

OFFICIAL PROGRAM • THIRTY-FIVE CENTS

DECEMBER 30, 1956

YANKEE STADIUM



GIANTS VS. BEARS

NATIONAL FOOTBALL LEAGUE WORLD'S CHAMPIONSHIP PLAYOFF

Light up a Lucky- *it's light-up time!*



Luckies Taste Better

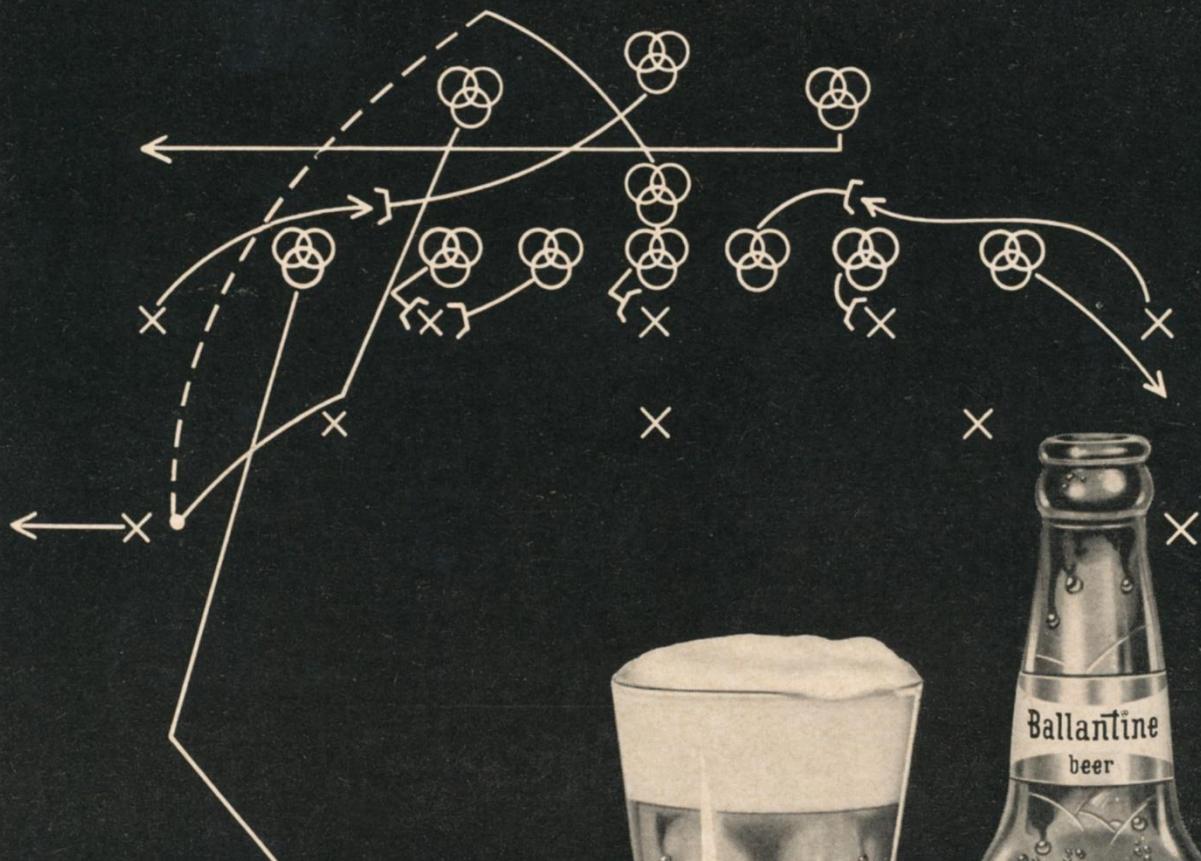
Cleaner, Fresher, Smoother!



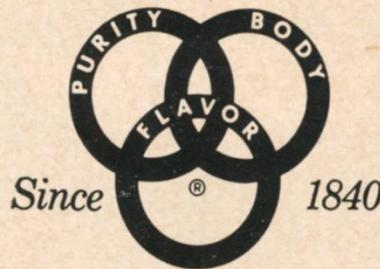
**"IT'S
TOasted"
to taste
better!**

PRODUCT OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES

*The best call
in any situation*



Ballantine runs rings around the rest



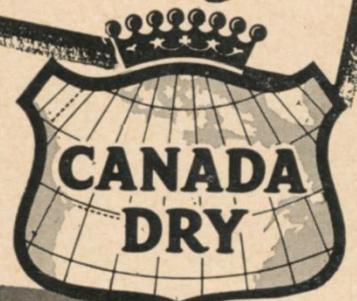
Ask the man for
BALLANTINE
BEER



P. BALLANTINE & SONS • NEWARK, NEW JERSEY
ONE OF THE WORLD'S LARGEST BREWERIES



*Confound it, man,
I asked for
Canada Dry!*



GINGER ALE
CLUB SODA
QUININE WATER

A Mixer for Every Taste

OFFICIAL WATCH FOR



U. S. OLYMPIC
COMMITTEE
1948-1952-1956



NAT'L AERONAUTIC
ASSN.



NAT'L COLLEGIATE
ATHLETIC ASSN.
CHAMPIONSHIPS



AMERICAN AUTO-
MOBILE ASSN.



NATIONAL SKI
ASSN.



AMERICAN
POWERBOAT
ASSN.



AAU
CHAMPIONSHIPS



NATIONAL HORSE
SHOW ASSN.

and many others

Longines

THE WORLD'S MOST HONORED WATCH

Official Watch for the

GIANTS-BEARS

N. F. L. World's Championship

Longines, first watch of sport, is recognized as official for timing world records and international events by all international sports and contest associations. Every Longines watch, for whatever its use, is made to be the best of its kind. For yourself, as a gift, no other name on a watch means so much as Longines, the world's most honored watch.



Longines
watches to
cope with outdoor
life—fully protected
against all common
watch hazards. For
her—Longines Skylark

"A.P." For him—Longines
Sportsman "D", each \$89.50.
Other Longines watches from \$71.50.

Longines-Wittnauer Watch Company

FOR *Championship GROOMING EVERY DAY*

MAKE IT **MENNEN** ALL THE WAY!



MENNEN
Spray Deodorant
FOR MEN

No. 1 seller gives
round-the-clock protection.

60¢* \$1.00*



MENNEN
Skin Bracer

2 to 1 favorite—the
after shave lotion men
buy for themselves!

60¢* \$1.00*



MENNEN
Bath Talc
FOR MEN

Bath-fresh comfort
and protection.

60¢*



MENNEN
Foam Shave

Smoother shaves
with Special Menthol
Formula. Fastest
growing seller.

79¢



MENNEN
3 great shave
creams . . .

lather regular
40¢ 60¢
brushless 35¢ 55¢
lather with menthol

60¢



MENNEN
New AFTA

No-sting, non-alcoholic
after shave lotion . . .
soothes and conditions.

\$1.00*



MENNEN
Shampoo
FOR MEN

Designed for men's
use and convenience—
with hexachlorophene
and lanolin.

75¢



MENNEN
Hair Creme

Greaseless . . . best for
natural daily grooming.

60¢*



MENNEN
After-Shave Talc

Regular or electric
shave—ideal before or
after . . . neutral
tint doesn't show.

35¢* 60¢*



*Plus Fed. Tax

LOOK FOR THIS WORLD FAMOUS LINE-UP OF SKIN COMFORT PRODUCTS BY

MENNEN

GREATEST NAME IN GOOD-GROOMING SINCE 1879

LOVE THAT CAMEL!

