



OCTOBER 17 • 1948 • POLO GROUNDS

TWENTY-FIVE CENTS



Yes, L.S./M.F.T.

LUCKY STRIKE
means Fine Tobacco



Copyright, The American Tobacco Company

So Round, So Firm, So Fully Packed — So Free and Easy on the Draw

For a LONG GAIN in PLEASURE...



Taste today's THREE FEATHERS!

- Made from the world's choicest reserves of rare whiskies...
- Blended with specially distilled grain neutral spirits.
- Blended under the direct supervision of the most famous craftsman of the blending art. Try today's *Three Feathers*!

THREE FEATHERS

Blended whiskey, 86 proof, 65% grain neutral spirits.
Three Feathers Distributors, Inc., New York, N. Y.



Sure to Please the Crowd!

Attention all you arm-chair quarterbacks. Don't fail to try the Number 7 Pass Play. Pass around a tray of drinks made with Seagram's 7 Crown and watch the pleasure your friends receive from its glorious pre-war quality.

Say Seagram's and be Sure... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 Proof. 65% Grain Neutral Spirits. Seagram-Distillers Corp., N. Y.

INTRODUCING THE "NEW" GIANTS



THE MARAS—Jack, Tim and Wellington

Welcome back to the Polo Grounds, the home of New York's famed Giants, and welcome to another year of thrilling National Football League play, with your "new look" Football Giants of 1948 resplendent with twenty all-star rookies.

The National Football League officially opened its 1948 schedule and its twenty-ninth consecutive year of operation some three weeks ago, but to the New York Football Giants this is the day that has been eagerly awaited since way back last winter, when your Giants of 1948 began to take form.

The sportswriting fraternity has classified the job performed by your Football Giant management as the greatest rebuilding program in the history of the club, and perhaps in the history of professional football. Football experts in general have tabbed the current Giants as the finest collection of young

players ever gathered on one team.

The Giants express their sincere thanks for these complimentary opinions and hope that our fans—an ever-growing family whose loyalty and support has never wavered in twenty-four years of following the club—will have reason to concur that this indeed is a fine new squad that we have assembled.

On this awaited day, Charlie Conerly, Joe Scott, Skippy Minisi, Emlen Tunnell, Jules Seigle and our other talented rookie backs start down the trail that once was trod by such Giant immortals as Benny Friedman, Ken Strong, Ed Danowski, Tuffy Leemans, Ward Cuff. It marks the debut of the brilliant Bill Swiacki, Paul Walker, Bruce Gehrke, Carl Fennema and other young linemen who aspire to the heights attained by Mel Hein, Jim Poole, Johnny Dell Isola and the late Al Blozis.

These rising stars join Captain Len Younce, Tex Coulter, Bob Dobelstein, Jim White, Ray Poole, John Cannady, Paul Governali, Frank Reagan and the other young Giant veterans to give you a team that is capable of the best in football.

This is a squad that we feel will go far in 1948 and farther in the years ahead. We believe you will find in this squad the makings of one of the finest teams in Giant history and we know you, too, will look back with pleasure on this day when you welcomed and were welcomed by New York's Football Giants of 1948.

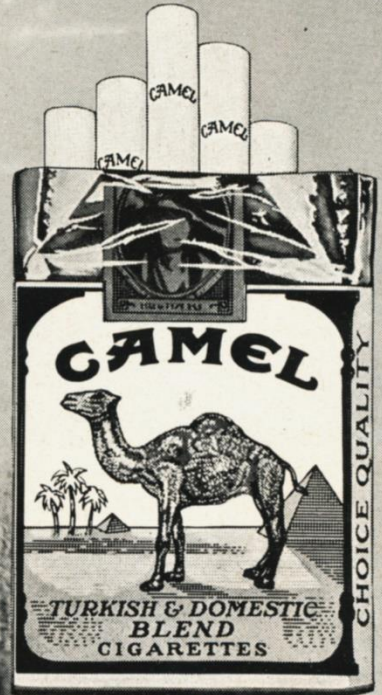
—The New York Football Giants

GIANTS' HOME SCHEDULE

Oct. 17.....Chicago Cardinals
Oct. 24.....Pittsburgh Steelers
Nov. 7.....Philadelphia Eagles
Nov. 14.....Los Angeles Rams
Nov. 28.....Boston Yanks
Dec. 12.....Washington Redskins

All Sunday afternoon games at Polo Grounds; starting time, 2:05 P.M.

Choice of Experience!



CAMELS

A STOUT FELLOW IS STEVE OWEN

Now in his twenty-third season with the Giants, Steve Owen is as much of a New York landmark as the Empire State Building. In the football field, Stout Steve, as he is affectionately known to his many admirers, enjoys equally lofty eminence.

Since taking over the direction of the Polo Grounds squad midway in the 1931 campaign after contributing five years of stalwart service to the club as a tackle, this rugged son of Oklahoma has compiled a record that establishes himself as one of the gridiron pastime's truly great coaches.

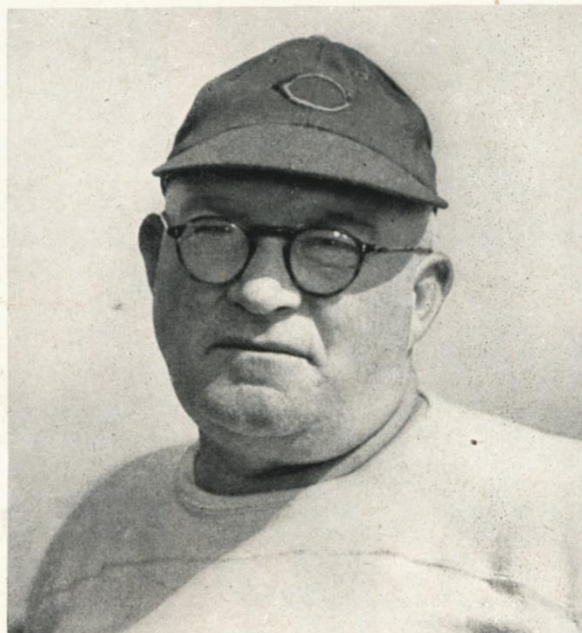
With Owen as their guiding genius, the Giants have won 114 National League games, while losing only seventy-five and tying sixteen. During his seventeen-year tenure, the Giants have captured the Eastern division title eight times and twice have gone on to the world championship.

That the Giants have been a top-bracket team in all but a couple of the seasons Owen has been in charge is not hard to understand when Stout Steve's characteristics as a coach are analyzed. No football mentor in the land is more solid or more resourceful than the big fellow.

At the bottom of Owen's success is his unswerving devotion to fundamentals. Although he is progressive-minded and has contributed more than his share to the frills and furbelows that have become a part of the modern game, the leader of the Giants never has yielded and never will yield an inch on the proposition that blocking and tackling are the things that count the most in football.

Around the National League, the Giants always have been known as a team that has to be beaten the hard way. They play tough, uncompromising football. Touchdowns come somewhat free and easy in the professional game these days, but seldom so against the Giants. During the Owen administration, the opposition has been held to an average of eleven points a game—less than two touchdowns.

Not a small part of this fine record is due to



STEVE OWEN

Stout Steve's genius at devising defenses. He always has been a master at placing his hard-hitting linemen and his ball-hawking secondaries where they have the best chance of blunting the opposing team's favorite offensive weapons.

In setting up his own attack, Owen's special flair for tactics again is evident. He strikes a balance in his attack that keeps the defense guessing. His Giants never could be labeled as a "passing" or a "running" team. Stout Steve is ready, willing and able to unlimber any guns that the occasion demands.

His characteristic refusal to stay "typed" has seen Owen change the Giants' basic attacking formation from the single wing to his own original and ingenious A and, this season, to the Winged-T, an alignment that combines the best features of the single wing and T.

