

25th ANNIVERSARY



OFFICIAL PROGRAM • TWENTY-FIVE CENTS

GAME | POLO GROUNDS 157th Street and
Eighth Ave., N.Y.C.

GAME | POLO GROUNDS 157th Street and
Eighth Ave., N.Y.C.
SILVER 25th JUBILEE
ANNIVERSARY
N. Y. FOOTBALL GIANTS
vs
PITTSBURGH STEELERS
1949-2:05 p.m. **\$4.00**
Upper Box Seat Est. Price \$3.33
Federal Tax .67

FOOTBALL - 1949
GAME | POLO GROUNDS
SUNDAY

FOOTBALL - 1949
GAME | POLO GROUNDS
SUNDAY
OCT. 16
1949 2:05 P.M.
1 **UPPER**
BOX SEAT
\$4.00

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SECTION

A
20

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

DAN CURRIN, independent warehouse operator of Oxford, N. C., has smoked Luckies for 20 years. He says: "To me, Luckies taste better. I've seen the makers of Luckies buy fine, prime tobacco, you know!" Here's more evidence that Luckies are a finer cigarette!



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years old...blended with choice
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The unusual dimple decanter bottle is
your guide to superb value. The quality
in the bottle is your guide to whiskey
enjoyment! For superb flavor and bouquet,
EXperts call for EXport!

Melrose and Company, Inc., Cedarhurst, Md.

Successors to Records and Goldsborough, Established 1885

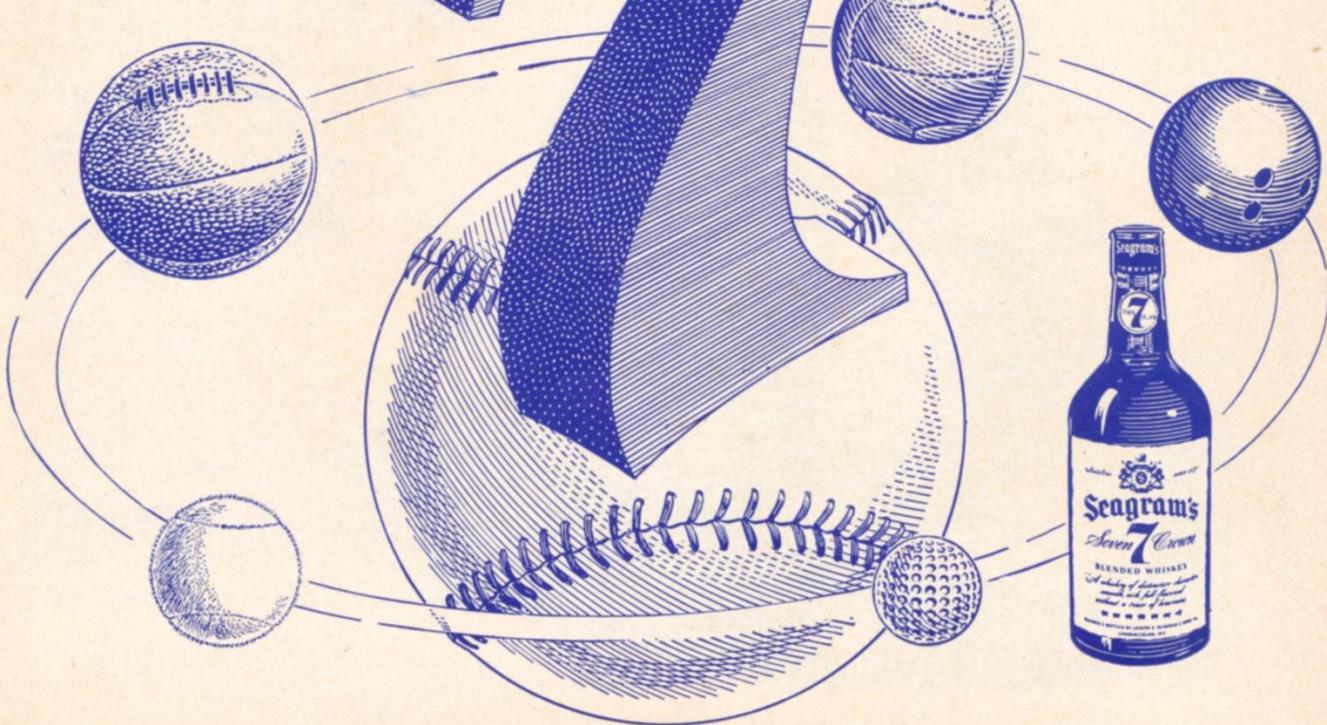
*MELROSE RARE BLENDED WHISKEY. 90 Proof. The straight whiskies in this product are 6 years or more old. 40% straight whiskey, 60% grain neutral spirits. 15% straight whiskey 6 years old, 25% straight whiskey 7 years old. MELROSE EXPORT BLENDED WHISKEY. 86 proof. 65% grain neutral spirits.

Sure to be "on the ball"

Men who know the score are SURE to be 7 Crown rooters.
They know that a drink made with Seagram's finest
American whiskey is always SURE to be right on the ball!

Say Seagram's

and be Sure



Seagram's 7 Crown. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits. Seagram-Distillers Corporation, Chrysler Building, New York

THE GIANTS CELEBRATE—

25th Anniversary for Men of Mara

The New York Football Giants welcome you to the Polo Grounds today for the start of their twenty-fifth, or silver, anniversary year as a member of the National Football League.

This indeed is a milestone—not only in the history of the Giants but also in the history of professional football, which has grown so tremendously since its humble beginnings in Canton, Portsmouth, Frankfort, Providence and, of course, New York, a quarter of a century ago.

To help celebrate the occasion, the management of the Giants has arranged to have here today many great Giant stars of other years, and as he did twenty-five years ago Surrogate William T. Collins will throw out the first ball.

Gathered on the field you will see members of the first edition Giants of 1925 and many other old Polo Grounds favorites. To these pioneers of 1925, the Giants pay special tribute. It was their fine play and spirit in the difficult days of introducing professional football to New York that enabled the Giants to establish this new sports enterprise on a solid basis.

Heroes all were these Giants of 1925, who are depicted below in battle array.

Heroes too were such Giants of yesteryear as Benny Friedman, Steve and Bill Owen, Harry New-

man, Ken Strong, Ed Danowski, Mel Hein, Tuffy Leemans, Ward Cuff, Dale Burnett, Johnny Dell Isola, Hank Soar, Kink Richards, Jim Poole and others too numerous to mention. Many of them, too, are here today to revisit the scene of their past but far-from-forgotten glory.

In the presence of this gallery of greats, another Giant team takes the field and from its ranks will come fresh recruits to the distinguished company of the past.

It is for you to judge, as you have in other years, who will be the new additions to the Giant Hall of Fame.

There are candidates galore on this young, rebuilt 1949 Giant squad. Tried-and-true performers like Chuckin' Charley Conerly, Gene Roberts, Joe Scott, Jim White, Tex Coulter, Bill Swiacki and Ray Poole already have one foot in the door and there are many others knocking on it.

There is another important element in the rich tradition of the Giants of which all the Giants are most conscious. On this Silver Anniversary Day, the Giants of the past and present also wish to pay special tribute to the loyal fans who have supported the team through thick and thin.

