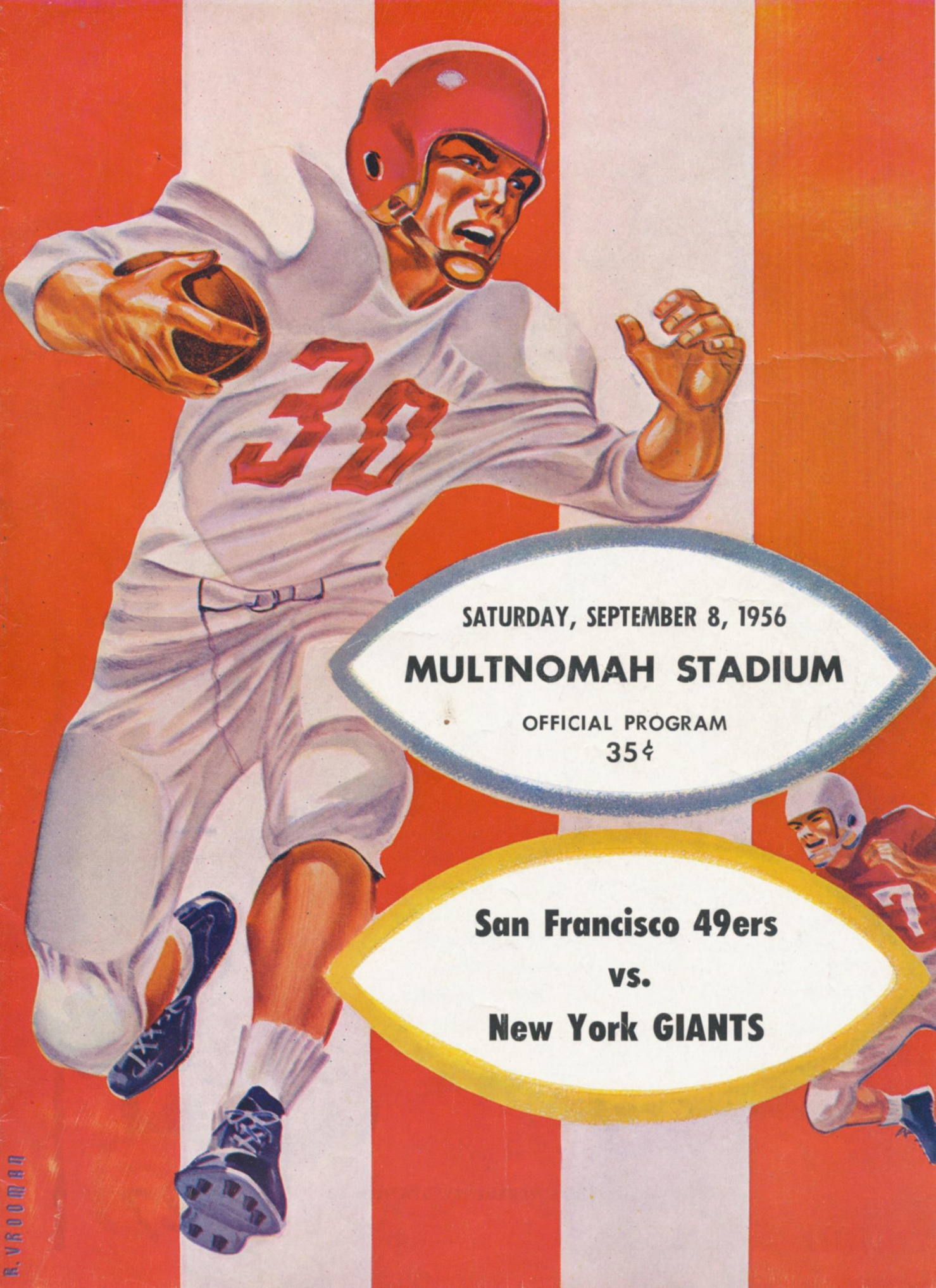




SATURDAY, SEPTEMBER 8, 1956

MULTNOMAH STADIUM

OFFICIAL PROGRAM
35¢

San Francisco 49ers

vs.

New York GIANTS

Now back on '27...

NCAA

game of the Week

Once again Portland's top entertainment
station brings you the week's best in
college football. Make "Game of the Week"
an every week viewing habit.

Sept. 22 11:15 a.m. **Kentucky-Georgia Tech**

Sept. 29 10:15 a.m. **Michigan-UCLA**

Oct. 6 1:15 p.m. **Tex. Christian-Ark.**

Oct. 13 1:15 p.m. **Oregon State-Calif.**

Oct. 20 1:45 p.m. **USC-Washington**

Oct. 27 11:45 a.m. **Notre Dame-Okla. U**

Nov. 3 1:45 p.m. **California-Oregon**

Nov. 10 (to be announced) **Big Ten**

Nov. 17 1:45 p.m. **Stanford-Washington**

Nov. 22 1:15 p.m. **Oregon-OSC**

Nov. 24 1:15 p.m. **UCLA-USC**

Dec. 1 10:15 a.m. **Army-Navy**

Dec. 8 11:15 a.m. **Miami-Pittsburgh**

Starts Sept. 26 6:30 p.m. Wed.

