



NOVEMBER 7 • 1948 • POLO GROUNDS

TWENTY-FIVE CENTS



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

LUCKY STRIKE
means Fine Tobacco



Copr., 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.

FIVE MORE CHANCES FOR REDEMPTION

Starting with next Sunday's meeting with the Los Angeles Rams, the Giants will have five more chances to redeem themselves in the National League race.

On November 21, Steve Owen's men will visit Milwaukee to tackle the Green Bay Packers. November 28 will find the Polo Grounds back here, against the Boston Yanks. December 5 will send the Giants to Pittsburgh and on December 12, the Washington Redskins will be the guests in Harlem.

Five more chances after today, and three of them, against Los Angeles, Boston and Washington, right here at the Polo Grounds.

Those five contests will afford tremendous opportunities to the New York setup. Thus far, results have not been flamboyant—two successes in half a dozen starts.

But there have been flashes of progress—the 35 points scored against the Cardinals, among them.

As all Giant fans know, the club is in a state of rebuilding. There are twenty new players, and rookies always make mistakes. They are learning. At times, the very hard way. But they are putting in their rugged licks toward brighter things in 1949 and 1950.

With the tough assignment against the Bears in their own park out of the way,—and the Giants did score 14 points in their last quarter surge there,—Steve Owen and his men can concentrate on far more roseate chances. True, the Giants beat the Bears in a pre-season exhibition, but the work of the Halas outfit once the chips were on the baize left no illusions among the Polo Grounders concerning the size of the job with which they were confronted in Chicago.

Well, that game is water over the dam. Now



STEVE OWEN

for the Eagles this afternoon, and those five grand chances for redemption which lie in the offing.

Owen believes in this Giant squad. He is not so far sold on it that he would resist the chance to bolster it. But he does believe that he is on the right track, and his high reputation among the football coaches of the country insists that his opinions must be respected.

Steve has had his troubles in the past, and he has surged out of them with colors flying and the band playing.

It is interesting to point to the offensive potentialities of this New York club. It has scored 120 points. Green Bay, third in the Western half of the National League, shows 121, Boston has 99, Pittsburgh 89.

Frankly, the Maras and Owen had hoped to develop a stronger representation. But some of the new men have not responded as fast as had been expected, and here and there a veteran has found the going rather more rugged than he had looked for.

However, this New York squad has the makings. Polo Grounds fans unquestionably know this. In any event, come what may, there always is a football game when the Giants come out on the field.

GIANTS' HOME SCHEDULE

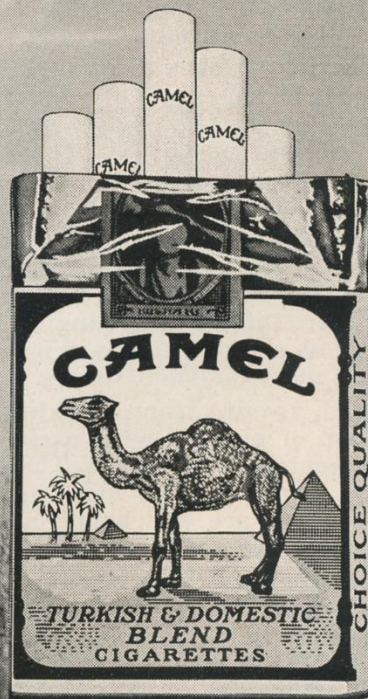
Nov. 14.....Los Angeles Rams

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

OWEN LOOKS TO HIS PITCHERS

In plotting the upsurge of the Giants, Steve Owen has been placing increasing reliance on his aerial machinery. Nowhere in professional football will you find a keener appreciation of the potentialities of the forward pass.

Let us go back to the fourth quarter of last week's game with the Bears. The Giants had been fighting desperately, but without avail in so far as could be discerned on the score board.

Then the pass began to pay off. The New York team got down to the 16, and there Charley Conerly pitched one to Bill Swiacki, and the Giants had a touchdown.

Later on, the Giants struggled to Chicago's 38, and there organized a brilliant air attack which put over a touchdown in three efforts.

