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CHICAGO

CARDINALS

POLO GROUNDS • OCTOBER 19, 1952

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OFFICIAL WATCH FOR NATIONAL FOOTBALL LEAGUE



Longines

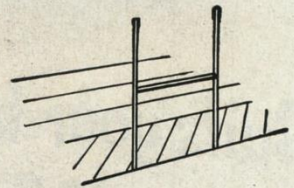


The World's Most Honored Watch

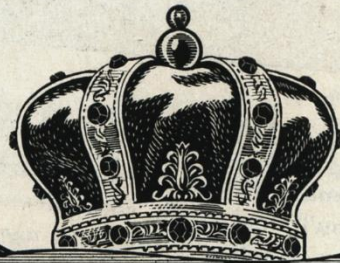
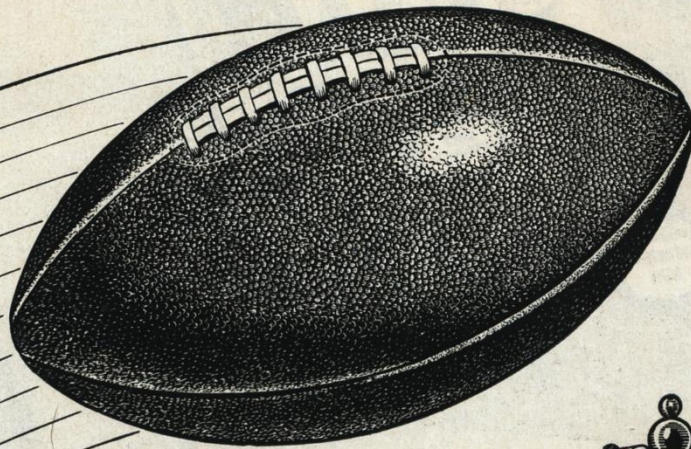
ACCEPTED AS OFFICIAL WATCH
FOR TIMING
CHAMPIONSHIP SPORTS EVENTS
IN ALL FIELDS ALL OVER THE WORLD
INCLUDING THIS GAME

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SEVEN is the tops! That's the most touchdown passes by one man in one game.



Sure

RECORD

SEVEN—Seagram's 7 is the tops in whiskey, too! It's the most magnificent whiskey of them all. Smoother...milder...it's the one whiskey that's *Sure* to be enjoyed every time it's passed around.



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



New York Giants ball carrier heads for paydirt as teamwork opens hole for touchdown against New York Yanks in Polo Grounds contest. Notice converging Yanks closing in too late.

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Prest-o-lite hi-level Battery

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3 times a year*

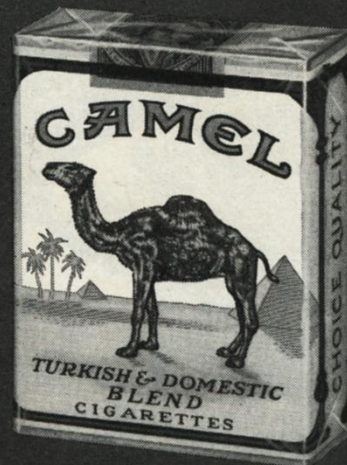
IN NORMAL CAR USE

LASTS LONGER, TOO !

Prest-O-Lite Battery Company, Inc., Toledo 1, Ohio



*"I'd walk a mile for a
CAMEL"*



*So Mild—
So Flavorful!*



GIANTS SET FOR HOME DEBUT

UNBEATEN in three road games, the New York Giants welcome their friends today as they open their twenty-eighth season at the Polo Grounds with the Chicago Cardinals. It's a new Giant team in many respects and the newness is practically all in the offensive platoon, which has displayed great explosive power in scoring 72 points against Dallas, Philadelphia and Cleveland.

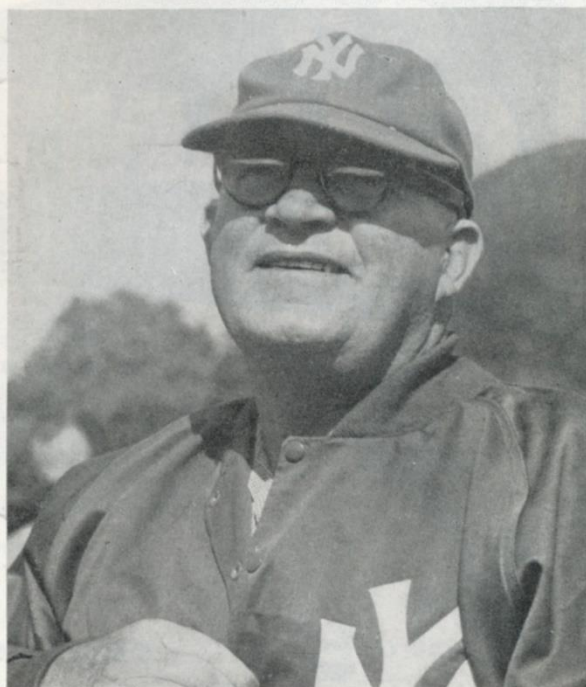
Another innovation this year will be the special days set aside by the Giants to show their appreciation for the support of their many fans from the outlying locations. Today is Long Island Day and the Hempstead High School band will entertain between halves. New Jersey will have its day next Sunday, when the Eagles will be in town. November 9 is Connecticut Day, with the San Francisco Forty-Niners as the opposition. On November 16, with Green Bay at the Polo Grounds, the day is Westchester's and New York State's and, on December 7, with the Redskins here, the day will be shared by Greater New York and Washington. Now's the time to plan your parties and get in touch with the Giants' office for blocks of tickets.

But back to the team: Nine rookies dot the roster and seven second-year pros give the Giants one of the youngest championship contenders with an over-age age of 25.2 years. It's the rookies who have given this club its explosive offensive power and, strange as it may seem, the big change is not in the backfield but in the line.

Two new tackles, Dick Yelvington from Georgia and Hal Mitchell, of U. C. L. A., and three new guards—only two at a time, of course—make the offense click with their speed and blocking prowess. The guards are Ray Beck, everyone's all-America from Georgia Tech; George Kennard, of Kansas, and Bob Patton, Clemson's captain last year.

"These boys make the plays go this year that we had trouble with in other seasons," says Steve Owen. "They are fast and can block."

Frank Gifford and Fred Benners add to the striking power in the backfield and Bud Sherrod, an end, and Done Menasco, a halfback, fill in on the defensive platoon. "This is a team that can pop from any place at any time and go all the way," says Owen.



STEVE OWEN

The Giants had a reasonably easy time in their opener at Dallas, scored in every period while routing the Eagles in Philadelphia and then, last Sunday, met their arch rivals, the Cleveland Browns.

Those who saw the telecast over WABD (Channel 5) or heard the broadcast over WMGM (*all road games* will be telecast and *all games* will be broadcast) know what a great game it was and what an important victory for the Giants. For, it has been the Browns who twice have nosed the Giants out of the American Division title and, once again this year, the Browns figure to be the team the Giants must beat.