This is a largely new and very young squad that Stout Steve is presently directing and, in the fierce competition of the National League, it is a tough grind to start all over again from scratch. However, no one is better equipped for a long, hard pull than Steve Owen. He'll have the Giants back on top again, for sure.



FOOTBALL *and* ROGERS PEET

Although the first professional football game was played 53 years ago in 1895 (when Rogers Peet had just come of age—21 years old that same Fall) . . . it wasn't until 1921 that the foundation of the National League gave the game the tremendous impetus that culminated 2 years ago in the formation of the All-America Conference.

With 18 major teams now playing in two leagues that pack the Polo Grounds, Yankee Stadium, and Ebbets Field here in Greater New York, and Fenway Park in Boston . . . and countless other good teams playing elsewhere . . . Professional Football has become, in a little more than a decade, one of the greatest of all sports.

We've seen a lot of good football! And so have Rogers Peet customers . . . attired *correctly* through all the style changes of 74 years, and *comfortably* from the first warm early-season openers to the last cold-weather climax games on the schedule.

Good Taste, Good Materials, Good Workmanship—and Good Faith—go hand in hand with Good Sportsmanship.

*Rogers Peet
Company*
Makers of fine clothes

In New York: Fifth Avenue at 41st Street Thirteenth Street at Broadway
Warren Street at Broadway

And in Boston: Tremont St. at Bromfield St.

TICKETS ON SALE NOW FOR ALL GIANT HOME GAMES

Seats for all 1948 home games
of the Football Giants
are now on sale

at

NEW YORK FOOTBALL GIANTS

11 West 42nd St.

New York 18, N. Y.

Monday thru Friday 9 - 5 Saturdays 9 - 1

and at

NEW YORK BASEBALL GIANTS

104 West 42nd St.

New York, N. Y.

Monday thru Friday 9 - 5 Saturdays 9 - 12

All Reserved Seats.....\$3.00 each
(Tax included)

Lower Box Seats.....\$4.00 each

Bleachers\$1.25
(Tax included)

Send Mail Orders to N. Y. Football Giants,
11 West 42nd Street, N. Y. 18, N. Y.

Remaining Games at Polo Grounds

Sun., Oct. 24—PITTSBURGH STEELERS

Sun., Nov. 7—Philadelphia Eagles

Sun., Nov. 14—Los Angeles Rams

Sun., Nov. 28—Boston Yanks

Sun., Dec. 12—Washington Redskins

*Tickets for next Sunday's game with the
Pittsburgh Steelers are on sale today at the
booth in the rear of Section 16 of the Lower
Grandstand.*

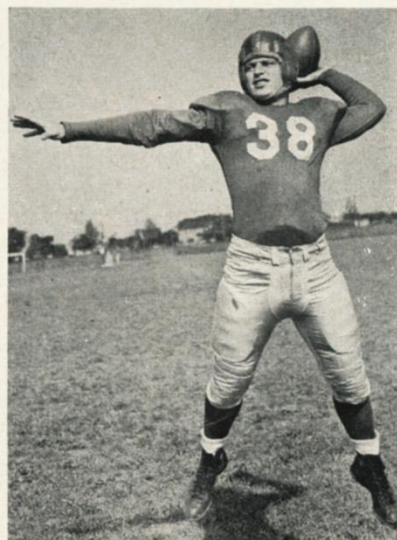
GIANT FRESHMEN WITH A FUTURE



JOHNNY ATWOOD



BRUCE GEHRKE



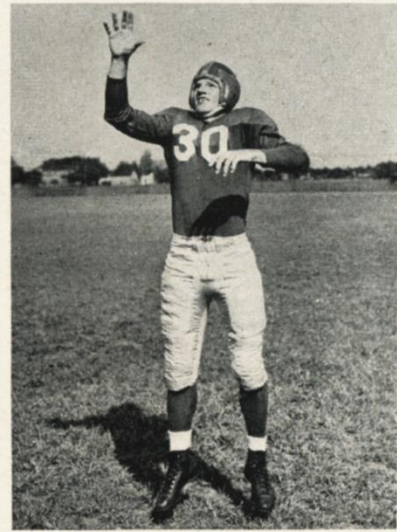
SKIPPY MINISI



FRANK WILLIAMS



EMLLEN TUNNELL



JOE SCOTT



BILL SWIACKI



RAY COATES

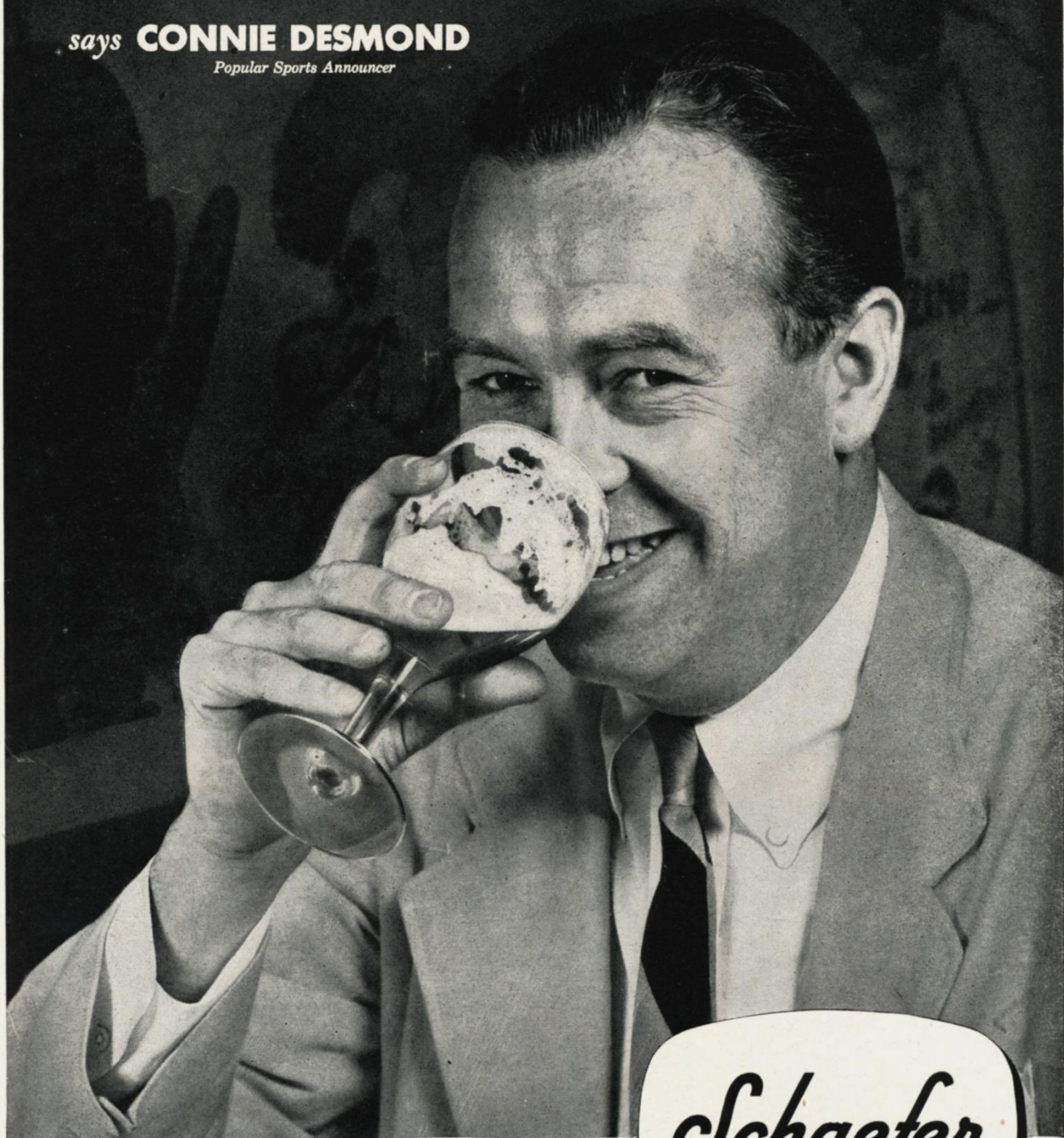


PAUL WALKER

"Finest beer I ever tasted!"

says **CONNIE DESMOND**

Popular Sports Announcer



Schaefer

- Connie Desmond and Bert Lee will bring you *all* Giant football games over WMGM . . . Dial 1050.

