

PRICE 10 CENTS

BROOKLYN DODGERS

vs.

NEW YORK GIANTS



PUG MANDERS
Powerhouse Fullback of the Dodgers

EBBETS FIELD

Sunday, November 3, 1940



With men who know tobacco best—it's **LUCKIES** 2 to 1

ESTABLISHED 1853

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The 1940

BROOKLYN FOOTBALL DODGERS

•

DANIEL R. TOPPING, President
DR. JOHN BAIN SUTHERLAND, Coach

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The "Find" of 1939

Alone and unheralded, a young Lochinvar (football was his love) swept out of the West last year to become the most feared line-plunger and power-runner in the National Football League.

Hardly anyone had ever heard of Clarence (Pug) Manders before he came to Brooklyn. His only claim to fame was that his big brother is Automatic Jack Manders of Chicago Bears. Pug was a pretty good ball player for Drake University but, except for the folks out Iowa way, hardly anyone knew it.

And, during the first few NFL games, it's doubtful if anyone in Brooklyn knew much about him. Pug was used exclusively as a blocker for almost the first half of the season, his ball-carrying still an unknown quantity. However, injuries to other backfield men forced his use as a ball-carrier. He began immediately to hammer the best lines in the National League to pieces and quickly became the most important offensive cog in the Dodger machinery.

Despite his late start, Pug finished fourth among the leading ground gainers of the league. He gained 482 yards in 114 tries, an average of 4.2 per try. An excellent figure, yet this season Pug is doing even better. He has gained 214 yards in 50 tries—an average of almost 4.3.

Manders is the nearest thing to a pile driver in the National Football League today. He weighs 212 pounds, is tremendously fast and hits with hurricane velocity. He runs with the power of Nagurski, bowling would-be tacklers over with his knees and shoulders just as Bronko did in the days of old.

•

This Book Published by **HARRY M. STEVENS, Inc.**
Offices: 320 Fifth Avenue
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**"Yep — I switched brands.
Raleighs not only taste better,
but I go for those premiums!"**



THERE'S a lad who gets his *full* money's worth out of smoking. How about you? When you switch to Raleighs you get an expert blend of not just six or a dozen kinds of tobacco, but thirty-one choice grades of the finest Turkish, Virginia and Burley crops. Each tobacco plays an important part in the flavor, body or smoothness of the final blend. Yet Raleighs cost no more than any other popular-priced brand, and come with plain ends or cork tips.

And here's the second "money's worth" feature. There's a golden coupon on the back of the pack good in the United States for cash, or even greater value in luxury premiums. Write for the premium booklet that describes all the things to save for. Brown & Williamson Tobacco Corporation, P.O. Box 599, Louisville, Kentucky.

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SPORT JACKET of special lightweight poplin. Zipper front. Wind and shower proof. Small (34-36), medium (38-40), large (42-44) . . . 475 coupons



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NEW DELUXE DETECTOR SCALE. Easy-to-read dial. Extra-large platform. Non-slip rubber mat. Dependably accurate 375 coupons.



NEW SODA-KING SIPHON. Carafe shaped. All metal. Black enamel and chrome. Quart size. 450 coupons. Box of 10 refills: 75 coupons.



FREE . . . NEW CATALOG. Illustrations and descriptions of more than 70 useful and practical premiums. Write for your copy today. Edition #18.

“Slinging” Sammy Baugh

By Jimmy Powers

Sports Editor, N. Y. Daily News

WHEN Gus Dorais and Knute Rockne bewildered Army in pre-war days, with something known as the “forward pass,” they started the evolution of football’s most spectacular play—the complete development of which will be on display here next Sunday when the greatest passer in grid history, “Slinging” Sammy Baugh, comes to town with his league-leading Washington Redskins.