First there was Conerly's pitch to Joe Sulaitis. Then came a pass to Gene Roberts. And finally, the heave to Swiacki, for the second touchdown.

Between them, Conerly and Paul Governali completed 11 out of 14 passes, a superlative showing.

Governali, who started rather slowly, finally has got on the beam, and may be expected to live up to his splendid reputation as a pitcher, both at Columbia and in the National League, from now on.

Of course, the Owen offensive isn't all tossing. There are quite a few splendid ball movers on Steve's squad, and one of them is fleet, elusive Tony Minisi, who came to the Polo Grounds after a brilliant career at Annapolis and Pennsylvania.

Could be that Owen has in mind wider use of Minisi, who is not only a runner but a splendid lefthanded passer.

Minisi is learning the professional system very quickly and is about ready to break out.

With Frank Reagan, Sulaitis and Governali at quarter, Minisi, Conerly and Ray Coates at left half, George Cheverko, Joe Scott and Johnny Atwood at right half, and Frank Williams, Gene Roberts, Jules Siegle and Ken Keuper at fullback, the Giants command some impressive material.



Giant Pitchers (Left to Right)—Paul Governali, Charley Conerly and Tony Minisi



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., NOV. 7—PHILADELPHIA EAGLES

Sun., Nov. 14—Los Angeles Rams

Sun., Nov. 28—Boston Yanks

Sun., Dec. 12—Washington Redskins

*Tickets for the November 7 game with the
Philadelphia Eagles are on sale today at the
booth in the rear of Section 16 of the Lower
Grandstand.*

NEW LINE HEROES AT POLO GROUNDS

There are some new heroes on the Giant line. Among these are Bill Erickson and Ed Royston, who have been used at the guards on offense. Steve Owen has praised this pair in glowing terms. So greatly has he begun to rely on them that he uses them in place of Len Younce and Bob Dobelstein when the Polo



DON ETTINGER

Owen in a trade which sent the veteran Frank Liebel to the Cardinals.

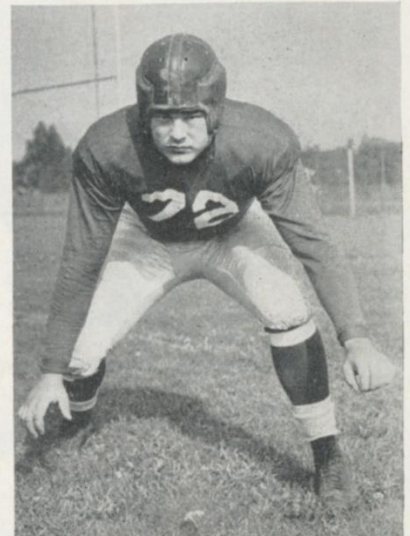
Don (Red) Ettinger, from Sunflower, Kansas, moved into the pro ranks from Kansas, where he was all-Big-Six tackle last season. Red started in varsity football as a full-back, then shifted to guard and center. He can move fast



BILL ERICKSON



ED ROYSTON

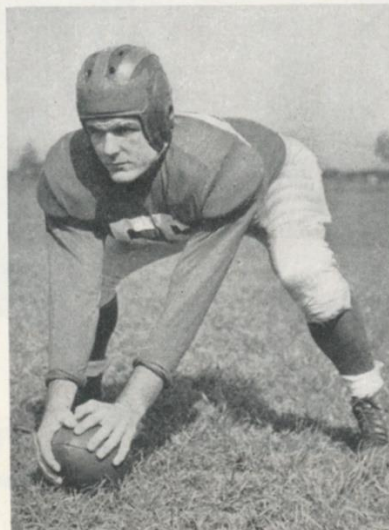


LARRY BEIL

Grounders are moving the ball.

Erickson came to the Giants this year as a tackle, from Mississippi. He is from Hollis, L. I., and still makes his home there.

Royston was an outstanding college guard at Wake Forest in 1947, and was named by Army on its 1946 all-opponent team. Ed was acquired by



CARL FENNEMA

enough to be a superb back.

