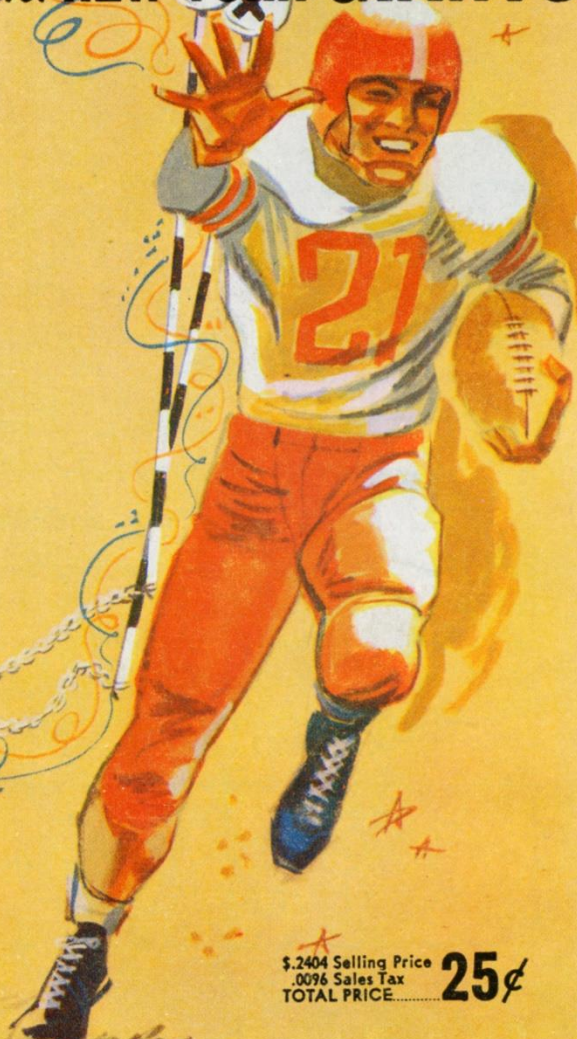




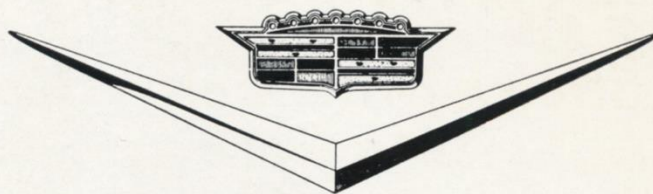
SAN FRANCISCO FORTY NINERS vs. NEW YORK GIANTS



AUGUST 18, 1957

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An "original 49er" of 1946;
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team captain 1953-54.



JOE VETRANO
49er halfback, 1946-49; chief
scout and assistant coach, 1952,
1953-56.

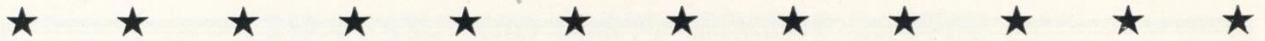
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Will '56 Stretch-Drive Carry Over to '57?

In winning four and tying one of their last five league games in 1956, the Forty Niners enjoyed the hottest stretch run of any club in the circuit. The late season drive lifted Frank Albert's men into third place in the Western Conference and sixth in the league over-all.

So, the big question the fans are asking is: "Will they take up where they left off?"

Today's preseason meeting with the world champion New York Giants may provide part of the answer, although a game after only two weeks of practice cannot be a solid test. And the talented and polished Giants provide the toughest opposition that could be offered by an opponent at the present time.

Coach Jim Lee Howell will present an awesome array of running backs, headed by Frank Gifford, the National League's most valuable player last year. Mel Triplett, Alex Webster and Kyle Rote are names admired and respected in all football circles.

The Giants have a one-two punch at quarterback. Don Heinrich usually opens a game and probes for weaknesses in the defense. Then 10-year veteran Charley Conerly takes over. This type of strategy was a major item in the 47 to 7 walloping of the Chicago Bears in last December's title play-off.

More new faces than in most previous campaigns will dot the Forty Niner lineup today and in the coming weeks. With Joe (Jet) Perry bothered by a bruised foot, the battle for his fullback post has been waged among rookies such as Larry Barnes, Colorado A&M,

and Gene Babb, Austin, and Veteran Bill Bowman, obtained in a trade with Detroit.

Bill Rhodes of Western State, owner of close to a nine-yard average in four college seasons, has made big strides in recent work-outs. California's Jerry Drew, Ohio State's Earl Bechtel and Clive Bullian of Hartnell are also in the thick of the joust for backfield duties.

Rookie lineman Frank Morze, the 280-pounder from Boston College; Karl Rubke, another in a long line of Southern California players who have joined the Forty Niners; Ron Warzeka, huge tackle from Montana State, and Willie Beamon, unsung free agent from Jackson State via the Army, are already well known to the thousands of fans who have watched the Forty Niners train at St. Mary's College.

In coming games, Albert hopes to give action assignments to the three newcomers who reported late from the All-Star classic—Quarterback John Brodie, Stanford; Halfback Jim Ridlon, Maryland, and Guard Mike Sandusky, Syracuse.

Brodie more than lived up to his ranking as the Forty Niners' No. 1 draft choice by capturing the most valuable player award at Chicago.

Fans will have the pleasure this afternoon of welcoming back Jackson Brumfield, the soft-spoken defensive end from Mississippi Southern who played brilliantly as a rookie in 1954.