From 1925 to 1949, the Giants have been rightfully proud to be the NEW YORK GIANTS.

THE 1925 NEW YORK FOOTBALL GIANTS



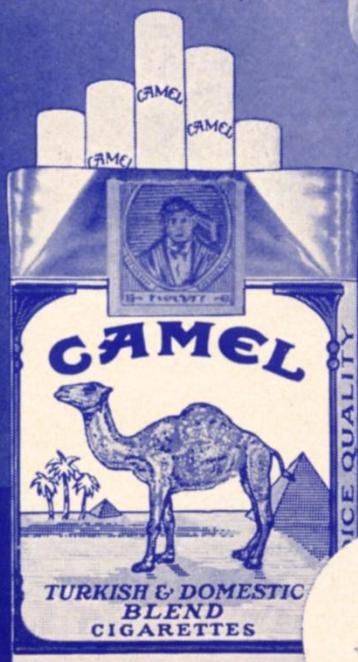
Line (left to right) : Lynn Bomar, Vanderbilt; Ed McGinley, Pennsylvania; Joe Williams, Lafayette; Joe Alexander, Syracuse; Arthur Carney, Navy; Century Milstead, Yale; Dick Jappe, Syracuse.

Backfield: Oscar Hendrian, Pittsburgh; Heinie Benkert, Rutgers; Jack McBride, Syracuse; Hinky Haines, Penn State.

1920—30th Year National Football League—1949

This book is published by HARRY M. STEVENS, Inc., 320 Fifth Avenue, New York I, N. Y.

So Mild-
and they
Taste
so good!



Camels

THE GIANTS PRESENT—

Conerly Leads Versatile T-Squad

The 1949 New York Football Giants employ the T-formation exclusively on the attack. Since this is something new, old Giant fans probably will find it necessary to make frequent reference to their programs to identify ball-carriers and pass-receivers. However, we feel that it will not take long for you in the stands to recognize that this Giant squad is well qualified to handle to a T the intricacies of the T.

Chuckin' Charley Conerly (42), who won National Football League "rookie-of-the-year" honors for his great passing and all-around play at tailback in A-formation last year, has moved up under center in the new alignment. This was a difficult adjustment but Charley has made it. There never has been any question of his rare passing genius and he has been improving sensationaly from week to week in the other phases of his new job.

Although Conerly naturally will handle the bulk of the work at quarterback, he will not have to carry the load alone. In one of the most important deals they ever have transacted, the Giants recently purchased Ray Mallouf (22) from the Chicago Cardinals. A veteran of five National League campaigns, Mallouf was the sparkplug of the dynamic Cardinal attack last year and wound up as the fifth-ranking passer of the circuit (Conerly was third). His acquisition gives the Giants a potent double-barreled threat in the key T spot.

To round out their first backfield, the Men of Mara have a trio of explosive runners. Gene (Choo Choo) Roberts (35) and Joe Scott (30) at the halfbacks, need no introduction. They flank Bob Greenhalgh (12), a rookie from the University of San Francisco, which also sent up Scott last year. Greenhalgh has the power to blast and the speed to go all the way, as have Roberts and Scott.

Cletus Fischer (37) and Jack Salscheider (40), the latter a fine punter, are two other swift and elusive new backs and Bus Mertes (34), a seasoned pro, also has been added to the ball-carrying corps. Noah Mullins (20), from the Bears, and Ray Coates



CHARLEY CONERLY

(49), Em Tunnell (45) and Joe Sulaitis (21), holdovers, are defensive backs who also can step in and do a fine job on the offense.

Another mighty offensive weapon has been added in Toeless Ben Agajanian (41), a prodigious place-kicker who booms his kick-offs into the end zone and can split the uprights with uncanny regularity within the range of half the field.

One of the best end squads in Giant history is available to snag the passes of Conerly and Mallouf and guard the flanks. Bill Swiacki (81) and Ray Poole (82), back from last year, are now supported by Navy's Dick Duden (87), Frank Lo Vuolo (89) of St. Bonaventure, Colgate's George Kershaw (86) and Dick Hensley (85) of Kentucky.

Captain Jim White (77) leads a tackle-to-tackle wrecking crew that hits with the old Giant authority on defense and is coming to block with crushing crispness on the attack. White, Don Ettinger (74), Ed Royston (61) and the pivot pair of Tex Coulter (79) and John Cannady (52) are the only holdover linemen.

The newcomers are Al De Rogatis (78), a Newark boy who won All-America tackle designation at Duke; Jon Baker (76) from California; Ralph Hutchinson (71) from Chattanooga and Bill Austin (75) from Oregon State. New to the Giants but old hands at pro football are Ed Kolman (72) (Bears), Jack Colhouer (63) (Cardinals), Carl Butkus (62) and John Sanchez (70) (Redskins).

This new and very different Giant team has improved steadily with each start and its future appears bright.

GIANT SCHEDULE AT POLO GROUNDS

Oct. 16.....	Pittsburgh Steelers
Oct. 23.....	Chicago Bears
Nov. 6.....	New York Bulldogs
Nov. 20.....	Detroit Lions
Nov. 27.....	Washington Redskins
Dec. 4.....	Philadelphia Eagles

All games start at 2:05 P.M.



ENJOY A MILLIONAIRE'S FLORIDA VACATION FOR ONLY \$10.00 A DAY!

VACATION SETTING OF YOUR DREAMS

The New York Giants' Mayfair Inn lies beside the sparkling blue waters of 28 square-mile Lake Monroe, deep in the sunny heart of central Florida. Here, 128 miles below Jacksonville and 37 miles inland from the Atlantic Coast, is a tropical paradise—a land of golden-spangled orange groves set against a lush backdrop of swaying palms.

FREE GOLF!

Visitors at the Mayfair Inn receive free guest privileges at the magnificent eighteen-hole golf course of the nearby Seminole Country Club. Transportation to and from the course is provided without cost by the Mayfair Inn's fleet of station wagons.

FREE TENNIS

Two perfectly conditioned cement courts on the grounds of the Mayfair Inn challenge your skill. Excellent floodlighting permits night-time play.

SWIM IN THE MAYFAIR'S PRIVATE POOL

Beneath the palms that fringe the shore of beautiful Lake Monroe is the Mayfair Inn's de luxe private swimming pool. Picture yourself swimming and diving in its sun-warmed water, or lolling on the adjacent private beach while you tan healthfully in the bright tropical sunlight.

FUN AFTER DARK

Skilled recreation directors keep your evenings filled with constant gaiety. They invite you to dances, movies, bingo parties, or other group amusements nightly at the hotel. They find you partners for a

bridge game, a round of ping-pong or a hard-fought match on the floodlighted tennis courts.

GREYHOUND RACING

Some of the finest dog-racing in all Florida takes place nightly at the Sanford-Orlando Kennel Club. Free box seats and transportation gratis to and from the track are provided by the Mayfair Inn.

LUXURY LIVING AT ITS FINEST

Rooms at the Mayfair Inn are furnished comfortably and attractively. All rooms have private bath.

FOOD FOR A KING

Menus at the Mayfair Inn feature a large variety of dishes, prepared under the direction of a world-famed chef. Thick, tender steaks and delicious pastries are his specialties. His generous servings gratify your vacation-whetted appetite.