The F. & M. Schaefer Brewing Co., New York.

GIANTS OF THE WEEK

Back and Lineman Voted Outstanding in Each Game Will Receive Schaefer Awards—Conerly, Younce among Early Winners

Outstanding performers for the New York Football Giants this season will receive substantial recognition in the form of weekly awards newly established by the F. and M. Schaefer Brewing Company. These will go to the back and the lineman who, in the opinion of a jury of experts, contribute the most valuable services to the Giants in each of their games.

After every Giant contest—at home and away—the leading sports writers covering the game will be polled by secret ballot in the press box. Their selections will be announced each Tuesday at the weekly luncheon of the Giants at the Polo Grounds and the names of the players so honored will be carried in this program the following Sunday.

Each Schaefer Award winner will receive his choice of a list of articles of merchandise from a leading store. The prizes will be suitably engraved and stamped with a special insignia.

In addition to the weekly awards, Schaefer Most Valuable Player prizes will be presented at the end of the season to the Giant back and lineman who have collected the most votes for outstanding play in the six HOME games at the Polo Grounds.

These season awards will be determined by the vote of the fans attending the Giant games. For your convenience, a ballot is attached. Fill out the blanks, follow the instructions and help your favorite Giant players win handsome prizes and trophies.

To bring Polo Grounds followers of the Giants up on developments to date, here are the winners of the Schaefer Awards for the first three games played on the road and the reasons given for their selection:

Boston, Sept. 23—**CHARLIE CONERLY**, back—In a brilliant debut, the Mississippi All-America threw two passes for two touchdowns. He clicked with Bill Swiacki on a 65-yard play and then with George Cheverko,



Charlie Conerly



Len Younce

who lateraled to Carl Fennema for a 66-yard score. **LEN YOUNCE**, lineman—Besides doing an outstanding job on the defense, the Giant captain added three extra points in his first league test as the team's place-kicker.

Washington, Oct. 3 — **CHARLIE CONERLY**, back—When he entered the game, the Giant attack picked up. His 55-yard pass to Johnny Atwood accounted for the longest Giant gain and his throwing and running was responsible for most of the yardage in the Giants' touchdown march. **TEX COULTER**, lineman—The Redskins ran into a stone wall every time they tried to run a play through his position. On trap plays, he blasted the blocker back into the ball-carrier time and again.

Philadelphia, Oct. 10 — **RAY COATES**, back — His off-tackle and outside running from tailback in the Winged-T was as good an exhibition of ball-carrying as the Giants have had to date. He came close to breaking away several times. **RAY POOLE**, end—In a performance worthy of his older brother, Jim, he smashed in to toss Eagle runners for big losses time and again and also stopped wide plays to his side.

FOOTBALL GIANTS SEASON PLAYER AWARDS BALLOT

My selections as the outstanding Giants in the Chicago Cardinals game are:

Back

Lineman

(Signed)

Address

(Mail to Schaefer Giants Awards, Box 830, General Post Office, Brooklyn 1, N. Y.)

CHICAGO CARDINALS—THREE DEEP

| | | | | | | |
|---|---|--|--|---|---|---|
| L. E. DEWELL (41) Dove (42) Liebel (51) Ravensberg (61) | L. T. BULGER (11) Coomer (50) Loepfe (64) | L. G. ARMS (76) Andros (68) Colhouer (55) | C. BANONIS (32) Blackburn (57) | R. G. RAMSEY (20) Apolskis (75) Nichols (73) | R. T. ZIMNY (15) Jacobs (82) Szot (36) | R. E. KUTNER (80) Doolan (66) Goldman (70) |
| Q. B. MALLOUF (22) Eikenberg (49) Christman (44) | L. H. B. TRIPPI (62) Dimancheff (87) Cochran (24) Hanlon (17) | R. H. B. ANGSMAN (7) Schwall (37) Goldberg (99) Davis (31) | F. B. HARDER (34) Yablonski (33) Clatt (67) | | | |

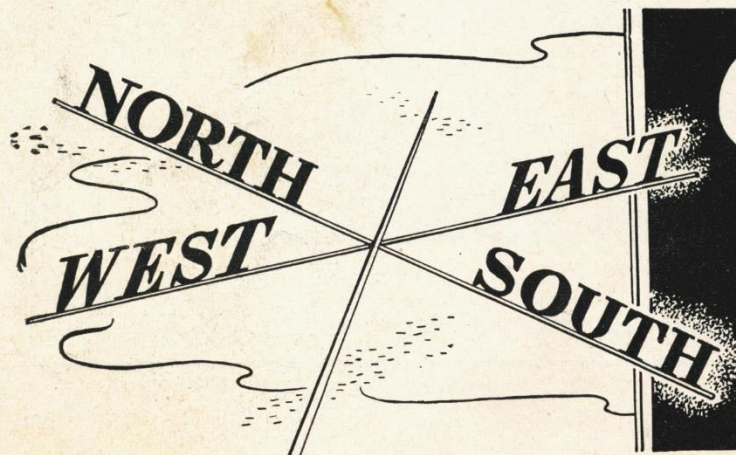
CHICAGO CARDINALS ROSTER

| No. | Player | Position | Weight | Height | Age | College | Years in N.F.L. |
|-----|------------------------|----------|--------|--------|-----|------------------|-----------------|
| 7 | Angsman, Elmer | B | 197 | 5:11½ | 22 | Notre Dame | 3 |
| 11 | Bulger, Chester | T | 238 | 6:03 | 30 | Auburn | 7 |
| 15 | Zimny, Robert | T | 235 | 6:01 | 26 | Indiana | 4 |
| 17 | Hanlon, Robert | B | 195 | 6:00 | 23 | Loras-Notre Dame | 1 |
| 20 | Ramsey, Garrard | G | 210 | 6:01 | 28 | William & Mary | 3 |
| 22 | Mallouf, Raymond | B | 180 | 5:11 | 30 | So. Methodist U. | 4 |
| 24 | Cochrane, Jr., John | B | 190 | 6:00 | 26 | Wake Forest | 2 |
| 31 | Davis, Jerome | B | 180 | 5:10 | 24 | Southeastern La. | 1 |
| 32 | Banonis, Vince | C | 232 | 6:01 | 27 | U. of Detroit | 4 |
| 33 | Yablonski, Ventan | B | 195 | 5:08½ | 25 | Columbia | 1 |
| 34 | Harder, Pat | B | 205 | 5:11 | 26 | Wisconsin | 3 |
| 36 | Szot, Walter | T | 218 | 6:01 | 28 | Bucknell | 3 |
| 37 | Schwall, Victor | B | 190 | 5:08 | 23 | Northwestern | 2 |
| 41 | Dewell, William | E | 215 | 6:04 | 31 | So. Methodist U. | 6 |
| 42 | Dove, Robert | E | 220 | 6:02 | 27 | Notre Dame | 1 |
| 44 | Christman, Paul | B | 212 | 6:00 | 30 | Missouri | 4 |
| 49 | Eikenberg, Charles | B | 205 | 6:02 | 24 | Rice Institute | 1 |
| 50 | Coomer, Joseph | T | 283 | 6:06 | 28 | Austin (Tex.) | 5 |
| 51 | Liebel, Frank | E | 220 | 6:01 | 28 | Norwich | 8 |
| 55 | Colhouer, J. C. "Jake" | G | 210 | 6:01 | 26 | Oklahoma | 3 |
| 57 | Blackburn, Jr., Wm. | C | 229 | 6:05½ | 25 | Rice Institute | 3 |
| 61 | Ravensberg, Robert | E | 190 | 6:00½ | 22 | Indiana | 1 |
| 62 | Trippi, Charles | B | 185 | 6:00 | 25 | Georgia | 2 |
| 64 | Loepfe, Richard | T | 228 | 6:02 | 26 | Wisconsin | 1 |
| 66 | Doolan, Jack | E | 190 | 6:01 | 28 | Georgetown | 4 |
| 67 | Clatt, Corwin | B | 210 | 6:00 | 24 | Notre Dame | 1 |
| 68 | Andros, Plato | G | 225 | 6:00 | 26 | Oklahoma | 2 |
| 70 | Goldman, Sam | E | 230 | 6:03 | 31 | Howard | 3 |
| 73 | Nichols, Jr., Hamilton | G | 210 | 5:11 | 23 | Rice Institute | 2 |
| 75 | Apolskis, Raymond | G | 210 | 5:11 | 28 | Marquette | 6 |
| 76 | Arms, Loyd | G | 215 | 6:01 | 28 | Oklahoma A & M | 3 |
| 80 | Kutner, Malcolm | E | 197 | 6:02 | 27 | U. of Texas | 3 |
| 82 | Jacobs, Marvin | T | 235 | 6:02½ | 23 | No College | 1 |
| 87 | Dimancheff, Boris | B | 180 | 5:11 | 26 | Purdue | 4 |
| 99 | Goldberg, Marshall | B | 195 | 5:11 | 30 | Pittsburgh | 8 |