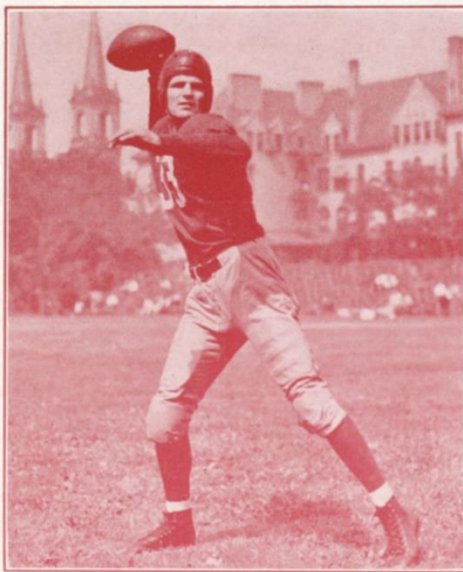
For Baugh has reached heights of efficiency in the use of the aerial weapon never dreamed of by Gus and “Rock.” Baugh’s forward passing has taken rank with Babe Ruth’s homers and Jack Dempsey’s knockouts in American sports-lore.

“Slinging” Sammy is to pro football what the Bambino was to baseball and the Manassa Mauler to prize fighting. This boy Baugh from Sweetwater, Texas, who forward passed his way into the hearts of a million fans has put new “umph” into the professional game. He came out of the Southwest behind a camouflage of headlines—then calmly lived up to his reputation in the play-for-pay ranks.

Sam stepped in with veterans and took his beatings without a word. And they were beatings—crashed to earth by beefy linemen a split-second after speeding the pigskin down field. Not satisfied with being recognized only as a forward passer, Sammy worked to develop his ball carrying ability and is almost as dangerous lugging the ball as tossing it.

It’s “Slinging” Sam we want to talk about.

Not only his bulls-eye tosses, but his whole demeanor during his rise to stardom, has injected a badly needed something into the cash-and-carry game. Watching Sammy in



“SLINGING” SAMMY BAUGH

action is a stimulant—like quaffing a fine vintage year champagne. You could look at his average for forward passes—the best in the history of the game. You could look at the games won and yardage gained. But proof of his greatness smacks you between the eyes when you see this gem from Texas in action.

Only once in a great while a natural athlete comes along like Baugh to set the sport world afire. He earned his moniker pegging from third to first down at TCU in

Fort Worth and when he wound up his college career the Cards offered him a contract. But so did the Washington Redskins and they clinched the deal by putting another figure behind the dollar sign.

At first glance, Sammy seems a lanky, dark, Texas cowboy in a store suit. His measurements are 6:2, 185 pounds and he has a pleasing drawl, quiet humor. More than his ability as a footballer Sammy has a keen mind, is well read and has a better than average vocabulary—most refreshing things to discover in a top-flight athlete. On his first junket to New York he talked to a gathering of sports writers for 15 minutes and his remarks were as deft and adequate as his passes.

He employs no tricks, no mirrors, no opti-
(Continued on fifth succeeding page)

Ready for the Redskins!

Dick Todd, leading scorer of the National League, and Sammy Baugh, leading forward passer, lead the unbeaten Washington Redskins into Ebbets Field next Sunday for the battle that may likely decide the champion of the Eastern Division of the league.

The Redskins are compiling the greatest record in the history of professional football. They are unbeaten up to today. They're meeting the Pittsburgh Steelers this afternoon in Washington and, though an upset is possible, its really too much to hope for. So it looks as though the Dodgers are going to get a crack at that string of seven straight.

Well, every last man of 'em wants you folks to know that they're ready for Baugh and his boys. It should be a swell ball game, perhaps the best that will be seen in the East this year. But, take fair warning, fellers, you just aren't goin' to be able to sit in on it unless you hustle right now to get your tickets. The demand has been tremendous but there are still choice locations to be had.

Tickets may be secured here at Ebbets Field, at the Dodger offices, Room 405, 215 Montague St., Brooklyn, and at any Western Union office in Greater New York.

Entire Upper Stands Reserved}
Sideline Lower Stands Resered} \$1.65
Lower Boxes, \$2.20. Upper Boxes, \$3.30

THE DODGERS' 1940 SCHEDULE

GAMES REMAINING

Sunday, Nov. 10, Washington at Ebbets Field
 Sunday, Nov. 17, Cleveland at Ebbets Field
 Sunday, Nov. 24, Chicago Cardinals at Ebbets Field
 Sunday, Dec. 1, Giants at Polo Grounds

GAMES PLAYED

Washington 24, Dodgers 17
 Dodgers 10, Pittsburgh 3
 Dodgers 30, Philadelphia 17
 Dodgers 21, Pittsburgh 0
 Chicago Bears 16, Dodgers 7
 Dodgers 21, Philadelphia 7

FRESHEN UP BETWEEN CHEERS

SMOKE A SOOTHING SPUD

KEEP YOUR MOUTH FRESH AS A
KEEP YOUR HEAD CLEAR AS A

★ She wears Knox's "CHEER LEADER" in the new peachbloom felt

HE: "W-a-a-h! I sound like a frog! And you're not even hoarse!"
SHE: "Here, freshen up with one of my SPUDS."

