

LOS ANGELES RAMS

VS

NEW YORK GIANTS

OFFICIAL PROGRAM

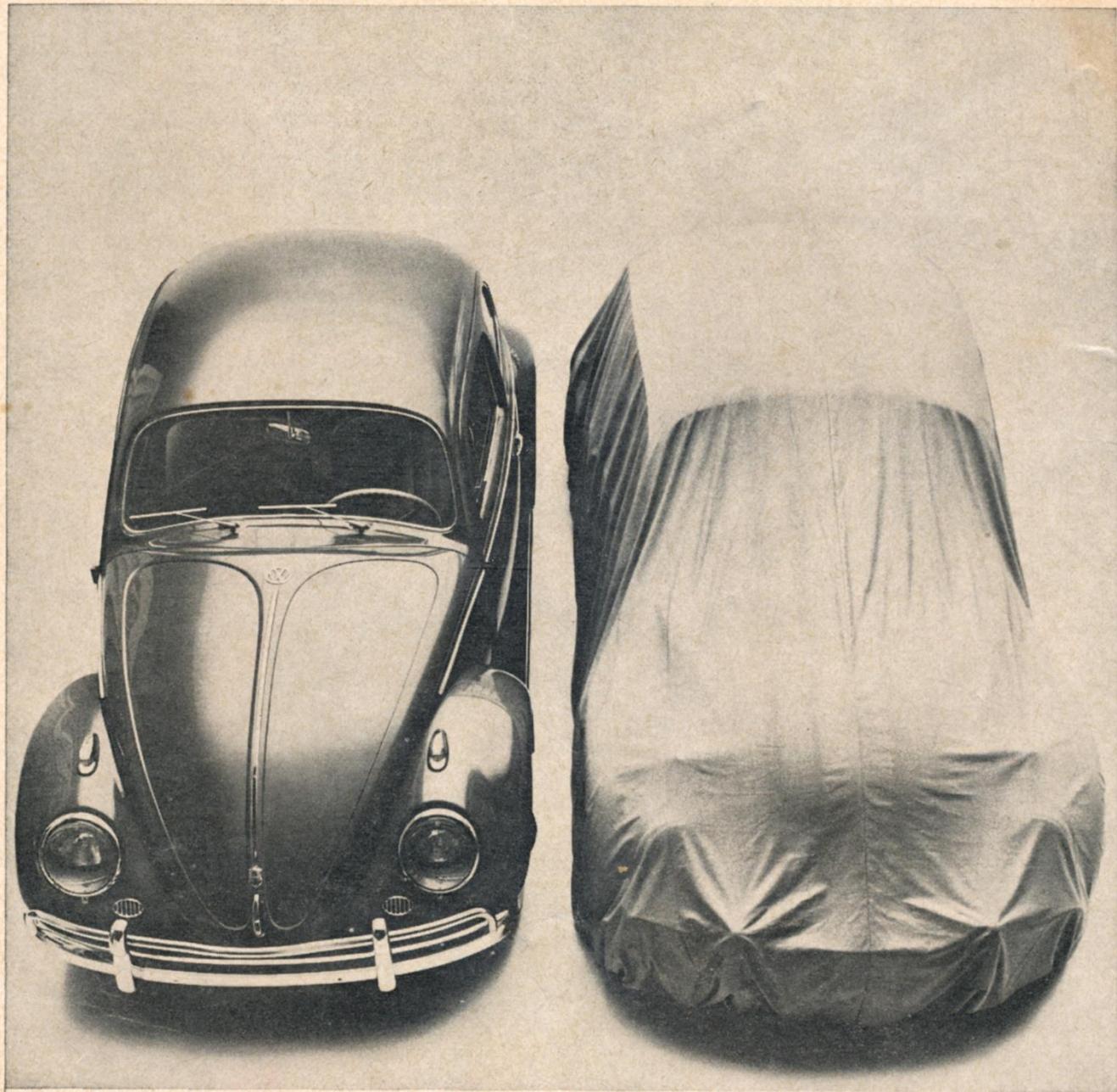
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(including tax)



LOS ANGELES
MEMORIAL COLISEUM

SATURDAY NIGHT, SEPT. 26, 1959



Is Volkswagen contemplating a change?

The answer is yes.

Volkswagen changes continually throughout each year. There have been 80 changes in 1959 alone.

But none of these are changes you merely see. We do not believe in planned obsolescence. We don't change a car for the sake of change. Therefore the doughty little Volkswagen shape will still be the same. The familiar snub nose will still be intact.

Yet, good as our car is, we are constantly finding ways to make it better. For instance, we have put permanent magnets in the drainplugs. This will

keep the oil free of tiny metal particles, since the metal adheres to the magnets.

Our shift, we are told, is the best in the world. But we found a way to make it even smoother. We riveted special steel springs into our clutch plate lining.

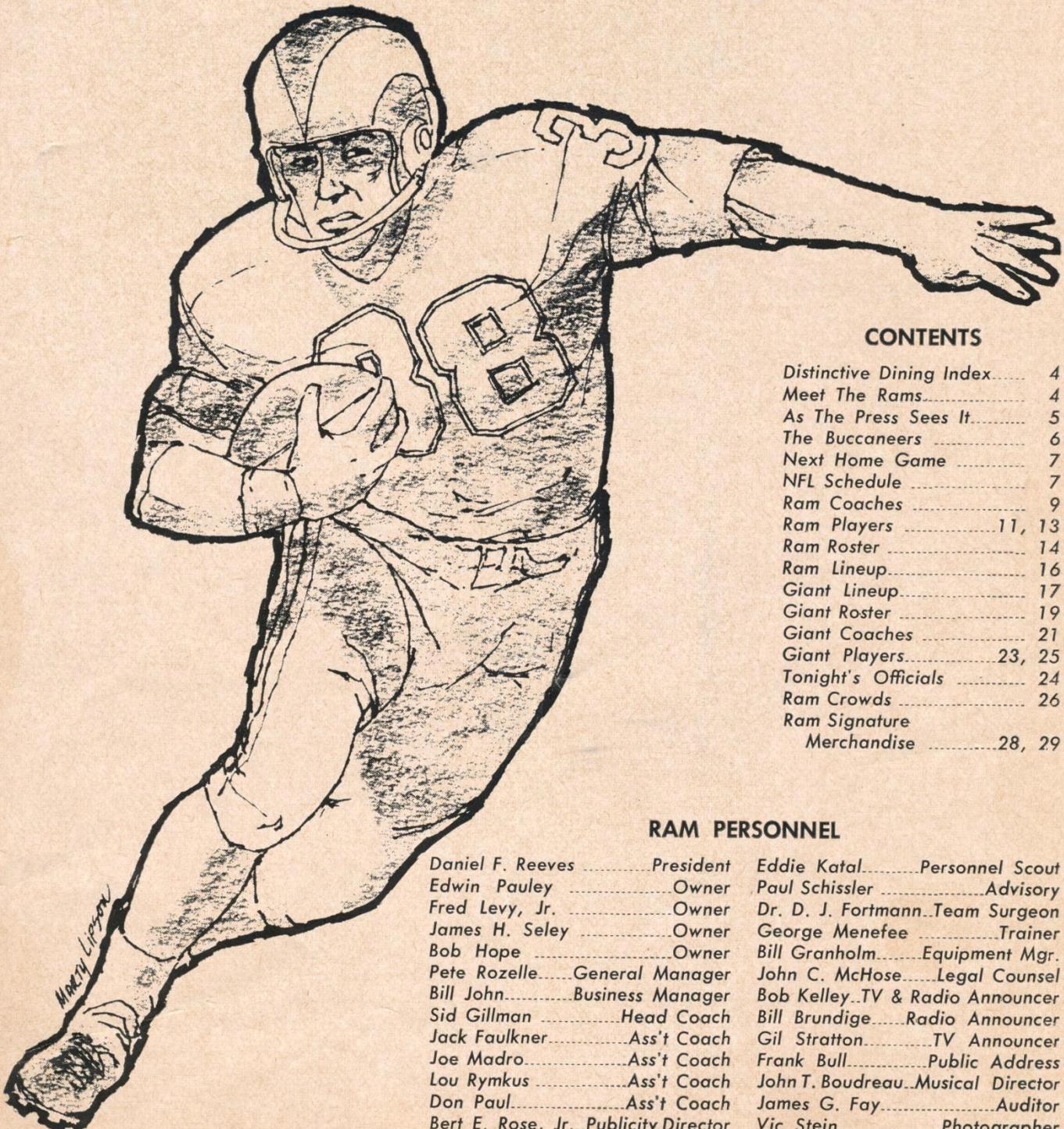


The Volkswagen has changed completely over the past eleven years, but not its heart or face. VW owners keep their cars year after year, secure in the knowledge that their used VW is worth almost as much as a new one.