Head Coach..... James G. Conzelman
Trainers..... Myron Esler, Frank Kriznecky

Assistant Coaches..... Philip J. Handler
Raymond Parker, Richard Plasman

For Official National Football League



Clear Head Switch to

NEW YORK GIANTS—THREE DEEP

| | | | | | | |
|---|---|--|---|--|--|---|
| L. E. WALKER (86) Swiacki (81) Johnson (88) | L. T. COULTER (79) Treadaway (70) | L. G. DOBELSTEIN (67) Garzoni (63) Royston (61) | C. CANNADY (52) Fennema (55) Ettinger (74) | R. G. YOUNCE (60) Miklich (65) | R. T. SCHULER (75) White (77) Beil (72) | R. E. POOLE (82) Gehrke (83) Pipkin (31) |
| Q. B. GOVERNALI (41) Sulaitis (21) Reagan (44) | L. H. B. CONERLY (42) Tunnell (45) Coates (49) | R. H. B. MINISI (38) Atwood (16) Cheverko (17) | F. B. SCOTT (30) Roberts (35) Siegle (34) Williams (33) | | | |

NEW YORK GIANTS ROSTER

| No. | Player | Position | Weight | Height | Age | College | Years Giant |
|-----|------------------------|----------|--------|--------|-----|----------------|----------------|
| 16 | Atwood, John | B | 185 | 5:11 | 23 | Wisconsin | 1 |
| 17 | Cheverko, George | B | 195 | 6:02 | 27 | Fordham | 2 |
| 21 | Sulaitis, Joe | B | 210 | 6:02 | 27 | Dickinson H.S. | 5 |
| 30 | Scott, Joe | B | 194 | 6:01 | 22 | San Francisco | 1 |
| 31 | Pipkin, Joyce | B | 203 | 6:02 | 24 | Arkansas | 1 |
| 33 | Williams, Frank | B | 212 | 6:00 | 26 | Utah State | 1 |
| 34 | Siegle, Jules | B | 203 | 6:00 | 25 | Northwestern | 1 |
| 35 | Roberts, Gene | B | 188 | 5:11 | 24 | Chattanooga | 2 |
| 38 | Minisi, Tony (Skipper) | B | 190 | 5:11 | 21 | Pennsylvania | 1 |
| 41 | Governali, Paul | B | 190 | 5:11 | 27 | Columbia | 2 |
| 42 | Conerly, Charles | B | 183 | 6:01 | 24 | Mississippi | 1 |
| 44 | Reagan, Frank | B | 180 | 6:00 | 28 | Pennsylvania | 4 |
| 45 | Tunnell, Emlen | B | 187 | 6:01 | 23 | Iowa | 1 |
| 49 | Coates, Ray | B | 190 | 6:01 | 24 | L. S. U. | 1 |
| 52 | Cannady, John | C | 225 | 6:02 | 24 | Indiana | 2 |
| 55 | Fennema, Carl | C | 210 | 6:02 | 22 | Washington | 1 |
| 60 | Younce, Len | G | 210 | 6:01 | 31 | Oregon State | 6 |
| 61 | Royston, Ed | G | 220 | 6:00 | 25 | Wake Forest | 1 |
| 63 | Garzoni, Mike | G | 220 | 5:11 | 24 | U. S. C. | 1 |
| 65 | Miklich, Bill | G | 208 | 6:00 | 27 | Idaho | 2 |
| 67 | Dobelstein, Bob | G | 212 | 5:11 | 26 | Tennessee | 3 |
| 70 | Treadaway, John | T | 250 | 6:02 | 28 | Hardin-Simmons | 2 |
| 72 | Beil, Larry | T | 225 | 6:02 | 24 | Portland Univ. | 1 |
| 74 | Ettinger, Don | T | 210 | 6:02 | 25 | Kansas | 1 |
| 75 | Schuler, Bill | T | 215 | 6:00 | 26 | Yale | 2 |
| 76 | Erickson, Bill | T | 210 | 6:02 | 26 | Mississippi | 1 |
| 77 | White, Jim | T | 228 | 6:02 | 27 | Notre Dame | 3 |
| 79 | Coulter, Tex | T | 245 | 6:04 | 23 | West Point | 3 |
| 81 | Swiacki, Bill | E | 195 | 6:02 | 23 | Columbia | 1 |
| 82 | Poole, Ray | E | 215 | 6:02 | 26 | Mississippi | 2 |
| 83 | Gehrke, Bruce | E | 190 | 6:02 | 23 | Columbia | 1 |
| 86 | Walker, Paul | E | 210 | 6:03 | 23 | Yale | 1 |
| 88 | Johnson, Joe | E | 195 | 6:02 | 21 | Mississippi | 1 |

Head Coach..... Steve Owen, Phillips University
Backfield Coach..... Richard (Red) Smith, Notre Dame
Line Coach..... Bill Owen, Phillips University
Dentist.....

End Coach..... Jim Lee Howell, Arkansas
Trainers..... Gus Mauch, Charley Porter
Physician..... Francis J. Sweeny, M. D.
Arthur G. Croker, D.D.S.

ue Penalty Signals, see following page.

Calvert

Calvert "Reserve" Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits. Calvert Distillers Corp., N. Y. C.





1 OFFSIDE, ENCROACHING or FREE KICK VIOLATION



2 CRAWLING, PUSHING or HELPING RUNNER



3 ILLEGAL MOTION or FORMATION at SNAP



4 ILLEGAL FORWARD PASS



10 TOUCHDOWN, FIELD GOAL or SUCCESSFUL TRY



11 SAFETY



12 LOSS OF DOWN



13 PENALTY REFUSED, INCOMPLETE PASS, PLAY OVER or MISSED GOAL



14 FIRST DOWN



15 DEAD BALL or NEUTRAL ZONE ESTABLISHED



9 DELAY OF GAME or EXCESS TIME OUT



8 UNNECESSARY ROUGHNESS



5 UNSPORTSMANLIKE CONDUCT



6 INTERFERENCE WITH FAIR CATCH or FORWARD PASS



7 HOLDING Followed by interference signal, ILLEGAL USE of HANDS or ARMS

*Here's the Signal for
Perfect Smoking Pleasure!*

From all over America...
PHILIP MORRIS smokers report*

NO CIGARETTE HANGOVER

because

PHILIP MORRIS
is definitely
LESS IRRITATING
than any other leading brand!

