



Motorola, George Allen and the NFL Stress the Fundamentals of Football





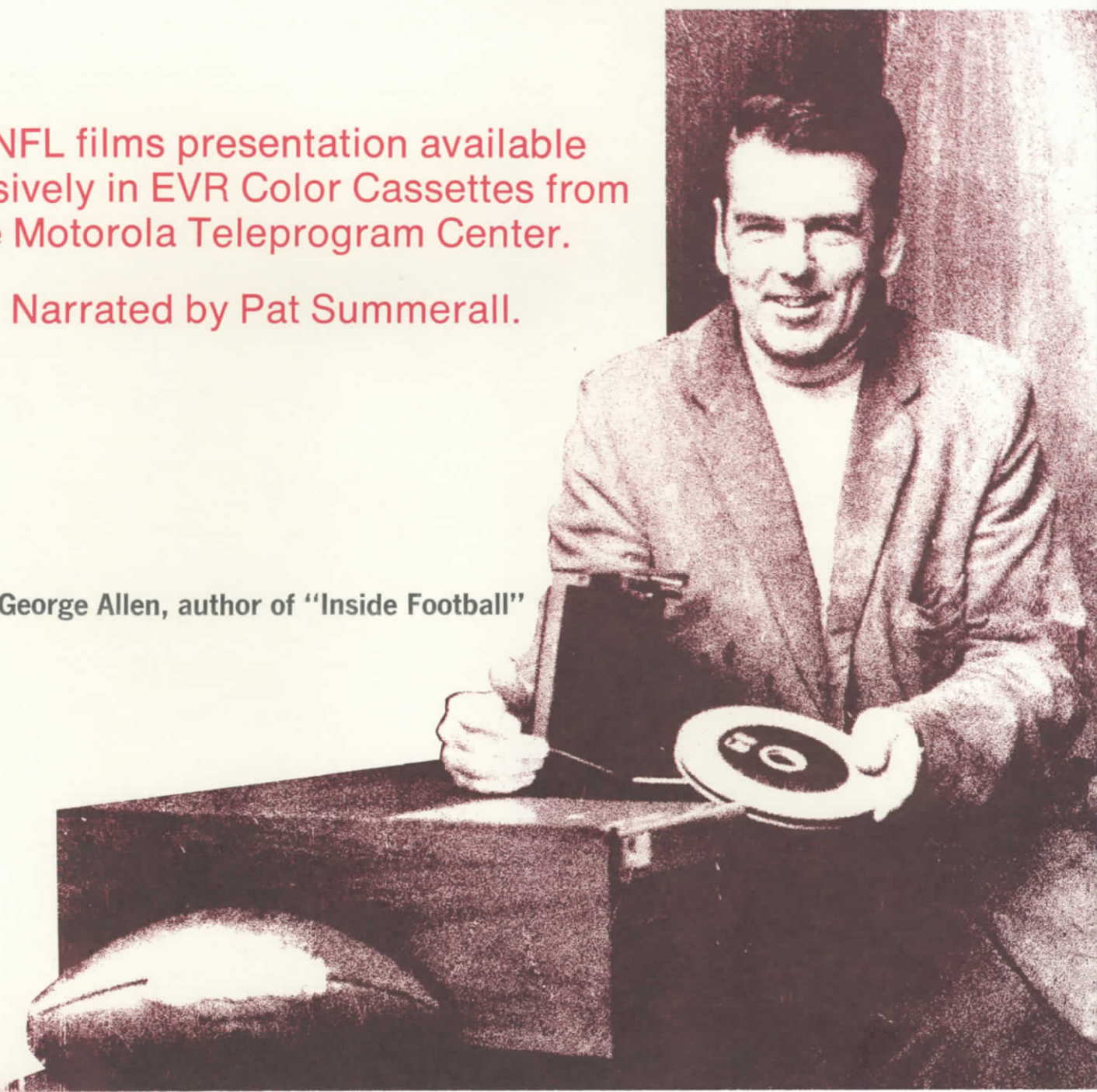
FOOTBALL SKILLS

How to play the game to win

An NFL films presentation available
exclusively in EVR Color Cassettes from
the Motorola Teleprogram Center.