LOS ANGELES

NEW YORK

RAMS vs GIANTS



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RAM PERSONNEL

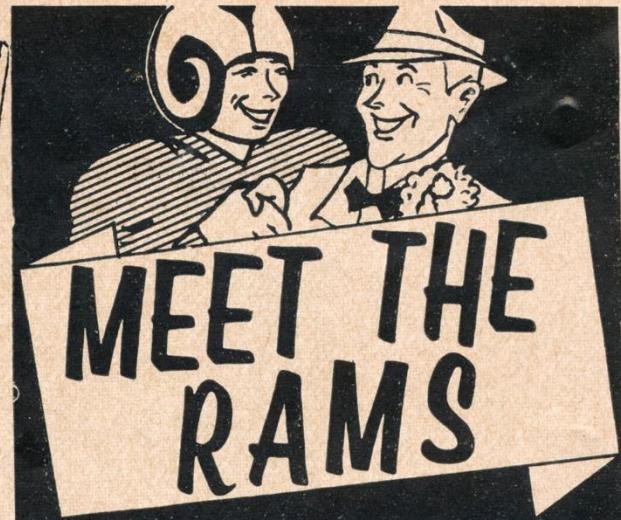
Daniel F. Reeves	President	Eddie Katal	Personnel Scout
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Jack Faulkner	Ass't Coach	Gil Stratton	TV Announcer
Joe Madro	Ass't Coach	Frank Bull	Public Address
Lou Rymkus	Ass't Coach	John T. Boudreau	Musical Director
Don Paul	Ass't Coach	James G. Fay	Auditor
Bert E. Rose, Jr.	Publicity Director	Vic Stein	Photographer

Nat'l Adv. Representatives: Don Spencer Co., Inc.

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Distinctive Dining Index

BEVERLY HILLS	
Gourmet, 460 N. Canon Drive.....	20
Scandia, 9040 Sunset Blvd.....	12
Seven Chefs, 8756 Sunset Blvd.....	10
Tally Ho, 8750 Beverly Blvd.....	20
Villa Nova, 9015 Sunset Blvd.....	10
DISNEYLAND	
Gourmet, Disneyland Hotel.....	20
ENCINO	
Monty's Steak House, 17016 Ventura Bl.....	10
Pucci's, 16065 Ventura Blvd.....	10
Ram's Horn, 16705 Ventura Blvd.....	20
HOLLYWOOD	
Dresden Room, 1760 N. Vermont.....	10
LOS ANGELES	
Buckingham Palace,	
64 Santa Barbara Plaza	19
Cathe Restaurant, 6531 Sepulveda.....	12
Colony Club, Western at 149th.....	20
Cove Restaurant, 7th at Berendo.....	20
Dal Rae, 10511 South Western.....	19
Golden Pagoda, 950 Mei Ling Way.....	10
Hyatt House East Hotel, 4200 W. Century.....	19
Hyatt House Hotel,	
Adjacent to L.A. Airport	19
King's X, 6835 La Tijera Blvd.	
(Near Centinella)	19
Sheraton-West, 2961 Wilshire Blvd.....	20
Tom Bergin's, 840 S. Fairfax.....	20
MANHATTAN BEACH	
Pen and Quill, 3421 Sepulveda Blvd.....	19
PASADENA	
Monty's Steak House, 592 So. Fair Oaks.....	10
Talk O' The Town,	
Foothill (just east of Rosemead).....	10
PICO RIVERA	
Dal Rae, 9023 E. Washington at Rosemead	19
SAN FRANCISCO	
Hyatt House Hotel,	
Adjacent to S.F. Int'l Airport.....	19
STUDIO CITY	
Pump Room, 13003 Ventura Blvd.....	20



Bob Fry **Tackle** **Kentucky**

Despite the fact that he ranks among the lightest offensive tackles in the NFL, Fry has been a starter all four years he has been on the Ram squad. He made the grade as a rookie in 1953, spent the next two years in the service, but took up right where he left off in 1956. Speed, mobility and great blocking techniques make up for what Bob lacks in size, although he often is required to give up as much as 25 pounds to his opponent of the day. Tackle competition was the greatest in years in the LA camp, but when the offensive team takes the field for this opening game, Fry undoubtedly will be back at his same old stand. Married. Born, November 11, 1930.

Frank Ryan **Quarterback** **Rice**

Like all rookie quarterbacks, Ryan played only briefly last season as veteran Bill Wade directed the Ram attack. In his infrequent appearances, however, Frank showed definite NFL ability. Fine signal caller and possesses the arm to throw deep. Threw for one touchdown on final play of second 49er game. Over-all his record included five completions in 14 attempts with three passes intercepted.

At Rice Institute, where he was a physics major, Ryan shared quarterbacking time with King Hill, who became the Chicago Cardinals' bonus pick. His expressed interest to pursue a master's and doctorate in his field made many NFL teams wary of his interest in professional football but the Rams selected him on the fourth round of the 1958 draft and then proceeded to establish a scholastic curriculum which would enable him to attend UCLA on a part-time basis during the season and carry a full load during the winter and spring months.

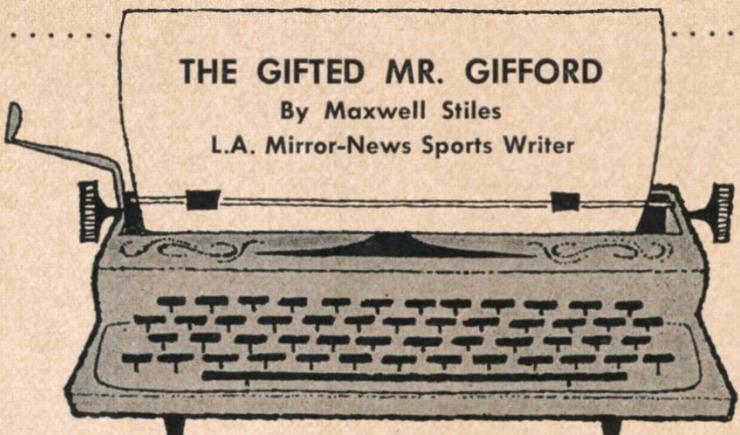
Played brilliant football in the 1958 Cotton Bowl game against Navy, completing 13 of 22 passes in the
(Continued on Page 21)

As the PRESS sees it!



THE GIFTED MR. GIFFORD

By Maxwell Stiles
L.A. Mirror-News Sports Writer



On a day in May, in 1952, Frank and Maxine Gifford walked out of a Hollywood Hills mansion after having turned down ten \$100 bills, the promise of a check for \$5000 additional the next day and a guarantee of \$12,000 for the season if the University of Southern California star would play football for Edmonton in the Canadian League.

It wasn't an easy thing to do, for that very afternoon they had to borrow 50 cents to get by until the following day when Frank's check from a school job was due. Maxine had quit her job because she was expecting her first baby.

Frank turned down the Canadian offer because he had set his mind on playing professional football in his own country. He viewed it as a challenge to find out whether he could make good in the NFL.

Well, he turned out—and so did every club in the league. Drafted No. 1 by the New York Giants, and here tonight to open the 1959 season against the Los Angeles Rams, the handsome athlete-actor-model from Bakersfield, who also used to carry the mail among the executive offices of the Hollywood Park Race Track, has been one of the most versatile players in NFL history.

Gifford has followed Bob Waterfield of the Rams in the art of being able to do more things well with a football than anyone in the league. As he says himself, "I do some of this and some of that."

Gifford is not the greatest contemporary runner, but he is close. He is not the best passer or the best receiver, but he ranks up there among those that are. He has kicked field goals and extra points, run back punts and kickoffs and proved himself to be one of the game's most alert and able pass defense men. He is a clutch player.