San Francisco Forty Niners vs. New York Giants
SUNDAY, AUGUST 18, 1957 **KEZAR STADIUM**

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SAN FRANCISCO FORTY NINERS ROSTER

No.	Name	Pos.	Ht.	Wt.	Age	Yrs. in Pro Ball	School
11	Morrall, Earl	QB	6.1	190	23	2	Michigan State
12	Brodie, John	QB	6.1	195	22	1	Stanford
14	Tittle, Y. A.	QB	6.0	195	30	10	Louisiana State
20	Stits, Bill	HB	6.0	195	25	4	U.C.L.A.
22	Arenas, Joe	HB	5.11	180	31	7	Omaha
23	Rhodes, Bill	HB	6.1	200	22	1	Western State
24	Smith, J. D.	HB	6.1	200	24	2	North Carolina A&M
25	Bullian, Clive	HB	5.9 1/2	185	22	1	Hartnell
26	Brundage, Dewey	E-HB	6.3 1/2	211	22	1	Brigham Young
27	Owens, R. C.	E	6.3	205	22	1	College of Idaho
32	Babb, Gene	FB	6.3	207	22	1	Austin
33	Bowman, Bill	FB	6.2	215	25	3	William & Mary
34	Perry, Joe	FB	6.0	210	30	10	Compton J. C.
35	Barnes, Larry	FB-LB	6.1	225	23	1	Colorado A&M
36	Goad, Paul	FB	6.0	195	23	2	Abilene Christian
38	Bechtel, Earl	FB	6.2 1/2	195	22	1	Ohio State
39	McElhenny, Hugh	HB	6.1	198	28	6	Washington
40	Holladay, Bobby	HB	5.11	175	24	2	Tulsa
42	Ridlon, Jim	HB	6.1	195	22	1	Syracuse
44	Flattley, Merle	E-HB	6.2 1/2	192	23	1	San Jose State
45	Joyner, L. C.	HB	6.0	180	23	1	East Contra Costa
47	Moegle, Dicky	HB	6.1	195	22	3	Rice
49	Drew, Jerry	HB	5.10	195	22	1	California
50	Sheriff, Stan	C-LB	6.2	225	25	3	California Poly
52	Rubke, Karl	C	6.4	235	21	1	U.S.C.
53	Morze, Frank	C-T	6.4	275	23	1	Boston College
54	Beatty, Ed	C-LB	6.3	231	25	3	Mississippi
55	Hazeltine, Matt	LB	6.1	205	24	3	California
57	Carr, Paul	LB	6.0	205	25	3	Houston
63	Kristopaitis, Vic	LB	6.0	210	22	1	Dayton
64	Connolly, Ted	G	6.3	240	25	3	Santa Clara-Tulsa
65	Beamon, Willie	G-T	6.0	245	23	1	Jackson State
66	Sandusky, Mike	G	5.11	228	22	1	Maryland
68	Palatella, Lou	G	6.2	230	24	3	Pittsburgh
70	Warzeka, Ron	T	6.4	265	22	1	Montana State
72	Herchman, Bill	T	6.2	240	24	2	Texas Tech
73	Nomellini, Leo	T	6.3	255	31	8	Minnesota
74	Toneff, Bob	T	6.3	255	27	5	Notre Dame
75	Henke, Ed	E-LB	6.4	227	28	5	U.S.C.
76	Gonzaga, John	T	6.3	240	24	2	Mt. Diablo H. S.
77	Bosley, Bruce	G-T	6.2	240	23	2	West Virginia
78	Cross, Bobby	T	6.4	250	26	5	Kilgore J. C.
79	St. Clair, Bob	T	6.9	265	26	5	Tulsa-U.S.F.
80	Smith, Charlie	E-HB	6.2	205	24	2	Abilene Christian
80	Thomas, John	E	6.3	215	22	1	College of Pacific
82	Soltau, Gordy	E	6.2	195	31	8	Minnesota
83	Cox, Jim	E	6.3	195	22	1	California Poly
84	Wilson, Billy	E	6.4	190	30	7	San Jose State
85	Jessup, Bill	E-HB	6.1	195	27	6	U.S.C.
86	Brumfield, Jackson	E	6.3	230	24	2	Mississippi Southern
87	Powell, Charlie	E-LB	6.3	225	24	5	San Diego H. S.
88	Conner, Clyde	E	6.2	195	23	2	College of Pacific
89	Mackey, Charlie	E-HB	6.3	185	22	1	Arizona State (Tempe)

COACHING STAFF

Head Coach—Frank C. Albert (Stanford)

Assistants—Phil Bengtson (Minnesota); Howard Hickey (Arkansas); Mark Duncan (Denver); Lynn Waldorf (Syracuse)

Trainer—Henry Schmidt

Equipment Manager—Chico Norton

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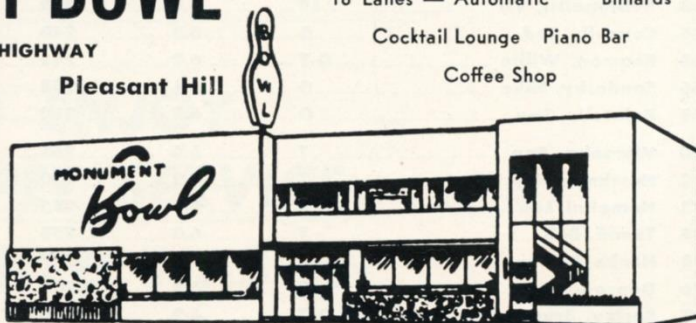
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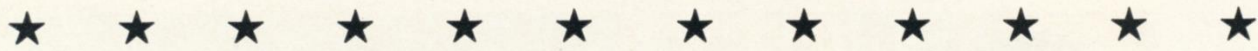
The new Forty Niner co-captains — Bob St. Clair, left, and Leo Nomellini — chat with Dr. James O'Connor, associate team physician. Dr. Jim retired last year as captain in the Navy Medical Corps.



Three 49er backfield veterans appear thwarted by the pigskin as they go through the football version of baseball's "pepper game" at the St. Mary's College training camp. Left to right are Joe Arenas, seven-year veteran; Joe Perry, 10 years, and Hugh McElhenny, beginning his sixth campaign.



Earl Morrall, "sophomore" quarterback from Michigan State, takes to the airlines at St. Mary's as two veterans and an outstanding rookie block for him. Left to right are Ted Connolly, Frank Morze and Bruce Bosley. At 280 pounds, Morze, a Boston College product, is the heaviest man on the San Francisco squad.



Another Record for Season Tickets!