HE: "Say! That tastes swell. And I feel better already."
SHE: "You sure sound better! So you'd better smoke SPUDS regularly!"

Spud
 Menthol Cooled CIGARETTES
 CHOICE TOBACCOS

COPR., 1940. AXTON-FISHER TOBACCO COMPANY.

The Official Watch for the

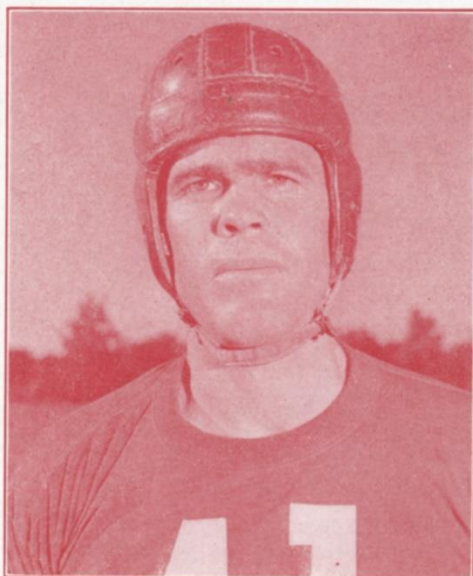
NATIONAL PROFESSIONAL FOOTBALL LEAGUE

Longines

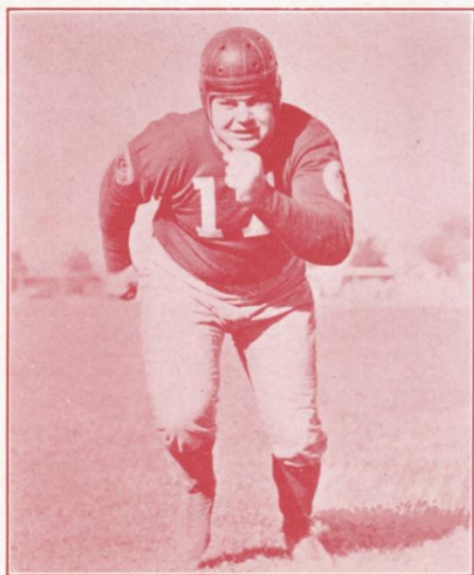
THE WORLD'S MOST HONORED WATCH

All games of the National Professional Football League are officially timed with Longines Watches. Longines is also official football timing watch for 120 leading colleges. As official watch for 104 national and international sports and contest associations Longines Watches timed the major amateur and professional sports events and contests of 1940. Longines jewelers show fully-jeweled Longines Watches from \$40 upward; also Wittnauer Watches from \$24.75—products of Longines-Wittnauer Watch Co., Inc., 580 Fifth Avenue, New York, N. Y.

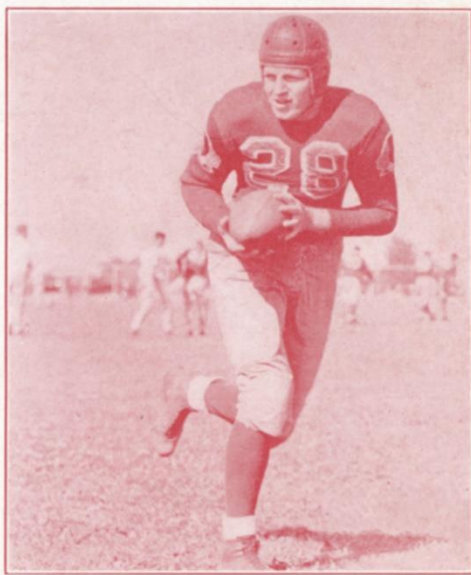
Hail to the Redskins!