EXPERT MANAGEMENT ASSURES SUAVE SERVICE

The Mayfair Inn is supervised by one of America's most famed hotel managers, Lew Doty—manager for many years of the world's largest hotel, the Stevens in Chicago. His experience assures you suave

service and careful attention to every detail of your vacation living.

ALL-YEAR RATE: \$10.00

Of the Mayfair Inn's 160 rooms, 138 rent at \$10.00 per person daily, including all meals and use of all sports facilities. Rates remain unchanged even at the peak of the winter vacation season.

AN AFTERNOON HOP BY NATIONAL AIRLINES

In just a few hours National Airlines, famous "Route of the Buccaneers," will whisk you to the warm, sunny playland of the Mayfair Inn. Conveniently timed flights leave New York, Philadelphia and Washington daily. At the Orlando airport you are met by a station wagon from the Mayfair Inn, which transports you without cost to the hotel.

MAKE YOUR RESERVATION NOW

Write for reservation to Lew Doty, Manager, The Mayfair Inn, Sanford, Florida. In New York and vicinity, telephone to PLaza 7-3662. Plane and hotel reservations may be made simultaneously at ticket offices of National Airlines in New York, Philadelphia, Baltimore, and Washington.

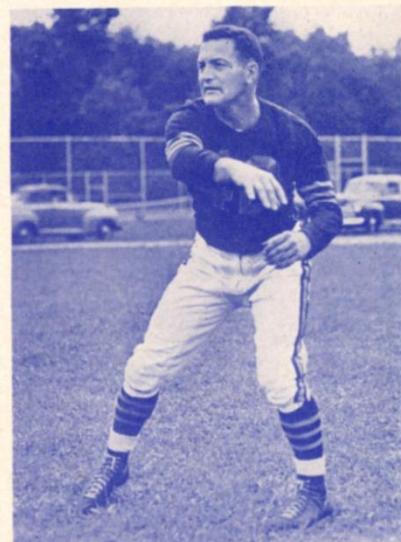
**THE NEW YORK
Giants
LEW DOTY, MANAGER
Mayfair Inn
SANFORD, FLORIDA**

HERE NEXT SUNDAY



JOHNNY LUJACK

THE
BIG, BAD
CHICAGO
BEARS



SID LUCKMAN

Don't Miss the Thrilling Thirty-Fourth Renewal of Professional Football's
Greatest Rivalry, the Men of Mara against the Men of Halas

TICKETS NOW ON SALE in booth at rear of SECTION 16

Coming Attractions at Polo Grounds

NEXT SUNDAY—CHICAGO BEARS

with

LUCKMAN, LUJACK, CONNOR

November 6

NEW YORK BULLDOGS

with

LAYNE, SLOSBURG, GOLDING

Tickets

November 27

WASHINGTON REDSKINS

with

BAUGH, GILMER, TAYLOR

on

November 20

DETROIT LIONS

with

DUDLEY, LEFORCE, ENKE

Sale

December 4

PHILADELPHIA EAGLES

with

VAN BUREN, THOMPSON, PRITCHARD

NEW YORK FOOTBALL GIANTS

11 West 42nd Street
New York 18, N.Y.
Mon.-Fri., 9-5; Sat. 9-1

NEW YORK BASEBALL GIANTS

104 West 42nd Street
New York 18, N.Y.
Mon.-Fri., 9-5; Sat., 9-12

\$4.00 **BOX
SEATS**

\$3.00 **RESERVED
SEATS**

\$2.00 **RESERVED
SEATS**

\$1.00 **BLEACHER
SEATS**

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New York

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75 BRANCHES CONVENIENTLY LOCATED IN
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TODAY—say
**Make Mine
RUPPERT**
for that
**SMILE OF
PLEASURE!**



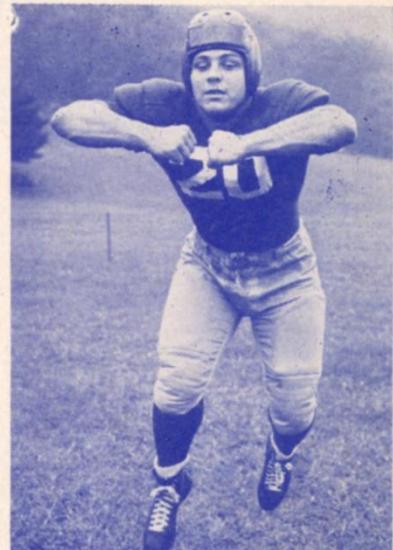
© 1949, Ruppert Knickerbocker Beer and Ruppert Ale,
Jacob Ruppert, New York City



BILL SWIACKI



CAPTAIN JIM WHITE



JOHN CANNADY

GIANTS



JOE SCOTT



COACH STEVE OWEN

GIANTS



GENE ROBERTS



DICK DUDEN, FRANK LO VUOLO, GEORGE KERSHAW

PITTSBURGH STEELERS—THREE DEEP

STARTING
2:05 P.M.

L. E.	L. T.	L. G.	C.	R. G.	R. T.	R. E.
JANSANTE (54)	WILEY (75)	MOORE (72)	WALSH (46)	SUHEY (62)	WYDO (79)	NICKEL (81)
Mehelich (55)	Barbolak (89)	Nobile (40)	Sinkovitz (57)	Hogan (73)	Samuelson (86)	Davis (28)
Long (80)			Balog (56)		Szot (65)	McPeak (37)

Q. B.
SEABRIGHT (33)
Ragunas (48)
Minini (25)

L. H. B.
GAGE (77)
Geri (35)
Finks (44)
Hartley (11)

R. H. B.
NUZUM (22)
Samuel (66)
Glamp (17)
Hanlon (45)

F. B.
PAPACH (27)
Shipkey (49)
Hollingsworth (42)

STEELER ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N.F.L.
11	Hartley, Howard	LHB	185	6:00	25	Duke	2
17	Glamp, Joe	RHB	180	5:11	26	L. S. U.	3
22	Nuzum, Jerry	RHB	200	6:01	26	New Mex. A. & M.	2
25	Minini, Frank	LHB	200	6:00	27	San Jose St.	2
27	Papach, George	FB	210	6:02	24	Purdue	2
28	Davis, Bob	RE	190	5:11	28	Penn State	4
33	Seabright, Charley	QB	208	6:02	30	W. Virginia	5
35	Geri, Joe	LHB	190	5:10	24	Georgia	1
37	McPeak, Bill	RE	200	6:01	23	Pitt	1
40	Nobile, Leo	LG	215	5:10	27	Penn State	3
42	Hollingsworth, Joe	FB	200	6:00	24	E. Ky. St.	1
44	Finks, Jim	LHB	175	6:00	22	Tulsa	1
45	Hanlon, Bob	RHB	195	6:01	24	Loras-N. D.	2
46	Walsh, Bill	C	230	6:02	22	Notre Dame	1
48	Ragunas, Vince	QB	200	5:11	25	V. M. I.	1
49	Shipkey, Jerry	FB	210	6:01	24	Duquesne	4
54	Jansante, Val	LE	190	6:01	28	U. C. L. A.	2
55	Mehelich, Charley	LE	200	6:01	27	Duquesne	4
56	Balog, Bob	C	225	6:02	25	Denver	1
57	Sinkovitz, Frank	C	215	6:01	26	Duke	3
62	Suhey, Steve	RG	215	5:11	27	Penn State	2
65	Szot, Walter	RT	225	6:01	29	Bucknell	3
66	Samuel, Don	RHB	190	5:11	25	Oregon St.	1
72	Moore, Bill	LG	220	5:11	27	Penn State	3
73	Hogan, Darrell	RG	210	5:10	23	Trinity	1
75	Wiley, Jack	LT	210	5:11	29	Waynesburg	4
77	Gage, Bobby	LHB	175	5:11	22	Clemson	1
79	Wydo, Frank	RT	215	6:04	25	Cornell	3
80	Long, Bill	LE	200	6:01	23	Okl. A. & M.	1
81	Nickel, Elbie	RE	190	6:01	27	Cincinnati	3
86	Samuelson, Carl	RT	245	6:04	26	Nebraska	2
89	Barbolak, Pete	LT	235	6:03	23	Purdue	1

