL Vikings, many finally realised both leagues were on a peer level. Of course later both leagues united together to be the NFC conference and the AFC conference in the NFL. This book has great history of both the Jets and Colts as well as many players and coaches. Anyone interested in the NFL especially the Jets and Colts will like this book. A great sports book...5 stars.

Author Ed Gruver does a superb job of telling a comprehensive, multi-layered story about the New York Jets upset of the Baltimore Colts in Super Bowl III on Jan. 12, 1969, in his book "From Baltimore to Broadway." Gruver tells the story from the perspective of both the Jets and the Colts. He captures the atmosphere that surrounded the game that took on new dimensions once Jets

quarterback Joe Namath guaranteed that the AFL club would defeat the highly respected Colts of the NFL. The Colts were favored by 18 points over Jets and they were supremely confident. Forty-nine of 55 national football writers also favored the Colts. The AFL, losers of the first two Super Bowls, was seen as a vastly inferior league to the NFL. Gruver does a good job of chronicling how much the NFL, and many of its fans, disrespected the AFL. The Colts compiled a 15-1 record in 1968, allowing just 10.3 points per game. Quarterback Earl Morrall, filling in for an injured Johnny Unitas, was voted the league MVP. The Colts blanked the Cleveland Browns, 34-0, in the NFL championship game. They had a chance to be known as one of the NFL's greatest teams. All they had to do was to beat the Jets in the Super Bowl. Gruver sets up his account of Super Bowl III with chapter profiles of Namath and Unitas as well as a recap of the regular season for the Jets and Colts. He also presents interesting profiles and tidbits about other players. Namath and Unitas, like their teams, were contrasting figures. Namath was outspoken, flamboyant, cocky and a darling of the media. Unitas was tough, gutsy, courageous and graceful under pressure. Both were extremely talented. Gruver writes that the signing of Namath in 1964, who became the first quarterback to throw for 4,000 yards (1967), saved the Jets, the AFL and led to a merger of the two warring leagues. Gruver's 80-page game account of Super Bowl III is an exciting recreation filled with lots of strategy and insight. You can feel the Jets' confidence, the Colts' frustrations mount and the tide turn. Although the Colts were scoreless in the first half, they conceivably could have scored 27 points. Trailing 13-0 with 3:51 left in the third quarter, Unitas, the embattled veteran, entered the game, hoping to save the Colts from one of football's greatest upsets. This is a great football book for several reasons. Gruver is a knowledgeable football historian who understands and explains the game's strategy; he's a talented writer; he interviewed many of the players involved; and this was no quick, slapdash effort--it was 19 years in the making.

an easy read

This is a superb book. Both the content and writing style are first rate. The detailed research is obvious as the author has brought out many heretofore unknown facts about this historic game. The book is a must read for the avid football fan who will be fascinated by the cerebral aspects and gamesmanship of Superbowl III.

Excellent book!

The book is accurate and very informative. It brought back memories with great quotes and great storytelling. The best Superbowl coverage book I've ever read!

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