Another rookie lineman who has the mobility of a carrier is Carl Fennema, center, who hails from the University of Washington.

Larry Beil, 225-pound tackle from Portland University, is one of those big, strong, stalwart linemen, of a type with which Steve has done remarkable things in the past.

"Finest beer I ever tasted!"

says **CONNIE DESMOND**

Popular Sports Announcer



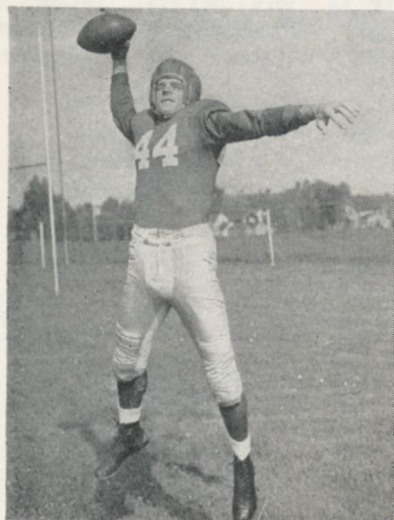
Schaefer

- 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

Reagan and Roberts Win Schaefer Awards and Ettinger, Rookie Center, Is Named Outstanding Giant Lineman Twice in a Row

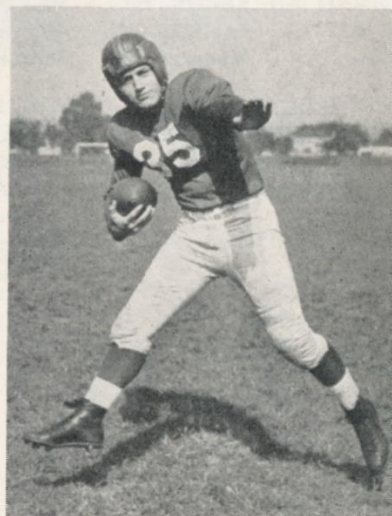


FRANK REAGAN

Don Ettinger's ball-hawking feats against the Pittsburgh Steelers and the Chicago Bears earned the rookie guard from Kansas the Schaefer Awards as Giant lineman-of-the-week in both these contests.

In selecting the Giant back-of-the-week for these games, the jury of experts split its ballot. The veteran Frank Reagan was the choice in the clash with the Steelers, while Gene (Choo-Choo) Roberts was named for his performance against the Bears.

The 210-pound Ettinger, listed on the Giant roster as a tackle, but used as a roving guard on defense, set up a



GENE ROBERTS

touchdown by blocking a kick in the Giant victory over the Steelers. Against the Bears, he gave a magnificent exhibition of open-field tackling and recovered a fumble to pave the way for a score.

Defensive play also established Reagan as a Schaefer Award winner. The former Pennsylvania star kept the Steelers from getting their attack rolling by his airtight coverage on passes, deadly tackling and long-range punting.

His team's best running back against the Steelers, Roberts also was an effective ball-carrier against the Bears. The Chattanooga Choo-Choo has been piling up big yardage on Steve Owen's famous up-the-river play from A-formation.

The Schaefer Awards, established by the F. and M. Schaefer Brewing Company, go each week to the back and lineman who, in the opinion of experts, contribute the most valuable services to the Giants.

After every Giant contest—at home or away—leading sports writers are polled by secret ballot. Their selections are announced each Tuesday at the weekly Giant press luncheon and the names of the winners are carried in this program the following Sunday.

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

In addition to the weekly awards, Schaefer Most Popular 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.

FOOTBALL GIANTS SEASON PLAYER AWARDS BALLOT

My selections of the outstanding Giants in the Philadelphia Eagles game are:

Back

Lineman

(Signed)

Address

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

STARTING
2:05 P.