Out of that game came other heartening results for the Giants. Kyle Rote, the Mighty Mustang from S. M. U., who had his pro debut last year cut short by a knee injury, had the knee operated on last spring. He has been slow in coming around, gaining strength in the knee. But, now he is ready, as he proved by sparking a second-half offense against the Browns, one of the toughest defensive clubs in the league, with 62 yards in nine carries.

And Eddie Price, the league's leading ground-gainer last year, is moving again. He has racked up 316 yards rushing on 54 carries for an average of 5.9 yards. Charlie Conerly's shoulder injury which hampered him last year is healed and he's throwing well, with a touchdown a game.

So, this could be the year. The players think it will be. Come on out and give them your support and help bring the Giants the National Football League championship.

Giants Home Schedule

Oct. 19	Chicago Cardinals
	(Long Island Day)
Oct. 26	Philadelphia Eagles
	(New Jersey Day)
Nov. 9	San Francisco 49ers
	(Connecticut Day)
Nov. 16	Green Bay Packers
	(Westchester-N. Y. State Day)
Dec. 7	Washington Redskins
	(Greater N. Y.-Washington Day)
Dec. 14	Cleveland Browns
All games start at 2:05 P.M.	

1920—33rd Year, National Football League—1952

This book is published by HARRY M. STEVENS, Inc., 320 Fifth Avenue, New York 1, N. Y.



AT THE POLO GROUNDS!

Continue supporting your New York Giants by attending all home games. Cheer them on to victory as they go into action against the top teams in the National Football League. You'll see football at its best and will agree, "there's no football like pro football!"



ON RADIO! ON TV!

When you can't get out to the game, hear the Miller High Life - New York Giants broadcasts over Station WMGM, Dial 1050. And for exciting telecasts of Giants away games, tune in WABD, Channel 5. Consult your newspaper for times and dates of all Miller High Life broadcasts and telecasts.

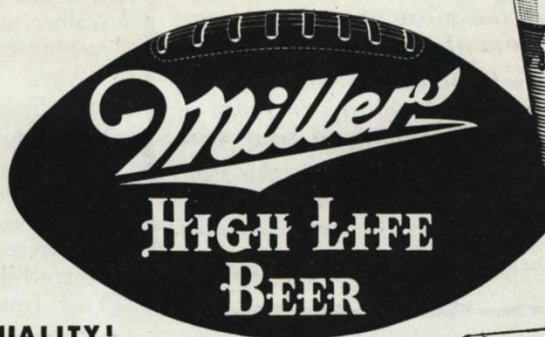
ON TV! EVERY WEDNESDAY NITE!

7:30 PM - CHANNEL 5

NEW YORK GIANTS QUARTERBACK HUDDLE!

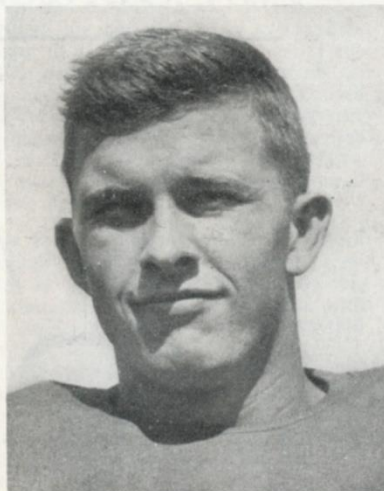
Meet the stars and coaches of the New York Giants on TV every Wednesday night! See action-packed highlights of games just played! Get the inside story of major league football! A thrill-filled half-hour brought to you each week by the Miller Brewing Company of Milwaukee . . . brewers of MILLER HIGH LIFE —

THE NATIONAL CHAMPION OF QUALITY!

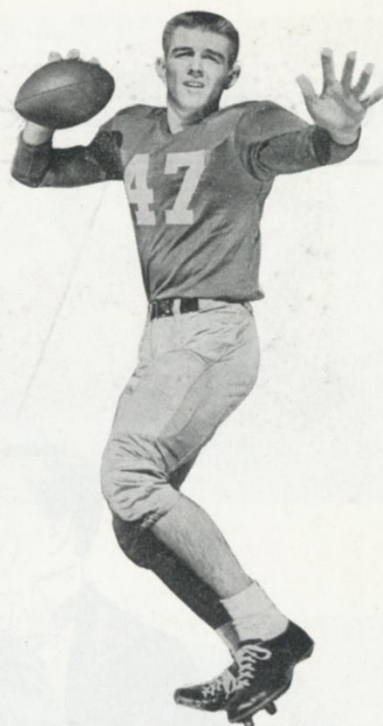




FRANK GIFFORD



RAY BECK



FRED BENNERS

Rookies Spark Giant Attack

FIVE new faces in the starting offensive line-up and four more rookies right behind them to keep the fires burning! As a result, the offensive flames of your New York Football Giants figures to burn briskly and with spectacular highlights this year.

Already having astounded observers around the league with the explosiveness of their attack, the Giants offer as their No. 1 backfield rookie Southern California's Frank Gifford, top collegiate runner and triple threat man last season and the New Yorkers' first selection in the draft of last fall's collegiate seniors.

But, while Gifford adds running power and finesse, one of the main reasons the New York attack, which still boasts such veterans as Eddie Price, league-leading ground gainer last year, Kyle Rote, Joe Scott and Chuckin' Charley Conerly, has exploded is the addition of fast, hard-charging and blocking rookies at tackles and guards.

Dick Yelvington, former Georgia ace who came to the Giants after a hitch in the service, is the starting right tackle and on the left side the No. 1 boy is Hal Mitchell, from U. C. L. A. Ray Beck, of Georgia Tech, mentioned on practically every All-America squad, is the regular left guard and on the other side of center George Kennard, from Kansas, and Bob Patton, former Clemson captain, share the assignment.

Sometimes, in following the ball carrier, it's hard to see the fine work done in the line, but as Steve Owen, the Giants' veteran coach says, "Plays we couldn't make work last year are going for good gainers this season because we have those new kids up front who can block and are fast enough to get

out in front of the play." Watch them, Nos. 72, 66, 65, 67 and 61.