WATCH

Phil Silvers

AS SGT. BILKO ON THE
"PHIL SILVERS SHOW" CBS-TV



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

HAVE A REAL CIGARETTE
...have a Camel!

Discover the difference between "just smoking" and Camels!

Taste the difference! Camels are rich, full-flavored, and deeply satisfying — pack after pack. Feel the difference! The exclusive Camel blend of quality tobaccos has never

been equalled for smooth, agreeable smoking. Enjoy the cigarette smoked by more people, year after year, than any other brand. Try Camels — they've really got it!

Giants and Bears Down the Years

TEN years have passed since the Giants and the Bears last met for the National Football League title. However, the rivalry between the two clubs over the years has been so memorably keen that it seems like only yesterday.

Traditionally the bulwarks of Commissioner Bert Bell's Eastern and Western domains, the Giants and the Bears have waged many epic battles since they first met in 1925.

Their initial clash gave pro football the biggest single boost it ever has received. Operating under haphazard conditions, with catch-as-catch-can schedules and a constantly changing roster of members, the NFL still was struggling to gain a foothold in 1925.

Then on a December Sunday the Bears, with Red Grange, came to New York to face the Giants. Attracted by the pro debut of the heralded Galloping Ghost, 70,000 fans stormed the Polo Grounds, scaling walls after the last ticket had been sold.

This tremendous crowd pointed up for the first time the since-realized potentiality of pro football as a drawing card. To clinch matters, the teams put on a whale of a show, with Grange and his Bears finishing on top, 19-7.

JIM LEE HOWELL



rior to the one that routed the Redskins 73-0 in the 1940 play-off. The Giants were mowed down, 37-9.

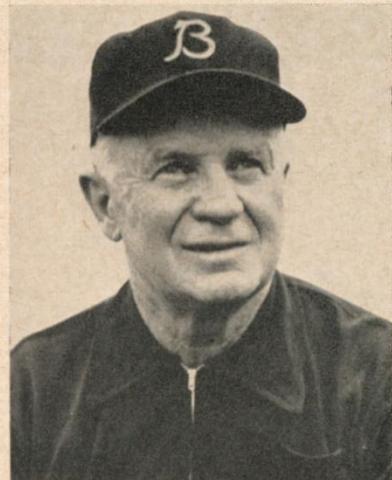
In 1946, the teams met for the title again. The Bears won, 24-14, a surprise dash off tackle by Sid Luckman settling matters in the final quarter. In the face of an all-out "war" with the All-America Conference, the Giants and Bears in this game demonstrated the unquenchable vitality of the NFL by drawing an overflow throng of 58,346 to the Polo Grounds with additional thousands turned away.

Schedule-making which largely confines teams to their own division has limited Giant-Bear competition since 1946. However, they proved that the flame of their rivalry still burns bright here on Nov. 25.

Sure and sharp, Jim Lee Howell's Giants stormed to a 17-0 lead by 3:42 of the third period. But Paddy Driscoll's Bears parlayed an interception into a field goal and, in the fourth quarter, clicked on two fantastic long-range passes to Harlon Hill to bring about a 17-17 deadlock.

More fireworks can be expected today. It's always that way when the Giants and the Bears get together.

PADDY DRISCOLL



COMMISSIONER BERT BELL

The Giants avenged this defeat, 9-0, in Chicago later in 1925; beat the Bears, 7-0, in 1926 and, in a game that ranks as a classic of rock-and-sock football, downed the Monsters of the Midway, 13-7, in 1927.

That 1927 meeting settled the NFL title, decided on the basis of season's standings rather than by a play-off.

The series continued through a succession of spine-tingling contests into 1933. In that year, the NFL was split into sectional divisions for the first time and, appropriately, the Giants and Bears met in the first world championship game.

In a wild-and-woolly affair at Chicago marked by six exchanges of the lead, the Bears delivered the last punch to win by 23-21.

It was a different story at the Polo Grounds in the famous "sneaker game" of 1934. On an icy gridiron, the Bears seized a 10-3 halftime lead. But in the second half, the Giants, wearing hastily commandeered sneakers, ran wild to win, 30-13.

The third Giant-Bear play-off in 1941 does not hold happy memories for New Yorkers. The young Giants of that year were no match for a Bear team rated even supe-

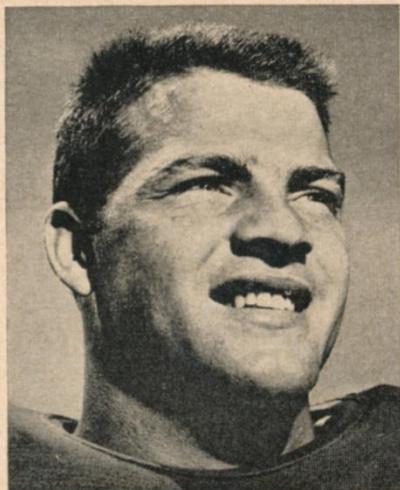
PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

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



only in a bottle of Seagram's 7 Crown
.... the perfection of American
whiskey at its finest!

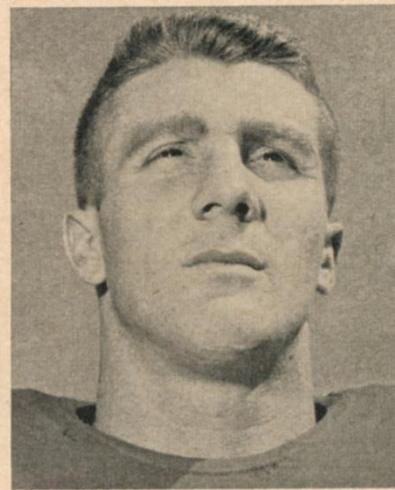
Say **Seagram's** and be **Sure**



FRANK GIFFORD



CHARLEY CONERLY



ALEX WEBSTER

All About the Giants

BEFORE the current season opened, an offer of \$1,000,000 was made for the franchise of the New York Giants. "We won't consider an offer of any size," said John V. Mara, the club president. The Giants, who introduced pro football in these parts, have been an integral part of the New York scene since 1925 under the Mara clan. It has been a mutually happy relationship.

Over the years, the Giants have

been the NFL's dominant Eastern power. They have won nine sectional titles and twice have captured the world championship.

The coach of the Giants is big, soft-spoken Jim Lee Howell. This towering gentleman from Lonoke, Ark., joined the club in 1937, out of the University of Arkansas, and, with three years out for World War II service as a Marine officer, played eleven seasons at right end. He joined the

coaching staff on his retirement as an active player and became head coach in 1954.

A firm believer in staffwork and organization, Jim has surrounded himself with an all-star group of assistants to whom he gives full departmental responsibility. They are Vin Lombardi, backfield and offensive coach; Ed Kolman, line coach; Ken Kavanaugh, end and passing coach, and Tom Landry, defensive coach.

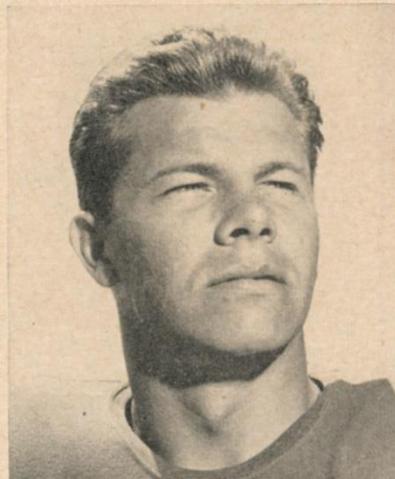
Leading Giants

Charley Conerly (42), now in his ninth season with the Giants, is one of pro football's great clutch players. Going into the current season, the former Mississippi All-America had thrown 113 touchdown passes. He holds just about every Giant passing record and several league marks. Originally a single wing tailback, Chuck has developed into a slick T quarterback.