Home League Games

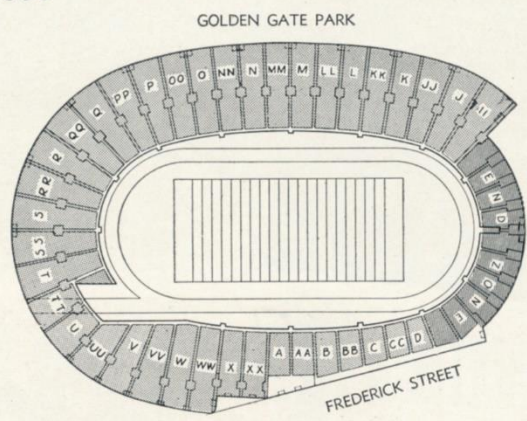
- SEPT. 29 CHICAGO CARDINALS
- OCT. 6 LOS ANGELES RAMS
- OCT. 27 CHICAGO BEARS
- NOV. 3 DETROIT LIONS
- DEC. 8 BALTIMORE COLTS
- DEC. 15 GREEN BAY PACKERS

Forty Niner season ticket sales already have surpassed the all-time record of 18,000 established last year. Although the season sale will continue until the week of the first regular league game, NOW is the time to pick out your seats on the master charts in the Forty Niner office.

Some choice locations have been available for the preseason games. But—don't be fooled. A number of season ticket holders did not exercise their option on preseason tickets.

1957 Ticket Prices

- SEASON TICKET**
 **\$22.50**
- SINGLE GAME**
 **\$3.75**
- SOUTH END ZONE**
(Single Game)
 **\$2.00**
(All Seats Unreserved)



Name.....

Address.....

City.....Phone.....

I desire.....season tickets at \$22.50 each and enclose my check or money order in the amount of \$.....
(Please add 30c for handling and mailing)

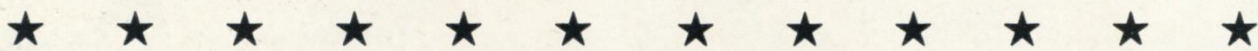
Location Desired: (Check one)

Golden Gate Park Side..... Frederick Street Side.....

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San Francisco Forty Niners, Suite 1032, 760 Market St., San Francisco, YUkon 2-4572



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	CRANE BOX OFFICE, #45 Powell . DO 2-4566		Menlo Park	SEARLES 639 Santa Cruz Avenue
	ROOS BROS, Market at Stockton . . SU 1-8917		Palo Alto	ROOS BROS 127 University
Oakland	Also: Byron's Shoe Store, 20 Stonestown; Green Frog Super Market, 111 Cambon, Park Merced; La Casa Men's Apparel, 536 Broadway; Byron's Shoe Store, 2526 Mission.		San Jose	ROOS BROS 14 South First Street
	ROOS BROS Broadway at 15th		San Rafael	TAVEGGIA & BRUSATI 1340 Fourth Street
	SHERMAN & CLAY Broadway at 20th		Vallejo	COBB & SPRING 928 Tennessee
Berkeley	ABE ROSE SPORTING GOODS 1742 Franklin Street		Walnut Creek	DON BURKE at the Monument Bowl
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FORTY NINER COACHING STAFF



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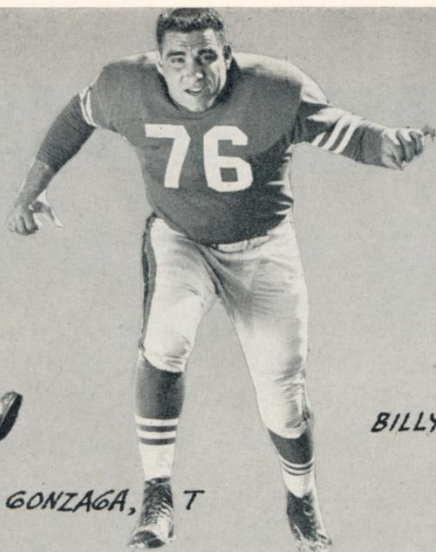


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PLAY BALL WITH "FLYING A"



CLYDE CONNER, E



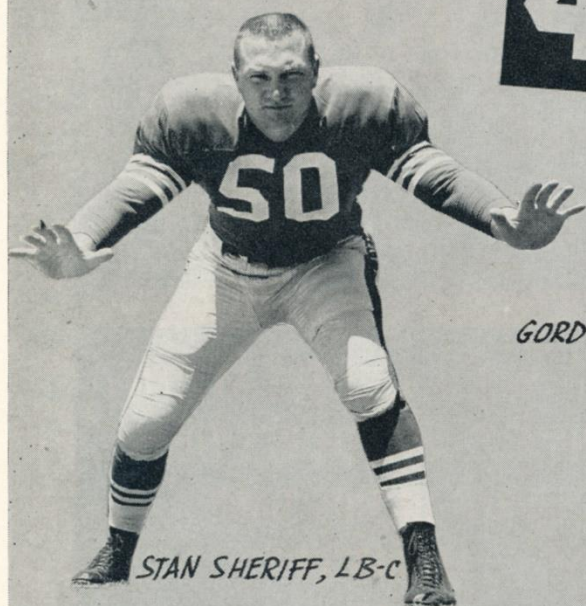
JOHN GONZAGA, T



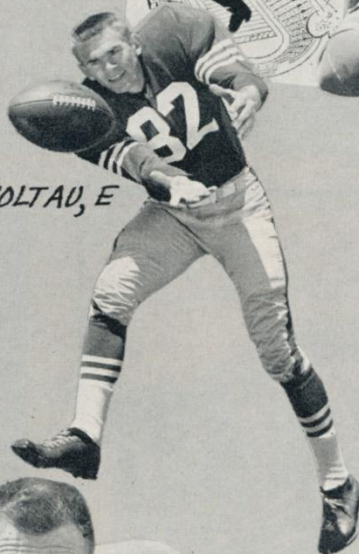
BILLY WILSON, E

SAN FRANCISCO

49ers



STAN SHERIFF, LB-C



GORDY SOLTAU, E



BILL HERCHMAN, T



TED CONNOLLY, G



BOB CROSS, T



ED HENKE, E-LB

ALL-TIME 49ER LEADERS

Scoring—Gordy Soltau (1950-56) 531 total points; Joe Perry (1948-56) 423; Alyn Beals (1946-51) 296.

Rushing—Perry, 6682 yards; Johnny Strzykalski (1946-52) 3415; Hugh McElhenny (1952-56) 2945; Norm Standlee (1946-52) 1830.

Passing—Frank Albert (1946-52) 10,795 yards; Y. A. Tittle (1951-56) 10,367.

Longest Scrimmage Run—McElhenny, 89 yards vs. Dallas, 1952.

Longest Pass Play—Tittle to Carroll Hardy, 78 yards vs. Detroit, 1955.