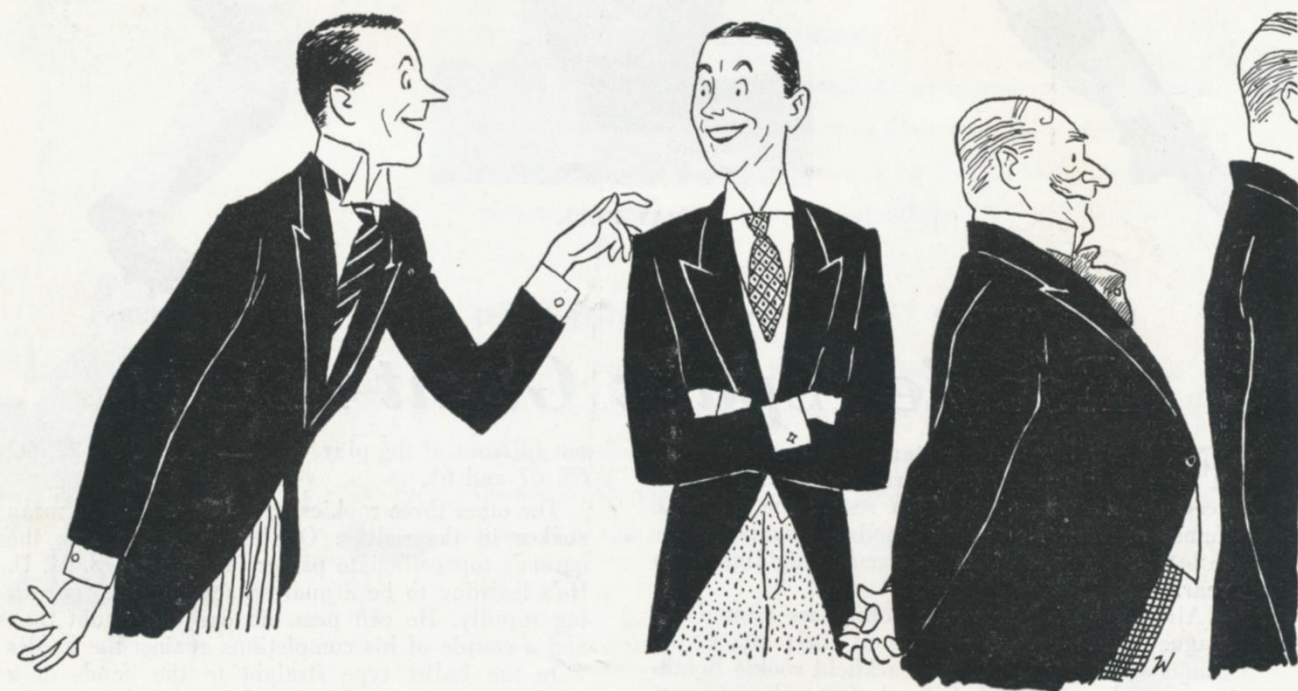
The other three rookies on the squad are no mean shakes in themselves. One is Fred Benners, the nation's top collegiate passer last year at S. M. U. He's learning to be a quarterback and is progressing rapidly. He can pass, no one can doubt that, and a couple of his completions against the Eagles were the bullet type straight to the hands of a receiver apparently blanketed by the defense. He can thread a needle with the ball.

Then there is Bud Sherrod, a top defensive end who played at Tennessee and just this summer was discharged from the Air Force. A hard rusher and deadly tackler, he plays rarely on offense but is a valuable man on the defensive platoon. The ninth rookie is Don Menasco, a defensive halfback from Texas who some feel can tackle as hard as Em Tunnell. That's hard!

Gifford is the fireworks boy. He can run and hit hard with his 190-pound, 6-foot-1 frame. But the defense can't play him just for running. The guy can pass also. The first pass he threw this year, at Philadelphia, was an 18-yarder to Bob McChesney good for a touchdown. New York fans got their first look at him in the exhibition game against the Los Angeles Rams when he broke loose for a 60-yard run.

What makes these boys even more valuable is the fact that by posing an added threat to the defense they'll take a great deal of pressure off Price and Conerly. To date Price is well ahead of the yardage he made last year when he was top man in the league.

Receiving Line? *No! Golden Wedding Line!*



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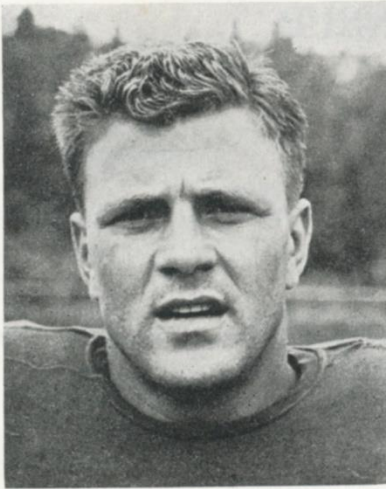
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WEDDING**

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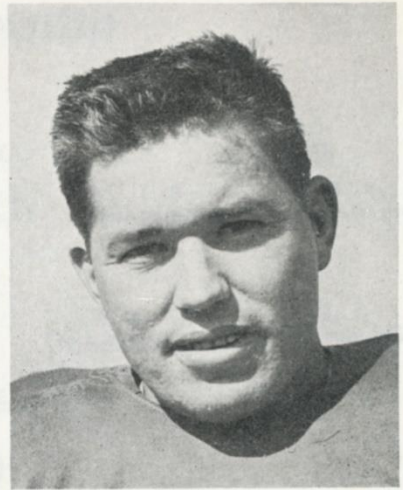
Meet the Giants



Eddie Price

Eddie Price (31), who sets all manner of ground-gaining records at Tulane, is well on his way to similar accomplishments in the NFL. Fourth among the NFL ball-carriers with 703 yards in his rookie season, the Blond Bullet led the parade as a pro sophomore last year by racing 971 yards in an unprecedented 271 attempts. A compact 190-pounder, he hits hard and has breakaway speed in the open.

Ray Poole (82), a member of one of football's most famous families, is carrying on a tradition founded by his brother Jim in supplying the Giants with devastating defensive end play. Another brother, Barney, also was a college All-America and pro star. Now in his sixth season with the Giants, Ray blossomed out two years ago as a place-kicking specialist and has developed into one of the game's best FG and PAT men.



Ray Poole



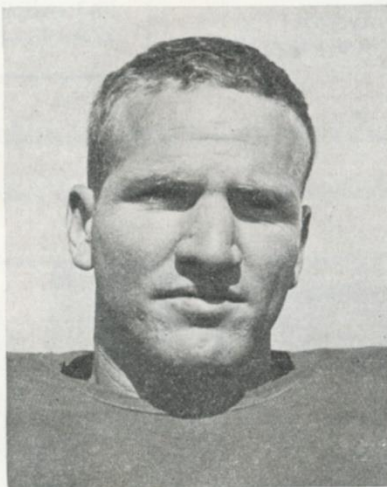
Cha. Conerly

Charley Conerly (42), calling the Giant signals for the fifth year, has made a complete recovery from the shoulder injury that hampered his passing in 1951. That's bad news for the rest of the league because Chucking Charley ranks as one of the best college and pro passers of all time. Formerly a single-wing tailback, Conerly is no hothouse quarterback but a genuine triple-threat.

Arnie Weinmeister (73) has earned the right to the designation of Mr. Tackle in five brilliant seasons of pro play, three with the Giants. This mobile, hard-hitting giant is one of those rare linemen who captivates the crowd the way a great runner or passer does. His speed, intuition and competitive spark keep him in the spotlight from kick-off to final gun.



Arnie Weinmeister



Joe Scott

Joe Scott (30), five years a Giant, has survived a series of crippling injuries to become one of football's foremost halfbacks. A hard-hitting, high-stepping runner who is deceptively fast and elusive, he is a constant threat on A-formation reverses and T-formation thrusts. Also a crack pass-receiver, he's one of Charley Conerly's prime targets when the Giants take to the air.