DICK TODD



TURK EDWARDS



BOB MASTERSON

PROBABLE NEW YORK GIANTS LINE-UP

Time 2:1

Left End POOLE 23	Left Tackle COPE 36	Left Guard TUTTLE 42	Center HEIN 7	Right Guard OLDERSHAW 39	Right Tackle MELLUS 33	Right End HOWELL 21
Quarterback MILLER 9						
Left Halfback NIELSEN 8		Fullback FALASCHI 28		Right Halfback CUFF 14		

NEW YORK GIANTS FOOTBALL ROSTER

No.	Player	Position	Weight	Height	College	Years Pro.
2	John Dell Isola.....	Guard	199	5:11	Fordham	7
4	Tuffy Leemans.....	Back	195	6:00	Geo. Washington	5
5	Kayo Lunday.....	Center	215	6:03	Arkansas	4
6	Jack Hinkle.....	Back	190	6:00	Syracuse	1
7	Mel Hein (c).....	Center	223	6:03	Washington State	10
8	Walt Nielsen.....	Back	219	6:03	Arizona	1
9	Eddie Miller.....	Back	165	5:10	New Mexico State	2
10	Len Barnum.....	Back	198	6:01	West Virginia Wes.	3
12	Kay Eakin.....	Back	183	6:00	Arkansas	1
14	Ward Cuff.....	Back	185	6:01	Marquette	4
15	Hank Soar.....	Back	207	6:02	Providence	4
17	John McLaughry.....	Back	205	6:01	Brown	1
20	Leland Shaffer.....	Back	202	6:02	Kansas State	6
21	Jim Lee Howell.....	End	201	6:05	Arkansas	4
22	Grenny Lansdell.....	Back	190	6:00	So. California	1
23	Jim Poole.....	End	217	6:02	Mississippi	4
24	Bolo Perdue.....	End	207	5:11	Duke	1
25	Dominic Principe.....	Back	198	6:00	Fordham	1
27	Jiggs Kline.....	Back	195	6:00	Emporia	3
28	Nello Falaschi.....	Back	195	6:00	Santa Clara	3
29	Chuck Gelatka.....	End	182	6:00	Mississippi State	4
31	Max Harrison.....	End	208	6:01	Auburn	2
33	John Mellus.....	Tackle	223	6:00	Villanova	3
35	Ken Moore.....	Guard	212	5:11	W. Va. Wesleyan	2
36	Frank Cope.....	Tackle	218	6:02	Santa Clara	3
39	Doug Oldershaw.....	Guard	195	6:01	Santa Barbara	2
42	Orville Tuttle.....	Guard	205	5:09	Oklahoma City	4
50	Ed Widseth.....	Tackle	220	6:01	Minnesota	4
55	Pete Cole.....	Guard	223	5:11	Trinity (Tex.)	4
60	Bill Edwards.....	Tackle	218	6:03	Baylor	1
66	Jerry Dennerlein.....	Tackle	245	6:02	St. Mary's	4
69	Cactus Face Duggan.....	Tackle	235	6:03	Oklahoma	1

Coach—Steve Owen, Phillips U.
Asst. Coach—Bo Molenda, Michigan

OFFICIALS

Referee: Wm. Friesell (Princeton) Head Linesman: Larry Conover (Penn State)
Umpire: Tom Thorp (Columbia) Field Judge: E. E. Miller (Penn State)

THANKS TO
PROTECTIVE
BLENDING



CALVERT SPECIAL BLENDED WHISKEY—90 PROOF—72½% GRAIN NEUTRAL SPIRITS—CALVERT RESERVE

PROBABLE BROOKLYN DODGERS LINE-UP

Left End	Left Tackle	Left Guard	Center	Right Guard	Right Tackle	Right End
SCHWARTZ	KRISTUFEK	PETRO	SVENDSEN	SIVELL	GOLEMGESKE	YOUNG
99	19	31	18	28	17	6

Quarterback
SHETLEY
30

Left Halfback
McFADDEN
26

Fullback
MANDERS
9'