PHILADELPHIA EAGLES—THREE DEEP

L. E. ARMSTRONG (80) Ferrante (83) Green (89)	L. T. SEARS (79) Savitsky (75) Douglas (71)	L. G. PATTON (65) Giannelli (64) Maronic (61)	C. LINDSKOG (52) Wojciechowicz (53) Szymanski (51)	R. G. KILROY (76) Magee (67) Barnes (74)	R. T. WISTERT (70) MacDowell (88) Hartman (73)	R. E. PIHOS (35) Humbert (81) Prescott (86)
Q. B. THOMPSON (11) Mackrides (39) Johnson (27)	L. H. B. VAN BUREN (15) Steele (37) Doss (45) Parmer (43)	R. H. B. PRITCHARD (30) McHugh (49) Craft (33) Palmer (40)	F. B. MUHA (36) Myers (32) Kish (44)			

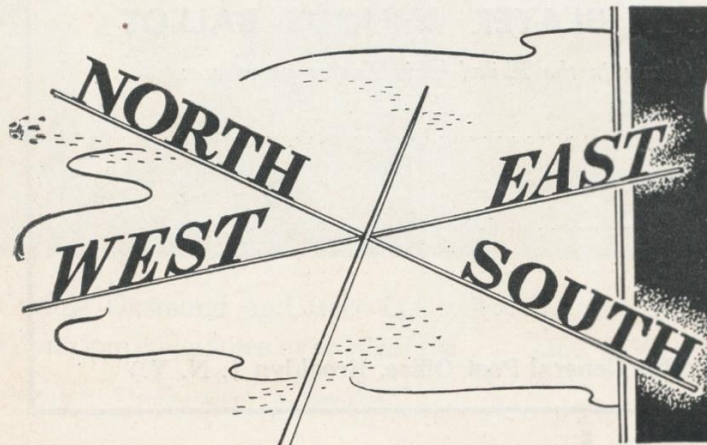
PHILADELPHIA EAGLES ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N. F. L.
11	Thompson, Tommy	QB	197	6:01	30	Tulsa	7
15	Van Buren, Steve	HB	198	6:00	27	L. S. U.	5
27	Johnson, Alvin	QB	172	6:00	26	Hardin-Simmons	1
30	Pritchard, Bosh	HB	163	5:11	28	V. M. I.	4
32	Myers, Jack	FB	203	6:02	23	U. C. L. A.	1
33	Vraft, Russ	HB	175	5:09	28	Alabama	3
35	Pihos, Pete	E	208	6:01	24	Indiana	2
36	Muha, Joe	FB	208	6:01	26	V. M. I.	3
37	Steele, Ernie	HB	176	6:00	30	Washington	7
39	Mackrides, Bill	QB	184	5:11	23	Nevada	2
40	Palmer, Leslie	HB	180	6:00	24	N. Carolina S.	1
43	Parmer, Jim	HB	189	6:00	21	Okla. A. M.	1
44	Kish, Ben	FB	211	6:00	30	Pittsburgh	8
45	Doss, Noble	HB	189	6:00	28	Texas	2
49	McHugh, Pat	HB	165	5:11	28	Georgia Tech	2
51	Szymanski, Frank	C	225	6:01	25	Notre Dame	4
52	Lindskog, Vic	C	205	6:01	30	Stanford	5
53	Wojciechowicz, Al	C	232	5:11	33	Fordham	11
61	Maronic, Dusan	G	209	5:09	27	None	5
64	Giannelli, Mario	G	271	6:00	27	Boston College	1
65	Patton, Cliff	G	240	6:02	24	T. C. U.	3
67	Magee, John	G	220	5:10	25	Rice	1
70	Wistert, Al	T	214	6:01	27	Michigan	6
71	Douglas, Otis T.	T	220	6:00	37	Wm. & Mary	3
73	Hartman, Fred	T	222	6:01	28	Rice	2
74	Barnes, Walter	G	233	6:01	30	L. S. U.	1
75	Savitsky, Geo	T	245	6:02	24	Penn	1
76	Kilroy, Frank	G	244	6:02	27	Temple	7
79	Sears, Vic	T	226	6:03	30	Oregon State	8
80	Armstrong, Neil	E	188	6:02	22	Okla. A. M.	2
81	Humbert, Dick	E	181	6:01	29	Richmond	5
83	Ferrante, Jack	E	205	6:01	32	None	6
86	Prescott, Ace	E	193	6:02	27	Hardin-Simmons	3
88	MacDowell, Jay	T	215	6:02	29	Washington	3
89	Green, John	E	192	6:01	26	Tulsa	2

Head Coach..... A. Earle (Greasy) Neale
Backfield Coach..... Charley Ewart
Line Coach..... John S. Kellison

End Coach..... Larry Gabrelli
Trainer..... Otis Douglas

For Official National Football League



Clear Head Switch to

ING TIME
5 P. M.