He combined his talents so well in the 1959 Pro Bowl game that he was voted that game's most valuable

player. He was a Pro Bowl defense specialist in 1953 and on the offensive platoon the following year. In the past three years he has gained more ground rushing, catching and passing than any other player excepting quarterbacks.

In last year's playoff with Cleveland for the Eastern Conference he gained 95 yards on the ground, more than the great Jim Brown. In a game vs. the Colts he passed to Bob Schnelker for 63 yards to set up the first touchdown. He circled end for a score. Against the Lions he drove over the middle for a touchdown. In the championship game vs. the Colts he ran for 38 yards to set up a score, and he caught a 15-yard pass from Chuck Conerly for the 17-14 lead that nearly won the game.

In seven seasons with the Giants he has scored 45 touchdowns and thrown passes for a dozen more—a total of 57 touchdowns "responsible for."

Of these touchdowns, 26 were rushing, 19 receiving and 12 throwing.

He has kicked two field goals and two extra points.

In 1953 he was No. 7 in the NFL in kickoff returns and No. 8 running back punts. He ranked third in receiving in 1956 with 51 catches for 603 yards and four touchdowns. A year later he finished fourth with 41 catches for 588 yards and, again, four touchdowns.

He was fifth in rushing in 1956 with 819 yards in 159 attempts, scoring five touchdowns and averaging 5.2.

He is the league's most dangerous halfback in the option play, the keep or throw, as is attested by the fact that of the 19 passes he has completed, 12 went for touchdowns.

All of which led to Frank's trial this season as a quarterback. He didn't do badly, but decided he was of greater value as a running back than as QB. After all, Gifford couldn't throw to himself.

The Los Angeles Rams
SALUTE

The L.A. Buccaneers



Dr. Harold P. (Brick) Muller, major domo of the 1926 Los Angeles Buccaneers.



Left to right: Backfield, Olin (Bull) Finch, Whittier; Elmo (Tuffy) Maul, St. Mary's; Talma Tut Imlay, California; Al Young, California. Line: Harold (Brick) Muller, California; Don Newmeyer, California; Jack Nolan, Santa Clara; Jack McArthur, Santa Clara; Don Thompson, Redlands; John Thurman, Pennsylvania; Darrell Hufford, California.

When was Los Angeles first represented in the National Football League?

That question led off Paul Zimmerman's Sportsscripts column in last Monday's Los Angeles Times. And the answer, which Zim also supplied, was a surprising one to all but the possessors of keen sports memories.

The date was not 1946, but 20 years earlier, 1926. And the team was not the Rams, but the Los Angeles Buccaneers, a hardy group of 15 gridders who spent that season as a band of gridiron gypsies, roaming the nation as strictly a road team in the National Football League.

Zim stumbled upon the story in some casual correspondence with a couple of the old-timers involved. Rather startled at his discovery that this city had, indeed, not only been in major league pro ball before the Rams, but also had shown a fine season's record, the Times Sports Editor asked the question of his staff members who had been actively engaged in sports writing in 1926. Not a one of them recalled the team.

There was good reason for this. All the games were played elsewhere. With the pride of California's grid history as its come-on, the team got backing from Lew Cody, Fritz Burns and others and proceeded to take off on a tour of the NFL cities.

(In those days, obviously the great travel involved kept the eastern teams from even considering sched-

uling games in California during the league season. It would have taken quite a gate to put the trip in the black, and who'd have thought that California fans would ever support NFL football.)

Brick Muller, the great-all timer from California, became the club's manager shortly after its organization, and he doubled as a starting end and an alternate everything. He was the co-coach of the squad, along with Tut Imlay, California back.

Don Thompson, one of the team's members and now a CBS executive, recalled for Zimmerman some of the story-book activities of the club, as it defeated Ernie Nevers' Duluth Eskimos, Jim Thorpe's Canton Bulldogs, the Detroit Panthers with Gus Sonnenberg, Harry Stuhldreher and the Brooklyn Horsemen, and Steve Owen's New York Giants.

Thompson, a lineman, remembered making TD runbacks of interceptions two weeks in a row, and he told how the team, down to twelve men because of injuries, hired some men off the street to wear uniforms on the bench so that the opposition wouldn't know how depleted they were.

The Rams of 1959 salute these hardy pioneers of our present National Football League. Many of the squad members are here tonight, and will be introduced at halftime.

Welcome, men. We salute you.



next
home game

SATURDAY
OCT. 25
1:35 P.M.

Detroit Lions

Buy your tickets NOW at:
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Pasadena, California

ANAHEIM
444 North Euclid
Anaheim, California

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Carson and Sepulveda
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LONG BEACH
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Long Beach, California

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NATIONAL FOOTBALL LEAGUE '59 SCHEDULE

Rams Pre-Season

Aug. 8	Los Angeles	20	at Boulder (Lions)	.20
" 21	Washington	23	at Los Angeles	.21
" 29	Chicago Cards	21	at Los Angeles	.34
Sept. 5	Cleveland	27	at Los Angeles	.24
" 12	San Francisco	14	at Los Angeles	.48
" 19	Philadelphia	28	at Los Angeles	.31

NFL Season

Sept. 26	New York	at Los Angeles	
" 27	Chicago Bears	at Green Bay	
" 27	Cleveland	at Pittsburgh	
" 27	Detroit	at Baltimore	
" 27	Philadelphia	at San Francisco	
" 27	Washington	at Chicago Cards	
Oct. 3	Chicago Bears	at Baltimore	
Oct. 4	Cleveland	at Chicago Cards	
" 4	Detroit	at Green Bay	
" 4	Los Angeles	at San Francisco	
" 4	New York	at Philadelphia	
" 4	Washington	at Pittsburgh	
Oct. 11	Baltimore	at Detroit	
" 11	Chicago Cards	at Washington	
" 11	Los Angeles	at Chicago Bears	
" 11	New York	at Cleveland	
" 11	Pittsburgh	at Philadelphia	
" 11	San Francisco	at Green Bay	
Oct. 18	Baltimore	at Chicago Bears	
" 18	Chicago Cards	at Cleveland	
" 18	Los Angeles	at Milwaukee (Green Bay)	
" 18	Philadelphia	at New York	
" 18	Pittsburgh	at Washington	
" 18	San Francisco	at Detroit	
Oct. 25	Chicago Bears	at San Francisco	
" 25	Detroit	at Los Angeles	
" 25	Green Bay	at Baltimore	
" 25	New York	at Pittsburgh	
" 25	Philadelphia	at Minneapolis (Chi. Cards)	
" 25	Washington	at Cleveland	
Nov. 1	Chicago Bears	at Los Angeles	

" 1	Cleveland	at Baltimore
" 1	Detroit	at San Francisco
" 1	Green Bay	at New York
" 1	Pittsburgh	at Chicago Cards
" 1	Washington	at Philadelphia
Nov. 8	Baltimore	at Washington
" 8	Chicago Cards	at New York
" 8	Detroit	at Pittsburgh
" 8	Green Bay	at Chicago Bears
" 8	Philadelphia	at Cleveland
" 8	San Francisco	at Los Angeles
Nov. 15	Baltimore	at Milwaukee (Green Bay)
" 15	Chicago Cards	at Philadelphia
" 15	Cleveland	at Washington
" 15	Los Angeles	at Detroit
" 15	Pittsburgh	at New York
" 15	San Francisco	at Chicago Bears
Nov. 22	Chicago Bears	at Detroit
" 22	Los Angeles	at Philadelphia
" 22	New York	at Minneapolis (Chi. Cards)
" 22	Pittsburgh	at Cleveland
" 22	San Francisco	at Baltimore
" 22	Washington	at Green Bay
Nov. 26	Green Bay	at Detroit
Nov. 29	Chicago Bears	at Chicago Cards
" 29	Los Angeles	at Baltimore
" 29	Philadelphia	at Pittsburgh
" 29	San Francisco	at Cleveland
" 29	Washington	at New York
Dec. 5	Baltimore	at San Francisco
" 6	Chicago Cards	at Detroit
" 6	Cleveland	at New York
" 6	Green Bay	at Los Angeles
" 6	Philadelphia	at Washington
" 6	Pittsburgh	at Chicago Bears
Dec. 12	Baltimore	at Los Angeles
Dec. 13	Chicago Cards	at Pittsburgh
" 13	Cleveland	at Philadelphia
" 13	Detroit	at Chicago Bears
" 13	Green Bay	at San Francisco
" 13	New York	at Washington

SUNDAY, DEC. 27—World's Championship Play-off in Home of Western Conference Champions.