Right Halfback
PARKER
7

BROOKLYN DODGERS FOOTBALL ROSTER

No.	Player	Position	Weight	Height	College	Years Pro.
1	Kercheval, Ralph	H.B.	185	6:1	Kentucky	5
2	Cassiano, Dick	H.B.	190	6:0	Pittsburgh	0
3	Gussie, Michael	G.	204	6:0	West Virginia	0
4	Leckonby, William	H.B.	185	6:0	St. Lawrence	1
5	Heater, William (Red)	T.	220	6:2	Syracuse	0
6	Young, Roland (Waddie)	E.	205	6:3	Oklahoma	1
7	Parker, Ace	Q.B.	168	5:11	Duke	2½
8	Coon, Edward (Ty)	G.	210	6:0	North Carolina State	0
9	Manders, Pug	F.B.	212	6:0	Drake	1
10	Francis, Sam	H.B.	207	6:0	Nebraska	3
12	Mark, Louis	C.	195	5:11	North Carolina State	2
13	Hodges, Herman	E.	195	6:2	Howard (Alabama)	1
14	Hill, Harold	E.	200	6:1	Howard (Alabama)	2
15	Titus, Silas	C.	195	6:0	Holy Cross	0
16	Busby, Sherill	E.	200	6:2	Troy Teachers	0
17	Golemgeske, John	T.	225	6:2	Wisconsin	3
18	Svensen, Earl	C.	190	6:1	Minnesota	2
19	Kristufek, Frank	T.	210	6:1	Pittsburgh	0
20	Kish, Ben	Q.B.	207	6:1½	Pittsburgh	0
21	Zadworny, Frank	H.B.	202	6:0	Ohio State	0
22	Bailey, E. L. (Bill)	E.	205	6:2	Duke	0
23	Cafego, George	H.B.	180	6:1	Tennessee	0
25	Kinard, Bruiser	T.	210	6:1	Mississippi	2
26	McFadden, Banks	H.B.	180	6:2½	Clemson	0
27	Jocher, Arthur	G.	210	6:1	Manhattan	0
28	Sivell, James	G.	215	5:8	Auburn	2
29	Merrill, Walter	T.	220	6:2	Alabama	0
30	Shetley, Rhoten	Q.B.	200	5:11	Furman	0
31	Petro, Steve	G.	200	5 10	Pittsburgh	0
66	Butcher, Wendell	Q.B.	200	6:1	Gustavus Adolphus	2
99	Schwartz, Perry	E.	200	6:2	California	2

Head Coach: Dr. John Bain (Jock) Sutherland

Backfield Coach: John Michelosen

Line Coach: Mike Getto

Trainer: Ray (Doc) Sweeney

Team Physician: Dr. William M. Genthner

Team Colors—RED AND WHITE

rt TASTES BETTER
ALL-WAYS



"Slinging" Sammy Baugh

(Continued from fifth preceding page)

cal illusions of any kind on the gridiron, though you may well doubt this, especially if you happened to be on the opposing team. Sammy suspects the secret of his success is practice. "The eyes have it" is the explanation by Charlie Malone, an end who this year tucked some of Baugh's passes against his ribs for touchdowns. Sammy's clear, deep-set eyes don't miss a trick. There is perfect co-ordination between eyes and muscles and he spots a receiver AS that man breaks into the clear; not AFTER he's already out there. Then Sammy booms the ball. At precisely the right moment it arrives. Presto!

Modest? "It's the receivers" he'll say—just as he tells the story of how he landed

at Texas Christian. Francis Schmidt, then coaching at TCU, came over to Sweetwater for a game. "Our ends had a great day, catching passes all over the place," is the way Sammy puts it. Schmidt thought differently and Sammy went to TCU.

In six games this season, Sammy has thrown 88 passes and completed 61 for a gain of 834 yards. This is ahead of the pace set by Parker Hall of Cleveland when he established an all-time record with 106 passes completed in one season.

Sam wants to coach and he'll make a great one. Put that in your book for future reference. He likes any sport with a ball and plays 'em all—baseball, basketball, football, billiards, tennis, golf—and he likes his name pronounced correctly—"It's Bo—thank you!"

**"THAT'S THEIR CAPTAIN—
HE'S HOLDING OUT
FOR CANADA DRY!"**



P.S. For those long-lasting tall drinks after the game, ask for Sparkling Canada Dry Water!



The captain of this team is a smart apple.

He knows there's nothing under the sun that quenches thirst...cools...refreshes...and picks you up more pleasantly than Canada Dry—"the Champagne of Ginger Ales."

Is there any reason why you shouldn't have some, too?

Why wait till you get home? Call the vendor...or head for a refreshment stand, and enjoy this "gingervating" treat right now!