Head Coach..... John Michelosen, Pitt
Backfield Coach..... Mike Nixon, Pitt
Assistant Coach..... Ken Ormiston, Pitt

Assistant Coach..... Walter Kiesling, St. Thomas
Assistant Coach..... Charles Cherindolo, Penn State
Trainer..... Dr. Raymond E. Sweeney

For official National League penalty

TODAY'S OFF

Crew No.

(see page 1)

Switch to Calvert
...TASTES BETTER!

CALVERT "RESERVE" BLENDED WHISKEY: 86.8 PROOF—6

NG TIME
P.M.

NEW YORK GIANTS—THREE DEEP

L. E. SWIACKI (81)	L. T. WHITE (77)	L. G. BUTKUS (62)	C. COULTER (79)	R. G. ROYSTON (61)	R. T. DE ROGATIS (78)	R. E. POOLE (82)
Duden (87)	Hutchinson (71)	Ettinger (74)	Cannady (52)	Baker (76)	Austin (75)	Kershaw (86)
Lo Vuolo (89)	Sanchez (70)	Colhouer (63)			Kolman (72)	Hensley (85)
Agajanian (41)						

Q. B.
CONERLY (42)
Mallouf (22)
Coates (49)

L. H. B.
ROBERTS (35)
Tunnell (45)
Salscheider (40)

R. H. B.
SCOTT (30)
Mullins (20)
Fischer (37)

F. B.
GREENHALGH (12)
Mertes (34)
Sulaitis (21)

GIANT ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N.F.L.
12	Greenhalgh, Bob	B	200	6:01	25	San Francisco	1
20	Mullins, Noah	B	177	5:11	30	Kentucky	3
21	Sulaitis, Joe	B	215	6:02	28	Dickinson H. S.	6
22	Mallouf, Ray	B	180	5:11	31	S. M. U.	5
30	Scott, Joe	B	200	6:01	23	San Francisco	2
34	Mertes, Bernard	B	200	6:00	28	Iowa	1
35	Roberts, Gene	B	188	5:11	25	Chattanooga	3
37	Fischer, Cletus	B	170	5:09	24	Nebraska	1
40	Salscheider, Jack	B	185	5:10	24	St. Thomas	1
41	Agajanian, Ben	E	210	6:00	30	New Mexico	2
42	Conerly, Charles	B	185	6:01	25	Mississippi	2
45	Tunnell, Emlen	B	187	6:01	24	Iowa	2
49	Coates, Ray	B	200	6:01	25	Louisiana State	2
52	Cannady, John	C	225	6:02	25	Indiana	3
61	Royston, Ed	G	220	6:01	26	Wake Forest	2
62	Butkus, Carl	T	245	6:01	27	George Washington	1
63	Colhouer, J. C.	G	210	6:01	27	Oklahoma	4
70	Sanchez, John	T	241	6:03	28	San Francisco	3
71	Hutchinson, Ralph	T	230	6:02	24	Chattanooga	1
72	Kolman, Ed	T	235	6:02	31	Temple	7
74	Ettinger, Don	G	215	6:02	26	Kansas	2
75	Austin, William	T	218	6:01	21	Oregon State	1
76	Baker, Jon	G	210	6:02	26	California	1
77	White, James	T	225	6:02	28	Notre Dame	4
78	De Rogatis, Al	T	235	6:04	22	Duke	1
79	Coulter, Dewitt	C	245	6:04	24	West Point	4
81	Swiacki, Bill	E	195	6:02	24	Columbia	2
82	Poole, Ray	E	215	6:02	27	Mississippi	3
85	Hensley, Richard	E	210	6:04	21	Kentucky	1
86	Kershaw, George	E	225	6:03	22	Colgate	1
87	Duden, Dick	E	212	6:03	24	Navy	1
89	Lo Vuolo, Frank	E	210	6:02	25	St. Bonaventure	1

Head Coach.....Steve Owen, Phillips U.

Line Coach.....Richard (Red) Smith, Notre Dame

Backfield Coach.....Al Sherman, Brooklyn College

End Coach.....Jim Lee Howell, Arkansas

penalty signals, see following page.





PAST-PERFORMANCE CHART

Team Statistics

GIANTS STEELERS

Games played	3	3
Won	2	2
Lost	1	1
Points scored	90	56
Points yielded	77	41
First downs made	51	55
First downs yielded	61	47
Yards gained	887	955
Yards yielded	1,116	931
Yards gained rushing	443	622
Yards yielded, rushing	457	385
Passes attempted	72	52
Passes completed	38	22
Yards gained, passing	438	325
Passes had intercepted	4	4
Passes attempted against	92	86
Passes completed against	44	47
Yards yielded, passing	644	546
Passes intercepted by	6	3
Fumbles	8	8
Ball lost, fumbles	2	2
Opp. fumbles recovered	6	2
Penalties	34	12
Yards lost penalties	324	102

SERIES RECORD

All-time: Giants won 18; Steelers won 9; one tie.

Points: Giants 517; Steelers 349.

Last score: Steelers 28, Giants 7 (Sept. 25, 1949).

Individual Statistics

RUSHING

	League Ranking	At- tempts	Yards Gained	Avg.
Roberts (35), Giants...	2	30	241	8.0
Scott (30), Giants.....	—	15	57	3.8
Greenhalgh (12), Giants	—	19	56	3.0
Fischer (37), Giants....	—	15	48	3.2
Nuzum (22), Steelers...	7	33	158	4.8
Geri (35), Steelers.....	—	30	122	4.0
Papach (27), Steelers...	—	21	114	5.4
Gage (77), Steelers....	—	21	90	4.3

PASSING

	League Ranking	At- tempts	Com- plete	Yards Gained	TDs
Conerly (42), Giants...	1	65	35	427	4
Mallouf (22), Giants...	—	7	1	11	0
Geri (35), Steelers...	—	16	8	106	0
Gage (77), Steelers...	—	12	6	136	1
Samuel (66), Steelers	—	15	5	47	0

PASS-RECEIVING

	League Ranking	At- tempts	Com- plete	Yards Gained	TDs
Poole (82), Giants....	5	12	12	149	1
Scott (30), Giants.....	—	7	7	38	0
Roberts (35), Giants...	—	3	3	46	1
Swiacki (81), Giants...	—	3	3	45	0
Nickel (81), Steelers...	9	9	9	207	1
Jansante (54), Steelers...	—	6	6	57	0

SCORING

	League Ranking	TDs	FG	PAT	Points
Roberts (30), Giants...	1	6	0	0	30
Agajanian (41), Giants...	7	0	2	12	18
Shipkey (49), Steelers...	7	3	0	0	18
Glamp (17), Steelers...	—	0	0	8	8

STATISTICAL SCORE-CARD

NEW YORK GIANTS

PITTSBURGH STEELERS

	FIRST HALF	SECOND HALF	TOTAL	FIRST HALF	SECOND HALF	TOTAL
*FIRST DOWNS						
RUSHING GAINS						
PASSES ATTEMPTED						
PASSES COMPLETED						
PASSING GAINS						
PASSES INTERCEPTED BY						
BALL LOST, FUMBLES						
YARDS LOST, PENALTIES						

*Under National League scoring rules, a touchdown made on a play launched by the offensive team counts as a first down.