SUNDAY, JAN. 17, 1960—ALL STAR PRO-BOWL GAME AT LOS ANGELES.

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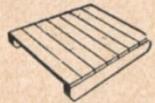
RAMS COACHING STAFF

- 1 LOU RYMKUS
Offensive Line
- 2 JOE MADRO
Offensive Backfield
- 3 SID GILLMAN
Head Coach
- 4 JACK FAULKNER
Defensive Backfield
- 5 DON PAUL
Defensive Line

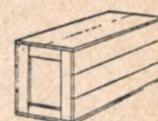
IN BUSINESS SINCE 1943
5 ACRE PLANT



PALLETS



SKIDS



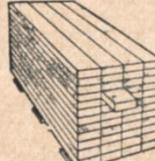
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Encino

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STate 4-4027 STanley 3-1926

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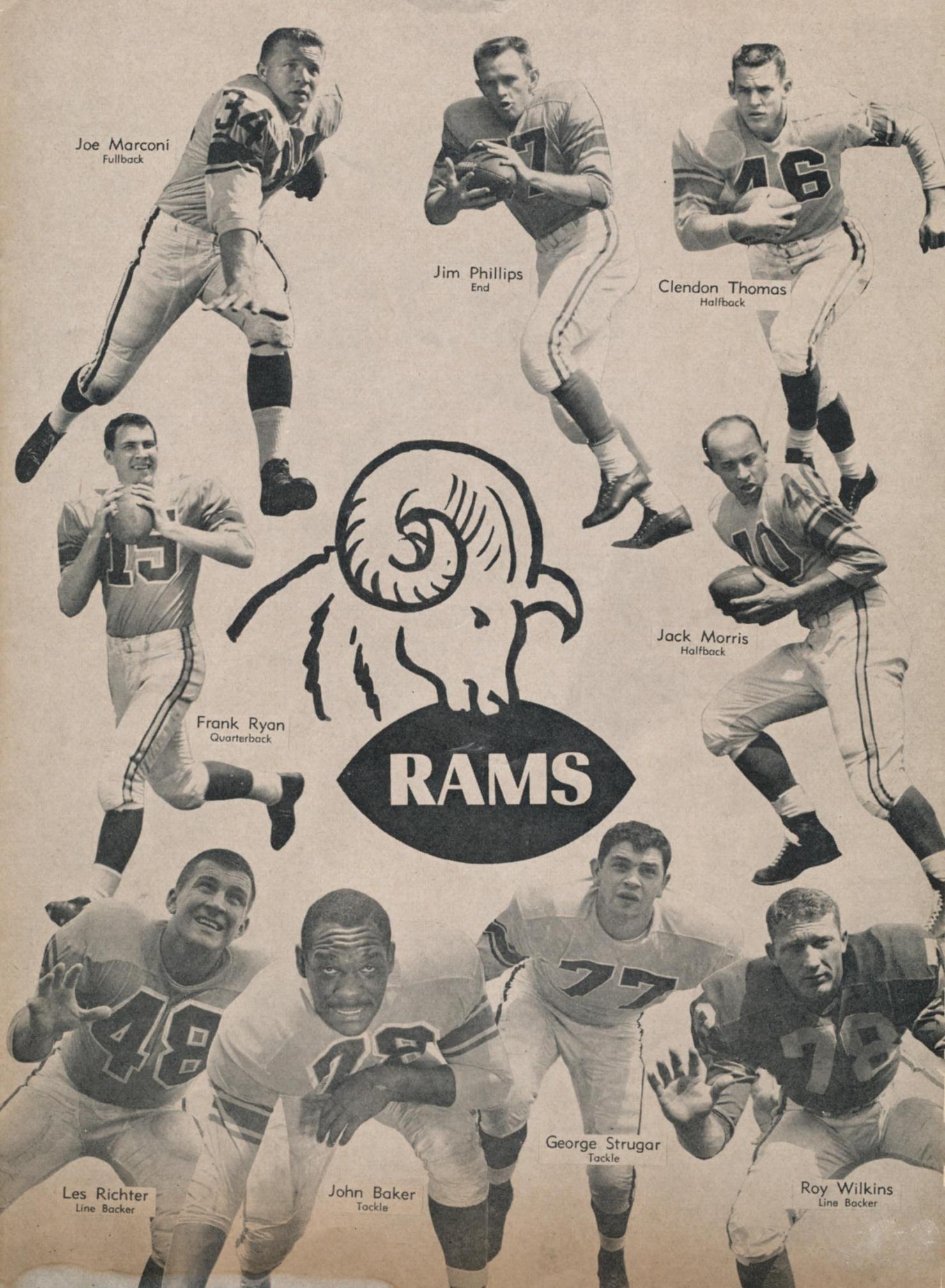
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8756 Sunset Blvd.
OLympia 2-2626
INTERNATIONAL CUISINE
Cellar Bar