CANADA DRY "THE CHAMPAGNE
OF GINGER ALES!"

McFadden, Whizzer White

Battle for League Title

The race for National Football League ground-gaining honors has become a home stretch fight among four former all-America aces with Banks McFadden, Dodger rookie from Clemson, leading Whizzer White, Detroit; Parker Hall, Cleveland; and Marshall Goldberg, Chicago Cards.

McFadden has 325 yards in 42 attempts at ball carrying, an average of 7.7 per carry, the best in the league. White, former Colorado U. triple-threat and 1938 league champion, relinquished his lead and now has 299 yards. Parker Hall, ex-Mississippi star, has 290 and Marshall Goldberg, former Pittsburgh University great, has 247 yards. Tuffy Leemans, New York Giants 1936 champion, dropped from third to fifth.

Individual Dodger Statistics up to date:

BALL CARRYING				PASS RECEIVING			
Player	Yards Gained	Attempts	Average Per Try	Player	No. Caught	Yards Gained	
McFadden	325	42	7.7	Schwartz	9	189	
Manders	214	50	4.3	Kish	6	96	
Parker	137	37	3.7	McFadden	5	50	
Francis	115	23	5.0	Cafego	6	46	
Cassiano	53	21	2.5	Young	3	45	
Cafego	37	16	2.3	Hodges	3	38	
Shetley	26	4	6.5	Butcher	2	21	
Kercheval	19	11	1.7	Parker	1	71	
Leckonby	16	8	2.0	Kercheval	1	17	
Zadworny	5	2	2.5	Bailey	1	12	
Young	1	1	1.0	Gussie	1	9	
Totals	948	197	1.0	Hill	1	9	
				Lecknoby	1	8	
				Jocher	1	2	
				Shetley	1	0	
				Totals	40	613	
FORWARD PASSING				FIELD GOALS			
Player	Passes Attempted	Passes Completed	Yards Gained	Player	Attempted	Made	Total Yds. Longest
Parker	46	21	345	Kercheval	5	3	97 36
Cassiano	26	8	120	Francis	1	0	— —
Kercheval	7	4	38				
Lecknoby	7	4	37				
McFadden	6	2	71				
Shetley	3	1	2				
Totals	95	40	613				
			6				
Touchdown passes: Parker-Schwartz 2; Parker-McFadden; Parker-Gussie; Cassiano-Jocher; Kercheval-Leckonby; McFadden-Parker.							
PUNTING				SCORING			
Player	No. Kicks	Average	Longest	Player	Touchdowns	Conversions	Field Goals Pts.
Parker	26	38	59	Manders	4	0	0 24
Kercheval	8	46	66	Parker	2	10	0 22
Francis	6	40	50	Leckonby	2	0	0 12
Kish	3	44	50	Kercheval	0	3	3 12
Leckonby	2	27	34	McFadden	2	0	0 12
Cafego	1	18	66	Schwartz	2	0	0 12
				Gussie	1	0	0 6
				Jocher	1	0	0 6
				Totals	14	13	3 106

Individual Giant Statistics up to date:

BALL CARRYING				FORWARD PASS RECEIVING			
Player	Yards Gained	Attempts	Average Per Try	Player	No. Caught	Yards Gained	
Leemans	239	73	3.2	Cuff	13	220	
Nielsen	178	49	3.6	Shaffer	10	80	
Cuff	71	10	7.1	Howell	7	139	
Barnum	60	21	2.8	Poole	7	121	
Soar	26	12	2.1	Gelatka	5	52	
Eakin	18	8	2.2	Harrison	4	96	
Shaffer	16	5	3.2	Perdue	2	28	
Owen	10	2	5.0	Soar	2	18	
Lansdell	9	7	1.2	Nielsen	1	18	
Principe	8	9	.8	Barnum	1	15	
Totals	810	250	3.2	Owen	1	5	
				McLaughry	1	-1	
				Totals	54	793	
FORWARD PASSING				FIELD GOALS			
Player	Passes Attempted	Passes Completed	Yards Gained	Player	Attempted	Made	Total Yds. Longest
Miller	56	30	474	Cuff	7	4	112 35
Leemans	25	13	145	Barnum	1	1	32 32
Eakin	18	7	118	Soar	1	0	— —
Lansdell	3	2	23				
Barnum	10	2	33				
Nielsen	1	0	0				
Totals	113	54	793				
			10				
Touchdown passes: Miller-Poole, 2; Miller-Cuff; Miller-Howell; Leemans-Poole; Leemans-Shaffer.							
PUNTING				SCORING			
Player	No. Kicks	Average	Longest	Player	Touchdowns	Conversions	Field Goals Pts.
Miller	11	38	52	Manders	2	9	4 33
Barnum	10	38	60	Poole	3	0	0 18
Eakin	8	40	52	Shaffer	2	0	0 12
Nielsen	1	42	42	Howell	1	0	0 6
Totals	30	39	60	Miller	1	0	0 6
				Nielsen	1	0	0 6
				Barnum	0	1	1 4
				Safety vs. Pittsburgh	—	—	— 2
				Totals	10	10	5 87