ED SULLIVAN, noted columnist and star of the television hit "Toast of the Town," says:

*"I serve finer-tasting
SCHENLEY"*

... it's always
richer, smoother,
more enjoyable!"



FROM
SCHENLEY
THE HOUSE OF **AGED** WHISKIES

*Richer
Finer
SCHENLEY*

A Schenley Mark



of Merit Whisky



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MEET THE STEELERS—

Coaching Staff

Head coach of the Pittsburgh Steelers is **Johnny Michelosen**, an outstanding quarterback at the University of Pittsburgh and first lieutenant for ten years to the late, great Jock Sutherland. Carrying on in the best Sutherland tradition, Michelosen has produced another Steeler squad that is noted for its fine condition, its vicious blocking and tackling. At 33, Johnny is one of the youngest head coaches in professional football. Michelosen's aides are **Mike Nixon** and **Ken Ormiston**, two more former Pittsburgh stars; **Walter Kiesling** who has a 24-year background in pro football, and **Chuck Cherundolo**, one of the game's great centers.

Style of Play

The Steelers, under Michelosen, have retained the single wingback offense developed by Sutherland in Pittsburgh's heyday. From this formation, they stress power thrusts off tackle, spin bucks and deep sweeping reverses around end. Deception figures in their running game, with much multiple ball-handling, but the big thing is the power they get ahead of the ball-carrier. While the Steelers in the past have not been noted as a passing team, Michelosen is putting more emphasis on aerial tactics. From his set-up, all four backs can pass, and do, which puts added pressure on the defense. Key to the Steelers' own defense is aggressive line play and savage tackling. The Steelers play the game to the hilt, giving or asking no quarter.

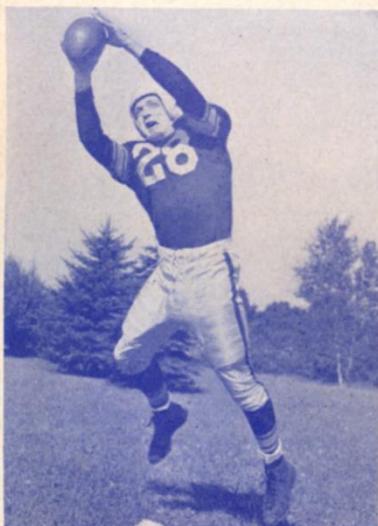
Prominent Backs

Bobby Gage (77), rookie tailback who led Clemson to an undefeated season in 1948, is a running dervish and a crack passer. . . . **Don Samuel** (66), another rookie just up from Oregon, is a fleet wingback who specializes in whipping left-

handed passes on the run. . . . **Jerry Shipkey** (49), from U.C.L.A., and **George Papach** (27), from Purdue, are a pair of busting 210-pound fullbacks in their second year of pro football. . . . **Joe Geri** (35), veteran of four bowl games with Georgia, and **Jim Finks** (45), from Tulsa, are two more multiple-threat tailbacks. . . . **Joe Glamp** (17) is one place-kicking ace who is no specialist; he runs, blocks and catches passes in expert fashion from wingback. . . . **Jerry Nuzum** (22), 200-pound sophomore wingback from New Mexico A. and M., is another rugged operative. . . . **Charley Seabright** (33), a five-year-man, is a blocking back and backer-up par excellence and one of football's better quarterbacks. . . . **Vince Ragunas** (48) is another "two-back" who takes fiendish glee in racking up opposing ends and backers-up.

Leading Linemen

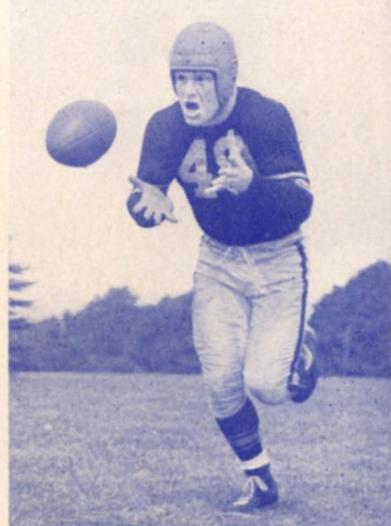
Val Jansante (54) is the best pass-receiver in Steeler history; he set a team record last year by grabbing 39 tosses for 623 yards. . . . **Charley Mehelich** (55), from Duquesne like Jansante, is a bearcat on defense and a dynamic blocker. . . . **Bill McPeak** (37) is another busting, destructive defensive wingman. . . . **Frank Wydo** (79), who played at various times for Duquesne and Cornell, is developing into one of the NFL's better tackles in his third pro year. . . . **Jack Wiley** (75) combines ruggedness with slickness to enjoy rating as the Steelers' No. 1 lineman. . . . **Steve Suhey** (62), All-America at Penn State in 1947, was a freshman sensation at guard last year and is continuing to improve; a well-stacked 215 but fast on his feet as a halfback. . . . **Bill Walsh** (46), 230-pound rookie from Notre Dame, was called "one of the greatest centers I have ever coached" by Frank Leahy and is living up to that high praise with the Steelers.



BOB DAVIS



JOE GLAMP



JERRY SHIPKEY

Got a minute Have a Hires



An All-American time out treat. Like football's greats Hires has plus quality—standout deliciousness that comes from real root juices . . . more enjoyable than the artificial flavors generally used in other root beers.

That's why Hires, with velvet-edge flavor, is the largest selling root beer and has led its league for over 79 years.

***It makes the game
more enjoyable***

**OFFICIAL TIMING WATCH FOR THE
GIANTS—STEELERS FOOTBALL GAME**

Longines

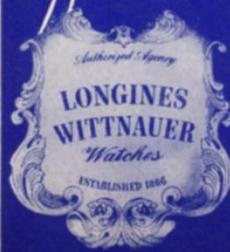
The World's Most Honored Watch

THE WORLD STANDARD OF ACCURACY FOR SPORTS
TIMING . . . 10 WORLD'S FAIR GRAND PRIZES, 28 GOLD
MEDALS . . . HIGHEST OBSERVATORY ACCURACY HONORS

Product of

Longines-Wittnauer Watch Company

SINCE 1866, WATCHES OF THE HIGHEST CHARACTER
LONGINES WATCHES from \$71.50; WITTNAUER WATCHES from \$34.75



INSIDE FOOTBALL.....WITH THE GIANTS

The Importance of Fundamentals

By COACH STEVE OWEN

The most important thing in football is a thorough knowledge of the fundamentals of the game. Fundamentals always have been the basis of successful football. Regardless of what system of play a team uses, it is the team that masters blocking, tackling and the other fundamentals that will be the consistent winner.