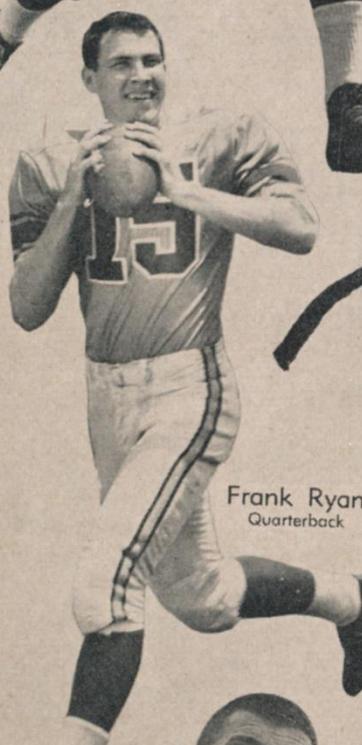
the
7
cHEF's



Joe Marconi
Fullback

Jim Phillips
End

Clendon Thomas
Halfback



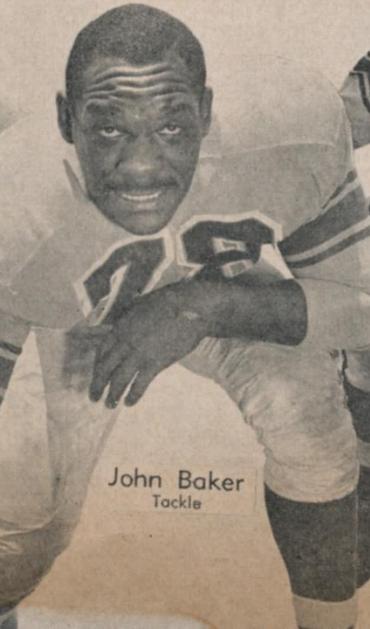
Frank Ryan
Quarterback



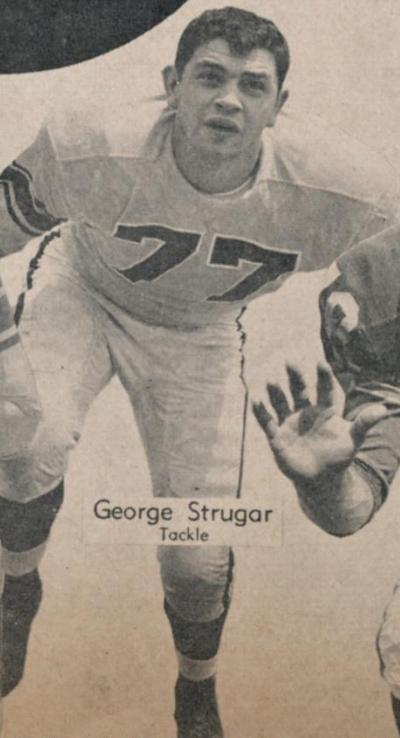
Jack Morris
Halfback



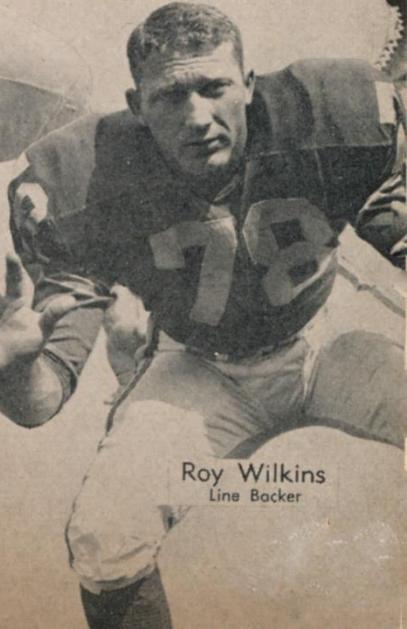
Les Richter
Line Backer



John Baker
Tackle



George Strugar
Tackle



Roy Wilkins
Line Backer

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ACTION PHOTOS OF L.A. RAMS

NOW INSIDE

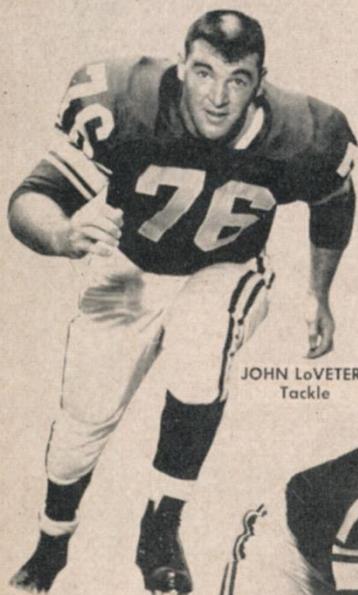
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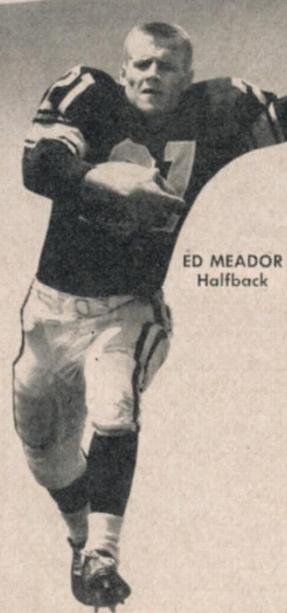
Start your collection of the entire team now!