NEW YORK GIANTS—THREE DEEP

L. E. WALKER (86) Swiacki (81) Johnson (88)	L. T. WHITE (77) Treadaway (70)	L. G. DOBELSTEIN (67) Erickson (76) Garzoni (63)	C. CANNADY (52) Fennema (55) (Ettinger (74))	R. G. ROYSTON (61) Ettinger (74) Younce (60)	R. T. SCHULER (75) Coulter (79) Beil (72)	R. E. POOLE (82) Gehrke (83) Pipkin (31)
Q. B. SULAITIS (21) Governali (41) 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) Williams (33) Keuper (20)			

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
20	Keuper, Kenneth	B	209	6:00	29	Georgia	1
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
35	Roberts, Gene	B	188	5:11	24	Chattanooga	2
38	Minisi, Tony (Skippy)	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
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.

ague Penalty Signals, see following page.

ds
o 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

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



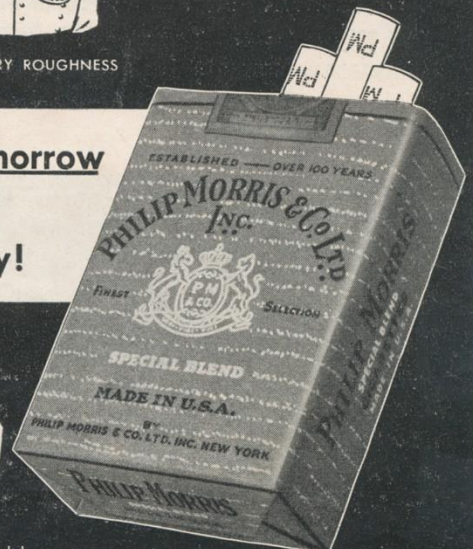
5 UNSPORTSMANLIKE CONDUCT



6 INTERFERENCE WITH FAIR CATCH or FORWARD PASS



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



VAN BUREN, THOMPSON PACE EAGLES

Just in case the word has not made the full rounds, let today's onlookers at the Polo Grounds be hereby advised that in the 1948 Philadelphia Eagles they will be watching what probably is one of the great professional football teams of all time.

After several years of patient, painstaking, post-war rebuilding, Earle (Greasy) Neale, the old pro who directs Philadelphia's destinies, apparently has hit the jackpot with his current squad.

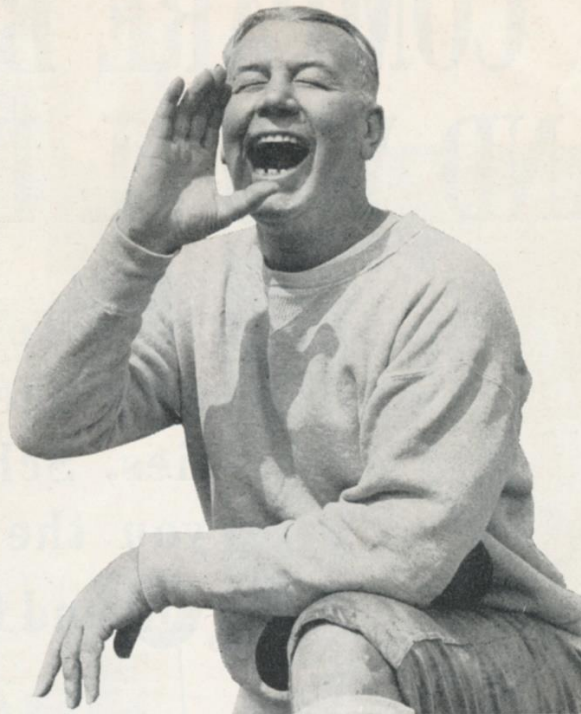
Certainly, for sheer offensive fury, there has been nothing in the National League to match this hatching of Eagles since the pre-war Chicago Bears were on the prowl. Old-timers can recall no precedent for the back-to-back 45-0 triumphs racked up by Philadelphia over the Giants and the Redskins.