Pass Receiving—Billy Wilson (1951-56) 265 receptions for 3962 yards; Soltau, 237 for 3363; Beals, 211 for 2951.

Longest Punt Return—McElhenny, 94 yards vs. Chicago Bears, 1952.

Longest Kickoff Return—Joe Arenas, 96 yards vs. Baltimore, 1956.

OFFICIAL WATCH FOR



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...box
Either way you

SAN FRANCISCO 49ERS

PROBABLE STARTING LINEUP

No.	Name	Position
88	CLYDE CONNER	LE
78	BOB CROSS	LT
68	LOU PALATELLA	LG
53	FRANK MORZE	C
64	TED CONNOLLY	RG
79	BOB ST. CLAIR	RT
84	BILLY WILSON	RE
14	Y. A. TITTLE	QB
39	HUGH McELHENNY . .	LH
85	BILL JESSUP	RH
35	LARRY BARNES	FB

THE SQUAD

11 Morrall, q	42 Ridlon, h	73 Nomellini, t
12 Brodie, q	44 Flattely, e	74 Toneff, t
14 Tittle, q	45 Joyner, h	75 Henke, e-lb
20 Stits, h	47 Moegle, h	76 Gonzaga, t
22 Arenas, h	49 Drew, h	77 Bosley, g
23 Rhodes, h	50 Sheriff, lb	78 Cross, t
24 Smith, J. D., h	52 Rubke, c	79 St. Clair, t
25 Bullian, h	53 Morze, c-t	80 Smith, C., e
26 Brundage, e	54 Beatty, c	80 Thomas, e-h
27 Owens, e-h	55 Hazeltine, lb	82 Soltau, e
32 Babb, f	57 Carr, lb	83 Cox, e
33 Bowman, f	63 Kristopaitis, lb	84 Wilson, e
34 Perry, f	64 Connolly, g	85 Jessup, e-h
35 Barnes, f	65 Beamon, g	86 Brumfield, e
36 Goad, f	66 Sandusky, g	87 Powell, e-lb
38 Bechtel, h	68 Palatella, g	88 Conner, e
39 McElhenny, h	70 Warzeka, t	89 Mackey, e
40 Holladay, h	72 Herchman, t	

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NEW YORK GIANTS

PROBABLE STARTING LINEUP

No.	Name	Position
44	KYLE ROTE	LE
79	ROOSEVELT BROWN . .	LT
65	GERALD HUTH	LG
78	WALT YOWARSKY . . .	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

THE SQUAD

8 Agajanian, e	36 Mangum, lb	71 Wesley, t
11 Heinrich, q	40 Filipski, h	72 Yelvington, t
12 Clatterbuck, q	41 Mendyk, h	73 Toogood, t
16 Gifford, h	42 Conerly, q	74 Nery, e
20 Patton, h	44 Rote, e-h	76 Kitzelman, c
21 Crawford, h	45 Tunnell, h	77 Modzelewski, t
22 Bookman, h	48 Hughes, h	78 Yowarsky, e
25 Nolan, h	51 Hesse, t	79 Brown, t
28 Tharp, h	55 Wietecha, c	80 MacAfee, e
29 Webster, h	61 DeLuca, g	81 Robustelli, e
30 Svoboda, lb	62 Kennard, g	82 Roberts, e
31 Deutschmann, lb	63 Burnham, g	83 Bennett, e
32 Moore, h	65 Huth, g	84 Svare, lb
33 Triplett, f	66 Stroud, g	85 Schnelker, e
34 Chandler, h	68 Spinks, g	87 Topp, e
35 Epps, f	70 Huff, lb	89 Livingston, e

49'ers FIVE YEAR RECORD

vs 1957 HOME OPPONENTS

CHICAGO BEARS

49'ers		Opponent
40	1952	16
17		20
35	1953	28
24		14
31	1954	24
27		31
20	1955	19
23		34
7	1956	31
21		38

LOS ANGELES RAMS

49'ers		Opponent
9	1952	35
21		34
31	1953	30
31		27
24	1954	24
34		42
14	1955	23
14		27
33	1956	30
6		30

GREEN BAY PACKERS

49'ers		Opponent
24	1952	14
37	1953	7
48		14
23	1954	17
35		0
21	1955	28
7		28
17	1956	16
38		20

DETROIT LIONS

49'ers		Opponent
17	1952	3
28		0
21	1953	24
10		14
37	1954	31
7		48
27	1955	24
38		21
17	1956	20
13		17

BALTIMORE COLTS

49'ers		Opponent
38	1953	21
45		14
13	1954	17
10		7
14	1955	26
35		24
20	1956	17
30		17

NEW YORK GIANTS

49'ers		Opponent
14	1952	23
21	1956	38

CHICAGO CARDINALS

49'ers		Opponent
21	1951	27

PAUSE



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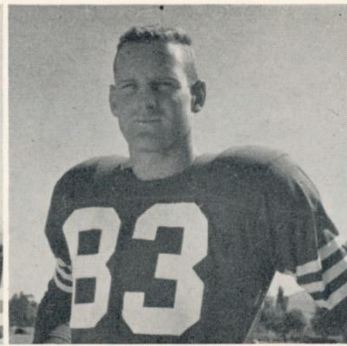
1500 MISSION STREET, SAN FRANCISCO, CALIFORNIA