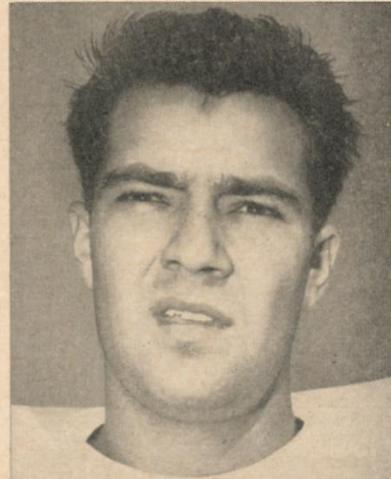
Frank Gifford (16) has been the Giants' top offensive threat for the past three seasons. The handsome former All-America from Southern California ranks among the leading ball-carriers and pass-receivers in the league. Strong and fast, he's a breakaway threat every time he carries the ball. On occasion he also passes and place-kicks. There's no better all-around halfback in football.

Continued on Page 17

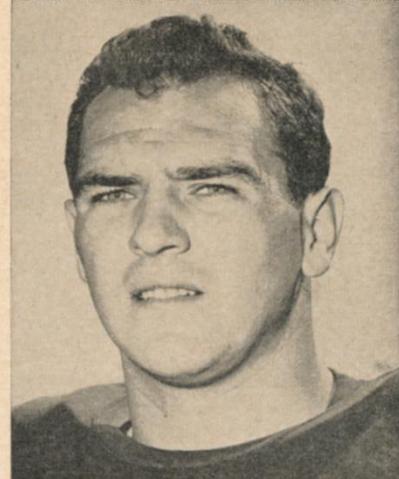
KYLE ROTE



DON HEINRICH



RAY WIETECHA



PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

J. W.
DANT

**WORLD'S
LARGEST SELLING
BONDED
BOURBON**



I'm Newt Kook, President of the Dant Distillery. Down in Kentucky we have a saying:

"The only way to have a friend is to be one..."

And I don't know a better way of being a friend to so many as to give them so much for so little. My J. W. Dant genuine Kentucky sour mash bourbon does just that. No wonder it has made more friends the world over than any other Bond!

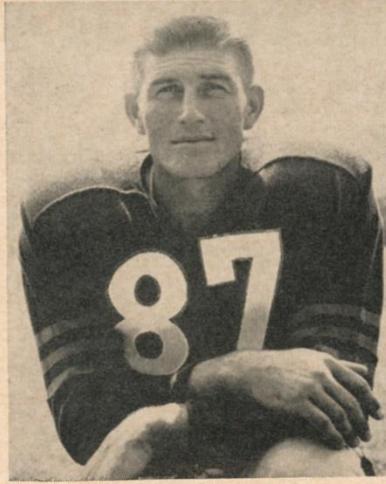
GIANT LEADERS

Rushing.....	Gifford: 159—819 yds.
Passing.....	Conerly: 90 of 174
Receiving.....	Gifford: 51—603 yds.
Scoring.....	Gifford: 65 pts.
Punting.....	Chandler: 41.9-yd. avg.
Punt Returns.....	Tunnell: 22—120 yds.
Kick-Off Returns.....	Filipaki: 19—390 yds.
Interceptions.....	Tunnell: 6—87 yds.

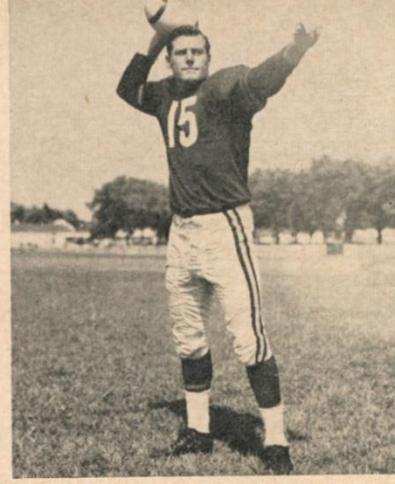




BOBBY WATKINS



HARLON HILL



ED BROWN

All About the Bears

THE Chicago Bears are the most famous organization in professional football. A charter member of the National Football League, the Bears were organized by George Halas in 1920 as the Decatur (Ill.) Staleys. They moved to Chicago and adopted the name of Bears the following year. That name has become synonymous for football greatness.

Down through the years the Bears have won twelve western championships and seven world

titles, more than any other team. Pioneers of the modern T formation that became standard in pro football, they hold most of the National Football League scoring records.

Coach of the Bears for the first year is John L. (Paddy) Driscoll. Football's outstanding exponent of the dropkick, he was a three-sport star at Northwestern, played with the Cardinals in 1921-25 and with the Bears in 1926-28. After a spell of school and college coaching that

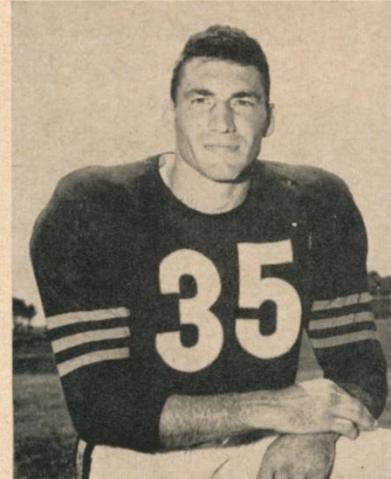
included a term as head coach of Marquette, he joined the Bears' staff in 1941 and was the choice of George Halas to take over the direction of the team when the Bear president decided to retire last February.

As lieutenants Driscoll has Clark Shaughnessy, technical advisor; Luke Johnsons, Phil Handler and George Connor, assistants; Sid Luckman, quarterback coach; Chick Jagade, fullback coach, and Clyde Turner, coach of centers.

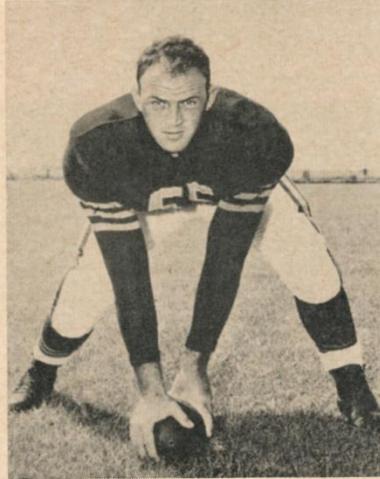
Leading Bears

Rick Casares (35) won the NFL rushing title in his second season with the Bears, gaining 1126 yards in 234 attempts. This was the second highest total in NFL history, falling just 20 yards short of Steve Van Buren's 1949 record. Equally effective inside and outside, the fleet, powerful 225-pound Florida graduate scored 14 touchdowns. His most spectacular tally was the 68-yard romp around end that put the Bears ahead of the Lions for keeps in their showdown game of two weeks ago. Rick gained 190 yards in that contest.

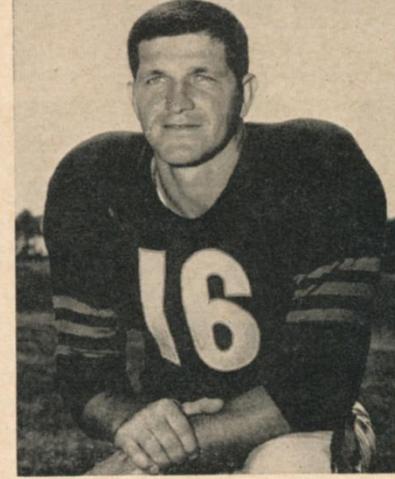
RICK CASARES



LARRY STRICKLAND



GEORGE BLANDA



PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

CHICAGO BEARS

KICK-OFF
2:05 P.M.