Some uninformed fans have the mistaken idea that professional football teams do not work as much on fundamentals as they should and that their practices are chiefly given over to the rehearsal of special offensive scoring plays.

Nothing could be farther from the truth. A visit to any professional training camp or practice field will reveal that constant attention is given on fundamentals in an effort to arrive at what we call perfection of detail. Every play that goes for good yardage represents the fruit of many hours of painstaking labor.

I like to compare this concentration on football fundamentals to the time that a champion golfer puts in on the practice tee. The topnotchers work and work on their shots with every club until they get their swings so grooved that they can step up to the ball with perfect confidence in the tension of the sternest competition.

So it is in football, perhaps even more so. Whereas a tournament golfer will play 100 rounds or more during a season, a professional football team must

stand or fall on the outcome of a dozen to fifteen games. Under these conditions, one slip can be fatal and the long practice hours that are put in from August into December are devoted to the avoidance of just such mistakes.

We stress fundamentals endlessly with the idea of making their efficient execution so much a matter of habit with players that they will instinctively do the right thing at the right time in the heat of the game.

Along with blocking and tackling, we emphasize charging and faking. In a contact sport like football, you have to hit with impact. That comes from leg drive and coordination, so a good part of our time is devoted to pairing off linemen against linemen, blocking backs against ends and letting them whale away at each other.

The importance of faking can't be stressed too much. In this tough league, you can't consistently run over or away from the opposition. You've got to keep them guessing, at least to the extent of creating a moment of indecision that gives you a chance to get your play under way. Our pass-receiving ends and ball-handling backs work long and hard at perfecting the fine art of deceiving the enemy.

There are fundamental qualities of the spirit that a team must possess, too—such as team play and the desire to win. A football squad that blocks, tackles, charges, fakes, pulls together and wants to win is mighty hard to beat.

[NEXT SUNDAY—FORWARD PASSING, by Charley Conerly]

Know Your Penalties—

OFFSIDE—A player is offside when any part of his person is beyond his scrimmage or free kick line when ball is put in play.

Penalty—Loss of 5 yards from previous spot.

BACKFIELD IN MOTION—At the snap of ball all players of offensive team must be stationary in their positions without any movement of feet, head or arms, swaying of body or leaning in motion forward, except that one player only may be in motion clearly backward.

Penalty—Loss of 5 yards from previous spot.

PASS INTERFERENCE—It is interference by either A or B when any player movement beyond A's line hinders the progress of an eligible opponent in his attempt to reach pass, except such incidental movement or contact which may occur when two or more eligible players make a simultaneous and bona fide attempt to catch or bat ball. This restriction ends for both teams when pass is touched.

Penalty—Interference by A: loss of down and 15 yards from previous spot; interference by B: first down for A at spot of any such foul.

DELAY OF GAME—Ball must be in play promptly and any action or inaction by either team which tends to prevent this is delay of game. It is delay of game: (a) if snap is not made within thirty seconds after neutral zone starts; or, (b) if referee's whistle indicates that a free kick may start.

Penalty—Loss of five yards from (a) succeeding spot if between downs and ball remains dead or (b) previous spot if ball was in play. This penalty may not be refused.

CLIPPING—Clipping is throwing the body across the back of the leg of an opponent or charging or falling into the back of an opponent after approaching him from behind, provided opponent is not a runner or it is not close line play.

Penalty—For clipping, loss of fifteen yards.

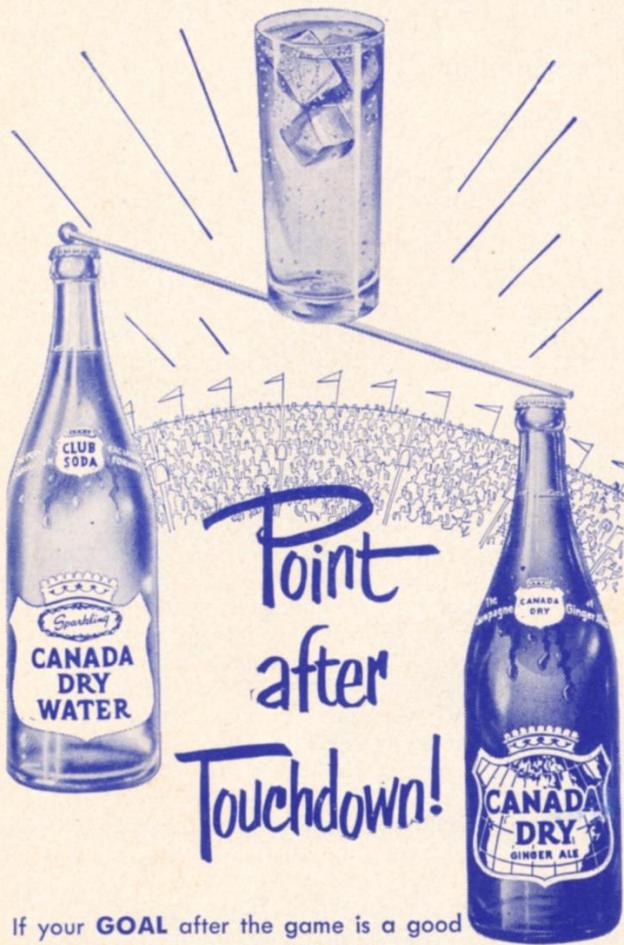
RUNNING INTO KICKER—Defensive players may not run into or rough a kicker who kicks from behind his line unless such contact is incidental to and after he has touched the kick in flight; is caused by the kicker's own motion; caused during a quick kick or one made during or after a run; or occurs after kicker recovers a lost ball on the ground.

Penalty—For running into kicker, loss of five yards from previous spot (fifteen yards for roughness and also disqualification when flagrant).

UNNECESSARY ROUGHNESS—Tripping or striking an opponent anywhere above the knee with foot or any part of the leg below the knee, tackling the runner when clearly out of bounds or throwing the runner to the ground after the ball is dead.

Penalty—For unnecessary roughness is the loss of fifteen yards.

For Official National League Penalties, See Page 12.



If your **GOAL** after the game is a good drink, **PLAY** it smart. **SIGNAL** for a Canada Dry mixer. Canada Dry "Pin-Point Carbonation" **GAINS** you a drink that tastes better, sparkles longer.