The precision and power of the Eagles in these contests left observers gasping. In eight years under Neale, they always have been a good offensive team, for Greasy is a guy who would rather win by 100-99 than 3-0, but such perfection in all departments against strong opposition was almost beyond belief.

That the Eagles have a solid cast from top to bottom is obvious from the records but, nevertheless, there are a couple of characters in the Philadelphia story who stand out as special heroes.

These, of course, are Steve Van Buren, the Bayou Basher, and Tossing Tommy Thompson from Tulsa. In this devastating duo, the Eagles have the best one-two punch in football.

Supersonic Steve, 205 pounds of rip-roaring runner, is the mightiest ball carrier in football today. Lightning fast and over-



GREASY NEALE

whelmingly powerful, he smashes over anyone he can't outrace or elude with such dread effect that he is well on his way to an all-time record for yards gained.

Last year, Van Buren set National League marks by lugging the pigskin 1008 yards in 217 scrimmage attempts. This gave him a four-year total of 2813 yards in 556 rushes, only 1,047 yards shy of the all-time record set by Clarke Hinkle of Green Bay over ten full seasons!

Although he has just started to wheel this season after a slow start, the former Louisiana State star already has added 373 more yards to his total in six games and also scored the 51st touchdown of his career.

A member of the Eagles since 1940, Thompson was overshadowed by Sammy Baugh and Sid Luckman in his rookie pre-war seasons but since his return to action from Army service in 1946, he has become a full-fledged member of the fraternity of Master Passers.

According to the latest available figures, he leads the NFL with the remarkable record of 69 completions in 114 attempts for 826 yards and nine touchdowns, with only three interceptions, for an average of .605.

To Van Buren and Thompson add Bosh Pritchard, Joe Muha, Pete Pihos, Neil Armstrong, Vic Sears, Al Wistert, Cliff Patton, Frank Kilroy, Vic Lidskog and a flock of able alternates and you have a lot of good reasons why the Eagles scream.



STEVE VAN BUREN

In Today's Acute Shortage of Aged Whiskies

COMPARE BACK LABELS AND YOU'LL BUY SCHENLEY

From the world's largest reserve
of quality aged, American, pre-war
whiskies, Schenley continues to
give you the same rich measure
of **5**, **6** and **7** year old whiskies*



The back label proves SCHENLEY'S PRE-WAR QUALITY

It's the *back label* that tells you the age of the whiskey you hold in your hand. The *Schenley Back Label* is proof that you are getting the same rich measure of 5, 6, and 7 year old whiskies. The *Schenley* name is your assurance of the unequalled blending skill that has made millions agree:

**SCHENLEY
TASTES
BETTER!**

*Join the millions who enjoy mild, friendly Schenley
—friendly to your taste*

***RARE PRE-WAR QUALITY BLENDED WHISKEY** 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., N.Y.C.



SCREAMING



BOSH PRITCHARD



JOE MUHA



VIC LINDSKOG

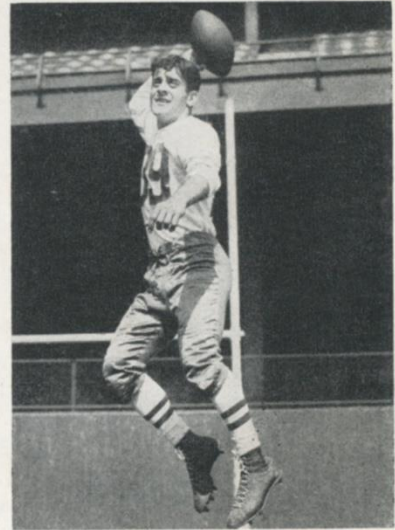


FRANK KILROY



VIC SEARS

EAGLES



BILL MACKRIDES



PETE PIHOS

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



Official timing watch for the

NEW YORK GIANTS VS. PHILADELPHIA EAGLES 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

SPECTACULAR SLINGERS HEADED HERE



The one and only Sammy Baugh

After today, there will be three more home games for the Giants at the Polo Grounds, and all will bring into action passers who rank with the greatest of all time. One of them, the durable Sammy Baugh, heads the list of great pitchers from the days of Brick Muller right up to the present.