OFFENSE

R. H. John Hoffman (89)	F. B. Casares (35)	Q. B. Brown (15)	L. H. Watkins (45)			
R. E. McColl (83)	R. T. Gilbert (62)	R. G. Jones (78)	C. Strickland (55)	L. G. Clark (65)	L. T. Wightkin (72)	L. E. Hill (87)

DEFENSE

L. E. Jack Hoffman (82)	L. T. Williams (75)	M. G. George (61)	R. T. Bishop (73)	R. E. Meadows (86)	
L. W. Caroline (25)	L. L. B. Hansen (51)	L. S. Wallace (40)	R. S. Moore (29)	R. L. B. Fortunato (31)	R. W. Ray Smith (20)

Bear Roster

No.	Player	Position	Weight	Height	College	Yrs. Pro
11	Haluska, James	B	190	6:00	Wisconsin	1
15	Brown, Ed	B	205	6:02	San Francisco	3
16	Blanda, George	B	207	6:02	Kentucky	8
20	Smith, Ray	B	188	5:10½	Midwestern	3
25	Caroline, J. C.	B	190	6:01	Illinois	1
29	Moore, McNeil	B	185	6:00	Sam Houston	2
31	Fortunato, Joe	B	225	6:00	Mississippi State	2
35	Casares, Rick	B	225	6:02½	Florida	2
40	Wallace, Stan	B	207	6:01	Illinois	2
43	Dooley, Jim	E	198	6:03½	Miami	3
45	Watkins, Robert	B	195	5:10	Ohio State	2
46	Bingham, Don	B	188	6:00	Sul Ross State	1
51	Hansen, Wayne	C	228	6:02½	Texas Western	7
54	Klawitter, Dick	C	270	6:07	South Dakota State	1
55	Strickland, Larry	C	245	6:04	North Texas	2
61	George, Bill	G	235	6:02½	Wake Forest	5
62	Gilbert, Kline	T	235	6:02	Mississippi	4
63	Brackett, M. L.	T	248	6:05	Auburn	1
65	Clark, Herman	G	255	6:03	Oregon State	4
67	Roggeman, Tom	G	235	6:00	Purdue	1
72	Wightkin, Bill	T	233	6:02½	Notre Dame	6
73	Bishop, Bill	T	245	6:04	North Texas	5
75	Williams, Fred	T	245	6:04	Arkansas	5
76	Mellekas, John	T	255	6:03	Arizona	1
78	Jones, Stan	G	250	6:01	Maryland	3
80	Helwig, John	B	207	6:02	Notre Dame	4
81	Atkins, Doug	E	255	6:08	Tennessee	2
82	Hoffman, Jack	E	235	6:05	Xavier	3
83	McColl, Bill	E	230	6:04	Stanford	5
86	Meadows, Ed	E	220	6:02	Duke	2
87	Hill, Harlon	E	198	6:03	Florence Teachers	3
88	Schroeder, Gene	E	195	6:03½	Virginia	4
89	Hoffman, John	B	215	6:02½	Arkansas	8

BEAR STAFF: John L. (Paddy) Driscoll, Northwestern, head coach; Clark Shaughnessy, Minnesota, technical advisor; Luke Johnsons, Northwestern, Phil Handler, Texas Christian, Clyde (Bulldog) Turner, Hardin-Simmons, and George Connor, Notre Dame, assistant coaches; Sid Luckman, Columbia, quarterback coach; Harry (Chick) Jagade, fullback coach; Ed Rozy, trainer.

The Official Watch for Timing Today's Game Is Long

PLEASE USE ENTRANCE RAMP

NYG	13	21	6
CB	0	7	0

Enjoy it tonight!

Calvert



RESERVE

GIANT SPECIAL
OFFICIALS

PAT and FG—Agajanian (8),
Gifford (16)
Punting—Chandler (34),
Kick-Offs—Chandler (34),

Referee

William Downes (3), Ill.

Umpire

Samuel M. Wilson (19)

Back Judge

Don Looney (59),

Head Linesman

Cleo N. Diehl (37), No.

Field Judge

George Rennix (52),

BEAR SPECIAL

PAT and FG—Blanda

Punting—Brown (15), C

Kick-Offs—Blanda (16),

KICK-OFF
7:05 P.M.

NEW YORK GIANTS

OFFENSE

R. H. Webster (29)	F. B. Triplet (33)	Q. B. Heinrich (11)	L. H. Gifford (16)			
R. E. MacAfee (80)	R. T. Yelvington (72)	R. G. Stroud (66)	C. Wietecha (55)	L. G. Austin (60)	L. T. Brown (79)	L. E. Rote (44)

DEFENSE

L. E. Yowarsky (78)	L. T. Modzelewski (77)	M. G. Huff (70)	R. T. Grier (76)	R. E. Robustelli (81)	
L. W. Hughes (48)	L. L. B. Svoboda (30)	L. S. Tunnell (45)	R. S. Patton (20)	R. L. B. Svare (84)	R. W. Nolan (25)

T SPECIALISTS

gajanian (8), Chandler (34),
Gifford (16)
andler (34), Conerly (42)
andler (34), Agajanian (8)

OFFICIALS

Referee

ownes (3), Illinois Tech

Umpire

l. Wilson (19), Lehigh

Back Judge

Looney (59), TCU

Lead Linesman

iehl (37), Northwestern

Field Judge

ennix (52), Minnesota

R SPECIALISTS

d FG—Blanda (16)

rown (15), Casares (35)

Blanda (16), Casares (35)

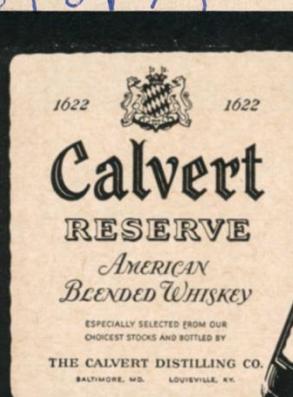
No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
8	Agajanian, Ben	E	215	6:00	37	New Mexico	7
11	Heinrich, Don	QB	180	6:00	25	Washington	3
12	Clatterbuck, Bobby	QB	195	6:03	24	Houston	3
16	Gifford, Frank	HB	205	6:01	26	U. S. C.	5
20	Patton, Jim	HB	180	5:11	24	Mississippi	2
22	Moore, Henry	HB	195	6:01	22	Arkansas	1
25	Nolan, Dick	HB	185	6:01	24	Maryland	3
29	Webster, Alex	HB	210	6:03	25	North Carolina State	2
30	Svoboda, Bill	FB	210	6:01	27	Tulane	7
33	Triplett, Mel	FB	215	6:01	24	Toledo	2
34	Chandler, Don	HB	205	6:02	21	Florida	1
40	Filipski, Gene	HB	185	5:10	25	Villanova	1
42	Conerly, Charley	QB	195	6:01	32	Mississippi	9
44	Rote, Kyle	HB	205	6:00	28	S. M. U.	6
45	Tunnell, Em	HB	200	6:01	31	Iowa	9
48	Hughes, Ed	HB	180	6:01	24	Tulsa	3
55	Wietecha, Ray	C	225	6:01	27	Northwestern	4
60	Austin, Bill	G	225	6:01	27	Oregon State	6
61	Beck, Ray	G	225	6:02	24	Georgia Tech	3
65	Huth, Gerald	G	210	6:00	23	Wake Forest	1
66	Stroud, Jack	G	230	6:01	27	Tennessee	4
70	Huff, Sam	T	230	6:01	21	West Virginia	1
72	Yelvington, Dick	T	235	6:02	27	Georgia	5
75	Katcavage, Jim	E	225	6:03	21	Dayton	1
76	Grier, Roosevelt	T	275	6:05	23	Penn State	2
77	Modzelewski, Dick	T	260	6:00	25	Maryland	4
78	Yowarsky, Walt	T	235	6:02	28	Kentucky	5
79	Brown, Roosevelt	T	245	6:03	24	Morgan State	4
80	MacAfee, Ken	E	205	6:02	27	Alabama	3
81	Robustelli, Andy	E	230	6:01	28	Arnold	6
84	Svare, Harland	E	215	6:00	25	Washington State	4
85	Schnelker, Bob	E	215	6:04	26	Bowling Green	4
89	Livingston, Cliff	E	215	6:03	25	U. C. L. A.	3