Here's your **LINE-UP** for better drinks—

CANADA DRY SPARKLING WATER

—a top-quality club soda



CANADA DRY GINGER ALE

—a full-flavored ginger ale



CANADA DRY SPUR

—a finer cola



CANADA DRY HI-SPOT

—a delicious lemon soda



NATIONAL LEAGUE OFFICIALS

CREW NO. 1

Position	Name and College	No.
Referee	Ronald Gibbs, St. Thomas	5
Umpire	James Beiersdorfer	17
Head Linesman	Sam Pecoraro, Dallas	37
Back Judge	Claude Grigsby, Georgetown	46
Field Judge	William McHugh, De Paul	28

CREW NO. 2

Referee	William Downes, Illinois Tech	3
Umpire	Carl Brubaker, Ohio Wesleyan	14
Head Linesman	Dan Tahan, Xavier	36
Back Judge	Robert Austin, St. Ambrose	44
Field Judge	Charles Sweeney, Notre Dame	22

CREW NO. 3

Referee	Emil Heintz, Pennsylvania	9
Umpire	Samuel Wilson, Lehigh	19
Head Linesman	Charles Berry Lafayette	31
Back Judge	Henry Haines, Penn State	21
Field Judge	Hol Slutz, De Paul	32

CREW NO. 4

Referee	Yans Wallace	34
Umpire	Harry Robb, Penn State	15
Head Linesman	Tom Dowd, Holy Cross	4
Back Judge	Eugene Miller, Penn State	26
Field Judge	Charles Gault, Muhlenberg	39

CREW NO. 5

Referee	John Glascott, Pennsylvania	7
Umpire	Joseph Crowley, Muhlenberg	11
Head Linesman	Joseph McKenney, Boston College	35
Back Judge	Carl Rebele, Penn State	8
Field Judge	William Grimberg, Villanova	27

ALTERNATES

John Highberger, Carnegie Tech (48), James Hamer, California Teachers (49), Lawrence Houston, U.C.L.A. (50).

National League Standings

EASTERN DIVISION

	W.	L.	T.	PC.	Points For Agst.	
Philadelphia	3	0	0	1.000	57	17
N. Y. Giants	2	1	0	.667	90	77
Pittsburgh	2	1	0	.667	56	41
Washington	1	2	0	.333	69	97
N. Y. Bulldogs	0	3	0	.000	14	64

WESTERN DIVISION

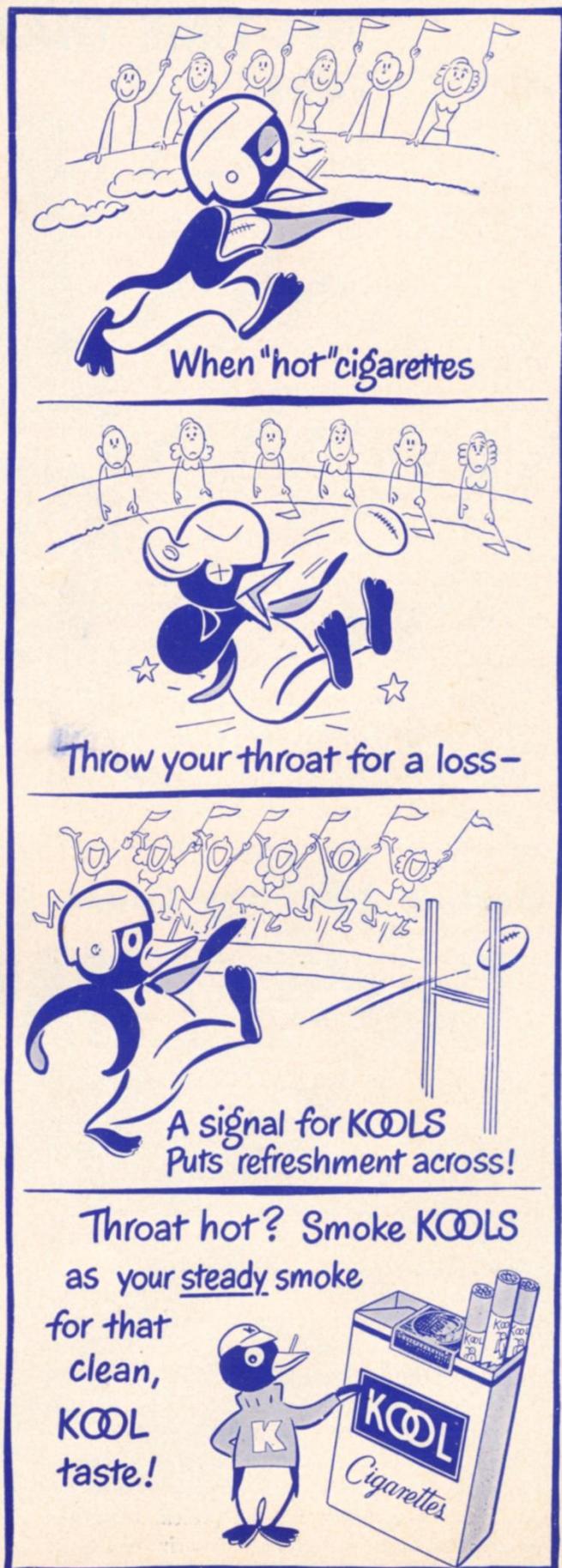
Los Angeles	3	0	0	1.000	106	47
Chicago Bears	2	1	0	.667	50	38
Chicago Cardinals	1	2	0	.333	48	52
Green Bay	1	2	0	.333	26	65
Detroit	0	3	0	.000	45	63

New York Bulldogs At Polo Grounds

Oct. 30 Washington Redskins
 Nov. 6 New York Giants
 (Giant home game)
 Nov. 13 Chicago Cardinals
 Dec. 11 Pittsburgh Steelers

1949 NATIONAL LEAGUE SCHEDULE AND RESULTS

	SEPTEMBER 22	
7—Philadelphia at New York Bulldogs.....	0	
SEPTEMBER 23		
24—Detroit at Los Angeles.....	27	
SEPTEMBER 25		
7—NEW YORK GIANTS at Pittsburgh.....	28	
17—Chicago Bears at Green Bay.....	0	
SEPTEMBER 26		
7—Washington at Chicago Cardinals.....	38	
SEPTEMBER 30		
38—NEW YORK GIANTS at New York Bulldogs.....	14	
OCTOBER 2		
17—Chicago Bears at Chicago Cardinals.....	7	
48—Los Angeles at Green Bay.....	7	
OCTOBER 3		
27—Washington at Pittsburgh.....	14	
22—Philadelphia at Detroit.....	14	
OCTOBER 7		
19—Green Bay at New York Bulldogs.....	0	
OCTOBER 8		
3—Chicago Cardinals at Philadelphia.....	28	
7—Detroit at Pittsburgh.....	14	
OCTOBER 9		
45—NEW YORK GIANTS at Washington.....	35	
31—Los Angeles at Chicago Bears.....	16	
OCTOBER 16		
Pittsburgh at NEW YORK GIANTS.....		
New York Bulldogs at Washington.....		
Philadelphia at Chicago Bears.....		
Los Angeles at Detroit.....		
Chicago Cardinals vs. Green Bay at Milwaukee.....		
OCTOBER 23		
Chicago Bears at NEW YORK GIANTS.....		
New York Bulldogs at Pittsburgh.....		
Washington at Philadelphia.....		
Detroit at Chicago Cardinals.....		
Green Bay at Los Angeles.....		
OCTOBER 30		
NEW YORK GIANTS at Chicago Cardinals.....		
Washington at New York Bulldogs.....		
Philadelphia at Pittsburgh.....		
Chicago Bears at Los Angeles.....		
Detroit vs. Green Bay at Milwaukee.....		
NOVEMBER 6		
New York Bulldogs at NEW YORK GIANTS.....		
Pittsburgh at Washington.....		
Los Angeles at Philadelphia.....		
Chicago Cardinals at Detroit.....		
Green Bay at Chicago Bears.....		
NOVEMBER 13		
NEW YORK GIANTS at Green Bay.....		
Chicago Cardinals at New York Bulldogs.....		
Los Angeles at Pittsburgh.....		
Philadelphia at Washington.....		
Detroit at Chicago Bears.....		
NOVEMBER 20		
Detroit at NEW YORK GIANTS.....		
New York Bulldogs at Philadelphia.....		
Chicago Bears at Washington.....		
Los Angeles at Chicago Cardinals.....		
Pittsburgh vs. Green Bay at Milwaukee.....		
NOVEMBER 24		
Chicago Bears at Detroit.....		
NOVEMBER 27		
Washington at NEW YORK GIANTS.....		
New York Bulldogs at Los Angeles.....		
Pittsburgh at Philadelphia.....		
Green Bay at Chicago Cardinals.....		
DECEMBER 4		
Philadelphia at NEW YORK GIANTS.....		
New York Bulldogs at Detroit.....		
Green Bay at Washington.....		
Pittsburgh at Chicago Bears.....		
Chicago Cardinals at Los Angeles.....		
DECEMBER 11		
NEW YORK GIANTS at Philadelphia.....		
Pittsburgh at New York Bulldogs.....		
Washington at Los Angeles.....		
Green Bay at Detroit.....		
Chicago Cardinals at Chicago Bears.....		