Larry Barnes, FB



Frank Morze, C-T



Jim Cox, E



Karl Rubke, C



Willie Beamon, T

*Newcomers
Battling
For
Forty Niner
Berths*



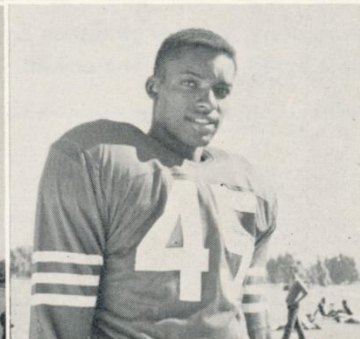
Bill Bowman, FB



Bill Stits, HB



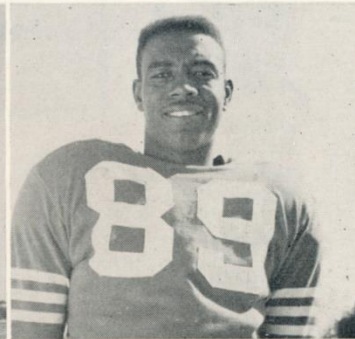
Clive Bullian, HB



L. C. Joyner, HB



Dewey Brundage, E



R. C. Owens, E-HB



Bill Rhodes, HB



Jerry Drew, HB



John Thomas, E



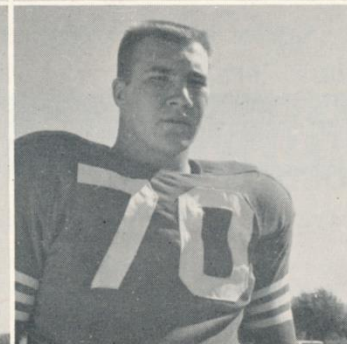
Gene Babb, HB



Vic Kristopaitis, LB



Earl Bechtel, FB



Ron Warzeka, T



Charlie Mackey, E



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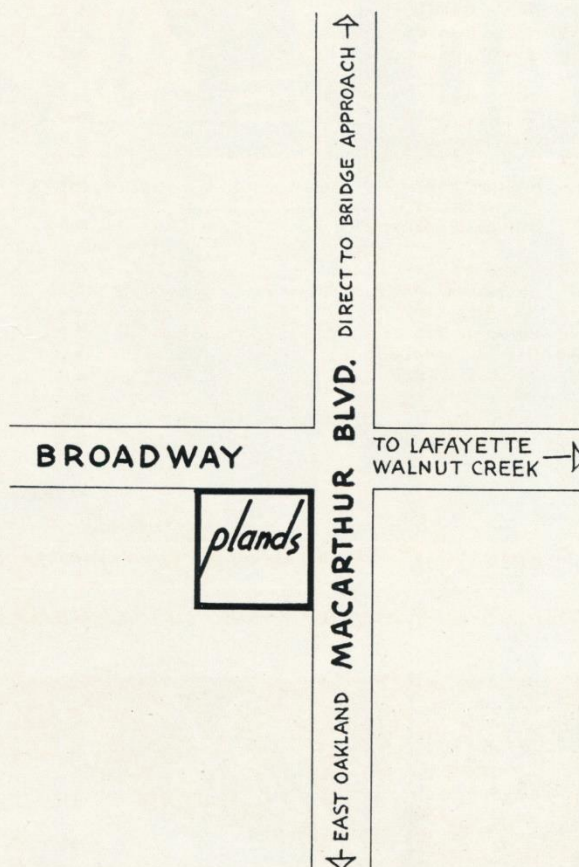
(the kind the players enjoy)

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call OLYMPIC 2-8285*



NEW YORK GIANTS ROSTER

No.	Name	Pos.	Ht.	Wt.	Age	Yrs. in Pro Ball	School
8	Agajanian, Ben	E	6.0	215	38	9	New Mexico
11	Heinrich, Don	QB	6.0	180	26	4	Washington
12	Clatterbuck, Bob	QB	6.3	195	25	4	Houston
16	Gifford, Frank	B	6.1	205	27	6	Southern California
20	Patton, Jim	B	5.11	180	25	3	Mississippi
21	Crawford, Ed	B	6.3	185	23	1	Mississippi
22	Bookman, John	B	5.11	175	23	1	Miami (Fla.)
25	Nolan, Dick	B	6.1	180	25	4	Maryland
28	Tharp, Corky	B	5.10	180	26	1	Alabama
29	Webster, Alex	B	6.3	215	26	3	North Carolina State
30	Svoboda, Bill	LB	6.0	215	28	8	Tulane
31	Deutschmann, Lou	LB	6.0	230	22	1	Louisiana State
32	Moore, Henry	B	6.1	195	23	2	Arkansas
33	Triplet, Mel	B	6.2	215	25	3	Toledo
34	Chandler, Don	B	6.2	205	22	2	Florida
35	Epps, Bobby	B	5.8	205	25	3	Pittsburgh
36	Mangum, Pete	LB	6.0	220	26	1	Mississippi
40	Filipski, Gene	B	5.10	185	26	2	Villanova
41	Mendyk, Dennis	B	6.0	190	22	1	Michigan State
42	Conerly, Charles	QB	6.1	185	33	10	Mississippi
44	Rote, Kyle	B	6.0	205	29	7	Southern Methodist
45	Tunnell, Emlen	B	6.1	200	32	10	Iowa
48	Hughes, Ed	B	6.1	180	26	4	Tulsa
51	Hesse, Dean	T	6.3	230	22	1	East Texas
55	Wietecha, Ray	C	6.1	225	28	5	Northwestern
61	DeLuca, Sam	G	6.2	230	21	1	South Carolina
62	Kennard, George	G	6.0	215	29	5	Kansas
63	Burnham, Bruce	G	6.0	215	22	1	Tennessee
65	Huth, Gerald	G	5.11	210	24	2	Wake Forest
66	Stroud, Jack	G	6.1	240	28	5	Tennessee
68	Spinks, Jack	G	6.1	240	26	4	Alcorn A&M
70	Huff, Sam	LB	6.1	230	22	2	West Virginia
71	Wesley, Larry	T	6.4	240	21	1	Florida
72	Yelvington, Dick	T	6.2	240	28	6	Georgia
73	Toogood, Charley	T	6.0	230	30	7	Nebraska
77	Modzelewski, Dick	T	6.0	260	26	5	Maryland
78	Yowarsky, Walt	E	6.2	235	29	6	Kentucky
79	Brown, Roosevelt	T	6.3	245	24	5	Morgan State
80	MacAfee, Ken	E	6.2	210	28	4	Alabama
81	Robustelli, Andy	E	6.1	230	29	7	Arnold
82	Roberts, Lan	E	6.3	212	23	1	Georgia
83	Bennett, Ron	E	6.1	198	24	1	Mississippi State
84	Svare, Harland	LB	6.0	215	26	5	Washington State
85	Schnelker, Bob	E	6.4	215	27	5	Bowling Green
87	Topp, Bob	E	6.2	195	25	2	Michigan
88	Nery, Ron	E	6.5	225	22	1	Kansas State
89	Livingston, Cliff	E	6.3	215	27	4	U.C.L.A.