Notre Dame Football Hi-Lites

Starts Oct. 5, **Pro Football Hi-Lites**

Oct. after Friday night fight

Nov. 6:30 p.m. Friday

for the best . . .

watch the biggest . . .

OREGON'S MOST POWERFUL TV STATION

KPTV

NBC
TELEVISION

channel

27

Oregon Sports Attractions

present

San Francisco 49ers

versus

New York GIANTS

Saturday, September 8, 1956

Multnomah Stadium

Don't miss the next game

Los Angeles RAMS

versus

Pittsburgh STEELERS

Saturday Night, September 22

Box Office Opens Monday, Sept. 10

J. K. Gill's 5th and Stark

To Our Football Patrons:

This year, Oregon Sports Attractions has arranged what we consider to be our best schedule in five years of promoting pre-season professional football games. We are happy to have been able to sign four members of the National Football League to play in Portland in the same season.

Tonight the San Francisco 49ers make their first Portland appearance when they meet the New York Giants, the team which Oregon fans have practically "adopted" as their own.

Two weeks from tonight, September 22, the Los Angeles Rams play the Pittsburgh Steelers. Anyone who watched last year's touchdown thriller between these same clubs will know what we mean when we say we'll gladly settle for a repeat performance.

Portland welcomes back tonight two former great All-Americans from the University of Washington who have turned in some glittering performances on the Multnomah Stadium turf, Hugh McElhenny of the 49ers and Don Heinrich of the Giants. We also welcome back a former Oregon State great, Bill Austin of the Giants, who was selected on last year's all-pro team as a guard.

We also welcome two great coaches, Frankie Albert of the 49ers and Jim Lee Howell of the Giants, whose teams should figure prominently in the championship races in their respective divisions this year.

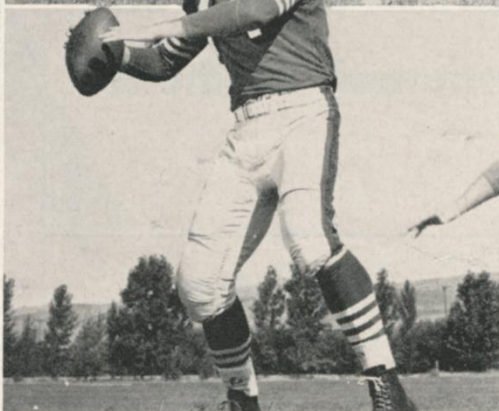
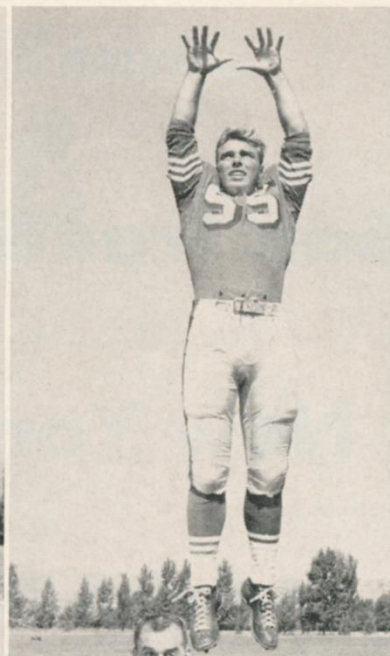
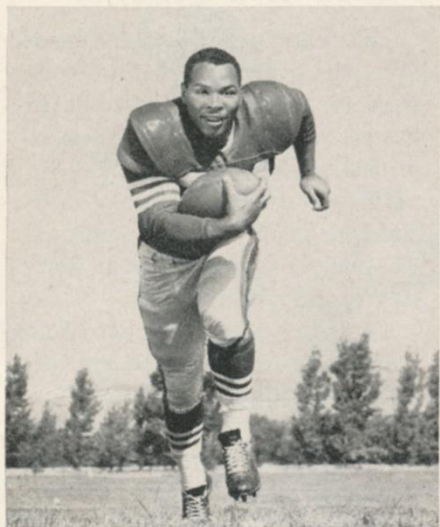
To the thousands of fans gathered in the stadium tonight we bid welcome, with our best wishes for the enjoyment of the game and our hope that we shall see you again September 22 when the Rams meet the Steelers.