*Unsolicited letters on file

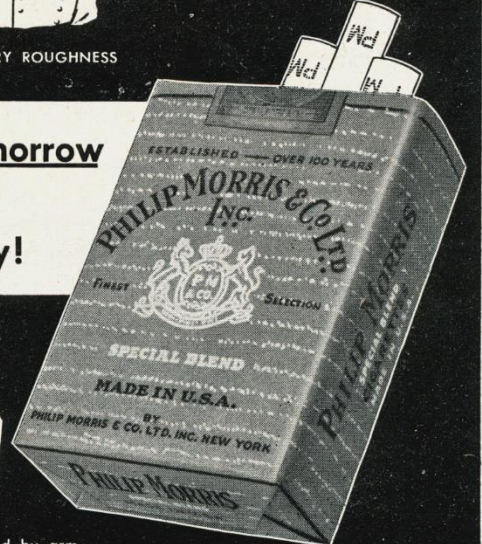
Yes! You'll be glad tomorrow
... you smoked
PHILIP MORRIS today!



16 NO TIME-OUT or TIME-IN with WHISTLE



17 TIME-OUT Followed by arm swung at side TOUCHBACK



CHICAGO'S CHAMPION CARDINALS

BY EDDIE MC GUIRE

In this 29th season of National Football League competition, the Chicago Cardinals proudly wear the mantle of "World Champions."

It's a happy feeling for a team which had won but one previous title—that back in 1925, but particularly gratifying to the Bidwill Family (owners of the club), President Ray C. Bennigsen, Coach Jimmy Conzelman, aides Phil Handler, Buddy Parker and Dick Plasman, and the finest bunch of boys ever assembled.

Winning the title wasn't merely a matter of defeating the stout opposition which the National league tosses at you, as far as the Cards were concerned.

Prior to the start of the '47 season, Owner Charles W. Bidwill died after assembling what he called his "Dream Backfield" (Paul Christman, Charley Trippi, Marshall Goldberg and Pat Harder), an array of backs which he figured would bring him his first title as owner of the Cards. Every coach in the league picked the Conzelman crew to win. Everybody in Chicago wanted the team to win in the memory of Mr. Bidwill.

So, in addition to the league schedule, which couldn't be any tougher, the Cards entered an obstacle course. It became more difficult when Jeff Burkett, a rookie who was the top punter in the league, and becoming more adept daily as a pass defender, suffered a fatal accident when a plane bringing him back from Los Angeles, fell in Utah.

Despite their many misfortunes, the Cards lost only to the Los Angeles Rams, New York Giants and Washington Redskins. They defeated the Bears, Packers and Detroit Lions twice each and whipped the Rams, Philadelphia Eagles and Boston Yanks once each to account for nine victories and three losses. Then in the title game last Dec. 28 Charley Trippi and Elmer Angsman each ran for two touchdowns to defeat the Eagles, 28-21.

It has been said that the Cards present the best running attack in the league and that's pretty close to being correct. Charley Trippi, Elmer Angsman, Boris Dimancheff and Vic Schwall are veteran halfbacks; Paul Christman and Ray Mallouf are veteran signal callers, and Pat Harder, fullback, also a veteran, is another crack ball-carrier. However, under Conzelman, none of the boys are out after ball-carrying records due to Jim's "share the work" plan.

Rookies who have been added are Jerry Davis of Southeastern Louisiana, at right half; Bob Hanlon of Loras College and Notre Dame, left half; Quarterback Virgil Eiken-



CHARLEY TRIPPI AND COACH JIMMY CONZELMAN

berg of Rice, and Fullbacks Ventan Yablonski of Columbia and Corwin Clatt of Notre Dame.

Davis is a scat back whom the Cards needed badly and he has come through in a big way with his unorthodox style of running. Blockers, not having the least idea of which way he's going to go once he tees off, hit the first man they see and hope he follows through.

Yablonski is an important acquisition in several ways. Besides being a powerful runner, Yabbo is a kickoff artist who boots that ball into the end zone quite frequently and gets them high enough so that the returns don't hurt too much. Last year the Cards had to reinstate Dick Plasman, end coach, as an active player in order to better that department.

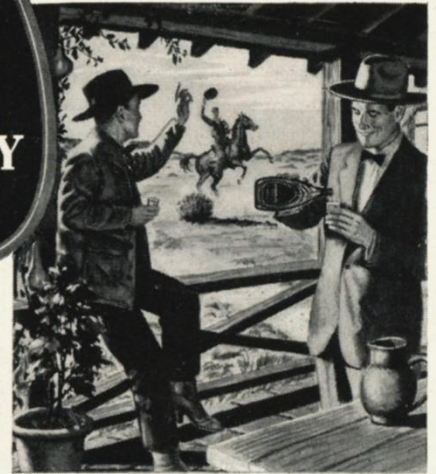
Just how successful the Cards will be this year is hard to figure. There isn't a push-over team in the league. For that reason every contest will be a real battle.

The Cards are counting on their outstanding backs to pull them through. Trippi definitely is better than last season because he didn't play baseball this past summer. Harder should have a better year than last, when he was handicapped with various injuries, and Angsman is the same fireball he always has been since joining the Cards in 1946.

One thing is certain. The return of Goldberg to active duty is going to help the champs over many a rough Sunday afternoon. Biggie is without doubt one of the greatest defensive backs the National league has had in its 29-year history.

When day is done...

**you
deserve
SCHENLEY**

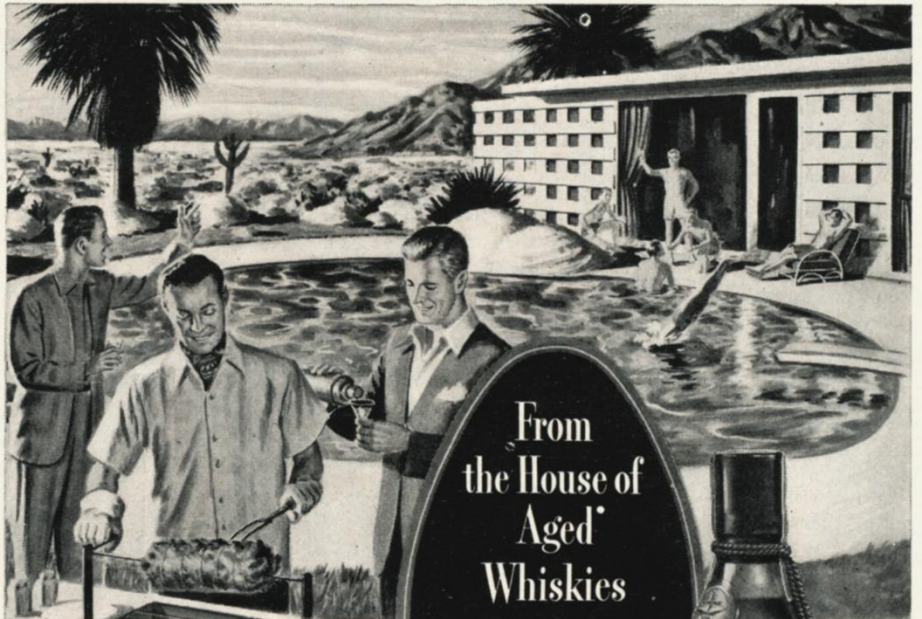


6 o'clock in New York. Ask a smart New Yorker his idea of a perfect set-up, as he catches a few moments of well-earned enjoyment. He'll tell you it's good friends, good talk—and a Manhattan made with the one whiskey you deserve when day is done—light, mild, friendly *Schenley*.