ALL-TIME GIANT RECORDS

SCORING

Most Points: 351, Ken Strong, 9 years ('33-'35, '39, '43-'47).

Most Points (1 year): 72, Ken Strong, 1934; 72, Bill Paschal, 1943.

Most Points (1 Game): 18, Frank Liebel, vs. Philadelphia Eagles, 12/2/45; 18, Joe Scott, vs. Los Angeles Rams, 11/14/48.

BALL CARRYING

Total Yards Gained: 3117, Tuffy Leemans, 1936-43.

Most Yards Gained (1 year): 830, Tuffy Leemans, 1936; 737, Bill Paschal, 1944.

Most Yards Gained (1 game): 188, Bill Paschal, vs. Washington, 12/5/43.

Longest Run from Scrimmage: 91 Yards—Hap Moran, vs. Green Bay, 11/5/30.

Most Passes Completed: 315, Ed Danowski, 1934-41.

Most Passes Completed (1 year): 162, Charley Conerly, 1948; 71, Paul Gubernali, 1947.

Most Passes Completed (1 game): 36, Charley Conerly, vs. Pittsburgh, 12/5/48.

Most Yards Gained Passing: 3818, Ed Danowski, 7 years.

Most Yards Gained (1 year): 2175, Charley Conerly, 1948; 1380, Paul Gubernali, 1947.

Most Yards Gained (1 game): 363, Charley Conerly, vs. Pittsburgh, 12/5/48; 354, Paul Gubernali, vs. Philadelphia, 11/9/47.

Most Touchdown Passes: 42, Ed Danowski, 7 years.

Most Touchdown Passes (1 year): 22, Charley Conerly, 1948; 13, Paul Gubernali, 1947.

Most Touchdown Passes (1 game): 4, Ed Danowski, vs. Green Bay, 11/14/35; 4, Arnie Herber, vs. Philadelphia, 12/2/45; 4, Paul Gubernali, vs. Philadelphia, 11/9/47.

Helping A Worthy Cause

Through the cooperation of John V. Mara, thousands of spectators attending today's game are doing so in connection with a benefit for the Los Angeles Sanatorium—City of Hope. This philanthropic institution will share in the proceeds.

Men and women from all over the United States have been restored to health at this national, free, non-sectarian hospital. For more than 37 years it has been taking care of victims of tuberculosis and now its facilities are available to patients suffering from other long-term ailments. Some 40% of the patients come from the metropolitan area.

On January 1, 1949, there were approximately 18,000 known victims of tuberculosis in this city, at least 10,000 of whom were not hospitalized because of a lack of bed facilities. These unfortunate victims of a dread disease can have no hope of care or cure, unless adequate facilities are built. Furthermore, the failure to rectify this situation, is a menace as tuberculosis is contagious, spread from person to person. That's the reason for the present expansion program of the Los Angeles Sanatorium—City of

Best Passing Efficiency (1 year): 54.2%, Ed Danowski, 1938; 54.2%, Charley Conerly, 1948.

PASS-RECEIVING

Most Passes Caught: 101, Ward Cuff, 9 years.

Most Passes Caught (1 year): 39, Bill Swiacki, 1948; 35, Ray Poole, 1948.

Most Passes Caught (1 game): 9, Ray Poole, vs. Pittsburgh, 12/5/48; 8, Bruce Gehrke, vs. Green Bay, 11/21/48.

Most Touchdown Passes Caught: 20, Frank Liebel, 6 years.

Most Touchdown Passes Caught (1 year): 10, Frank Liebel, 1945; 10, Bill Swiacki, 1948.

Most Touchdown Passes Caught (1 game): 3, Frank Liebel, vs. Philadelphia, 12/2/45.

Most Yards Catching Passes: 1755, Frank Liebel, 6 years.

Most Yards Gained (1 year): 593, Frank Liebel, 1945; 550, Bill Swiacki, 1948.

Most Yards Gained (1 game): 150, Frank Liebel, vs. Detroit, 11/18/45.

FIELD GOALS

Total Field Goals: 36, Ken Strong, nine years.

Most Field Goals (1 season): 7, Ward Cuff, 1939; 6, Ken Strong, 1944.

Most Field Goals (1 game): 2, Ken Strong; 2, Ward Cuff.

Longest Field Goal: 47 yds. Ken Strong, 1934.

POINTS AFTER TOUCHDOWN

Total Extra Points: 147, Ken Strong, nine years.

Most Consecutive Extra Points: 60, Ken Strong, 1945-'46-'47.

Hope. Its aim is to establish a National Medical Center along the lines of a people's Mayo Clinic.

The medical miracles of the Los Angeles Sanatorium—City of Hope have been achieved as the result of its emphasis on a spirit of fraternalism rather than "cold charity." The interest of the institution in maintaining human dignity and individual worth has been a major factor in the recovery of many sick people.

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 his return to normal life and retrains him for new and more suitable work.

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

PM

All-American Choice
... Pleasing Millions
with its



*clear
clean
taste*

National Distillers Products Corp., N.Y., N.Y.
Blended Whiskey. 86 Proof. 67 1/2% Grain Neutral Spirits.

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RAZOR
With 10-Blade
PUSH-PAK
\$1.49 VALUE
98¢

A FRESH BLADE IN A **FLASH!**

A CLEAN SHAVE IN A **FLASH!**

"Smoke MY cigarette...
Milder Chesterfield"

Glen Ford

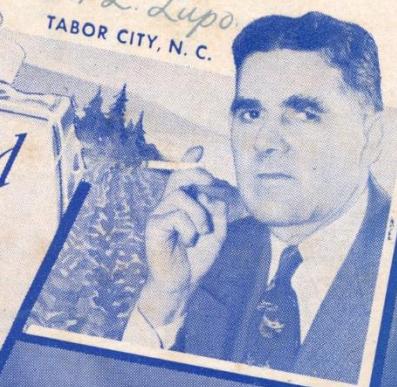
*Starring in
"MR. SOFT TOUCH"
A Columbia Picture*



*... and Mr. Lupo, Prominent
Tobacco Farmer, says—*

*"I like Chesterfields better than any
other cigarette. They're definitely milder.
They buy clear, clean, fully ripe tobacco
... the best I've got to sell."*

*Herbert L. Lupo,
Tabor City, N. C.*



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