Narrated by Pat Summerall.

George Allen, author of "Inside Football"



This action-packed color package of NFL pro football footage is particularly valuable to the high school coach and athlete, and serious football fan, as well as college and professional coaches and players. By stressing fundamentals and the correct execution of football strategy, George Allen puts improved football performance within reach of the team with average, or even less than average, player material.

Every section has its own drills—in slow motion and stop action—designed to help the coach and player improve their individual skills. Filmed in color by the NFL.

GUIDING THE TEAM • 21 min.

What it takes to make a pro quarterback. Shows how Allen and Roman Gabriel work. All the proper guidelines for a passer—the grip—stance—wrist action—release and follow thru. The proper handoff on a belly fake. The best way to set-up a rollout or screen play—how to get back after the snap—and how to read the safety blitz or other stunting defense formations.

MOVING THE OFFENSE • 21 min.

Executing the plays with crisp BLOCKING. The stance—aiming with the head—hitting with the shoulder—getting under the defense's hands—feet stutter—quick contact—step and hit together to open the hole—and much more of the vital interior line play. For the RUNNERS—the quick start under control—keeping the weight forward—head up and eyes open—running back punts—protecting the ball—the straight arm—running techniques for linemen.

PUNTING & PLACE KICKING • 11 min.

Shows how to put it up high so your team-mates get downfield fast and prevent a return. The stance—snapping to adjust the laces—proper hold—the nitti-gritti of the actual release techniques—the follow thru for distance—all shown by one of the greatest, Pat Studstill. Then, as coach Allen points out, when you get inside the 40 yard line you shouldn't miss many field goals. See what he means about a full team effort—the center snap—the holder's hands and target—turning the laces—the 1.3 second interval to get the ball down—hitting the target spot on the ball and head-down follow thru.

DEFENSIVE PLAY • 20 min.

Covers the line and secondary action from fundamentals with tackling dummies—the belt-buckle target—driving with short steps—getting to the ball carrier to staying behind your man—back pedaling with balance—getting to the ball—and socking the receiver if he does make the play. See the “Deacon” and the rest of the “Fearsome Foursome” spend an afternoon in the other team's backfield sacking the QB with 2nd-effort play.

RECEIVING THE BALL • 22 min.

Builds confidence for both running backs and pass receivers. Drills show how to lock the ball into the cradle with the hands—hitting the hole—pushing off and spinning for that extra yard. Locking the ball into the hands—moves and fakes as the old master Raymond Berry illustrates. The stay-in-bounds-to-make-the-catch-legal technique of Jack Snow and much more about pass routes.

CONDITIONING & EQUIPMENT • 21 min.

Coach Allen and the team believe being in top mental and physical condition gives them the extra effort for the always crucial 2nd half. This cassette takes you through development of the proper mental attitude and diet—running and calisthenics drills—speed improvement—fancy footwork thru the ropes—Allen's own brand of Isometrics for strength—and a program to stay in good physical condition all year round. At the same time, the Redskin coach and trainers tell why it's important to keep all equipment in A-1 condition to help prevent injuries and keep up morale.

FALL PRACTICE BONUS

(A \$10.95 value)

“INSIDE FOOTBALL”

by George Allen

FREE when you place your
order for this color series.



Terms and Delivery
Net 30 days after acceptance
of order, F.O.B. Chicago.
Delivery beginning Sept. 1, 1971

Special Package Price \$1,695



Motorola Systems, Inc.
4501 W. Augusta Blvd.
Chicago, Ill. 60651

Motorola, and Teleplayer
are trademarks of Motorola, Inc.



is a Trademark of the Columbia Broadcasting System.