6:30 on a Texas Ranch. Now visit the hard-working Texas rancher when his day is done. He'll want his whiskey neat—the brand is richer, finer *Schenley*!

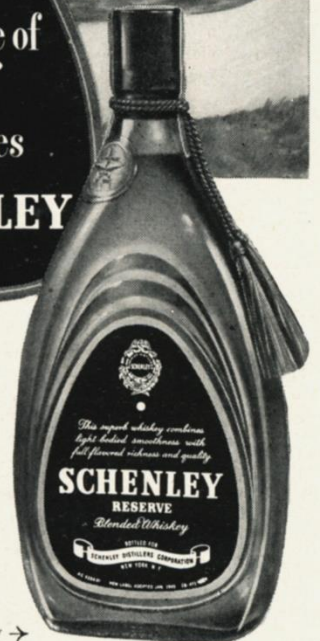


5:30 aboard the S.S. America. Join us on this famous liner, and note the preference for an amber-mellow *Schenley* highball.



Barbecue-time in Palm Springs. In luxury hotel or rustic lodge, all America agrees: When day is done, you deserve *Schenley*.

**From
the House of
Aged
Whiskies
SCHENLEY**



Enjoy this pre-war quality Blended Whiskey tonight!



- These facts tell the story of *Schenley's* finer pre-war quality:
- The straight whiskies in this product are 5 years or more old. 35% straight whiskey. 65% grain neutral spirits. 86 proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old.

COPR. 1948, SCHENLEY DISTILLERS CORP., NEW YORK CITY

In distinctive decanter or familiar round bottle, traditional *Schenley* quality →



JOTTINGS ON THE GIANTS

With Paul Governali, Bill Swiacki and Bruce Gehrke (Columbia), Frank Reagan and Tony Minisi (Pennsylvania), Bill Schuler and Paul Walker (Yale) and Tex Coulter (Army), the Ivy League is well represented on the new Giants . . . Emlen Tunnell, speedy left halfback from Iowa, is the first Negro ever to play with the Giants. . . In his five-year career with the Giants, Jolting Joe Sulaitis has played just about every position on the team. This year, the big boy from New Jersey is operating at quarterback on the offense and left end on the defense . . . Jim Lee Howell, a great end for the Giants for seven years, has joined Steve Owen's coaching staff . . . Big Jim also coaches Wagner

College, with the help of Frank Reagan and Jim White . . . Len Younce, senior Giant in point of service with six years of first-line action, has a new job. He drops back from his guard post to kick the Giants' extra points and field goals . . . Frank Reagan is booming his punts as of old. No one in football can send the pigskin soaring higher or farther than Reagan. When he hits the ball right, it just seems to take off . . . Bill Swiacki, in his second NFL game, received attention that it took fellows like Don Hutson and Jim Benton a couple of years to rate. The Redskins assigned two backs to cover the Giants' crack pass-receiver at Washington . . . Tex Coulter is an aspiring cartoonist.

New York's Copacabana Girls LEARN THE FACTS OF Life!



Luscious lookers from New York's famous Copacabana Club discover LIFE Cigarettes—and like them. "I like them because they're not King-Size . . . that's too long and thin!" says Evelyn Peterson. "I like them because they're not Old-Size . . . that's too short!" says Frances Keegan. And Rosalie Coleman chimes in . . . "We all like LIFE because it's LIFE-Size—just right!" Reader, you, too, can get more out of LIFE . . . now at popular prices!

Life! Life! Life!

It's the Great New Cigarette

Taste! Taste! Taste!

It's the Bestest-Tasting Yet

Size! Size! Size!

Why the Size is a Surprise



WETPROOF
MEANS
I CAN'T STICK
TO YOUR LIPS!



Official timing watch for the

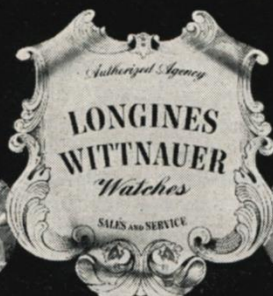
NEW YORK GIANTS VS. CHICAGO CARDINALS GAME

Longines

The World's Most Honored Watch

OFFICIAL WATCH NATIONAL FOOTBALL LEAGUE

WINNER OF 10 WORLDS FAIR
GRAND PRIZES, 28 GOLD MEDALS



WINNER OF HIGHEST AWARDS AT
OBSERVATORY ACCURACY CONTESTS



SOLD BY MORE THAN 4,000 FINE JEWELERS WHO PROUDLY DISPLAY THIS EMBLEM

COMING TO THE POLO GROUNDS

Football's greatest stars will pass in review at the Polo Grounds in the five remaining home games of the Giants. . . . Next Sunday's opponent will be the PITTSBURGH STEELERS, carrying on in single wing under Johnny Michelson in the best rock-and-sock traditions of the late great Jock Sutherland. Old reliables like Johnny Clement, the hardest-working back in the NFL league last year, Bob Cifers, Val Jansante and Chuck Mehelich have been bolstered by such 1947 All-America selections as Ray Evans, Jerry Shipkey and Steve Suhey. . . . The PHILADELPHIA EAGLES, whose Steve Van Buren is the most feared running back in football, will be here Nov. 7. Greasy Neale's dynamic array also includes Tossin' Tommy Thompson, Bosh Pritchard, Pat McHugh, Joe Muha and Pete Pihos of last year's NFL Eastern champions. . . . Bob Waterfield, the supreme artist of T-formation legerdemain, will come to town with the LOS ANGELES RAMS on Nov. 14. The Rams now are coached by Clark Shaughnessy, most famous of all



JOHNNY CLEMENT

T tacticians, and are loaded with old and new talent in line and backfield. Jim Hardy, Les Horvath, Fred Gehrke, Dante Magnani, Pat West, Gil Bouley and Don Currian are a few of the many Los Angeles topnotchers. . . . Clipper Smith's improving BOSTON YANKS pay their annual call on Nov. 28, bringing with them Bill Paschal, an old Polo Grounds favorite, Boley Danciewicz, Joe Golding, Fritz Barzilauskas and a flock of other well-known names. . . . As a grand climax to the 1948 campaign, the incomparable Sammy Baugh will appear here with the Washington Redskins in the Giant finale on Dec. 12. Better than ever in his twelfth NFL campaign,

Slinging Sammy has a strong supporting cast for the first time in several years. Dick Todd, Dick Poillon, Bob Nussbaumer, Jim Castiglia, and Howie Livingston, the old Giant, operating with the Master Passer behind a rugged line make the Redskins mighty rough. . . . For the best in football entertainment, there is nothing to match the Sunday shows at the Polo Grounds.

THE LOS ANGELES SANATORIUM

A substantial number of spectators attending this opening game between the New York Giants and the Chicago Cardinals are doing so for the benefit of the Los Angeles Sanatorium. This was made possible through the cooperation of John V. Mara, who extended to this philanthropic agency an opportunity to share in the proceeds of this game.

The Los Angeles Sanatorium was founded in 1913 as a free, national non-sectarian tuberculosis institution. Starting with two tents in the desert, it now takes care of over 500 patients each year. Thousands of men and women from all over the United States come to its doors. New Yorkers are particularly grateful to the Los Angeles Sanatorium, for 40% of its patients come from this area.

The Los Angeles Sanatorium now aims to establish a National Medical Center which will treat more than 1,000 patients yearly. Such a center will expand the tuberculosis facilities and treat other long term diseases as well.

The unique record of the institution in achieving cures of tubercular victims has been the result not only of excellent medical standards, but of a full understanding of the human element. The emphasis is on individuality and personal dignity. The Los Angeles Sanatorium looks neither like a hospital nor

an institution. Probably its nearest analogy would be a country resort. No room contains more than two patients. Beautiful landscaping induces an atmosphere of relaxation and ease.