Em Tunnell (45), another fifth-year Giant, is perhaps the strongest spoke in Steve Owen's famed umbrella defensive secondary. Fast, alert and combative, he roams far and wide to make rib-rocking tackles and bat down or intercept passes. In addition, Em is a terror at returning punts and kick-offs. He ran a kick-off back 100 yards and set a NFL record by handling 34 punts for 489 yards in 1951.



Em Tunnell

AUTOGRAPH COLLECTORS: "Meet the Giants" will be a weekly program feature.

1920 — 33rd Year, National Football League — 1952

CHICAGO CARDINALS — LINEUP

KICK-
2:05

OFFENSE

R. H. Sitko (24)	F. B. Matson (33)	Q. B. Trippi (2)	L. H. Cross (20)
R. E. Stonesifer (80)	R. T. Jennings (70)	R. G. Fischer (72)	C. Simmons (50)
L. G. Listopad (66)	L. T. Peters (76)	L. E. Anderson (84)	

DEFENSE

L. E. Thomas (85)	L. T. Mergen (73)	L. G. Polofsky (60)	R. G. Joyce (71)	R. T. Groom (57)	R. E. Bienemann (82)
L. H. Svoboda (31)	C. Sanford (51)	Q. B. Barni (49)	F. B. Panelli (34)	R. H. Matson (33)	

Cardinal Roster

No.	Player	Position	Weight	Height	Age	College	Yrs. NFL
2	Trippi, Charley	B	185	6:00	29	Georgia	6
7	Angsman, Elmer	B	200	5:11½	26	Notre Dame	7
8	Tripucko, Frank	B	175	6:02	24	Notre Dame	4
9	Panciera, Don	B	185	6:00	25	San Francisco	3
20	Cross, Bill	B	155	5:06	23	West Texas State	2
21	Whitman, S. J.	B	185	5:11½	26	Tulsa	2
24	Sitko, Emil	B	185	5:08	28	Notre Dame	3
31	Svoboda, Bill	B	210	6:00	24	Tulane	3
33	Matson, Bill	B	210	6:02	22	San Francisco	1
34	Panelli, John	B	200	5:11	26	Notre Dame	4
36	Pasquariello, Ralph	B	235	6:02	25	Villanova	3
37	Geri, Joe	B	185	5:10	27	Georgia	4
42	Dove, Bob	E	225	6:02	31	Notre Dame	5
44	Karras, Johnny	B	187	5:11	24	Illinois	1
49	Barni, Roy	B	185	5:11	25	San Francisco	1
50	Simmons, Jack	C	239	6:04	26	Detroit	5
51	Sanford, Leo	G	220	6:01	22	Louisiana Tech	2
57	Groom, Jerry	C	235	6:03	23	Notre Dame	2
60	Polofsky, Gordon	G	218	6:01	21	Tennessee	1
61	Klimek, Tony	G	200	5:11	26	Illinois	2
66	Listopad, Ed	G	230	6:02	22	Wake Forest	1
69	Sikora, Mike	G	230	6:02	24	Oregon	1
70	Jennings, Jack	T	245	6:04	25	Ohio State	3
71	Joyce, Don	T	250	6:03	22	Tulane	2
72	Fischer, Bill	G	250	6:02½	25	Notre Dame	4
73	Mergen, Mike	T	245	6:05	23	San Francisco	1
76	Peters, Volney	T	225	6:04	24	Southern California	1
80	Stonesifer, Don	E	201	6:00	25	Northwestern	2
81	Polsfoot, Fran	E	200	6:03	25	Washington State	3
82	Bieneman, Tom	E	220	6:03	24	Drake	2
84	Anderson, Cliff	E	215	6:02	22	Indiana	1
85	Thomas, Ralph	E	195	5:11	22	San Francisco	1
89	Mills, Denver	E	235	6:02	27	William and Mary	1

GIANT SPEC

Punting—Landry (4)
PAT and FG—Poole (3)
Kick-Offs—Poole (82),

OFFICI

Referee
Yans Wulla
Umpire
Joseph L. Connell (4)
Head Line
John M. Highberger (4)
Back Judge
Henry Haines (21)
Field Judge
William H. Grimmer

CARDINAL SP

Punting—Trippi (2), Tri
PAT and FG—Geri (3)
Kick-Offs—Joyce (71).

CARDINAL STAFF: Joe Kuharich, Notre Dame, head coach;
Bill Daddio, Pittsburgh, line coach; Mike Nixon, Pittsburgh,
backfield coach; Dick Evans, Iowa, assistant line coach; Dr.
Joseph Doller, trainer.

Watch the GIANT QUARTERBACK HUDDLE every

The Official Watch for Timing Today's Game Is

Compare ...and you'll
switch to Calvert

CALVERT RESERVE BLENDED WHISKEY, 86.8 PROOF, 6

CK-OFF
05 P.M.

NEW YORK GIANTS — LINEUP

OFFENSE

R. H. Wilkinson (87) F. B. Price (31) Q. B. Conerly (42) L. H. Gifford (16)
R. E. Stribling (81) R. T. Yelvington (72) R. G. Kennard (67) C. Rapacz (53) Beck (65) L. T. Mitchell (66) L. E. McChesney (88)

DEFENSE

L. E. Duncan (86) L. T. Weinmeister (73) L. G. Baker (60) R. G. Albright (75) R. T. Krouse (70) R. E. Poole (82)
L. H. Tunnell (45) C. Cannady (52) Q. B. Landry (49) F. B. Amberg (12) R. H. Rowe (22)

Giant Roster

SPECIALISTS

(45), Conerly (42).
ole (82), Rote (44).
(82), Rote (44).

ICIALS

Referee
Wallace (34)
Umpire
nnell (57), Pittsburgh
nd Linesman
rger (48), Carnegie Tech
ack Judge
nes (21), Penn State
ield Judge
imberg (27), Villanova

AL SPECIALISTS

2), Tripucka (8), Geri (37).
eri (37), Cross (20).
(71).

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro.
12	Amberg, John	FB	195	5:11	23	Kansas	2
16	Gifford, Frank	HB	190	6:01	22	Southern California	1
21	Sulaitis, Joe	G	215	6:02	31	Dickinson H. S.	9
22	Rowe, Harmon	HB	182	6:00	29	San Francisco	6
30	Scott, Joe	HB	195	6:01	26	San Francisco	5
31	Price, Eddie	FB	190	5:11	26	Tulane	3
38	Menasco, Don	HB	185	6:00	22	Texas	1
42	Conerly, Charles	QB	185	6:01	28	Mississippi	5
44	Rote, Kyle	HB	195	6:00	24	Southern Methodist	2
45	Tunnell, Emlen	HB	183	6:01	27	Iowa	5
47	Benners, Fred	QB	195	6:03	22	Southern Methodist	1
49	Landry, Tom	HB	195	6:01	27	Texas	4
52	Cannady, John	C	225	6:02	28	Indiana	6
53	Rapacz, John	C	260	6:04	27	Oklahoma	5
60	Baker, Jon	G	215	6:02	29	California	4
61	Patton, Bob	G	226	6:00	24	Clemson	1
65	Beck, Ray	G	220	6:02	21	Georgia Tech	1
66	Mitchell, Hal	T	225	6:01	20	U. C. L. A.	1
67	Kennard, George	G	205	6:00	23	Kansas	1
70	Krouse, Ray	T	250	6:03	25	Maryland	2
72	Yelvington, Dick	T	230	6:02½	25	Georgia	1
73	Weinmeister, Arnie	T	235	6:04	29	Washington	5
75	Albright, Bill	G	232	6:01	23	Wisconsin	2
78	DeRogatis, Al	T	240	6:04	25	Duke	4
79	Coulter, Tex	T	260	6:05	27	West Point	6
80	Mote, Kelley	E	190	6:02	29	Duke	6
81	Stribling, Bill	E	205	6:01	25	Mississippi	2
82	Poole, Ray	E	215	6:03	30	Mississippi	6
83	Sherrod, Bud	E	190	6:00	25	Tennessee	1
86	Duncan, Jim	E	205	6:02	26	Wake Forest	3
87	Wilkinson, Bob	HB	215	6:03	25	U. C. L. A.	2
88	McChesney, Bob	E	190	6:02	25	Hardin-Simmons	3
89	Hudson, Bob	E	215	6:04	22	Clemson	2