Giant Roster

GIANT STAFF: Jim Lee Howell, Arkansas, head coach; Vince Lombardi, Fordham, backfield coach; Ed Kolman, Temple, line coach; Ken Kavanagh, L. S. U., end coach; Tom Landry, Texas, defensive coach; John Johnson, Sid Moret and John Dziegial, trainers; Dr. Francis J. Sweeney, physician; Dr. Arthur G. Croker, dentist.

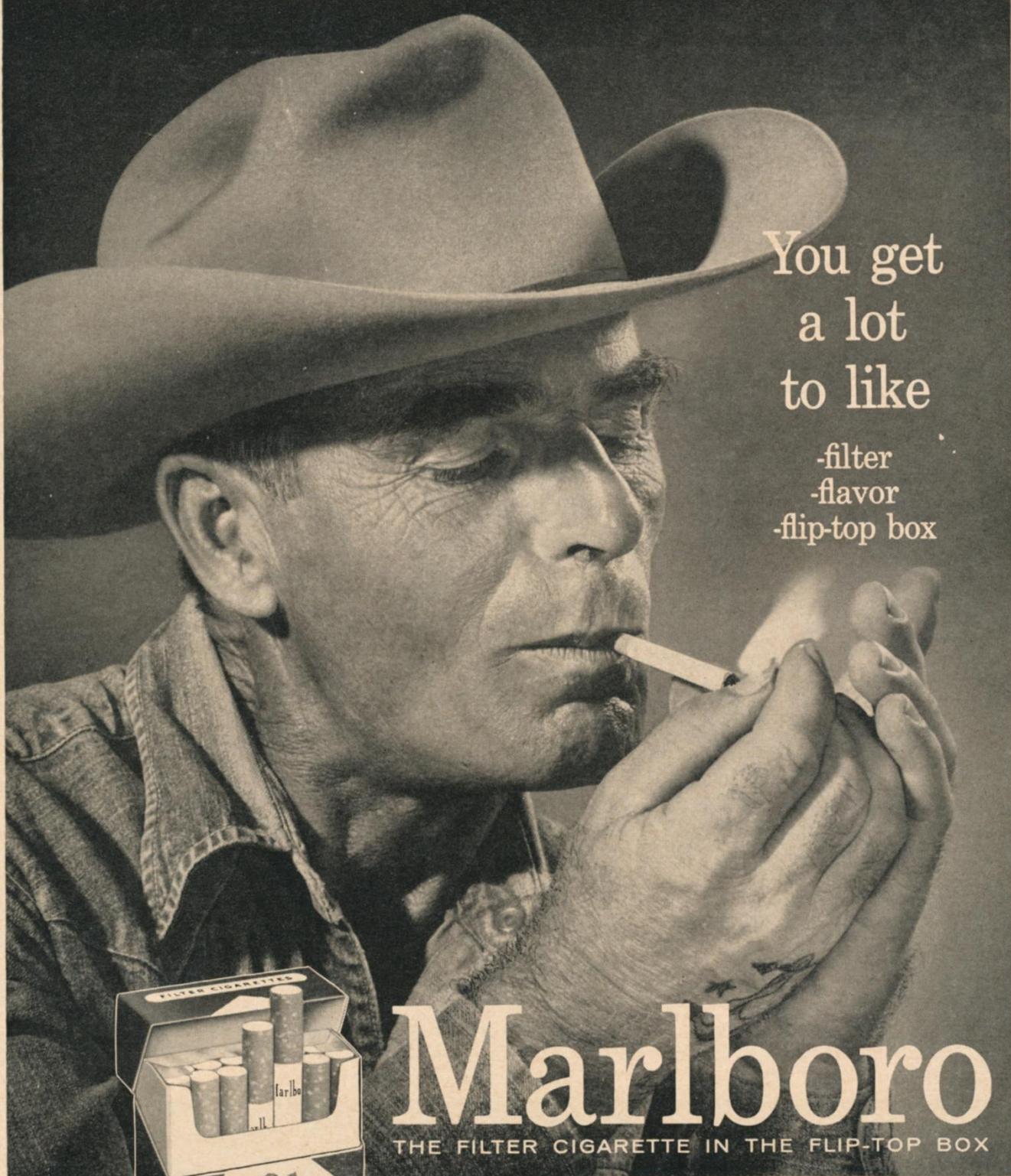
ne Is Longines—“The World's Most Honored Watch”

THE RAMP NEAREST YOUR SEAT



Nothing finer
in American taste

CALVERT DISTILLERS CO., N.Y.C. • AMERICAN BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS



You get
a lot
to like

-filter
-flavor
-flip-top box

Marlboro

THE FILTER CIGARETTE IN THE FLIP-TOP BOX

NEW
FLIP-TOP BOX

Firm to keep
cigarettes
from crushing.
No tobacco
in your pocket.



This Marlboro is a lot of cigarette. The easy-drawing filter feels right in your mouth. It works but doesn't get in the way. You get the man-size flavor of honest tobacco. The Flip-Top Box keeps every cigarette in good shape and you don't pay extra for it.

MARLBORO BRINGS YOU GIANTS GAMES ON TV

Statistical Comparison of Today's Rivals

1956 TEAM STATISTICS

	Giants	Bears
Points scored	264	363
Points yielded	197	246
First downs made	223	244
First downs yielded	188	207
Net yards gained	3696	4537
Net yards yielded	3081	3676
Yards gained, rushing	2129	2468
Yards yielded, rushing	1443	1483
Passes attempted	275	250
Passes completed	133	135
Yards gained, passing	1601	2193
Passes had intercepted	14	19
Passes attempted against	297	332
Passes completed against	149	159
Yards yielded, passing	1638	2193
Passes intercepted by	17	23
Ball lost, fumbles	13	10
Opponents' fumbles recovered	16	15
Yards penalized	474	553