Occupational therapy provides diversion for the patients, makes them feel useful and constructive and gives them something to think about besides personal problems and worries. Vocational rehabilitation prepares the patient for return to normal life.

The Los Angeles Sanatorium expresses its appreciation for the generosity of the donors who purchased tickets for this benefit football game. It welcomes you to our army of humanity fighting for the health of America.

POLO GROUNDS PARKING

Attention of Giant football fans is called to the new Polo Grounds parking lot, which will be in service for all Giant home games. Situated on Eighth Avenue, immediately adjacent to the Polo Grounds, this new lot provides parking accommodations for 1,500 cars at the nominal fee of 50 cents. It is operated by the management of the Polo Grounds.

**TEAM UP WITH THE WINNER!
CANADA DRY--WITH THAT
FRESHENING GINGER FLAVOR!
ASK THE BOY FOR IT!**



Let your taste be the referee... and you'll pick world-famous Canada Dry Ginger Ale... for wholesome, thirst-quenching goodness.

You can get your favorite flavor, with Canada Dry Quality, at your dealers.



CANADA DRY
WORLD FAMOUS
Beverages

NATIONAL LEAGUE OFFICIALS

CREW NO. 1

| Position | Name and College | No. |
|--------------------|-----------------------------------|-----|
| Referee..... | Ronald Gibbs, St. Thomas..... | 5 |
| Umpire..... | Carl Brubaker, Ohio Wesleyan..... | 14 |
| Head linesman..... | Sam Pecoraro, Dallas..... | 37 |
| Field judge..... | Charles Sweeney, Notre Dame..... | 22 |
| Back judge..... | Claude Grigsby, Georgetown..... | 46 |

CREW NO. 2

| | | |
|--------------------|-----------------------------------|----|
| Referee..... | William Downs, Illinois Tech..... | 3 |
| Umpire..... | James Beiersdorfer..... | 17 |
| Head linesman..... | Dan Tehan, Xavier..... | 36 |
| Field judge..... | William McHugh, De Paul..... | 28 |
| Back judge..... | Robert Austin, St. Ambrose..... | 44 |

CREW NO. 3

| | | |
|--------------------|--------------------------------|----|
| Referee..... | Emil Heintz, Pennsylvania..... | 9 |
| Umpire..... | Samuel Wilson, Lehigh..... | 19 |
| Head linesman..... | Charles Berry, Lafayette..... | 31 |
| Field judge..... | Charles Gault, Muhlenberg..... | 39 |
| Back judge..... | Eugene Miller, Penn State..... | 26 |

CREW NO. 4

| | | |
|--------------------|-------------------------------------|----|
| Referee..... | John Glascott, Pennsylvania..... | 7 |
| Umpire..... | Joseph Crowley, Muhlenberg..... | 11 |
| Head linesman..... | Joseph McKenny, Boston College..... | 35 |
| Field judge..... | Henry Haines, Penn State..... | 21 |
| Back judge..... | Carl Reberle, Penn State..... | 8 |

CREW NO. 5

| | | |
|--------------------|---------------------------------------|----|
| Referee..... | Yans Wallace..... | 34 |
| Umpire..... | Harry Robb, Penn State..... | 15 |
| Head linesman..... | James Hamer, California Teachers..... | 49 |
| Field judge..... | William Grimberg, Villanova..... | 27 |
| Back judge..... | Samuel Weiss, Duquesne..... | 2 |

ALTERNATES

Thomas Dowd, Holy Cross (4), John Highberger, Carnegie Tech (48).

IMPORTANT PENALTIES

| | | |
|---|-------------------|---------|
| 1 Offside, both sides..... | No | Penalty |
| 2 Offside | 5 yards | |
| 3 Holding, etc., by defensive side..... | 5 yards | |
| 4 Man in motion—no shift..... | 5 yards | |
| 5 Crawling | 5 yards | |
| 6 More than three time outs in half..... | 5 yards | |
| 7 Running into kicker..... | 5 yards | |
| 8 Substitute failing to report..... | 5 yards | |
| 9 Delay in putting ball into play..... | 5 yards | |
| 10 Starting forward before ball..... | 5 yards | |
| 11 Illegal use of hands and arms by offense | 15 yards | |
| 12 Roughing kicker..... | 15 yards | |
| 13 Unnecessary roughness..... | 15 yards | |
| 14 Intentional grounding of forward pass. | 15 yards | |
| 15 Unsportsmanlike conduct..... | 15 yards | |
| 16 Man in motion on shift..... | 15 yards | |
| 17 Interference on forward by passing team | 15 yards | |
| 18 Clipping from behind..... | 15 yards | |
| 19 Pass Interference by defense.... | 1st down at point | |
| 20 Penalty declined | | |

FOR THE COMFORT OF ALL

In order to insure the comfort of all our patrons attending the Giant home games, we earnestly request that all ticket holders enter their seats by way of the entrance ramp leading into THEIR OWN SECTIONS. Please avoid walking in front of other sections while going to your seats.

All entrance ramps to sections are well marked and your observation of these signs and cooperation will mean more enjoyment of the game for all of our fans.

PLEASE COOPERATE

1948 NATIONAL LEAGUE SCHEDULE AND RESULTS

| | |
|--|----|
| SEPTEMBER 17 | |
| 31—Green Bay at Boston..... | 0 |
| SEPTEMBER 22 | |
| 7—Detroit at Los Angeles..... | 44 |
| SEPTEMBER 23 | |
| 27—NEW YORK at Boston..... | 7 |
| SEPTEMBER 24 | |
| 14—Philadelphia at Chicago Cards..... | 21 |
| SEPTEMBER 26 | |
| 45—Chicago Bears at Green Bay..... | 7 |
| 14—Pittsburgh at Washington..... | 17 |
| OCTOBER 3 | |
| 14—Boston at Pittsburgh..... | 24 |
| 21—Detroit at Green Bay..... | 33 |
| 10—NEW YORK at Washington..... | 41 |
| 28—Philadelphia at Los Angeles..... | 28 |
| OCTOBER 4 | |
| 28—Chicago Bears at Chicago Cards..... | 17 |
| OCTOBER 9 | |
| 17—Boston at Detroit..... | 14 |
| OCTOBER 10 | |
| 17—Chicago Cards vs. Green Bay at Milwaukee..... | 7 |
| 21—Los Angeles at Chicago Bears..... | 42 |
| 0—NEW YORK at Philadelphia..... | 45 |
| 7—Washington at Pittsburgh..... | 10 |

OCTOBER 17
Chicago Cards at NEW YORK
Detroit at Chicago Bears
Los Angeles at Green Bay
Philadelphia at Washington
Pittsburgh at Boston
OCTOBER 24
Boston at Chicago Cards
Chicago Bears at Philadelphia
Los Angeles at Detroit
Pittsburgh at NEW YORK
Washington vs. Green Bay at Milwaukee

OCTOBER 31
Boston at Washington
Chicago Cards at Los Angeles
Green Bay at Detroit
NEW YORK at Chicago Bears
Philadelphia at Pittsburgh

NOVEMBER 7
Chicago Bears at Los Angeles
Detroit at Chicago Cards
Green Bay at Pittsburgh
Philadelphia at NEW YORK
Washington at Boston

NOVEMBER 14
Boston at Philadelphia
Chicago Cards at Pittsburgh
Detroit at Washington
Green Bay at Chicago Bears
Los Angeles at NEW YORK

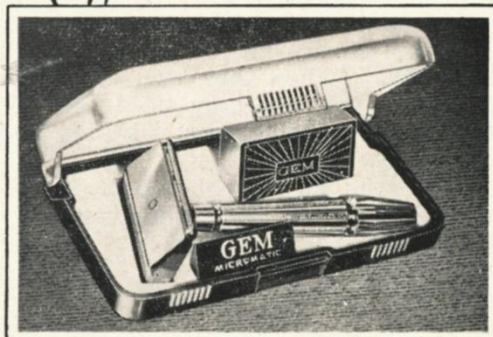
NOVEMBER 21
Chicago Bears at Boston
Los Angeles at Chicago Cards
NEW YORK vs. Green Bay at Milwaukee
Pittsburgh at Detroit
Washington at Philadelphia

NOVEMBER 25
Chicago Cards at Detroit

NOVEMBER 28
Boston at NEW YORK
Green Bay at Los Angeles
Pittsburgh at Philadelphia
Washington at Chicago Bears

DECEMBER 5
Chicago Bears at Detroit
Green Bay at Chicago Cards
Los Angeles at Washington
NEW YORK at Pittsburgh
Philadelphia at Boston

DECEMBER 12
Chicago Cards at Chicago Bears
Detroit at Philadelphia
Pittsburgh at Los Angeles
Washington at NEW YORK



NEW GEM RAZOR
Twist-it opens! Twist-it closes! **\$1.95**
ALL ONE PIECE—NOTHING TO TAKE APART!