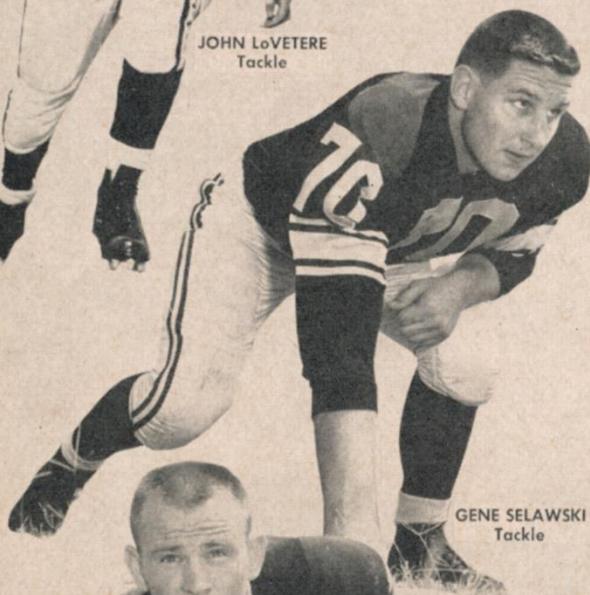
RAMS



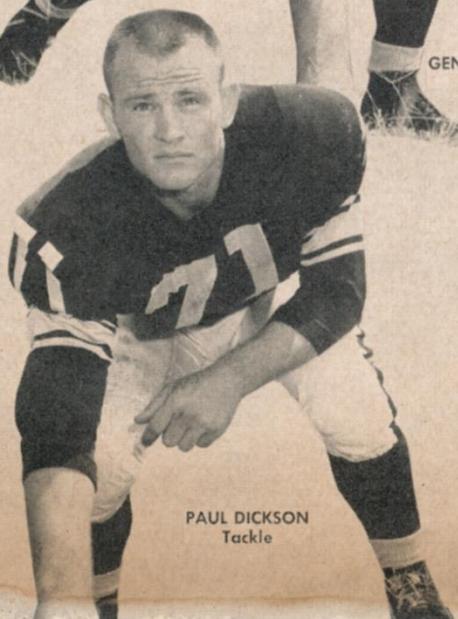
JOHN LOVETERE
Tackle



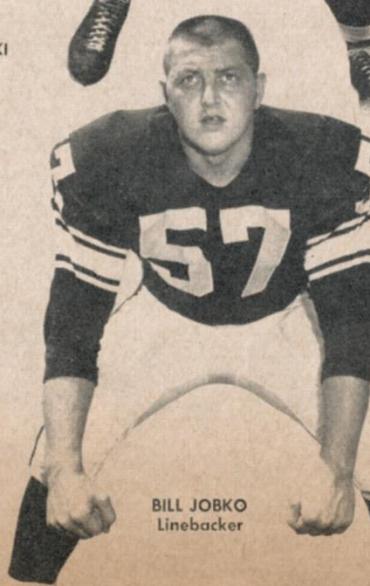
ED MEADOR
Halfback



GENE SELAWSKI
Tackle

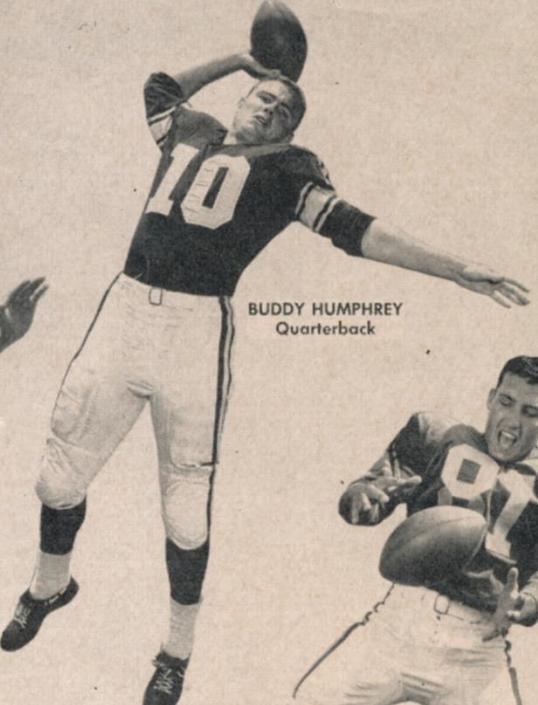


PAUL DICKSON
Tackle

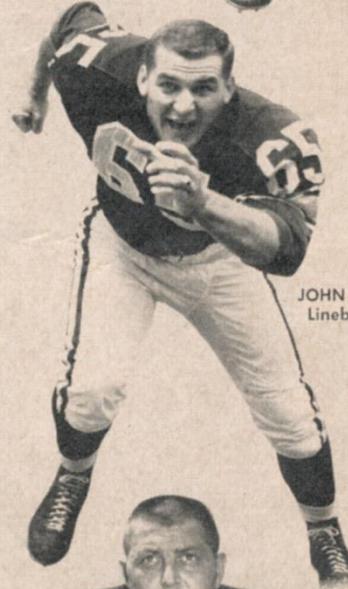


BILL JOJKO
Linebacker

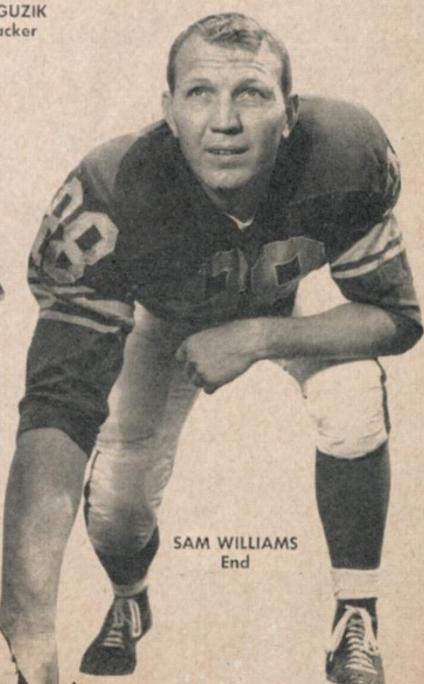
BUDDY HUMPHREY
Quarterback



TOM FRANCKHAUSER
Halfback



JOHN GUZIK
Linebacker



SAM WILLIAMS
End

LOS ANGELES RAMS 1959 ROSTER

No.	Name	Pos.	School	Hgt.	Wgt.	Age	Yr. in NFL
26	Arnett, Jon	HB	USC	5-11	193	24	3
74	Baker, John	T	No. Carolina College	6-6	291	23	2
79	Bradshaw, Charles	T	Baylor	6-6	255	23	2
80	Brito, Gene	E	Loyola (LA)	6-2	230	33	8
25	Burroughs, Don	HB	Colorado A & M	6-4	186	28	5
84	Clarke, Leon	E	USC	6-4	226	26	4
71	Dirkson, Paul	T	Baylor	6-5	245	22	1
81	Franckhauser, Tom	F	Purdue	6-0	192	22	1
75	Fry, Bob	T	Kentucky	6-4	238	28	5
60	Guzik, John	LB	Pittsburgh	6-3	231	22	1
62	Houser, John	G	Redlands	6-3	241	23	3
10	Humphrey, Buddy	QB	Baylor	6-1	190	23	1
57	Jobko, Bill	LB	Ohio State	6-2	218	23	2
63	Lansford, Alex	G	Texas U	6-2	232	25	5
76	LoVetere, John	T	Compton JC	6-4	250	23	1
85	Lundy, Lamar	E	Purdue	6-7	240	24	3
34	Marconi, Joe	FB	West Virginia	6-2	225	25	4
33	Matson, Ollie	FB	San Francisco	6-2	210	29	7
12	Meador, Ed	HB	Arkansas Tech	5-11	185	22	1
83	Michaels, Lou	T	Kentucky	6-2	238	22	2
40	Morris, Jack	HB	Oregon	6-0	188	27	2
51	Morrow, John	C	Michigan	6-3	236	25	3
32	Pardee, Jack	LB	Texas A & M	6-2	215	23	3
82	Phillips, Jim	F	Auburn	6-1	199	22	2
61	Putnam, Duane	G	COP	6-0	231	31	8
48	Richter, Les	LB	California	6-3	232	28	6
15	Ryan, Frank	QB	Rice	6-3	189	22	2
70	Selakski, Gene	T	Purdue	6-4	252	23	1
43	Sherman, Will	HB	St. Mary's	6-2	197	30	7
29	Shofner, Del	E	Baylor	6-3	185	24	3
77	Strugar, George	T	Washington	6-5	258	24	3
46	Thomas, Clendon	HB	Oklahoma	6-2	191	22	2
9	Wade, Bill	QB	Vanderbilt	6-2	203	28	6
35	Wilkins, Roy	LB	Georgia	6-3	216	25	2
88	Williams, Sam	E	Michigan State	6-5	225	28	1
24	Wilson, Tom	HB	No College	6-0	204	26	4

Boost the Rams

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No.	Name	Pos.	No.	Name	Pos.
9	Wade	QB	61	Putnam	G
10	Humphrey	QB	62	Houser	G
15	Ryan	QB	63	Lansford	G
21	Meador	HB	65	Guzik	LB
24	Wilson	HB	70	Selawski	T
25	Burroughs	HB	71	Dickson	T
26	Arnett	HB	74	Baker	T
29	Shofner	E	75	Fry	T
32	Pardee	LB	76	LoVetere	T
33	Matson	FB	77	Strugar	T
34	Marconi	FB	79	Bradshaw	T
35	Wilkins	LB	80	Brito	E
40	Morris	HB	81	Franckhauser	HB
43	Sherman	HB	82	Phillips	E
46	Thomas	HB	83	Michaels	T
48	Richter	LB	84	Clarke	E
51	Morrow	C	85	Lundy	E
57	Jobko	LB	88	Williams	E

LOS ANGELES RAMS

(PROBABLE DEFENSIVE STARTING LINEUP)

80	GENE BRITO	LE
83	LOU MICHAELS	LT
76	JOHN LOVETERE	RT
85	LAMAR LUNDY	RE
32	JACK PARDEE	LLB
48	LES RICHTER	MLB
35	ROY WILKINS	RLB
81	TOM FRANCKHAUSER	LH
21	ED MEADOR	RH
25	DON BURROUGHS	LS
43	WILL SHERMAN	RS



NEW YORK GIANTS

(PROBABLE OFFENSIVE STARTING LINEUP)

44	KYLE ROTE	LE
79	ROOSEVELT BROWN	LT
68	AL BARRY	LG
55	RAY WIETECHA	C
66	JACK STROUD	RG
72	FRANK YOUSO	RT
85	BOB SCHNELKER	RE
42	CHARLIE CONERLY	QB
16	FRANK GIFFORD	LH
29	ALEX WEBSTER	RH
33	MEL TRIPPLETT	FB

No.	Name	Pos.	No.	Name	Pos.
11	Heinrich	QB	62	Dess	G
15	Shaw	QB	66	Stroud	G
16	Gifford	HB	68	Barry	G
20	Patton	HB	70	Huff	LB
22	Lynch	HB	71	Kelly	G
24	King	HB	72	Youso	T
25	Nolan	HB	75	Katcavage	E
26	Sutherin	HB	76	Grier	T
29	Webster	HB	77	Modzelewski	T
31	Scott	HB	78	Schmidt	T
33	Triplett	FB	79	Brown	T
34	Chandler	HB	80	Biscaha	E
40	Morrison	HB	81	Robustelli	E
41	Crow	HB	82	Scott	LB
42	Conerly	QB	84	Svare	LB
44	Rote	E	85	Schnelker	E
55	Wietecka	C	88	Summerall	E
60	Guy	G	89	Livingston	LB

All of the Rams away games are brought to you by MARLBORO. Check your newspaper for time and channel.

BE REALLY REFRESHED



RAMS' FIVE YEAR RECORD VS 1959 HOME OPPONENTS

DETROIT LIONS			SAN FRANCISCO 49ERS			CHICAGO BEARS		
Rams	Opponent	Rams	Opponent	Rams	Opponent	Rams	Opponent	Rams
3	1954	21	24	1954	24	42	1954	38
24		27	42		34	13		24
17	1955	10	23	1955	14	20	1955	31
24		13	27		14	3		24
21	1956	24	30	1956	33	24	1956	35
7		16	30		6	21		30
7	1957	10	20	1957	23	26	1957	34
35		17	37		24	10		16
42	1958	28	33	1958	3	10	1958	31
24		41	56		7	41		35
BALTIMORE COLTS			NEW YORK GIANTS			GREEN BAY PACKERS		
Rams	Opponent	Rams	Opponent	Rams	Opponent	Rams	Opponent	Rams
48	1954	0	17	1954	16	17	1954	35
21		22				35		17
17	1955	17				28	1955	30
20		14				31		17
21	1956	56				17	1956	42
31		7				49		21
14	1957	31				31	1957	27
37		21				42		17
7	1958	34				20	1958	7
30		28				34		20