Cordially,

HARRY GLICKMAN
President

Oregon Sports Attractions

the 49ers

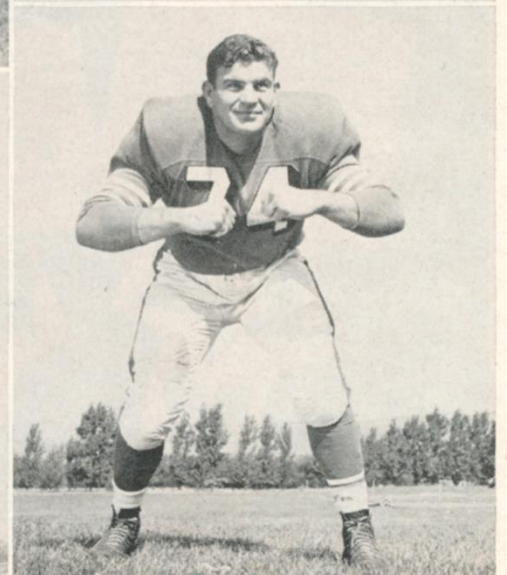
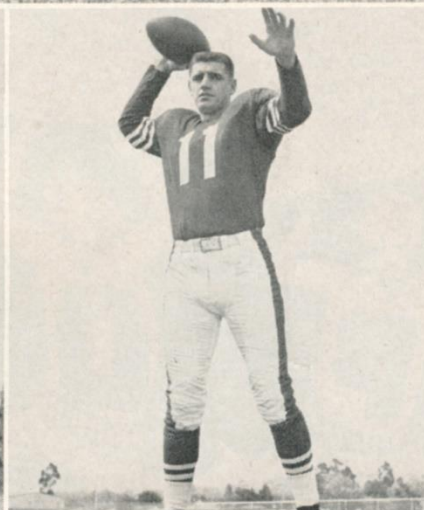
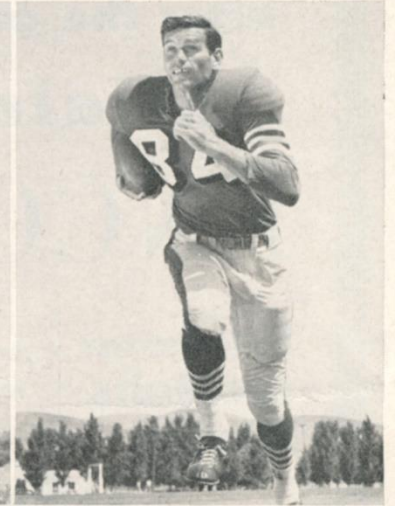
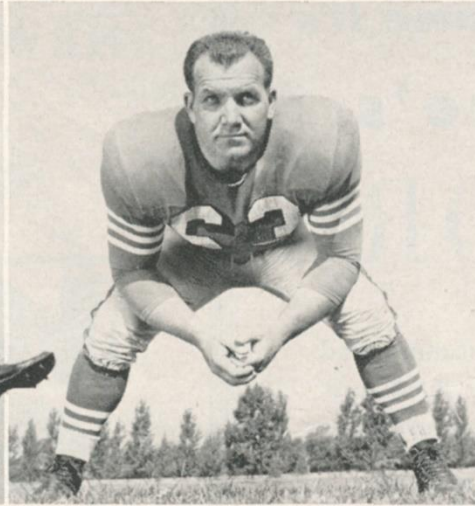


Joe Perry, FB
Hugh McElhenny, HB
Ed Beatty, C

John Henry Johnson, HB
Y. A. Tittle, QB
Marion Campbell, T

Matt Hazeltine, C
Leo Nomellini, T
Charley Powell, T

the 49ers



Gordy Soltau, E

Bruno Banducci, G

Billy Wilson, E

Coaches (l. to r.) Bill Johnson, Mark Duncan, Frank Albert,
Joe Vetrano, Red Hickey, Phil Bengston

Joe Arenas, HB

Bob St. Clair, T

Earl Morrall, QB

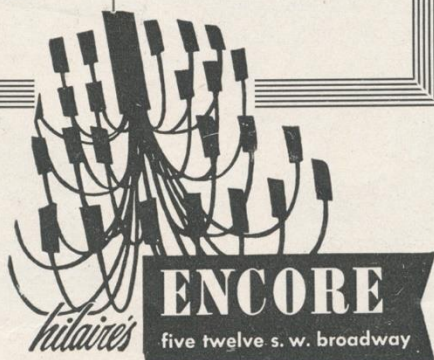
Bob Toneff, T

after the game it's
hilaire's
ENCORE

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cocktails
dinner**

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daily
except Sunday



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College, High School
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Major League Baseball
12:05 Daily

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KPOJ wins all the time with...

NOTRE DAME
FOOTBALL games
every weekend. Satur-
day, September 22
hear Notre Dame vs
Southern Methodist!
7:00 P.M.