ABE STARK

FOR OVER
TWENTY-FIVE
YEARS

BROOKLYN'S

Finest Clothes Shop

1514 Pitkin Avenue

National League Standing

EASTERN DIVISION

Team	W.	L.	T.	Pct.	Points	
					For	Agt.
Washington	6	0	0	1.000	167	86
BROOKLYN	4	2	0	.667	106	67
NEW YORK.....	3	2	1	.600	87	89
Pittsburgh	1	5	2	.167	43	131
Philadelphia	0	7	0	.000	95	170

WESTERN DIVISION

Team	W.	L.	T.	Pct.	Points	
					For	Agt.
Chicago Bears.....	5	1	0	.833	129	73
Green Bay.....	4	2	0	.667	137	107
Detroit	3	3	1	.500	93	65
Cleveland	2	4	0	.333	82	102
Chicago Cards.....	2	4	2	.333	100	149

GAMES TODAY

NEW YORK at BROOKLYN

Green Bay at Chicago Bears

Detroit at Cleveland

Pittsburgh at Washington

NEXT SUNDAY

Cleveland at NEW YORK

Washington at BROOKLYN

Chicago Bears at Detroit

Green Bay at Chicago Cardinals

Philadelphia at Pittsburgh



**GOOD COMPANY ALONE
—AND A MIGHTY
GOOD MIXER!**

DRINK

Vanti SPARKLING!
Reg. U. S. Pat. Off.
PA·PI·A

Contains NATURAL Vitamin A
and a NATURAL Digestive Aid

**ON SALE
HERE!**

Come On and Sing!

We introduce today the official team song of the Dodger Football Club—"To the Dodgers," words by Grantland Rice and music by Erno Rapee.

As interesting as the song and the idea expressed by it are the authors themselves. Erno Rapee is world-famous as Musical Director of the Radio City Music Hall—he has never seen a football game. Grantland Rice is the foremost football authority in the United States—he's lost track of the number he's seen.

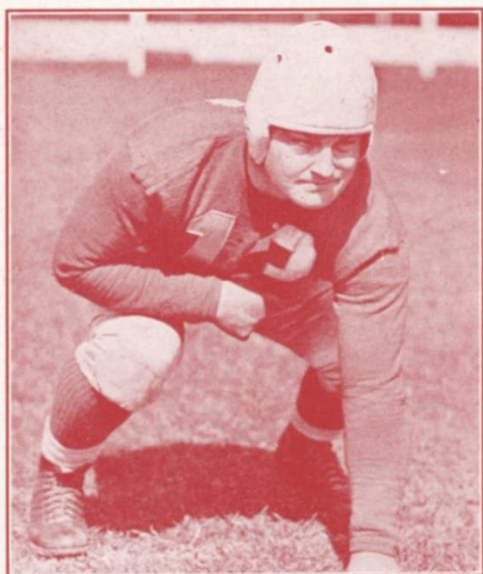
We'd like you to familiarize yourself with the words. You'll be able to pick up the tune as the Dodger band plays it. Sing along with the musicians—or just hum if you can't trust your pipes to stay in the right key. Anyway, we're going to play and sing it at all home games, starting today. We sure hope you like it!