COACHING STAFF

Head Coach—Jim Lee Howell (Arkansas)

Assistants—Vince Lombardi (Fordham); Ken Kavanaugh (Louisiana State); Tom Landry (Texas); John Dell Isola (Fordham).

The Official Watch for Timing Today's Game is Longines — "The World's Most Honored Watch."

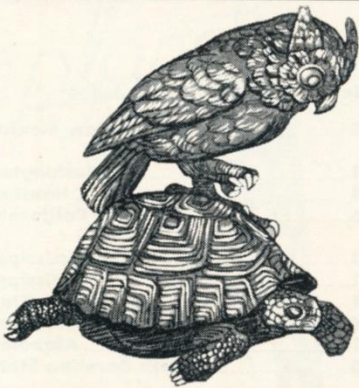


Paoli's

H.M.S. Pinafore Room

LUNCHEON — 11:30 - 2:00 • SUPPER — FROM 11:00 P.M.

MONTGOMERY AT CALIFORNIA



OWL 'N' TURTLE

COCKTAILS AND DINING SERVICE — 11:30 A.M. - 11:00 P.M.

FOLLOWING THE GAME . . . ENJOY A DINING
THRILL IN AN OLD SAN FRANCISCO LANDMARK.

615 Washington (above Montgomery) EX. 7-0335



Forty Niner Defensive Team

First row, left to right—Bob Toneff, Bill Herchman, Leo Nomellini, Jackson Brumfield.

Second row—Charlie Powell, J. D. Smith, Stan Sheriff, Dicky Moegle, Bob Holladay, Paul Carr, Ed Henke.

Today's Officials

Referee..... Jack Glascott (Pennsylvania)
Umpire..... Al Terremere (Santa Clara)
Head Linesman..... Steve Pritko (Villanova)
Back Judge..... Norman Duncan (U.C.L.A.)
Field Judge..... Joe Gonzales (U.S.C.)

PANELLI'S

Sunday night quarterbacking
over the *finest* in food and service.

453 Pine

San Francisco

Professor

Irwin Corey

the World's foremost authority..

San Francisco's
Theatre Restaurant

the Hungry

599 Jackson

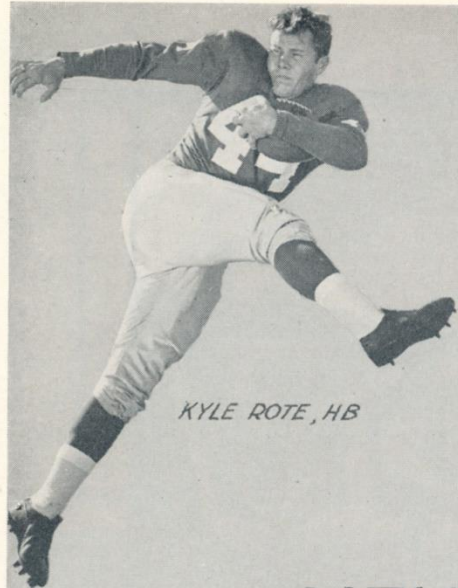
EX 7-0929

Open nightly 5:30-2:00

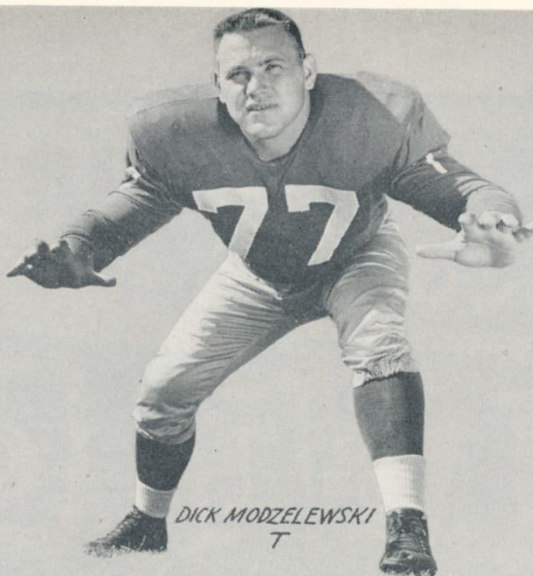


"Professor Irwin Corey is the funniest comic San Francisco has had in ages."—San Francisco Examiner.

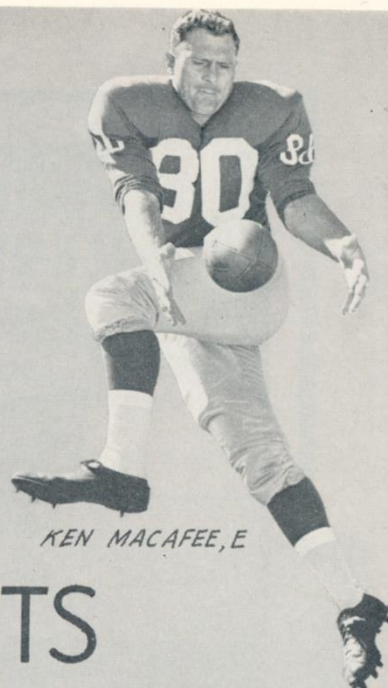
Our Dining Room is not subject to the 20% entertainment tax.