Every weekend there's
a grid clash by the
pros on KPOJ. Friday,
September 14 hear
the Rams-49ers in
action, 7:20 P.M.

You always hear the
biggest lineup of sports
on KPOJ. ALL major
events are KPOJ
features.

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the time for NEWS as it
happens day and nite!
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most listenable programs
in the entire Northwest!
Music, news, sports and
Personality 18 hours
a day on KPOJ!



SAN FRANCISCO FORTY NINERS

No.	Name	School	Height	Weight	Age	Years Pro
QUARTERBACKS						
11	Morrall, Earl	Michigan State.....	6'1	190	22	1
14	Tittle, Y. A.	Louisiana State.....	6'0	190	29	9
HALFBACKS—FULLBACKS						
20	Norris, Clarence	U.C.L.A.....	6'3	190	25	1
22	Arenas, Joe	Omaha.....	5'11	183	30	6
23	Berry, Rex	Brigham Young.....	5'11	182	30	6
27	Moody, Ralph	Kansas.....	6'1	192	22	1
32	Pajackowski, Frank	Richmond.....	6'0	180	21	1
34	Perry, Joe	Compton Junior College.....	6'0	210	29	9
35	Johnson, John Henry	St. Mary's-Arizona State.....	6'2	205	26	3
36	Goad, Paul	Abilene Christian.....	6'0	195	21	1
39	McElhenney, Hugh	Washington.....	6'1	198	27	5
40	Maderos, George	Chico State.....	6'1	187	23	2
42	Smith, Ernie	Compton Junior College.....	6'3	190	23	2
45	Bruney, Fred	Ohio State.....	5'10½	177	25	2
47	Moegle, Dicky	Rice.....	6'0	185	21	2
CENTERS—LINEBACKERS						
50	Rucka, Leo	Rice.....	6'3	212	24	1
53	Morris, George	Georgia Tech.....	6'2	210	25	1
54	Beatty, Ed	Mississippi.....	6'3	231	24	2
55	Hazeltine, Matt	California.....	6'1	205	23	2
57	Carr, Paul	Houston.....	6'0	206	24	2
GUARDS						
63	Banducci, Bruno	Stanford.....	5'11	224	34	12
64	Sharkey, Ed	Nevada.....	6'2	235	29	9
65	Sardisco, Tony	Tulane.....	6'2	215	23	1
66	Hantla, Bob	Kansas.....	6'1	220	24	3
68	Palatella, Lou	Pittsburgh.....	6'2	230	23	2
69	Smith, Jerry	Wisconsin.....	6'1	235	26	3
TACKLES						
67	Gonzaga, John	Mt. Diablo High School.....	6'2	240	23	1
72	Herchman, Bill	Texas Tech.....	6'2	240	23	1
73	Nomellini, Leo	Minnesota.....	6'3	255	30	7
74	Toneff, Bob	Notre Dame.....	6'3	263	26	4
75	Henke, Ed	Southern California.....	6'4	227	27	4
76	Campbell, Marion	Georgia.....	6'3	246	26	3
77	Bosley, Bruce	West Virginia.....	6'2	240	22	1
79	St. Clair, Bob	U.S.F.-Tulsa.....	6'9	265	25	4
ENDS						
80	Smith, Charlie	Abilene Christian.....	6'2	205	23	1
82	Soltau, Gordy	Minnesota.....	6'2	195	30	7
83	Toomey, Pete	Washington State.....	6'3	195	21	1
84	Wilson, Billy	San Jose State.....	6'4	190	29	6
85	Jessup, Bill	Southern California.....	6'1	195	26	5
86	Conner, Clyde	College of Pacific.....	6'2	195	23	1
87	Powell, Charlie	San Diego High School.....	6'3	220	23	4
88	Babcock, Harry	Georgia.....	6'2	195	25	4

Live Modern, Boy...Smoke **L&M!**



OFFICIALS: Emil Heintz, referee; Albert Terremere, umpire; Joseph Muha, back judge; Elvin Hutchison, head linesman; Norman Schachter, field judge.

SAN FRANCISCO

PROBABLE STARTING LINEUP

No.	Name	Pos.
80	Charles Smith.....	LE
75	Ed Henke.....	LT
64	Ed Sharkey.....	LG
54	Ed Beatty.....	C
69	Jerry Smith.....	RG
79	Bob St. Clair.....	RT
84	Billy Wilson.....	RE
14	Y. A. Tittle.....	QB
35	J. H. Johnson.....	LH
85	Bill Jessup.....	RH
34	Joe Perry.....	FB

11	Morrall, QB
14	Tittle, QB
20	Norris, B
22	Arenas, B
23	Berry, B
27	Moody, B
32	Pajaczkowski, B
34	Perry, B
35	Johnson, B
36	Goad, B
39	McElhenny, B
40	Maderos, B
42	E. Smith, B
45	Bruney, B