every Wednesday at 7:30 P.M. on WABD-TV (Channel 5)

me Is Longines—"The World's Most Honored Watch."

GIANT STAFF: Steve Owen, Phillips U., head coach; Al Sherman, Brooklyn College, backfield coach; Ed Kolman, Temple, line coach; Jim Lee Howell, Arkansas, end coach; Sid Moret and John Johnson, trainers; Dr. Francis Sweeny, physician; Dr. Arthur G. Croker, dentist; Charles Cordero, equipment mgr.

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MATSON HEADS CARDINAL CAST



OLLIE MATSON
Six-two, 210 and Fast!

FOR football action at its thrilling best, you'd have to go far to top that produced in the post-war meetings of the Giants and the Cardinals. In eight contests since 1946, these two clubs have scored the staggering total of 442 points—231 by the Giants, who won six of the games, and 211 by the Cardinals, turned back by four, four and three points in three of their losing battles.

This rebuilt Cardinal team, which upset the mighty Bears, 21-10, two weeks ago, is shaping up as the strongest South Side squad since the outfit which captured the NFL title in 1947 and repeated as Western Division champion in 1948. It has the same exciting qualities as those dynamic Jimmy Conzelman machines, with the emphasis on attacking speed and striking power.

Joe Kuharich, a great guard for the Cardinals from 1940 to 1945 and a highly successful coach at San Francisco University until that institution dropped football last year, has taken charge at Comiskey Park and has blended a combination of new talent and old into a team that has the whole league buzzing.

Chief cause of all the hubbub is a 6-foot-2, 210-pound rookie fullback named Ollie Matson. This big youngster not only was an All-America halfback at San Francisco but established himself as one of the world's best footracers by placing third at 400 meters and running a scorching 1600-meter relay leg in last Summer's Olympics.

An authentic 9.6-second sprinter (as distinguished from any halfback who ever put on a track shoe), Matson has breathed new vitality into the Cardinal attack with his blazing speed and power. Playing on both offense and defense against the Bears, Ollie beat

them practically single-handed. Among other things, he bolted 100 yards to a touchdown on a kick-off return, stole a fumble and promptly dashed 34 yards to another score.

Besides this brilliant rookie, the Cardinals have another freshman star in Johnny Karras of Illinois' Rose Bowl victors and such tried-and-true backfield aces as Charley Trippi, Elmer Angsman, Emil Sitko and Joe Geri, triple-threat workhorse of the Steelers for the past few seasons.

There will be a lot of pressure on the Giant defense today. These Cardinals are explosive!

Statistical Comparison of Today's Rivals

TEAM STATISTICS

	Giants	Cards
Won-Lost Record	3-0	2-1
Points scored	72	45
Points yielded	22	39
First downs made	44	38
First downs yielded	39	51
Net yards gained	940	917
Net yards yielded	707	767
Yards gained, rushing	668	426
Yards yielded, rushing	282	461
Passes attempted	50	53
Passes completed	21	23
Yards gained, passing	272	191
Passes had intercepted	3	4
Passes attempted against	92	71
Passes completed against	38	34
Yards yielded, passing	425	306
Passes intercepted by	4	5
Ball lost, fumbles	3	4
Opponents' fumbles recovered	4	5
Yards, lost penalties	125	242

SERIES RECORD

Giants won 16; Cards won 4.
Points: Giants 443, Cards 315.

INDIVIDUAL STATISTICS

Rushing

	Att.	Y. G.	Avg.
Price (31), Giants	54	316	5.9
Rote (44), Giants	16	133	8.3
Gifford (16), Giants	24	71	3.0
Cross (20), Cardinals	21	144	6.9
Trippi (2), Cardinals	22	102	4.9
Sitko (24), Cardinals	22	89	4.0

Passing

	Att.	Comp.	Y. G.	TDs.	Pct.
Conerly (42), Giants	36	17	290	3	47.2
Benners (47), Giants	13	3	22	0	23.1
Trippi (2), Cardinals	42	19	198	0	45.2
Tripucka (8), Cardinals	11	4	35	0	36.4

Pass-Receiving

	No.	Y. G.	TDs.
Stribling (81), Giants	5	113	1
McChesney (88), Giants	4	76	2
Price (31), Giants	4	9	0
Stonesifer (80), Cardinals	11	136	0
Cross (20), Cardinals	5	57	0

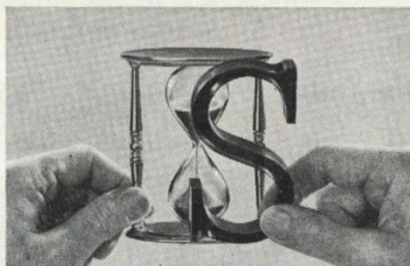
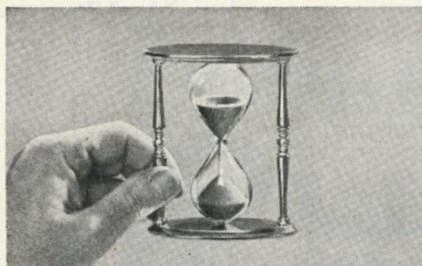
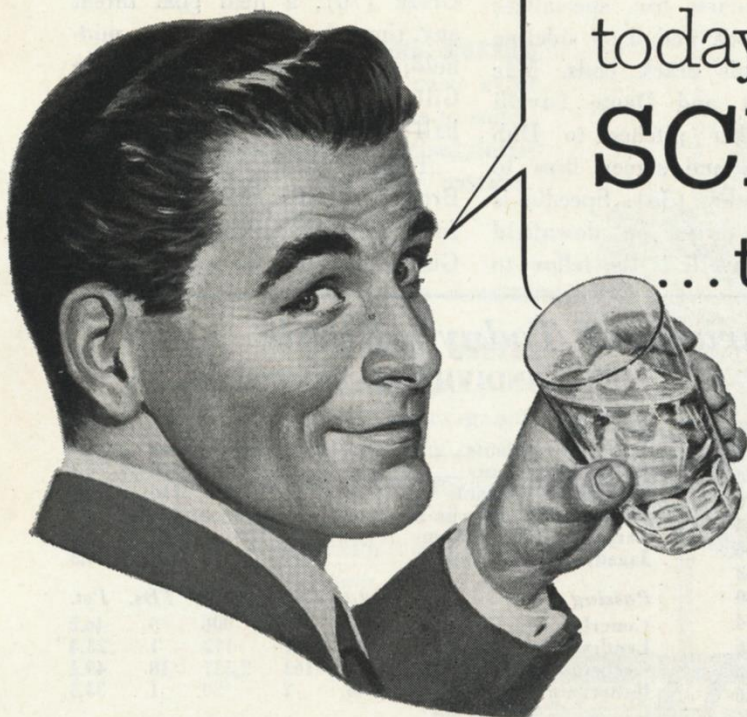
Scoring