KYLE ROTE, HB

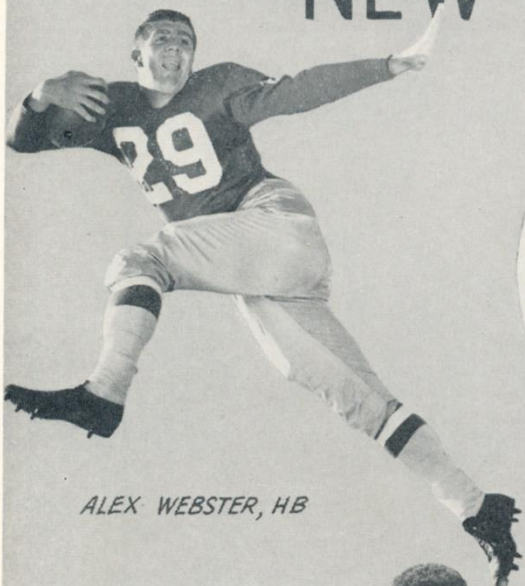


DICK MODZELEWSKI
T

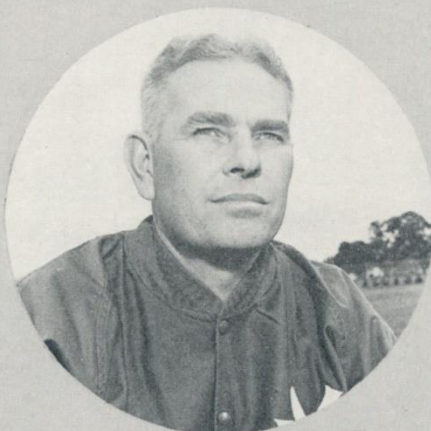


KEN MACAFEE, E

NEW YORK GIANTS



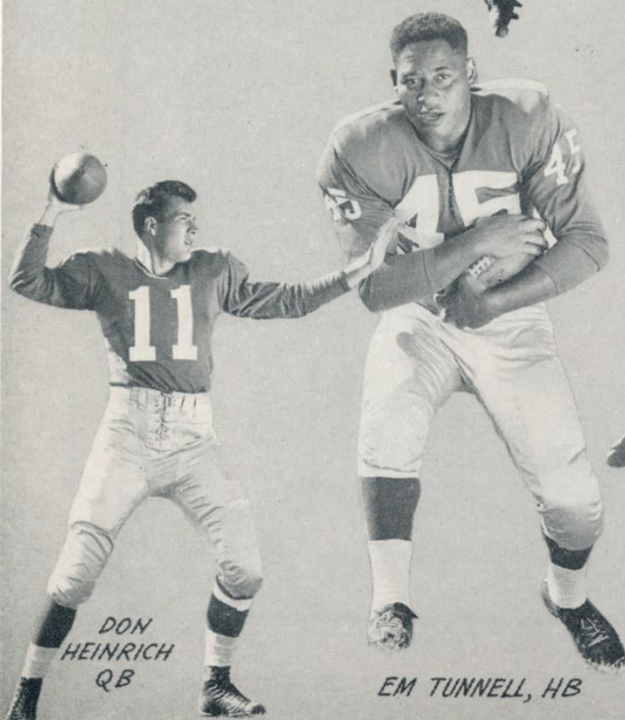
ALEX WEBSTER, HB



JIM LEE HOWELL
HEAD COACH



FRANK GIFFORD, HB



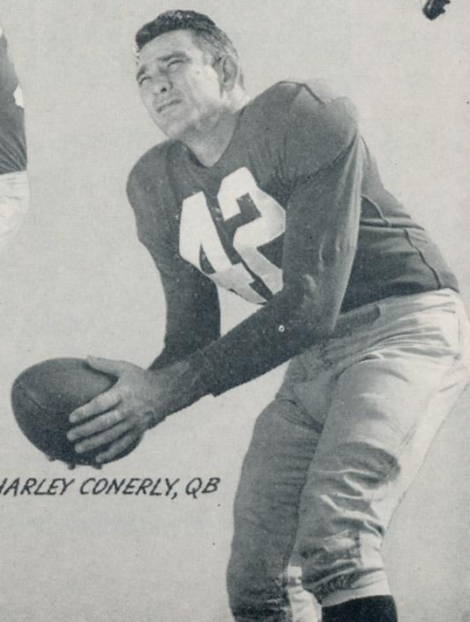
DON
HEINRICH
QB



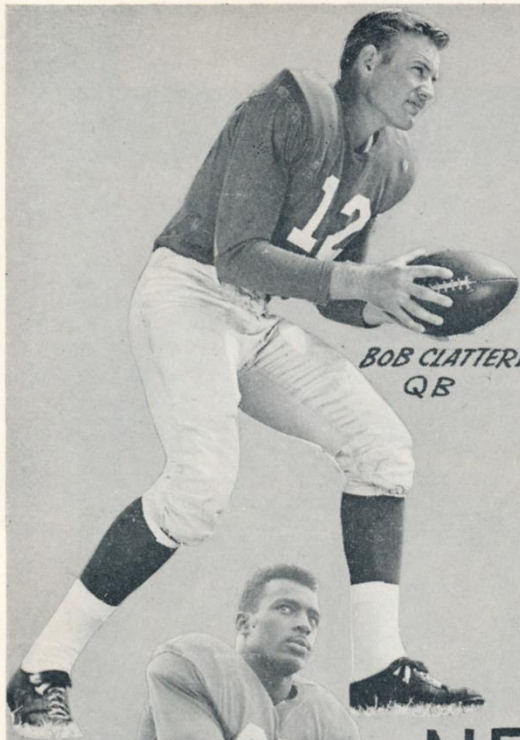
EM TUNNELL, HB



MEL TRIPLETT, FB



CHARLEY CONERLY, QB

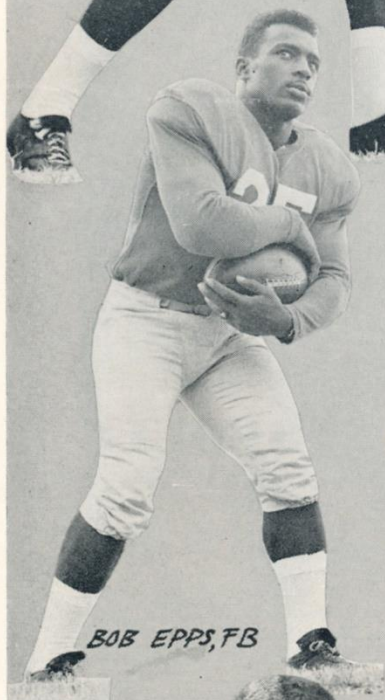


*BOB CLATTERBUCK
QB*



*FRANK GIFFORD, HB
CHARLEY CONERLY, QB*

*KYLE ROTE, HB
ALEX WEBSTER, HB*

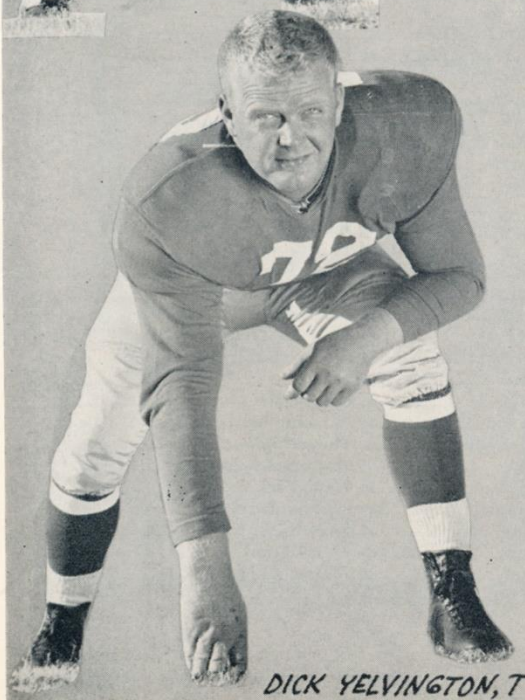


BOB EPPS, FB

NEW YORK GIANTS



*HARLAND SWARE
LB*



DICK YELVINGTON, T



ANDY ROBUSTELLI, E



GEORGE KENNARD, G



Redskins Invade S.F. Next Sunday

It'll be old home week for some of the Washington Redskins when they play in San Francisco on August 25 against the Forty Niners. Pictured at their training camp at Occidental College in Los Angeles are, left to right: Eddie LeBaron, who did his collegiate footballing at College of Pacific in the Bay Area; Head Coach Joe Kuharich, who directed an undefeated destiny for the University of San Francisco in 1951; and four of his old S.F. players — Guard Dick Stanfel, Tackle Tim Moriarty, Guard Red Stephens and Halfback Joe Scudero.

NATIONAL FOOTBALL LEAGUE '57 SCHEDULE

Sept. 29	Chicago Bears	at	Green Bay	Nov. 10	Baltimore	at	Washington
" 29	Chicago Cards	at	SAN FRANCISCO	" 10	Chicago Cards	at	New York
" 29	Detroit	at	Baltimore	" 10	Detroit	at	Philadelphia
" 29	New York	at	Cleveland	" 10	Green Bay	at	Chicago Bears
" 29	Philadelphia	at	Los Angeles	" 10	Pittsburgh	at	Cleveland
" 29	Washington	at	Pittsburgh	" 10	SAN FRANCISCO	at	Los Angeles
Oct. 5	Chicago Bears	at	Baltimore	Nov. 17	Baltimore	at	Chicago Bears
" 5	Cleveland	at	Pittsburgh	" 17	Cleveland	at	Washington
" 5	New York	at	Philadelphia	" 17	Los Angeles	at	Milwaukee (Green Bay)
Oct. 6	Detroit	at	Green Bay	" 17	Philadelphia	at	New York
" 6	Los Angeles	at	SAN FRANCISCO	" 17	SAN FRANCISCO	at	Detroit
" 6	Washington	at	Chicago Cards	Nov. 24	Chicago Bears	at	Detroit
Oct. 13	Baltimore	at	Milwaukee (Green Bay)	" 24	Green Bay	at	Pittsburgh
" 13	Chicago Cards	at	Pittsburgh	" 24	Los Angeles	at	Cleveland
" 13	Los Angeles	at	Detroit	" 24	New York	at	Chicago Cards
" 13	New York	at	Washington	" 24	SAN FRANCISCO	at	Baltimore
" 13	Philadelphia	at	Cleveland	" 24	Washington	at	Philadelphia