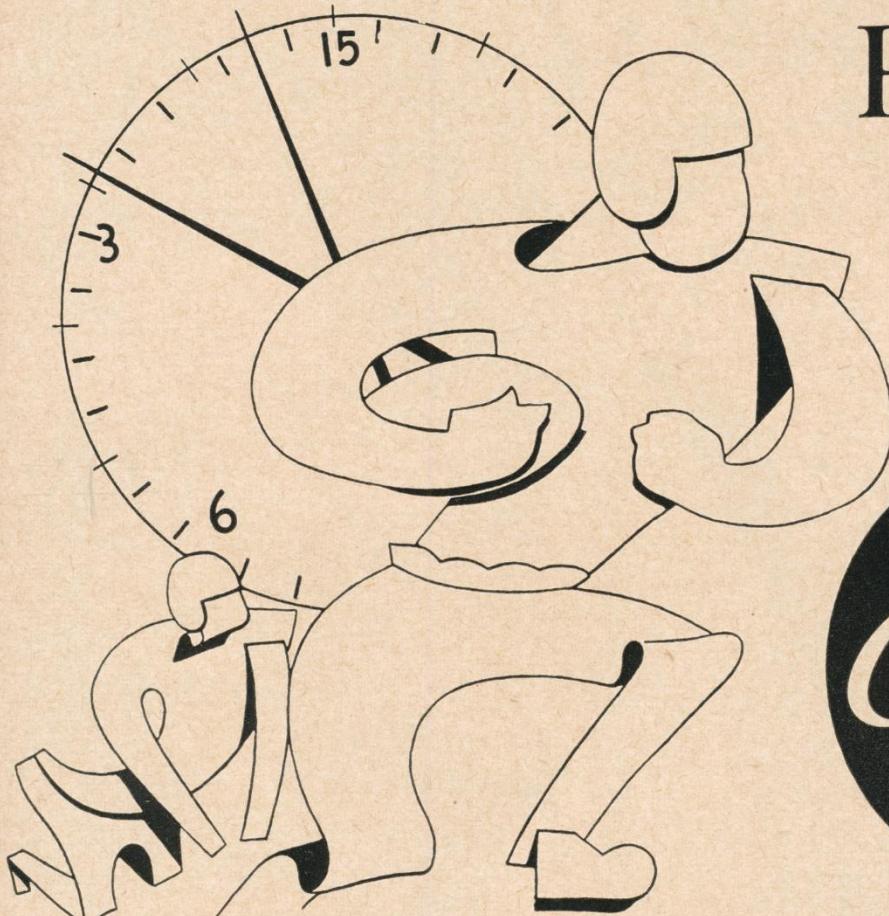
SERIES RECORD

Giants won 13, Bears won 20, 2 ties.

Total points: Giants 404, Bears 547.

1956 INDIVIDUAL STATISTICS

<i>Rushing</i>	Att.	Y. G.	Avg.	
Gifford (16), Giants	159	819	5.2	
Webster (29), Giants	178	694	3.9	
Triplett (33), Giants	125	515	4.1	
Casares (35), Bears	243	1126	4.8	
Watkins (45), Bears	68	276	4.1	
Hoffman (89), Bears	56	272	4.9	
<i>Passing</i>	Att.	Comp. Y.G.	TDs.	
Conerly (42), Giants	174	90	1143	
Heinrich (11), Giants	88	37	369	
Brown (15), Bears	168	96	1667	
Blanda (16), Bears	69	37	439	
<i>Pass-Receiving</i>	No.	Y.G.	TDs.	
Gifford (16), Giants	51	603	4	
Rote (44), Giants	28	405	4	
Webster (29), Giants	21	197	3	
Hill (87), Bears	41	1128	11	
McColl (83), Bears	24	322	4	
Casares (35), Bears	23	203	2	
<i>Scoring</i>	TD	FG	PAT	Pts.
Gifford (16), Giants	9	8	1	65
Webster (29), Giants	10	0	0	60
Agajanian (8), Giants	0	23	5	38
Casares (35), Bears	14	0	0	84
Blanda (16), Bears	0	45	12	81
Hill (87), Bears	11	0	0	66



Pause...
Refresh



AFTER THE GAME SEE FOR YOURSELF

Clearly finer in the bottle...

Clearly finer to your taste!

Schenley Elegance



SCHENLEY DISTILLERS CO., N. Y. C. BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.

Giants Football—1957 Season Subscription

Buy Season Tickets Because:

1. You have the same choice seats every game.
2. You have the same location for play-off or championship games.
3. Your seats are reserved automatically for subsequent seasons.*
4. You solve your entertainment problems.
5. You stay off ticket lines—avoid the late ticket rush.

* 1956 season subscription reservations are automatically renewed. Blank on the right is for use of new applicants.

New York Football Giants, Inc.

11 West 42nd Street

New York 36, New York

Gentlemen:

Please send me your 1957 Season Ticket Brochure when it is ready for mailing.

Name.....

Address.....

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

SEASON TICKETS—YOUR BEST BUY IN ENTERTAINMENT

Baseball's Best Buy! . . .

1957

COMBINATION TICKET PLAN

of the World Champion

NEW YORK YANKEES

Yes, fans . . . the best buy in baseball is the Combination Ticket Plan of the New York Yankees. Choice seats for *all* the BIG GAMES at Yankee Stadium . . . the "Home of Champions" . . . for the exciting 1957 American League season are yours with the popular Combination Ticket Plan.

Forty important games on 31 bargain dates, including nine double-headers, 12 Sundays, 17 night contests, July 4th with Boston plus the colorful opener are included. And Combination Ticket Plan holders are entitled to World Series tickets next Fall if the Yankees repeat as A. L. champs.

Take advantage of this popular plan. Occupy the same choice seats for all 40 games. Contact the Ticket Manager, Yankee Stadium, Bronx 51, New York, or phone CYpress 3-4300.

NEW YORK YANKEES

Yankee Stadium

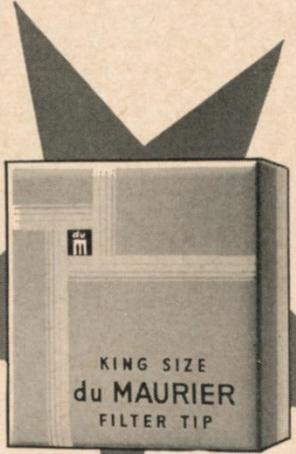
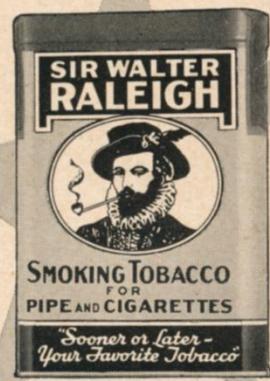


"BASEBALL'S BEST BUY" . . . at Baseball's Finest Park . . . the "HOME OF CHAMPIONS"

All-Stars

FROM

Brown & Williamson Tobacco Corp.



Leading Giants

Continued from Page 7

Kyle Rote (44) is the offensive captain of the Giants. The former S. M. U. All-America, signed as a "bonus choice" in the 1951 college draft, is one of the most elusive pass-receivers in the business and a whirlwind runner. Recent knee injuries have limited the Mighty Mustang's service but when he's in action he has plenty of kick. He's a great clutch pass grabber and does a fine job of blocking from end, where he plays most frequently now.

Bill Svoboda (30), a Tulane graduate, came to the Giants in 1954 after having played four years with the Chicago Cardinals. He moved right into a regular linebacking spot and last year was the Giant "Iron Man," playing more time than any other member of the squad. His leadership qualities have resulted in his designation as Giant defensive captain. Bill has had another fine season.

Alex Webster (29) reminds veteran Giant followers strongly of the great Tuffy Leemans with his boring, driving, twisting style of running. The big boy from Kearny, N. J., a graduate of North Carolina State who played two years of Canadian football before joining the Giants last year, teams up perfectly with Frank Gifford at the halfbacks to give the Giants a one-two running punch that is the envy of the league. He's a fine pass receiver, too.

Mel Triplett (33) was late in reporting last year and saw limited service as a rookie. He's making up for lost time this season. He scored three touchdowns in each of the first two Giant games. A powerful, determined runner, he gives the Giants their heaviest inside punch in years. The 24-year-old Toledo graduate is married and has five children.