	TD	FG	PAT	Pts.
Poole (82), Giants	0	3	9	18
Matson (33), Cardinals	2	0	0	12
Trippi (2), Cardinals	2	0	0	12

Here's the
big favorite
after the game



today's
SCHENLEY
... the best-tasting
whiskey in ages !



Nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages !

BLENDING WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

EAGLES HERE NEXT SUNDAY



CHUCK BEDNARIK



ADRIAN BURK



JOHN BREWER

HERE next Sunday, on New Jersey Day at the Polo Grounds, will be the Philadelphia Eagles, 1948 and 1949 champions of the National League, still one of the circuit's most formidable powers and a rival that seldom has failed to make it interesting for the Giants.

Coached this year by Jim Trimble, the Eagles will present such old favorites as Clyde (Smackover) Scott, Frank Ziegler, Adrian Burk, Pete Pihos, Al Pollard, Chuck Bednarik, Vic Sears, Bobby Walston and Russ Craft, plus a strong group of newcomers headed by Tommy Thomason, top percentage passer in the league with Green Bay last year, and a pair of battering rookie fullbacks, 230-pound John Brewer, who ran 70 yards to a touchdown against the Giants in Philadelphia two weeks ago, and 240-pound John Huzvar.

Until the Giants turned the tide with 7-3 and 9-7 victories in 1950 and 26-24 and 23-7 triumphs in 1951, the Eagles had beaten them in six straight games and ten out of twelve over a six-year period. Still smarting at the sting of the 31-7 pounding they received in the first 1952 meeting of the teams, the Philadelphians will be going all out to reverse the trend of the see-saw series.

Coming Giant Attractions at Polo Grounds

GAME
2
OCT. 26
**PHILADELPHIA
EAGLES**

GAME
3
NOV. 9
**SAN FRANCISCO
FORTY-NINERS**

GAME
4
NOV. 16
**GREEN BAY
PACKERS**

GAME
5
DEC. 7
**WASHINGTON
REDSKINS**

GAME
6
DEC. 14
**CLEVELAND
BROWNS**

Buy Choice Seats in Advance

at
NEW YORK FOOTBALL GIANTS NEW YORK BASEBALL GIANTS
11 West 42nd Street 100 West 42nd Street
New York 18, N. Y. New York 18, N. Y.
Mon.-Fri. 9-5; Sat., 9-1. Mon.-Fri., 9-5; Sat., 9-12.

or
Fill Out the Attached Blank

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NEW YORK FOOTBALL GIANTS
11 West 42nd St., N. Y. 18, N. Y.

Enclosed find \$..... to cover cost

of ☐ Reserved ☐ Lower Box Seats for

the Giant home games marked here →

Name

Mail tickets to:

Address

City Zone..... State.....

No. of Ticks. **1952 GIANT GAMES
AT POLO GROUNDS**

**OCT. 26
PHILADELPHIA**

**NOV. 9
SAN FRANCISCO**

**NOV. 16
GREEN BAY**

**DEC. 7
WASHINGTON**

**DEC. 14
CLEVELAND**

Make Check or Money Order Payable to N. Y. Football Giants

\$4.00 BOX SEATS

\$3.00 RESERVED SEATS

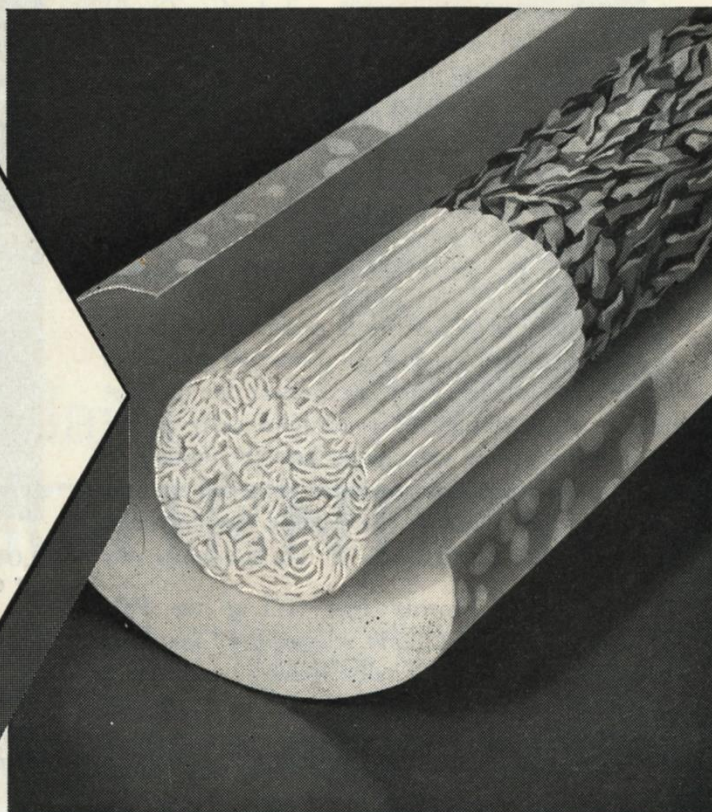
\$1.25 BLEACHER SEATS

Tickets Now on Sale at Rear of Lower Section 16 and Eighth Ave. Entrance

FILTERED CIGARETTE SMOKE IS BETTER FOR YOUR HEALTH

**THIS FILTER TIP
ON EACH VICEROY
CIGARETTE**

**FILTERS
YOUR
SMOKE!**



**The Nicotine And Tars
Trapped By This Viceroy Filter
Cannot Reach Your
MOUTH, THROAT OR LUNGS!**



***Reader's
Digest
Jan., 1950**

VICEROYS COST ONLY A PENNY PER PACK MORE THAN BRANDS WITHOUT FILTERS

Giant Jottings

MORE fans than ever before will follow the New York Football Giants this year. A far-flung radio and television network will bring all Giant games to listeners and viewers throughout New York State and New England. A new arrangement this season provides for the local telecasting (over WABD-TV, Channel 5) of all Giant road games. This will enable Giant fans to keep abreast of developments in games which they cannot attend. Home games, of course, will not be televised locally but those who can't get to the Polo Grounds will be able to tune in WMGM, which will present Marty Glickman's play-by-play description, as in the past. The Miller Brewing Company and the Atlantic Refining Company are sponsoring these broadcasts and telecasts.