THE 49ER SQUAD

47	Moegle, B	73	Nomellini, T
50	Rucka, C-LB	74	Toneff, T
53	Morris, C-LB	75	Henke, T
54	Beatty, C	76	Campbell, T
55	Hazeltine, LB	77	Bosley, T
57	Carr, LB	79	St. Clair, T
63	Banducci, G	80	C. Smith, E
64	Sharkey, G	82	Soltau, E
65	Sardisco, G	83	Toomey, E
66	Hantla, G	84	Wilson, E
67	Gonzaga, T	85	Jessup, E
68	Palatella, G	86	Conner, E
69	J. Smith, G	87	Powell, E
72	Herchman, T	88	Babcock, E

My Chesterfields *Satisfy* the Most!



OFFICIALS: Emil Heintz, referee; Albert Terremere, umpire; Joseph Muha, back judge; Elvin Hutchison, head linesman; Norman Schachter, field judge.

NEW YORK

PROBABLE STARTING LINEUP

No.	Name	Pos.
85	Bob Schnelker.....	LE
79	Roosevelt Brown.....	LT
60	Bill Austin.....	LG
55	Ray Wietecha.....	C
66	Jack Stroud.....	RG
72	Dick Yelvington.....	RT
80	Ken MacAfee.....	RE
11	Don Heinrich.....	QB
16	Frank Gifford.....	LH
29	Alex Webster.....	RH
33	Mel Triplett.....	FB

8	Williams, E
11	Heinrich, QB
12	Clatterbuck, QB
16	Gifford, HB
22	McCormack, HB
25	Nolan, HB
28	Greene
29	Webster, HB
30	Svoboda, LB
31	Moloney, HB
32	Moore, HB
33	Triplett, HB
35	Chandler, HB
40	Patton, HB
41	Hermann, E

THE GIANT SQUAD

42	Conerly, QB	71	Katcavage, E
44	Rote, HB	72	Yelvington, T
45	Tunnell, HB	73	Brown, T
48	Hughes, HB	74	Bowman, G
49	Miles, HB	76	Grier, T
53	Broussard, C-LB	77	Modzelewski, T
55	Wietecha, C-LB	78	Yowarsky, E
60	Austin, G	80	Macafee, E
61	Beck, G	81	Robustelli, E
62	McMullen, G	83	Burnine, E
63	Brooks, G	84	Svare, LH
65	Huth, G	85	Schnelker, E
66	Stroud, G	87	Topp, E
70	Huff, T	88	Nery, E
		89	Livingston, E

NEW YORK GIANTS

<i>No.</i>	<i>Name</i>	<i>School</i>	<i>Height</i>	<i>Weight</i>	<i>Age</i>	<i>Years Pro</i>
QUARTERBACKS						
11	Heinrich, Don	Washington.....	6'0	180	25	3
12	Clatterbuck, Bobby	Houston.....	6'3	195	24	3
42	Conerly, Charlie	Mississippi.....	6'1	185	32	9
HALFBACKS—FULLBACKS						
16	Gifford, Frank	U.S.C.....	6'1	205	26	5
22	McCormack, Tom	College of Pacific.....	5'11	190	25	3
25	Nolan, Dick	Maryland.....	6'1	185	24	3
29	Webster, Alex	North Carolina State.....	6'3	210	25	2
30	Svoboda, Bill	Tulane.....	6'0	210	27	7
31	Moloney, Dick	Kentucky.....	5'11	185	22	1
32	Moore, Henry	Arkansas.....	6'1	195	22	1
33	Triplett, Mel	Toledo.....	6'0	215	24	2
35	Chandler, Don	Florida.....	6'2	205	21	1
40	Patton, Jim	Mississippi.....	5'11	180	24	2
41	Hermann, John	U.C.L.A.....	6'1	180	22	1
44	Rote, Kyle	S.M.U.....	6'0	205	28	6
45	Tunnell, Emlen	Iowa.....	6'1	185	31	9
48	Hughes, Ed	Tulsa.....	6'1	180	24	3
49	Miles, Leo	Virginia State.....	6'1	208	25	2
CENTERS—LINEBACKERS						
28	Greene, Ted	Tampa.....	6'1	224	24	1
53	Broussard, Fred	N.W. Louisiana.....	6'3	230	23	2
55	Wietecha, Ray	Northwestern.....	6'1	215	27	4
84	Svare, Harland	Washington State.....	6'0	215	25	4
GUARDS						
60	Austin, Bill	Oregon State.....	6'1	225	27	6
61	Beck, Ray	Georgia Tech.....	6'2	225	24	3
62	McMullen, John	Notre Dame.....	5'11	230	23	1
63	Brooks, Bud	Alabama.....	6'2	205	23	1
65	Huth, Gerald	Wake Forest.....	5'11	220	23	1
66	Stroud, Jack	Tennessee.....	6'1	215	27	4
74	Bowman, Dick	Oklahoma.....	6'2	215	26	1
TACKLES						
70	Huff, Sam	West Virginia.....	6'1	230	21	1
72	Yelvington, Dick	Georgia.....	6'2	230	27	5
73	Brown, Roosevelt	Morgan State.....	6'3	245	24	4
76	Grier, Roosevelt	Penn State.....	6'5	275	23	2
77	Modzelewski, Dick	Maryland.....	6'0	260	25	4
ENDS						
8	Williams, Wayne	Southern Illinois.....	6'2	210	23	1
71	Katcavage, Jim	Dayton.....	6'3	225	21	1
78	Yowarsky, Walt	Kentucky.....	6'2	235	28	5
80	MacAfee, Ken	Alabama.....	6'2	205	27	3
81	Robustelli, Andy	Arnold.....	6'1	220	28	5
83	Burnine, Harold	Missouri.....	6'2	188	24	1
85	Schelker, Bob	Bowling Green.....	6'4	215	26	4
87	Topp, Bob	Michigan.....	6'2	190	24	2
88	Nery, Ron	Kansas State.....	6'5	225	21	1
89	Livingston, Cliff	U.C.L.A.....	6'3	215	25	3