Next Sunday, Bob Waterfield will come into Harlem with the Los Angeles Rams, on November 28, Roy Zimmerman, former Eagle, will move into the local park with the Boston Yanks. On December 12, Baugh will lead the Washington Redskins into New York.

Waterfield has been recovering from injuries, and by next Sunday should be his 1947 self again. He saw little service last week, when the Rams were nosed out in a pitching contest with the Chicago Cardinals, 27 to 22. Ram fans were certain that if their team had been able to command the full services of Mr. Waterfield, they would have taken the Cardinals.

Zimmerman has been a problem for the Giants for some years. He was rugged competition when he came here with the Eagles, and he still is quite a football player with the Yanks.

Baugh last Sunday gave another marvel-

ous exhibition in Washington's 59-21 victory over Boston. Sammy threw the ball for a total of 446 yards, bettering the National League record of 443 set by Sid Luckman with the Bears, in 1943. Baugh threw for 17 completions in 24 tries. Four of his passes went for touchdowns.

Zimmerman has been one of the pleasant surprises of the National League season.

After 1947, it was believed that Roy's star would fade out. However, with his shift to Boston, he got a new lease on gridiron life.

Boston had tried out one T-quarterback after another, and then came the old hero of the Eagles, and he has been clicking plenty.

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.

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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

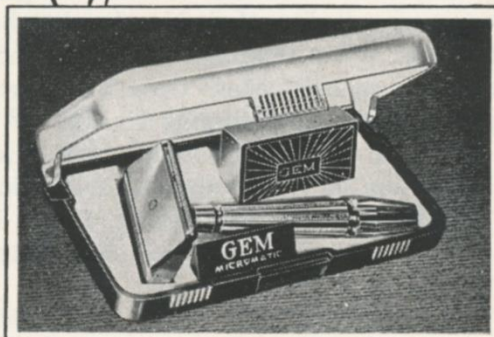
In order to insure the comfort of all our patrons attending the Giant home games, we earnestly request that all ticket holders enter their seats by way of the entrance ramp leading into THEIR OWN SECTIONS. Please avoid walking in front of other sections while going to your seats.

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		
63—Chicago Cards at NEW YORK	35	
0—Detroit at Chicago Bears	28	
0—Los Angeles at Green Bay	16	
45—Philadelphia at Washington	0	
7—Pittsburgh at Boston	13	
OCTOBER 24		
27—Boston at Chicago Cards	49	
7—Chicago Bears at Philadelphia	12	
34—Los Angeles at Detroit	27	
27—Pittsburgh at NEW YORK	34	
23—Washington vs. Green Bay at Milwaukee	7	
OCTOBER 31		
21—Boston at Washington	59	
27—Chicago Cards at Los Angeles	22	
20—Green Bay at Detroit	24	
14—NEW YORK at Chicago Bears	35	
34—Philadelphia at Pittsburgh	7	
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		



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EAGLES, BEARS AND CARDS TOP NFL RACES

It's still the Eagles in the East and the Bears and the Cardinals in the West in the races for the National Football League's 1948 divisional titles.

The Big Three of the NFL all racked up victories last Sunday and only the Cardinals had any trouble. Greasy Neale's dynamic Philadelphia team snowed Pittsburgh under by a 34-7 score. The big, bad Bears maltreated the young Giants, 35-14, and the Cardinals edged the Los Angeles Rams, 27-22.

With a 4-1-1 record, the Eagles are half a game to the good over the Washington Redskins, who enjoyed a 59-21 field day at the expense of the Boston Yanks as Sammy Baugh set a flock of new passing records.