Ray Wietecha (55) may not catch the eye much but he's one of the real solid operators of the Giant offensive line. Many experts rate him the best center in the league. A Northwestern graduate, he served in the Marines and had a fling at playing professional baseball before joining the Giants in 1953.

Don Heinrich (11), who set all manner of passing records for the University of Washington in 1950 and 1952, seems ready to blossom out as a star quarterback after two years of apprenticeship. A cocky and resourceful signal-caller, Don has a way of lighting a fire under the team when he is in charge. He's a ball-handling wizard and an excellent short passer.

Roosevelt Brown (79) was so little known as a player at Morgan State that it wasn't until the 27th round of the 1953 draft, when everyone was groping around for extra names, that the Giants put in a claim for his services. They shudder to think that they might have missed him. One of football's fastest big men, Rosy has developed into a crack offensive tackle.

Roosevelt Grier (76) is the biggest of all the Giants at 275 pounds—and he is just beginning to get his full strength. A rookie star in 1955, Rosy has developed into one of the NFL's top defensive tackles. As nimble as a ballet dancer for all his great bulk, Grier was a champion shot putter and discus thrower at Penn State. A resident of nearby Linden, N. J., Rosy has thoughts of becoming a professional entertainer. He is a highly talented jazz singer and pianist.

Em Tunell (45), who shares rank with Charley Conerly as the senior Giant, walked into the Giant office off the street in 1948 looking for a job. He got it and nobody has been able to get him out of the defensive line-up since. A brilliant deep defender and a dazzling returner of kicks, he has been a consistent All-League selection.

Andy Robustelli (81), several times an all-league end with the Los Angeles Rams, was acquired by the Giants in a deal before the start of the current season. It was a happy transaction for the Giants. The rugged 230-pounder from Stamford, Conn., who played his varsity football for little Arnold College, has been a key factor in stiffening the Giant defensive line.

Dick Modzelewski (77), acquired by the Giants last winter in an involved four-team deal, has provided the New Yorkers with a smashing, aggressive brand of tackle play that has perked up the Giant defense considerably. Little Mo, a 1952 All-America selection at the University of Maryland, packs 260 pounds on his blocky frame and knows how to use it to the best advantage.

Greatest thing that's happened to men...since women!

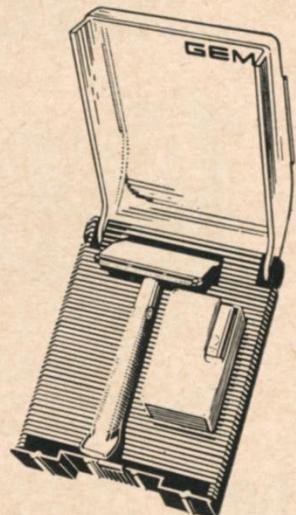


IT'S THE HEAVY, ALL-METAL NEW GEM RAZOR WITH FLAT-TOP DESIGN THAT HUGS YOUR CHEEK



AND ALWAYS HOLDS THE BLADE AT THE PERFECT ANGLE FOR A CLOSE, CLEAN SHAVE WITHOUT IRRITATION!

NEW GEM RAZOR WITH FLAT-TOP DESIGN



ONLY
\$1.00 WITH DISPENSER OF GEM BLADES
AND TRAVEL CASE



Jack McMahon and Dick McGuire

PROFESSIONAL BASKETBALL
Madison Square Garden

Tonight
N. Y. KNICKS vs. ROCHESTER
and
HARLEM GLOBETROTTERS
vs. WASHINGTON GENERALS

FIRST GAME 7:15

Thursday Night
(NBA DOUBLEHEADER)
N. Y. KNICKS vs. SYRACUSE
and
PHILADELPHIA vs. ST. LOUIS

FIRST GAME 7:15

Tickets on sale at Madison Square Garden box office. Mail orders promptly filled. Write Basketball
Dept., Madison Square Garden, 307 West 49th St. Add 25 cents for handling and mailing.

THIRSTY?
have a
Knick
Satisfies your
beer thirst better

Ruppert Knickerbocker Beer, Jacob Ruppert, N. Y. C.



Knickerbocker
New York's Famous Beer



J. C. CAROLINE

Leading Bears

Continued from Page 9

J. C. Caroline (25) has distinguished himself as a double-duty back in his rookie season. As a sophomore at Illinois, he gained 1670 yards rushing to lead the nation and eclipse Red Grange's Illini record. Handicapped by injuries, he starred on defense as a junior. He played for the Montreal Alouettes last season after being declared ineligible at Illinois. A defensive regular for the Bears since the start of the season, he also has played offense brilliantly in the last few games. He has speed and power.

George Blanda (16), a Bear for eight years, is one of football's great placement kickers. He scored 81 points with his toe this season, on 45 extra points and 12 field goals. In addition, he seldom fails to reach the end zone with his booming kick-offs. He also is a solid second-string quarterback.

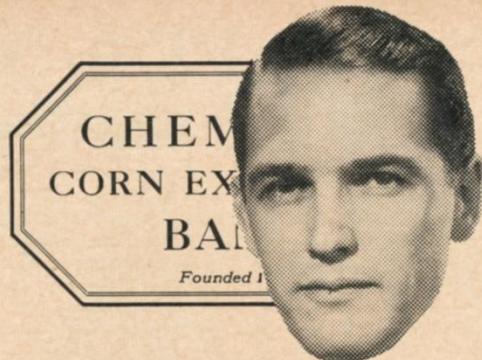
Harlon Hill (87) is pro football's current counterpart of Don Hutson. A third-year Bear, this big, loose-gaited speedster from Florence (Ala.) Teachers College is a fantastic pass-receiver. His two touchdown catches in the 17-17 Giant-Bear tie rate among the most spectacular plays of the season. He caught 11 touchdown passes in all.

Bobby Watkins (45) won a regular backfield job as a rookie last season and was counted on to be an offensive mainstay this season. Injuries limited his service but whenever he was in action he made his presence felt and he is expected to be in top condition for the play-off. The stocky Ohio State graduate is a swift, darting runner who excels on quick-opening thrusts into the line.

Stan Jones (78), a 1953 All-America at Maryland, has developed into one of the NFL's outstanding offensive linemen. Originally a tackle, he was shifted to guard last fall and won all-league honors. Nimble for a 250-pounder, he is a crushing blocker straight ahead or pulling out to lead wide plays.

Bill George (61) has been a standout middle guard and line-backer for the Bears since 1952. The Wake Forest graduate is as quick as a cat and tackles with 235-pound authority. He played on the All-West team in last January's Pro Bowl game.

Bill McColl (83) plays the slot position in the Bears' three-end set-up. He's a crack pass-catcher and, now and then, will pass himself, as he did for a touchdown against the Giants.



Knowing New Yorkers SAVE Where They Can BORROW When They Need To

Chemical Corn Exchange Bank fulfills every banking need (personal loans, auto loans, home improvement loans, special and regular checking accounts are just a few). Chemical offices are conveniently located in all 5 boroughs of New York. In addition, Chemical pays 2½% interest a year—compounded every 3 months—on savings deposits from \$10 to \$25,000.