AVOID '5 O'CLOCK SHADOW' WITH GEM

CHICAGO BEARS ALONE ARE UNDEFEATED; EASTERN RACE A FIVE-TEAM SCRAMBLE

Although the National Football League campaign is just now getting into full stride, the only team that still can point with pride to an unsullied record is the Chicago Bears.

George Halas' mighty machine crushed the previously-unbeaten Los Angeles Rams by a 42-21 score last Sunday. It was the third victory in a row for the Bears, whose offensive virulence is indicated by their league-leading total of 115 points.

Pittsburgh's upset of Washington marred the perfect slate of the Redskins and served to make the Eastern Division race a free-for-all scramble among all five entries.

The Steelers and the Redskins, deadlocked for the lead with two victories and one defeat apiece, stand only one-and-a-half games to the good over the last-place Boston Yanks, who got off the "schneid" by defeating Detroit. Philadelphia and the Giants are riding right on the heels of the leaders.

Despite the jump they have gained on the rest of the field, the Bears are a long way from being home free in the Western Division.

The champion Cardinals came through with a handsome 17-7 triumph over the Packers and are close up with a 2-1 record. Los Angeles and Green Bay also remain very much in the fight.

Staunch defensive play has had a lot to do with keeping Pittsburgh up there. The Steelers lead the league in defense, having surrendered only 34 points.

NATIONAL LEAGUE STANDINGS

EASTERN DIVISION

| | W. | L. | T. | PC. | Points | |
|-------------------|----|----|----|------|--------|-------|
| | | | | | For. | Agst. |
| Washington..... | 2 | 1 | 0 | .667 | 65 | 34 |
| Pittsburgh..... | 2 | 1 | 0 | .667 | 48 | 38 |
| Philadelphia..... | 1 | 1 | 1 | .500 | 87 | 49 |
| NEW YORK..... | 1 | 2 | 0 | .333 | 37 | 93 |
| Boston..... | 1 | 3 | 0 | .250 | 38 | 96 |

WESTERN DIVISION

| | | | | | | |
|------------------|---|---|---|-------|-----|----|
| Chicago Bears... | 3 | 0 | 0 | 1.000 | 115 | 45 |
| Chicago Cards... | 2 | 1 | 0 | .667 | 55 | 49 |
| Los Angeles..... | 1 | 1 | 1 | .500 | 93 | 77 |
| Green Bay..... | 2 | 2 | 0 | .500 | 78 | 83 |
| Detroit..... | 0 | 3 | 0 | .000 | 42 | 94 |

Giants Top Cardinals, 12-2, In All-Time Series

Although Jimmy Conzelman's Chicago Cardinals won the National Football League championship for the first time last year, they had their usual luck against the Giants in their 1947 visit to the Polo Grounds. In one of the biggest upsets of the campaign, Steve Owen's club, which had not won a game up to the time, beat the Cardinals, 35-31.

This triumph gave the Giants a 12-2 edge over the Chicagoans in their series, which dates back more than twenty years, to 1926. The only victories registered by the Cards were in 1935, when they won 14-13, and in 1941, when they scored by 10-7. Incidentally the Giants led the Eastern Division in both of those years.

Despite the infrequency of their success against the Giants, the Cardinals never have been easy for the New Yorkers. Most of the games have been thrillers. High-scoring battles have been the post-war trend. It was the Giants by 28-24 in 1946 and then, of course, there was the mad touchdown spree of those years.

The indications are that the scoreboard men again will be kept busy pushing their buttons. With Paul Christman, Ray Mallouf, Pat Harder, Charlie Trippi, Elmer Angsman,

Marshall Goldberg, Vic Schwall, Ventan Yablonski, Boris Dimancheff, Billy Dewell and Mal Kutner, the Cardinals once more are a dynamic offensive outfit.

The new Giants also think in strictly touchdown terms and, with Chuckin' Charlie Conerly, Paul Governali, Joe Scott, Tony Minisi, Emlen Tunnell, Gene Roberts, Ray Coates, Johnny Atwood, Jules Siegle, Bill Swiacki, Ray Poole, Paul Walker, Joe Johnson and Bruce Gehrke, they have what it takes to make those six-pointers.

Keep your eye on the ball! A missed play may mean a missed score.

The Giants-Cardinals series record:

| |
|--------------------------------------|
| 1926—New York 20, Cardinals 0. |
| 1927—New York 28, Cardinals 7. |
| 1928—New York 24, Cardinals 21. |
| 1930—New York 25, Cardinals 12. |
| New York 13, Cardinals 7. |
| 1935—Cardinals 14, New York 13. |
| 1936—New York 14, Cardinals 6. |
| 1938—New York 6, Cardinals 0. |
| 1939—New York 17, Cardinals 7. |
| 1941—Cardinals 10, New York 7. |
| 1942—New York 21, Cardinals 7. |
| 1943—New York 24, Cardinals 13. |
| 1946—New York 28, Cardinals 24. |
| 1947—New York 35, Cardinals 31. |
| (Points—New York 275, Cardinals 159) |

**Scores
two ways...**

WORLD-FAMOUS

Mount Vernon

BRAND

WHISKEY • A BLEND

\$349 **\$220**
4/5 QUART PINT

**Light on the palate
Light on the purse**



86 Proof—72½% Grain Neutral Spirits. National Distillers Products Corporation, New York, N. Y.

ESTABLISHED 1853

**CORN EXCHANGE BANK
TRUST COMPANY**

HEAD OFFICE

William and Beaver Streets

New York

o

**74 BRANCHES CONVENIENTLY LOCATED IN
GREATER NEW YORK**

Member Federal Deposit Insurance Corporation

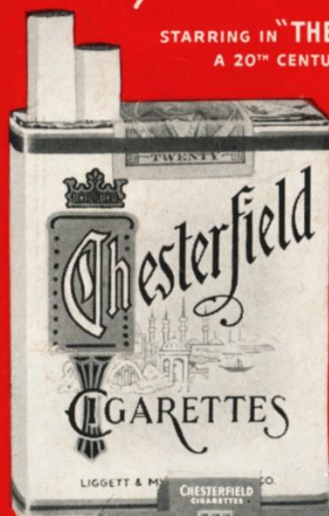
ALWAYS BUY **ABC** CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING

"They're Milder - that's
why I always
smoke Chesterfields"

Tyrone Power

STARRING IN "THE LUCK OF THE IRISH"
A 20TH CENTURY-FOX PRODUCTION



**AND TO KEEP PACE WITH
THE EVER-INCREASING DEMAND**
Chesterfield is building another factory

— it's large — it's modern and in the very heart
of Tobaccoland where the Chesterfield Factory
group and tobacco-ageing warehouses
are already "A city within a city"

SO MILD *they Satisfy Millions* **SO MILD** *they'll Satisfy You*