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COCA-COLA BOTTLING COMPANY OF LOS ANGELES
LOS ANGELES, CALIFORNIA

NEW YORK GIANTS ROSTER

No.	Name	Pos.	School	Hgt.	Wgt.	Age	Yr. in NFL
68	Barry, Al	G	USC	6-2	230	27	4
80	Biscaha, Joe	E	Richmond	6-1	190	22	1
79	Brown, Rosey	T	Morgan State	6-3	245	26	7
42	Conerly, Charlie	QB	Mississippi	6-1	185	38	12
34	Chandler, Don	HB	Florida	6-2	205	24	4
41	Crow, Lindon	HB	USC	6-1	200	26	5
62	Dess, Darrell	G	N. Carolina State	6-0	235	24	2
16	Gifford, Frank	HB	USC	6-1	205	29	8
60	Guy, Buzz	G	Duke	6-3	248	24	2
76	Grier, Rosey	T	Penn State	6-5	285	26	4
11	Heinrich, Don	QB	Washington	6-0	180	28	6
70	Huff, Sam	LB	West Virginia	6-1	230	24	4
75	Katcavage, Jim	E	Dayton	6-3	230	24	4
71	Kelly, Ellison	G	Michigan State	6-1	231	23	1
24	King, Phil	HB	Vanderbilt	6-4	225	23	2
89	Livingston, Cliff	LB	UCLA	6-3	215	29	6
22	Lynch, Dick	HB	Notre Dame	6-1	200	23	2
77	Modezlewski, Dick	T	Maryland	6-0	260	28	7
40	Morrison, Joe	HB	Cincinnati	6-1	194	21	1
25	Nolan, Dick	HB	Ohio State	6-0	205	23	1
20	Patton, Jim	HB	Mississippi	5-10	180	27	5
44	Rote, Kyle	E	Southern Methodist	6-0	200	31	9
81	Robustelli, Andy	E	Arnold	6-1	230	31	9
88	Summerall, Pat	E	Arkansas	6-4	235	29	8
31	Scott, George	HB	Miami (Ohio)	6-1	180	21	1
26	Sutherin, Don	HB	Maryland	6-1	185	27	6
82	Scott, Tom	LB	Virginia	6-2	220	29	7
15	Shaw, George	QB	Oregon	6-0	180	28	5
78	Schmidt, Bob	T	Minnesota	6-4	245	23	2
85	Schnelker, Bob	E	Bowling Green	6-4	215	29	7
66	Stroud, Jack	T	Tennessee	6-1	235	30	7
84	Svare, Harland	LB	Washington State	6-0	214	28	7
33	Triplett, Mel	FB	Toledo	6-1	215	27	5
29	Webster, Alex	HB	N. Carolina State	6-3	225	28	5
55	Wietecha, Ray	C	Northwestern	6-1	225	30	7
72	Youso, Frank	T	Minnesota	6-4	260	23	2

Distinctive Dining



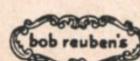
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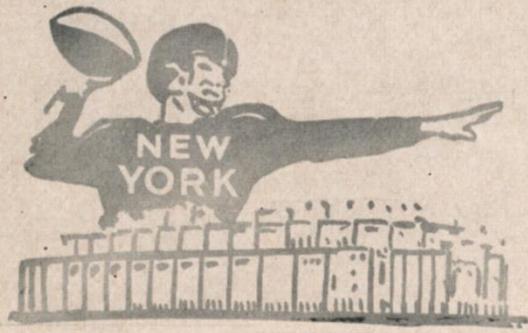
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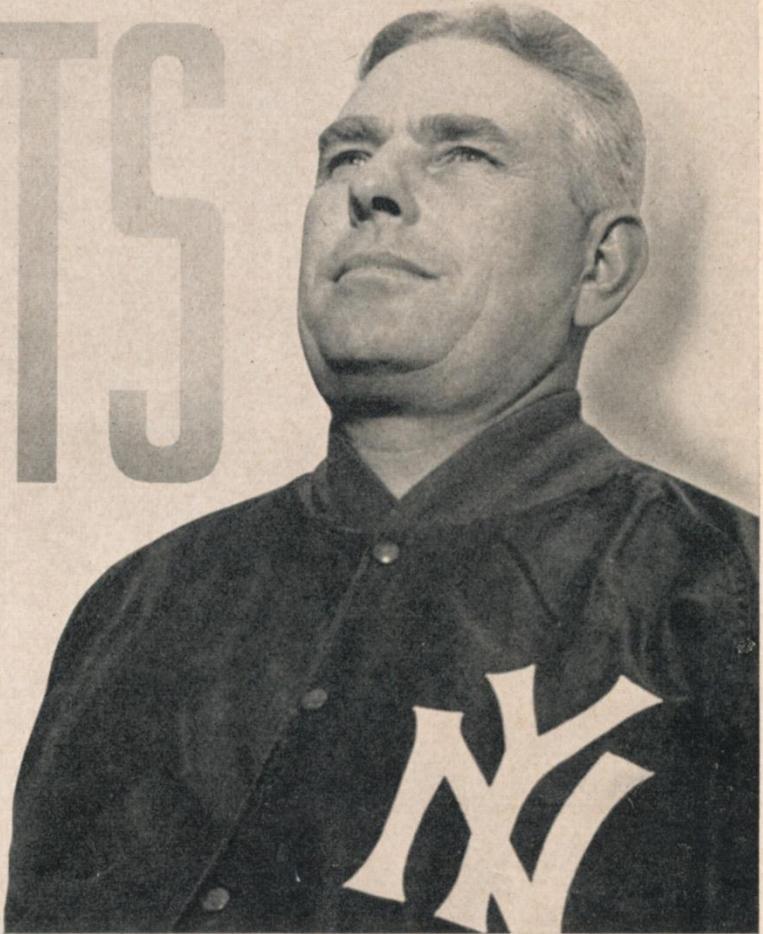


Edward J. Crowley,
General Manager

GIANTS



JIM LEE HOWELL Head Coach



MEET THE RAMS

(Continued from Page 4)

second half after the Middies had assumed a 20-0 half-time lead. Married. Born, July 12, 1936.

Ed Meador Halfback Arkansas Tech

One of nation's finest "small college" players and a Little All American selection. Meador established a fantastic record during his four years of competition at Arkansas Tech. He gained a total of 3,747 yards, 3,540 of this by rushing. He scored a total of 266 points, 84 of them in 1958 and another 85 in 1957. Last fall he gained a total of 1,080 yards carrying the ball on an average of 135 yards a game. Received an award as the Most Valuable Back in the 1959 Optimist Bowl—an honor achieved primarily through his brilliant defensive play. Married. Born, August 10, 1937.

Del Shofner End Baylor

A capsule description of dazzling Del's 1958 (and first) season as a Ram offensive end would read something like this: League leader in yards gained (1097); 3rd in receptions (51); Unanimous All-Pro; Western Division Pro Bowl squad.

Because the Rams were paper-thin in the defensive

backfield in 1957, Shofner spent his first year with the club as a corner man although he had been drafted as an offensive end. However, with reinforcements on hand last season, he was moved to the left end position and was one of the principal reasons the team finished in a second place tie with an 8-4 record. His overall performance chart showed a record of 51 catches for 1097 yards, eight touchdowns and an average of 21.6 yards per reception.

Much of Shofner's ability lies in his knack of running with the ball after the catch, a carry-over from his halfbacking days at Baylor. As a three year regular there, he became the most versatile back in the school's history, leading the club in every department of play in his senior year except passing. He likewise was a three-year regular on the basketball team, anchored the 440 and 880 yard relay teams (his best time in the hundred is :09.8s) and was named to the Conference All-Scholastic team.

Perhaps his most unusual day occurred in the second 49er game when he played only briefly because of a stomach ailment. Two passes were thrown to him, he caught both, each went for touchdowns on runs of 64 and 72 yards or a total of 136 yards on his pair of chances. Single Born, December 11, 1934.

Improve your **WHOLE** appearance with Wildroot-Palmolive care

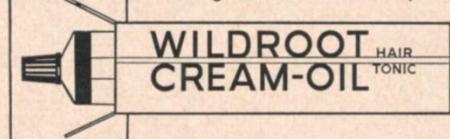


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PALMOLIVE RAPID-SHAVE

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To look your best, look for these good grooming aids



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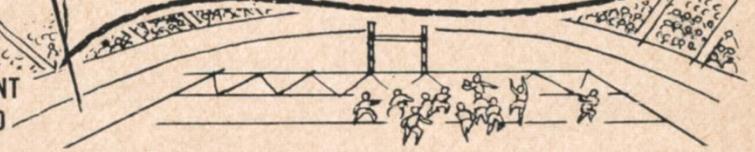




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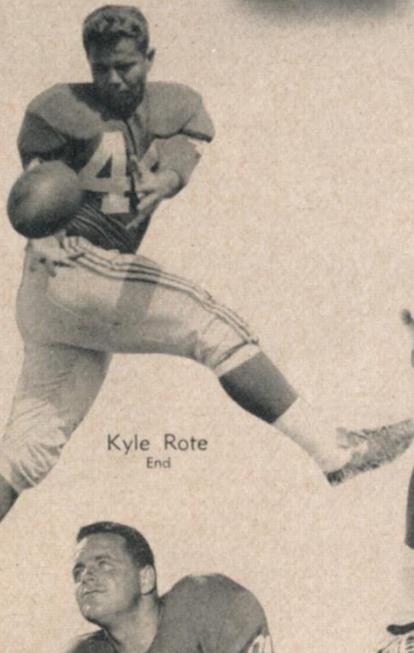