Senior member of the 1952 Giants is Joe Sulaitis. The Jersey Jolter, one of the few pro football stars to crash the big league without the benefit of college experience, has played every position in nine seasons with the Polo Grounders . . . Ray Poole, John Cannady and Tex Coulter are in their sixth year with the Giants. . . . Over-all, though, this is one of the youngest Giant teams ever. The 33-man squad includes nine pro freshmen and seven sophomores.

Appreciating that many of their followers come from out of town and can't conveniently buy tickets at the club's 11 West Forty-second Street office, the Giants have set aside special blocks of good seats for mail orders. You can send for tickets in full confidence that you will receive the best locations available. There's an application blank for mail orders on page 15 of this program.

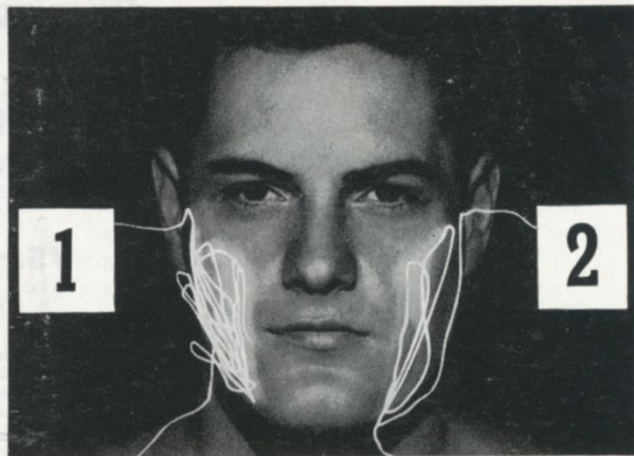
Fred Benners, Giant rookie quarterback from S. M. U., is studying law at N. Y. U. . . . Coach Steve Owen predicts that Bob Wilkinson, an All-America end at U. C. L. A. two years ago, will be an All-League halfback before his pro career is over. Wilkinson is the fastest Giant, quite an honor because this Giant team has a lot of fast-steppers. . . . The "umbrella" defense with which the Giants have had so much success in covering enemy passes has been adopted by a number of leading college teams. This emphasizes Steve Owen's stature as a football innovator. Gridiron travelers also frequently run across the A-formation, another Owen original, which still is part of the Giant repertoire.

For the Comfort of All

To insure the comfort of all attending Giant home games, it is requested that ticket-holders take their seats by way of the entrance ramps leading to the sections in which they are located. These ramps are plainly marked. Avoid walking in front of other sections en route to your seats.

PLEASE COOPERATE

"Tracer Light" Photo proves New Gem Blade EASIER ON THE FACE



This remarkable photo, taken by 1/10,000 sec. exposure reveals "shaving pattern" of tiny light attached to razorhead.

1 Tracer light shows how ordinary blade takes more strokes to shave you clean. Hard on your face!

2 Tracer light shows how new Gem Duridium Blade shaves super clean with fewer strokes. Easy on your face!

SECRET OF NEW GEM DURIDIUM BLADE REVEALED!

Camera Shows Why Gem's Keener Edge Takes Fewer Strokes . . . Is Easier on Your Face!

Unlike ordinary blades, Gem's secret *Duridium Process* not only gives you EASIER shaves . . . but MORE shaving mileage per blade. Here, at last, is a blade with a keener, longer-lasting edge — a *super-sharp-edged* blade that whisks away the toughest whiskers with smooth, sweet (and fewer) strokes. No tug or pull. No skin-scrape. No more after-burn! Try the new Gem Duridium Blade, Men — the finest blade we've made in our 56 year history!



GEM
DURIDIUM®
PROCESS BLADE

Precision  Products

American Safety Razor Corp., Brooklyn 1, N. Y.



BOB ZAWOLUK

— It's Basketball Time! —

MADISON SQUARE GARDEN

Opening Doubleheader This Saturday
(Hearst Milk Fund)

COLLEGE ALL STARS

with BOB ZAWOLUK, MARK WORKMAN, RONNIE MacGILVRAY, DON MEINEKE, DICK GROAT, LEROY LESLIE and BOB FLETCHER

vs. NEW YORK KNICKS

(CARL BRAUN is Back)

and

ROCHESTER
ROYALS

vs.

BOSTON
CELTICS

THESE GAMES WILL NOT BE TELEVIEWED

Tickets on Sale at
Madison Sq. Garden
Box Office

Mail Orders Promptly Filled.
Write Basketball Department,
Madison Sq. Garden, 307 West
49th St.

PRICES: \$1, \$2, \$2.50, \$3, \$4.50, \$5

LESS "FILLING"

because it's a modern low-calory BEER!

FROSTY-DRY!...EXTRA LIGHT!

- Like to drink your fill, but dread that "too full" feeling? Then this is the beer for you. Knickerbocker! It's a modern low-calory beer—less "filling." Extra light in body. Frosty-dry in flavor... delicious! Get this less "filling" beer today. You'll enjoy it more; you'll enjoy more of it. Ask for Knickerbocker Beer.



NEW YORK'S
FAMOUS

Knickerbocker Beer

In bottles and
on draught everywhere

LOOK FOR THE KNICKERBOCKER TAP



SCOUTING AROUND With Jack Lavelle

I SAW Ollie Matson make that 100 yard kick-off return against the Bears. He took the ball with one foot in the end zone, went roaring up to the 35-yard line on a slight angle, then broke out to the right sideline and ran away from everyone. . . . Matson is likely to do that anytime. I've never seen anyone who can get to the outside so fast. Thank heavens he was running for us instead of Russia in the Olympics.

You don't realize how fast Matson moves because he's a big fellow with a long stride. . . . After that run, a Chicago buddy who knows I'm interested in track, told me that it had taken Matson just 14 seconds on his stopwatch to travel from goal to goal. Considering that Ollie covered at least 125 yards, that's really whirling. Don't ever let anyone sell you the idea that anyone can run a 10-flat 100 in football uniform with a ball under his arm.

The Cardinals have a terrific collection of backs. They're likely to get the distance anytime. . . . You'll get a kick out of Billy Cross. He weighs only 155 but he can really scoot and he's slippery as an eel. . . . Charley Trippi is at quarterback this year and he puts the defense on the rack. He not only passes well but you never know when he is going to tuck the ball and run with it. He went 59 yards against the Bears on one of his pass-run options.

The Cardinals still have Elmer Angsman, one of my favorite backs (I don't have to play against him) and Red Sitko, another good Notre Damer,

and since last year they picked up Joe Ceri, who used to do everything but sell tickets for the Steelers. . . . Stonesifer and Polsfoot are tough ends to cover on passes and they have a lot of speed in the line. . . . I've told Steve and the boys they are in for a busy day.