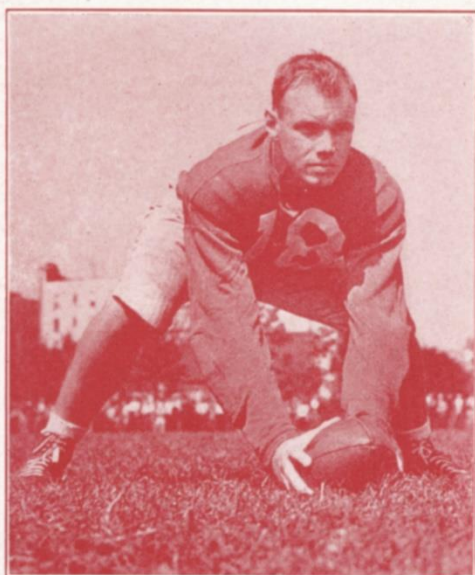
TO THE DODGERS

*To the Dodgers—to the winners
Who are out to take this game.
To the blockers—to the spinners
Who are on their way to fame.
Down the field they go—on to the goal,
Blasting that old Giant dream—
To the Dodgers—
It is smash and crash—
For the Brooklyn Football team.*

Meeting the Dodgers . . .



JIM SIVELL



BUD SVENDSEN

Next Home Game

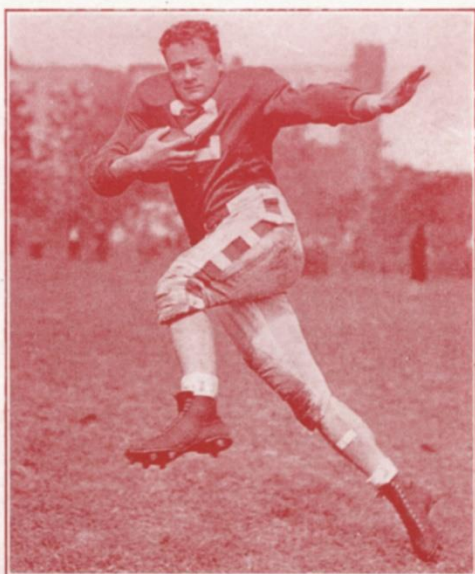
WASHINGTON REDSKINS

Sunday, November 10

at Ebbets Field



BILL BAILEY



DICK CASSIANO

*Here's
how...*

1940 FOOTBALL

LOOKS TO Ted Husing...



The coach who fails to develop wide open football this year will wonder why he gets the bumps. The fans, the players, and the game demand it wide open.

Georgia Tech revealed the success of hocus-pocus spins and reverses. Harvard spotlighted faking from the fullback position. Minnesota has an amazing single wing with a jackrabbit wingback. Southern California pulverizes from cutbacks and delayed bucks. The Rockne basic shift and drive have been converted into lightning thrusts at the line, short swift passes and thrilling cuts-in-and-out.

Keep your eyes open. Watch for "basketball" football in 1940 and more thrills than the game has ever packed!



Thank you, Ted Husing! You know the game as few men know it because you live with it. But we who get our joy from watching it know our whiskey! We know Seagram's 5 Crown. It's our after-the-game favorite every time! **HERE'S HOW!**



*Here's
how...*

**TO BE SURE OF
YOUR WHISKEY**



BE SURE it's milder and more flavorful... a blend of quality with authority.



Be sure **OF THE BLEND** that gives you smoothness straight and in every drink, bar none.



Be sure of the blend **THAT BLENDS** with your own good taste and your own good ideas.



SAY: "HERE'S HOW!" before every drink and have just cause to mean it.



Say **SEAGRAM'S 5 CROWN** and be sure of satisfaction every time!

*Here's
how...*

**SAY
SEAGRAM'S
AND BE
SURE**

Seagram's 5 Crown

THE BLENDED WHISKEY FOR EVERY DRINK

72½% neutral spirits distilled from grain. 90 proof. Seagram-Distillers Corp., N. Y.

EXTRA MILDNESS



EXTRA COOLNESS

EXTRA FLAVOR



Copyright, 1940, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

WITH

SLOWER-BURNING

Camels



In recent laboratory tests, CAMELS burned 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower than any* of them. That means, on the average, a smoking *plus* equal to

FAST BURNING
— creates hot flat taste in smoke... ruins delicate flavor, aroma...

SLOW BURNING— protects natural qualities that mean *mildness, thrilling taste, fragrance...* a cooler smoke...



5 EXTRA SMOKES PER PACK!