" 13	SAN FRANCISCO	at	Chicago Bears	Nov. 28	Green Bay	at	Detroit
Oct. 20	Baltimore	at	Detroit	Dec. 1	Chicago	at	Cleveland
" 20	Chicago Cards	at	Washington	" 1	Los Angeles	at	Baltimore
" 20	Cleveland	at	Philadelphia	" 1	Pittsburgh	at	Philadelphia
" 20	Los Angeles	at	Chicago Bears	" 1	SAN FRANCISCO	at	New York
" 20	Pittsburgh	at	New York	" 1	Washington	at	Chicago Bears
" 20	SAN FRANCISCO	at	Milwaukee (Green Bay)	Dec. 7	New York	at	Pittsburgh
Oct. 27	Chicago Bears	at	SAN FRANCISCO	Dec. 8	Baltimore	at	SAN FRANCISCO
" 27	Cleveland	at	Chicago Cards	" 8	Chicago Bears	at	Chicago Cards
" 27	Detroit	at	Los Angeles	" 8	Cleveland	at	Detroit
" 27	Green Bay	at	Baltimore	" 8	Green Bay	at	Los Angeles
" 27	Philadelphia	at	Pittsburgh	" 8	Philadelphia	at	Washington
" 27	Washington	at	New York	Dec. 14	Chicago Cards	at	Philadelphia
Nov. 3	Chicago Bears	at	Los Angeles	Dec. 15	Baltimore	at	Los Angeles
" 3	Detroit	at	SAN FRANCISCO	" 15	Cleveland	at	New York
" 3	New York	at	Green Bay	" 15	Detroit	at	Chicago Bears
" 3	Philadelphia	at	Chicago Cards	" 15	Green Bay	at	SAN FRANCISCO
" 3	Pittsburgh	at	Baltimore	" 15	Pittsburgh	at	Washington
" 3	Washington	at	Cleveland	Dec. 22	Pittsburgh	at	Chicago Cards

SUNDAY, DEC. 29—World's Championship Play-off in home city of Western Conference Champion

SUNNY BROOK

Kentucky Straight Bourbon Whiskey



**The great bourbon of the Old West
is winning new friends everywhere!**



The trailblazers of the Old West were men of courage and character ...and mighty fine judges of good whiskey. They liked the mellow Kentucky bourbon taste of Sunny Brook and took it along when they rode West. Today—East and

West—more and more people are switching to this great Kentucky brand, enjoying its mildness, savoring its fine bourbon flavor. Try Sunny Brook bourbon yourself ...find out why it's one of America's most popular brands.

Sunny Brook
Kentucky **STRAIGHT BOURBON** *Whiskey*



THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KY., DISTRIBUTED BY NATIONAL DIST. PROD. CO. • BOTH 86 PROOF • KENTUCKY BLENDED WHISKEY CONTAINS 65% GRAIN NEUTRAL SPIRITS



Tonight

across the nation, Seagram's 7 Crown will add more pleasure to more glasses than any other whiskey in the world. We hope your glass will be among them.

Say **Seagram's** and be **Sure**
OF AMERICAN WHISKEY AT ITS FINEST

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.