*See phone book for office
nearest you*



THE BANK THAT'S

*Near You
in Greater New York*

Member Federal Deposit Insurance Corporation

1956 NFL SCORES

NEW YORK

Won 8, Lost 3, Tied 1

38	San Francisco (a)	21
27	Chicago Cards (a)	35
21	Cleveland (a)	9
38	Pittsburgh	10
20	Philadelphia	3
17	Pittsburgh (a)	14
23	Chicago Cards	10
7	Washington (a)	33
17	Chicago Bears	17
28	Washington	14
7	Cleveland	24
21	Philadelphia (a)	7

264

CHICAGO BEARS

Won 9, Lost 2, Tied 1

21	Baltimore (a)	28
37	Green Bay (a)	21
31	San Francisco	7
58	Baltimore	27
38	San Francisco (a)	21
35	Los Angeles (a)	24
38	Green Bay	14
30	Los Angeles	21
17	New York (a)	17
10	Detroit (a)	42
10	Chicago Cards	3
38	Detroit	21

197

363

246

CLEVELAND

Won 5, Lost 7, Tied 0

7	Chicago Cards (a)	9
14	Pittsburgh (a)	10
9	New York	21
9	Washington (a)	20
16	Pittsburgh	24
24	Green Bay (a)	7
7	Baltimore	21
16	Philadelphia (a)	0
17	Washington	20
17	Philadelphia	14
24	New York (a)	7
7	Chicago Cards	24

167

CHICAGO CARDS

Won 7, Lost 5, Tied 0

9	Cleveland	7
35	New York	27
31	Washington (a)	3
20	Philadelphia (a)	6
14	Washington	17
28	Philadelphia	17
10	New York (a)	23
7	Pittsburgh (a)	14
38	Pittsburgh	27
21	Green Bay	24
3	Chicago Bears (a)	10
24	Cleveland (a)	7

240

182

WASHINGTON

Won 6, Lost 6, Tied 0

13	Pittsburgh (a)	30
9	Philadelphia (a)	13
3	Chicago Cards	31
20	Cleveland	9
17	Chicago Cards (a)	14
18	Detroit	17
33	New York	7
20	Cleveland (a)	17
14	New York (a)	28
19	Philadelphia	17
0	Pittsburgh	23
17	Baltimore (a)	19

183

PHILADELPHIA

Won 3, Lost 8, Tied 1

7	Los Angeles (a)	27
13	Washington	9
35	Pittsburgh	21
6	Chicago Cards	20
3	New York (a)	20
17	Chicago Cards (a)	28
14	Pittsburgh	7
0	Cleveland	16
10	San Francisco	10
14	Cleveland (a)	17
17	Washington (a)	19
7	New York	21

225

143

215

LOS ANGELES

Won 4, Lost 8, Tied 0

27	Philadelphia	7
30	San Francisco (a)	33
21	Detroit (a)	24
17	Green Bay (a)	42
7	Detroit	16
24	Chicago Bears	35
30	San Francisco	6
21	Chicago Bears (a)	30
21	Baltimore (a)	56
13	Pittsburgh (a)	30
31	Baltimore	7
49	Green Bay	21

291

BALTIMORE

Won 5, Lost 7, Tied 0

28	Chicago Bears	21
14	Detroit	31
33	Green Bay (a)	38
27	Chicago Bears (a)	58
28	Green Bay	21
21	Cleveland (a)	7
3	Detroit (a)	27
56	Los Angeles	21
17	San Francisco	20
7	Los Angeles (a)	31
17	San Francisco (a)	30
19	Washington	17

307

322

DETROIT

Won 9, Lost 3, Tied 0

20	Green Bay (a)	16
31	Baltimore (a)	14
24	Los Angeles	21
20	San Francisco	17
16	Los Angeles (a)	7
17	San Francisco (a)	13
17	Washington (a)	18
27	Baltimore	3
20	Green Bay	24
42	Chicago Bears	10
45	Pittsburgh	7
21	Chicago Bears (a)	38

300

PITTSBURGH

Won 5, Lost 7, Tied 0

30	Washington	13
10	Cleveland	14
21	Philadelphia	35
10	New York (a)	38
24	Cleveland (a)	16
14	New York	17
7	Philadelphia (a)	14
14	Chicago Cards	7
27	Chicago Cards (a)	38
30	Los Angeles	13
7	Detroit	45
23	Washington (a)	0

188

217

250

SAN FRANCISCO

Won 5, Lost 6, Tied 1

21	New York	38
33	Los Angeles	30
7	Chicago Bears (a)	31
17	Detroit (a)	20
21	Chicago Bears	38
13	Detroit	17
6	Los Angeles (a)	30
17	Green Bay (a)	16
10	Philadelphia (a)	10
20	Baltimore (a)	17
38	Green Bay	20
30	Baltimore	17

233

GREEN BAY

Won 4, Lost 8, Tied 0

16	Detroit	20
21	Chicago Bears	37
38	Baltimore	33
42	Los Angeles	17
21	Baltimore (a)	28
7	Cleveland	24
14	Chicago Bears (a)	38
16	San Francisco	17
24	Detroit (a)	20
24	Chicago Cards (a)	21
20	San Francisco (a)	38
21	Los Angeles (a)	49

284

342

NATIONAL LEAGUE LEADERS

RUSHING

1.	Casares, Bears	234 for 1126 yds.
2.	Matson, Cardinals	192 for 924 yds.
3.	McElhenny, San Francisco	185 for 916 yds.

PASSING

1.	Brown, Bears	96 for 168 for 1667 yds.
2.	Wade, Los Angeles	91 of 178 for 1461 yds.
3.	Layne, Detroit	129 of 244 for 1909 yds.

SCORING

1.	Layne, Detroit	99 pts.
2.	Casares, Bears	84 pts.
3.	Blanda, Bears	81 pts.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

NATIONAL LEAGUE STANDINGS

EASTERN CONFERENCE

	W.	L.	T.	Pct.	For Agst.
NEW YORK	8	3	1	.727	264 197
Chicago Cardinals	7	5	0	.583	240 182
Washington	6	6	0	.500	183 225
Cleveland	5	7	0	.417	167 177
Pittsburgh	5	7	0	.417	217 250
Philadelphia	3	8	1	.273	143 215

WESTERN CONFERENCE

Chicago Bears	9	2	1	.818	363 246
Detroit	9	3	0	.750	300 188
San Francisco	5	6	1	.455	233 284
Baltimore	5	7	0	.417	270 322
Green Bay	4	8	0	.333	264 342
Los Angeles	4	8	0	.333	291 307

SITTING PRETTY

*"My master
prefers
Melrose"*

If pleasure is your goal, put Melrose Rare in your drink and you'll really be sitting pretty with "the very best"! What makes Melrose so *Rare*? It's mellowed with superb whiskies seven years old...*more, older, finer* whiskies than any leading blend!

There's nothing to compare with

MELROSE

RARE

CONGRATULATIONS

NEW YORK GIANTS

on winning the Eastern Division
Championship. We hope you'll soon
be "sitting pretty" on top of the
National Football world.



BLENDED WHISKEY, 90 PROOF. 40% STRAIGHT WHISKIES, 60% GRAIN NEUTRAL SPIRITS. MELROSE DISTILLERS COMPANY, NEW YORK

Live Modern

... smoke modern **L&M**



Free Yourself of
old-fashioned ideas.



Let your taste come alive!
Enjoy the richer flavor of modern living.

Get full, exciting flavor
through **L&M**'s Miracle Tip



**FREE UP!
FRESHEN UP YOUR TASTE!**

Only the modern miracle of L&M's pure-white Miracle Tip brings all that flavor through to you. No other cigarette . . . plain or filter . . . can match it. L&M tastes Richer . . . draws Easier . . . smokes Cleaner.



... Today—America's fastest-growing cigarette.

© LIGGETT & MYERS TOBACCO CO.