I see where Bert Bell said that "The toughest football ever played in the National League" is being played this year. . . . Bert has been around a little longer (twenty years or so) but I agree with him. Every club is stronger and there are fine new players all around the circuit. Just to mention a few beside Matson, there's McElhenny of San Francisco, who has a chance to become one of the really great running backs; Renfro of Cleveland, who may be even faster than Matson; Babe Parilli of Green Bay, and Bishop, a big boy who has the sharpest teeth in that new Bear line that specializes in chewing people up. . . . There are no soft touches in this league anymore. You have to put it on the line every Sunday.

TODAY'S PREDICTIONS: After last year, I should keep my mouth shut, but here goes anyway: Cleveland over Philadelphia (Paul Brown takes a dim view of losing two in a row); Los Angeles over Detroit (if Walker and Harder play it might be the Lions); San Francisco over the Bears (Buck Shaw never has beaten George Halas; it's about time); Dallas over Green Bay (they played last night and if I'm wrong you can ignore everything I've said before).

(Super-Scout Jack Lavelle files his confidential report in this space every week.)

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TODAY'S NFL PAIRINGS

Home Team		Visiting Team		Home Team		Visiting Team	
N. Y. GIANTS		vs. CHICAGO CARDS		CHICAGO BEARS		vs. SAN FRANCISCO	
24—Dallas (a)	6	7—Washington	23	24—Green Bay (a)	21	17—Detroit	3
31—Philadelphia (a)	9	21—Chicago Bears	10	10—Chicago Cards (a)	20	37—Dallas (a)	14
17—Cleveland (a)	9	17—Washington (a)	6	38—Dallas	20	28—Detroit (a)	0
—Chicago Cards		—New York (a)		—San Francisco		—Chicago Bears (a)	
—Philadelphia		—Pittsburgh		—Los Angeles (a)		—Dallas	
—Chicago Cards (a)		—New York		—San Francisco (a)		—Chicago Bears	
—San Francisco		—Cleveland (a)		—Green Bay		—New York (a)	
—Green Bay		—Philadelphia (a)		—Los Angeles		—Washington (a)	
—Washington (a)		—Pittsburgh (a)		—Detroit		—Los Angeles (a)	
—Pittsburgh (a)		—Philadelphia		—Dallas (a)		—Los Angeles	
—Washington		—Cleveland		—Detroit (a)		—Pittsburgh	
—Cleveland		—Chicago Bears (a)		—Chicago Cards		—Green Bay	
72	22	45	39	72	55	82	17
PHILADELPHIA		vs. CLEVELAND		DETROIT		vs. LOS ANGELES	
31—Pittsburgh (a)	25	37—Los Angeles	7	3—San Francisco (a)	17	7—Cleveland (a)	37
7—New York	31	21—Pittsburgh (a)	28	17—Los Angeles (a)	14	14—Detroit	17
26—Pittsburgh	21	9—New York	17	0—San Francisco	28	30—Green Bay (a)	28
—Cleveland		—Philadelphia (a)		—Los Angeles		—Detroit (a)	
—New York (a)		—Washington		—Green Bay (a)		—Chicago Bears	
—Green Bay (a)		—Detroit (a)		—Cleveland		—Dallas	
—Washington		—Chicago Cards		—Pittsburgh (a)		—Dallas (a)	
—Chicago Cards		—Pittsburgh		—Dallas		—Chicago Bears (a)	
—Cleveland (a)		—Philadelphia		—Chicago Bears (a)		—San Francisco	
—Chicago Cards (a)		—Washington (a)		—Green Bay		—San Francisco (a)	
—Dallas		—Chicago Cards (a)		—Chicago Bears		—Green Bay	
—Washington (a)		—New York (a)		—Dallas (a)		—Pittsburgh	
64	77	67	44	20	59	51	82
PITTSBURGH		vs. WASHINGTON		DALLAS		vs. GREEN BAY	
25—Philadelphia	31	23—Chicago Cards (a)	7	6—New York	24	14—Chicago Bears	24
20—Cleveland	21	20—Green Bay (a)	35	14—San Francisco	37	35—Washington	20
21—Philadelphia (a)	26	6—Chicago Cards	17	20—Chicago Bears (a)	38	28—Los Angeles	30
—Washington		—Pittsburgh (a)		—Green Bay		—Dallas (a)	
—Chicago Cards (a)		—Cleveland (a)		—San Francisco (a)		—Detroit	
—Washington (a)		—Pittsburgh		—Los Angeles (a)		—Philadelphia	
—Detroit		—Philadelphia (a)		—Los Angeles		—Chicago Bears (a)	
—Cleveland (a)		—San Francisco		—Detroit (a)		—New York (a)	
—Chicago Cards		—New York		—Green Bay		—Dallas	
—New York		—Cleveland		—Chicago Bears		—Detroit (a)	
—San Francisco (a)		—New York (a)		—Philadelphia (a)		—Los Angeles (a)	
—Los Angeles (a)		—Philadelphia		—Detroit		—San Francisco (a)	
66	78	49	59	40	99	77	74

NATIONAL LEAGUE LEADERS

RUSHING

1. PRICE, GIANTS	54 for 316 yds.
2. McElhenny, San Francisco	26 for 241 yds.
3. Dottley, Chicago Bears	41 for 235 yds.

PASSING

1. T. Rote, Green Bay	15 of 28 for 311 yds.
2. Burk, Philadelphia	23 of 50 for 419 yds.
3. Albert, San Francisco	13 of 27 for 219 yds.

PASS-RECEIVING

1. Schroeder, Chicago Bears	18 for 254 yds.
2. Speedie, Cleveland	17 for 292 yds.
3. Howton, Green Bay	11 for 356 yds.

SCORING

1. Groza, Cleveland	25 pts.
2. Ralston, Philadelphia	22 pts.
3. Soltan, San Francisco	21 pts.

NATIONAL LEAGUE STANDINGS

AMERICAN CONFERENCE

	W.	L.	T.	Pct.	Points For	Points Agst.
NEW YORK	4	0	0	1.000	72	22
Cleveland	2	1	0	.667	67	44
Philadelphia	2	1	0	.667	64	77
Chicago Cards	2	1	0	.667	45	39
Washington	1	2	0	.333	49	59
Pittsburgh	0	3	0	.000	66	78

NATIONAL CONFERENCE

San Francisco	3	0	0	1.000	82	17
Chicago Bears	2	1	0	.667	72	55
Detroit	1	2	0	.333	20	59
Green Bay	1	2	0	.333	77	74
Los Angeles	1	2	0	.333	51	82
Dallas	0	3	0	.000	40	99

Man Size Value



GIANT PACE-SETTERS

Ground-Gaining.....	Price.....	748 yds.
Passes Completed.....	Conerly.....	66 for 906 yds.
Passes Caught.....	Stribling.....	24 for 378 yds.
Scoring.....	Poole.....	49 points
Punting.....	Landry.....	41.2 avg.
Punt Returns.....	Tunnell.....	30 for 411 yds.
Kick-Off Returns.....	Tunnell.....	13 for 304 yds.
Interceptions.....	Landry.....	7 for 78 yds.

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FIRST PREMIUM QUALITY CIGARETTE

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