Chicago's high-powered entries each have won five and lost one. Barring upsets, they are likely to remain deadlocked until their meeting on Dec. 12, the final Sunday of the regular season.

The NFL now has no all-losing, as well as no all-winning, team. Bo McMillan's injury-

by upsetting the in-and-out Packers, 24-20. riddled Detroit Lions got off the "schneider"

The Cardinals, Bears and Eagles, who have tallied 194, 185 and 175 points, respectively, are having quite a race for scoring leadership. The Eagles, who have yielded only 63 points, have the defensive record, the Bears standing next with 71 points given up.

NATIONAL LEAGUE STANDINGS EASTERN DIVISION

	W.	L.	T.	PC.	Pts. For	Agst.
Philadelphia ..	4	1	1	.800	178	63
Washington ..	4	2	0	.667	147	107
New York	2	4	0	.333	120	218
Pittsburgh ...	2	4	0	.333	89	119
Boston	2	5	0	.286	99	211

WESTERN DIVISION

Chicago Bears	5	1	0	.833	185	71
Chicago Cards	5	1	0	.833	194	133
Green Bay	3	4	0	.429	121	130
Los Angeles ..	2	3	1	.400	149	147
Detroit	1	5	0	.167	93	176

Eagles Seek Fourth Straight Over Giants

In all-time competition with the Eagles, the Giants hold a commanding lead. Of twenty-nine games since 1933, New York has won nineteen as against Philadelphia's nine. One tie was played.

However, these figures do not give a faithful picture of what has developed into one of the keenest rivalries in the National League.

The Giants rolled up their big plurality before the war. When relations were temporarily suspended in 1943, Steve Owen's club was riding on a nine-game winning streak.

It has been quite a different story since the resumption of the rivalry in 1944. That year, the Eagles beat the Giants, 24-17, in Philadelphia and tied them, 21-all, at the Polo Grounds.

In 1945 and 1946, the teams split their home-and-home series, each winning at its own park. The forerunner of Greasy Neale's great current team won both ends of last year's series and, by virtue of its 45-0 triumph at Shibe Park on Oct. 10, takes the field today in quest of its fourth straight victory over the Giants.

Although that 45-0 score constituted a record count for the Eagles against the Giants, New York inflicted even a worst pasting on Philadelphia back in 1933. The very first time they faced the Eagles, the Giants beat them, 56-0.

The Giants-Eagles series record:

1933—Giants 56, Eagles 0	1940—Giants 20, Eagles 14
Giants 20, Eagles 14	Giants 17, Eagles 7
1934—Giants 17, Eagles 0	1941—Giants 24, Eagles 0
Eagles 6, Giants 0	Giants 16, Eagles 0
1935—Giants 10, Eagles 0	1942—Giants 35, Eagles 17
Giants 21, Eagles 14	Giants 14, Eagles 0
1936—Eagles 10, Giants 7	1944—Eagles 24, Giants 17
Giants 21, Eagles 17	Giants 21, Eagles 21
1937—Giants 16, Eagles 7	1945—Eagles 38, Giants 17
Giants 21, Eagles 0	Giants 28, Eagles 21
1938—Eagles 14, Giants 10	1946—Eagles 24, Giants 14
Giants 17, Eagles 7	Giants 45, Eagles 17
1939—Giants 13, Eagles 3	1947—Eagles 23, Giants 0
Giants 27, Eagles 10	Eagles 41, Giants 24
	1948—Eagles 45, Giants 0

(Points —Giants, 548: Eagles, 394)

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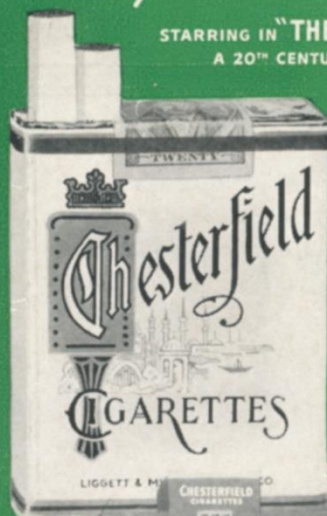
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