See 1956

PRO-FOOTBALL

every Sunday on

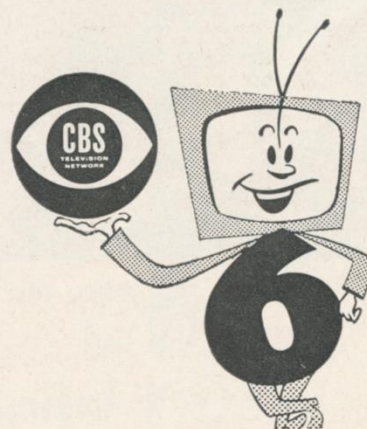
CHANNEL 6

Tear this program out and keep it by your TV set

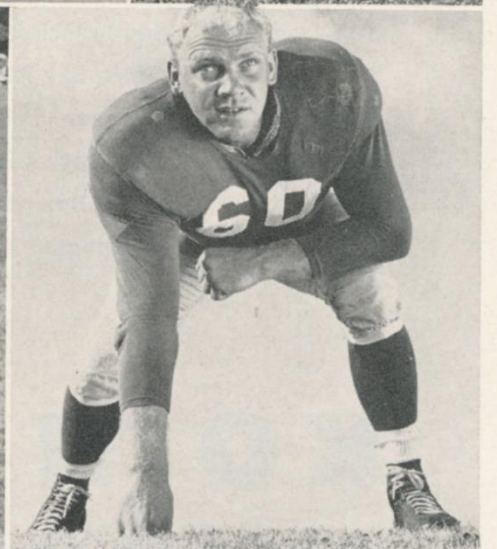
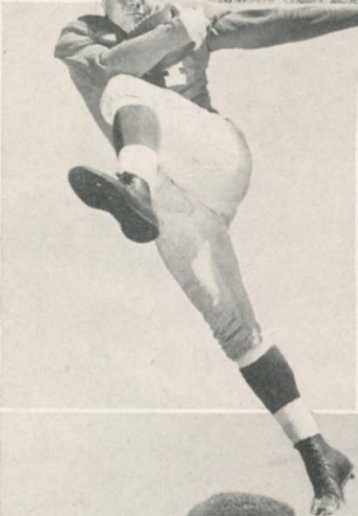
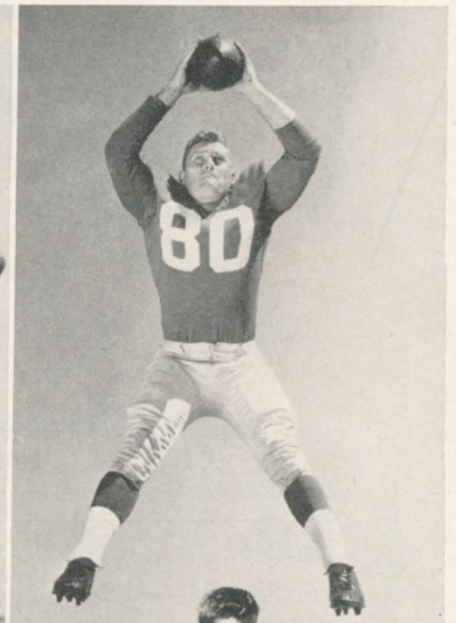
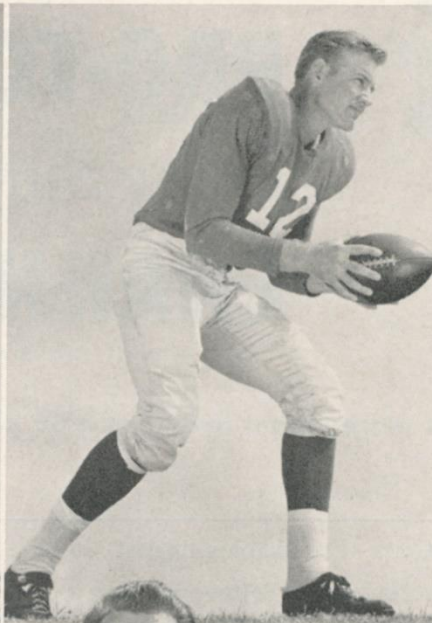
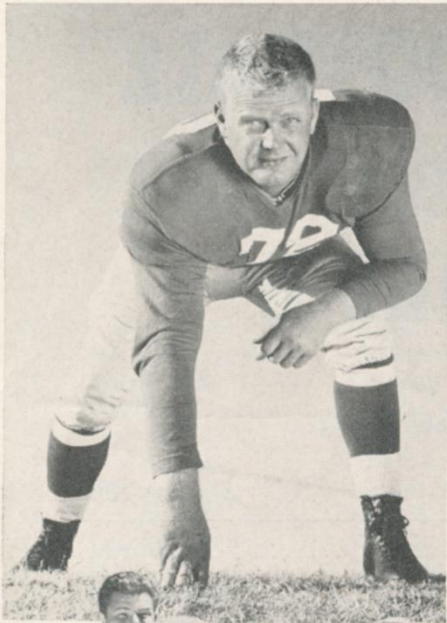
<i>Day & Date</i>	<i>Teams</i>	<i>Starting Time</i>
Sun. Sept. 9	Baltimore Colts - Philadelphia Eagles.....	11:00 A.M.
Sun. Sept. 16	Washington Redskins - Baltimore Colts.....	10:00 A.M.
Sun. Sept. 23	Washington Redskins - Detroit Lions.....	10:00 A.M.
Sun. Sept. 30	New York Giants - San Francisco 49ers.....	1:30 P.M.
Sun. Oct. 7	Los Angeles Rams - San Francisco 49ers.....	1:30 P.M.
Sun. Oct. 14	Los Angeles Rams - Detroit Lions.....	10:30 A.M.
Sun. Oct. 21	San Francisco 49ers - Detroit Lions.....	10:30 A.M.
Sun. Oct. 28	Detroit Lions - Los Angeles Rams.....	1:30 P.M.
Sun. Nov. 4	Chicago Bears - Los Angeles Rams.....	1:30 P.M.
Sun. Nov. 11	San Francisco 49ers - Los Angeles Rams.....	1:30 P.M.
Sun. Nov. 18	San Francisco 49ers - Green Bay Packers.....	11:00 A.M.
Sun. Nov. 25	Los Angeles Rams - Baltimore Colts.....	11:00 A.M.
Sun. Dec. 2	San Francisco 49ers - Baltimore Colts.....	11:00 A.M.
Sat. Dec. 8	Green Bay Packers - San Francisco 49ers.....	1:30 P.M.
Sun. Dec. 9	Baltimore Colts - Los Angeles Rams.....	1:30 P.M.
Sat. Dec. 15	New York Giants - Philadelphia Eagles.....	11:00 A.M.
Sun. Dec. 16	Green Bay Packers - Los Angeles Rams.....	1:30 P.M.
Sun. Dec. 23	Washington Redskins - Baltimore Colts.....	11:00 A.M.

KOIN-TV

CHANNEL 6



the Giants



Dick Yelvington, T

Kyle Rote, HB

Em Tunnell, HB

Bobby Clatterbuck, QB

Frank Gifford, HB

Leo Miles, HB

Ken MacAfee, E

Dick Nolan, HB

Bill Austin, G

DON'T MISS THESE GAMES! ☆ ☆

Sept. 21 - 8:00 p.m.	High School Jamboree
Nov. 3 - 1:30 p.m.	O.S.C. vs. Washington
Nov. 17 - 1:30 p.m.	Oregon vs. U.S.C.
Nov. 23 - 8:00 p.m.	Semi-Finals } State High School
Nov. 30 - 8:00 p.m.	Finals } Championships



MULTNOMAH STADIUM

THE PUBLIC ADDRESS SYSTEM
AND ELECTRIC SPORTS TIMER
USED IN THIS GAME
IS ANOTHER
FLYING  SERVICE



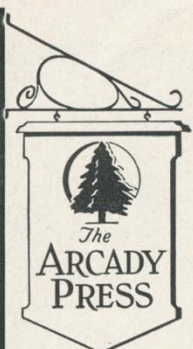
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ARDEN

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SALES IDEAS
and
printing that
puts 'em over
call



Capitol 7-0515

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How neighborly are you?

Being a good neighbor is easy, when you like the folks next door. It's just as easy to be a good neighbor to many thousands more, when you make your

 fair-share pledge to the United Fund-Red Cross campaign. Be a *good* neighbor!

Pledge enough to be of *real* help!

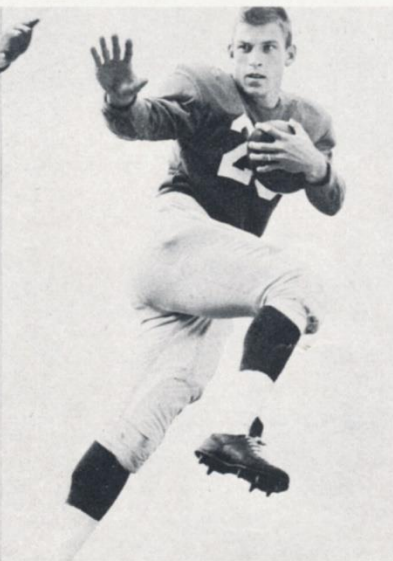
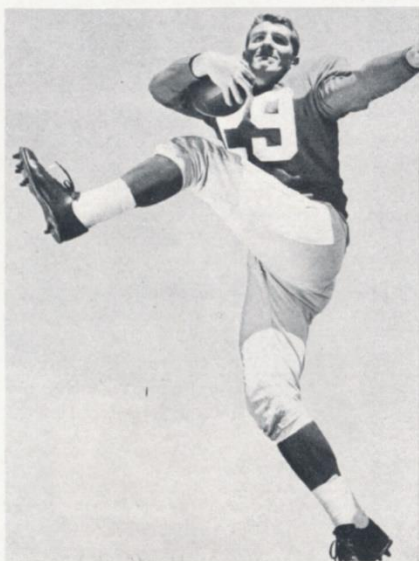
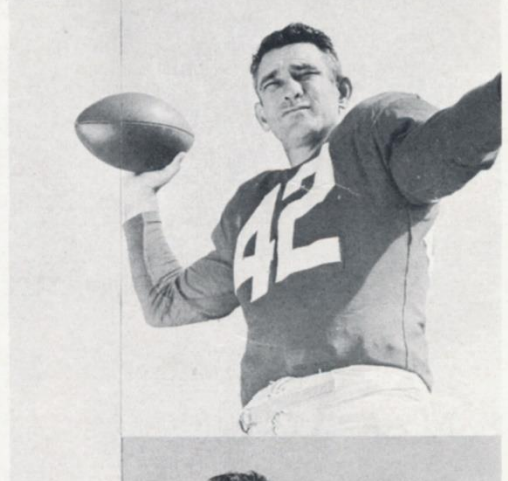
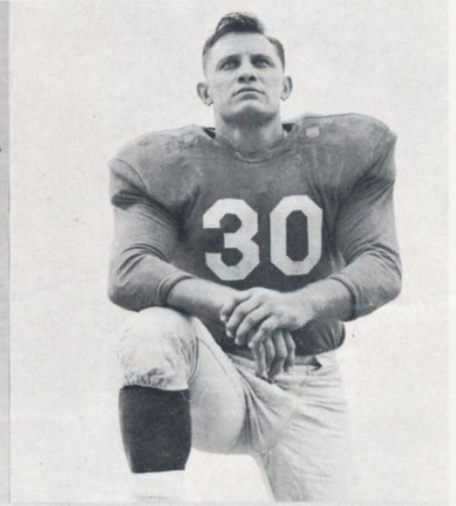
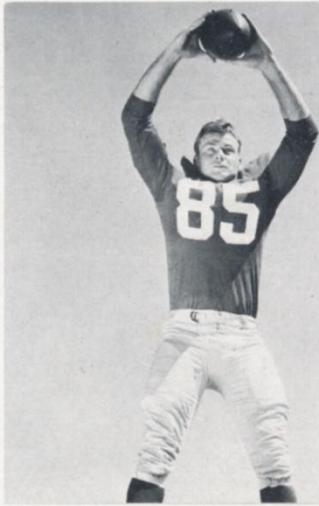


UNITED FUND

Hi, neighbor...let's share



the Giants



Bob Schnelker, E

Don Heinrich, QB

Bill Svoboda, LB

Coaches (l. to r.) Ed Holman, Ken Kavanaugh, Jim Lee Howell,
Jim Lee Howell, Jr., Vince Lombardi

Charley Conerly, QB

Alex Webster, HB

Jim Patton, HB

Jack Stroud, G

Light up a Lucky—

it's light-up time!



Luckies Taste Better

Cleaner, Fresher, Smoother!



**"IT'S
TOASTED"**
to taste
better!