TONIGHT'S OFFICIALS

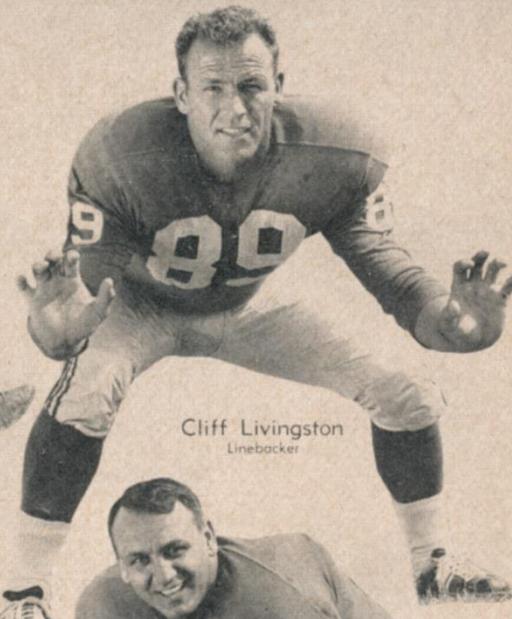
23 Harry Brubaker	Referee
12 Cletus Gardner	Umpire
40 Steve Pritko	Head Linesman
42 George Smith	Back Judge
54 Joe Gonzales	Field Judge



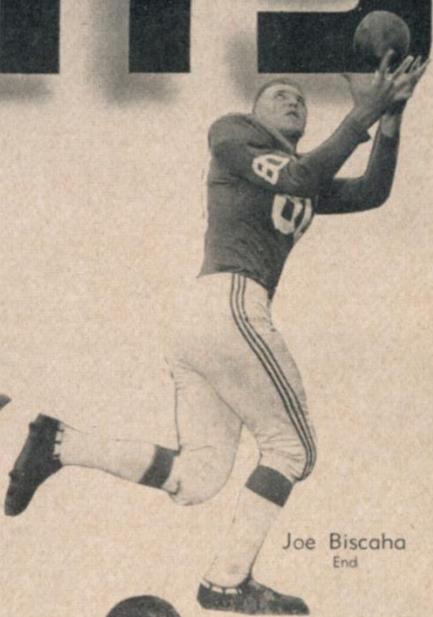
GIANTS



Kyle Rote
End



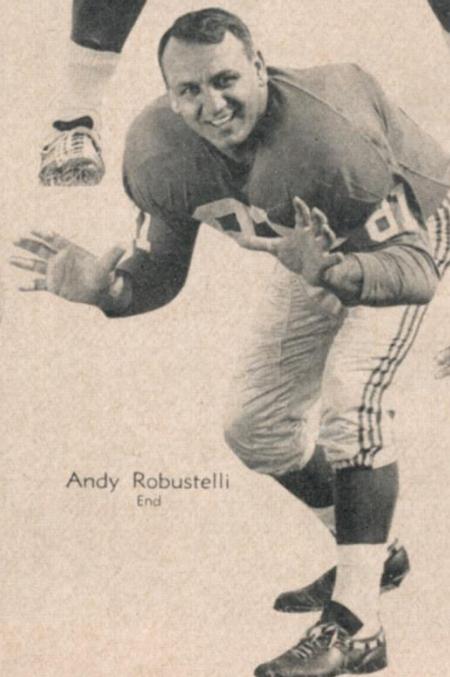
Cliff Livingston
Linebacker



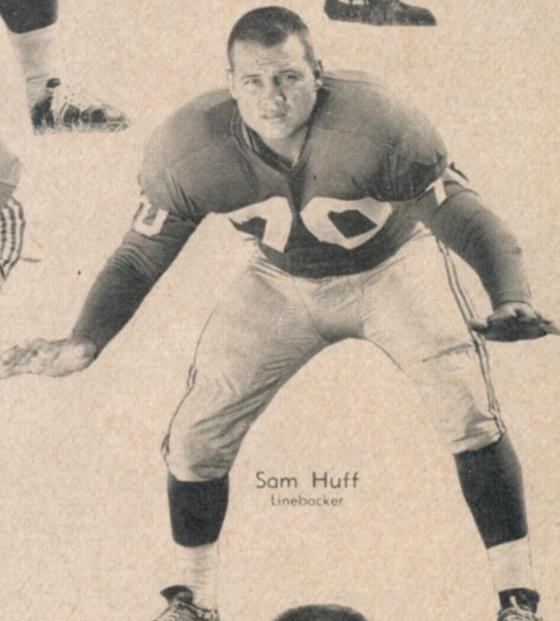
Joe Bischaha
End



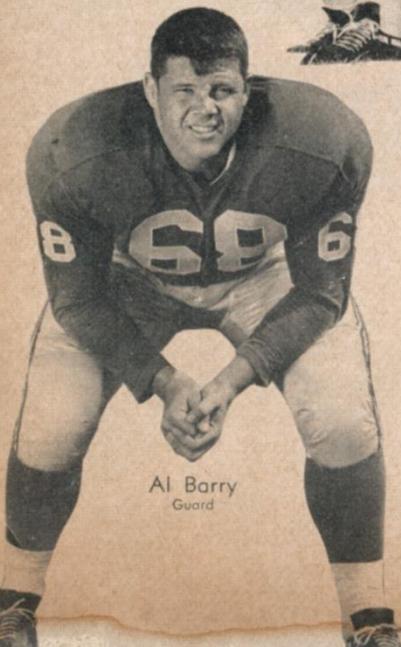
Harland Svare
Linebacker



Andy Robustelli
End



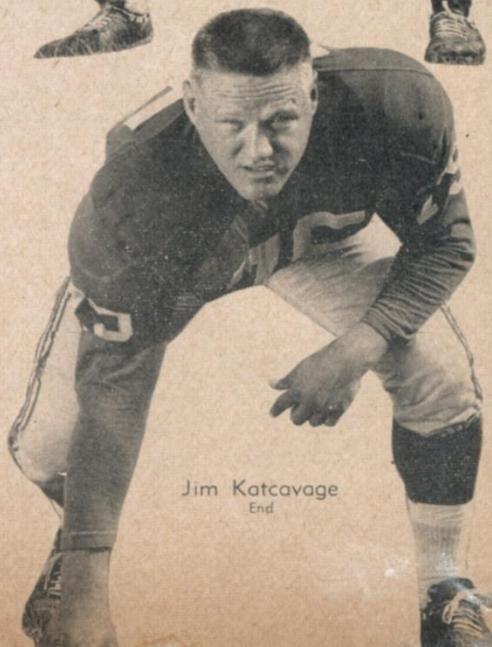
Sam Huff
Linebacker



Al Barry
Guard



Ellison Kelly
Guard



Jim Katcavage
End



RAM CROWDS are Record

Reprinted from the 1959 Ram YEARBOOK. One of many interesting features in the annual publication now on sale at the Coliseum at all Ram games.

At precisely 4:07 p.m. last December 14, the curtain dropped on the Rams' 1958 football season. A crowd of 54,634 drifted toward the exits of the Coliseum, warmed by an afternoon in the sun and a 34-20 victory over a surprisingly stubborn Green Bay team. The win had matched another by the Chicago Bears earlier in the day, thereby assuring the Rams a second place tie in the Western Conference.

In the press box, high atop the rim of the stadium, reporters tapped out their final stories of the year. They paused now and then to jot down statistical notes delivered over the press box public address system.

The PA announcer's voice registered a tone of amazement as he interrupted them once more. "Gentlemen," he said, "we have some crowd figures which may be of interest to you. Today's attendance pushes the total for six Ram home league games to 502,084, an average of 83,680 persons per game. This exceeds last year's average by nearly 9,000 per game and, we believe, sets an all-time football record in this attendance category."



CROWDS!

Also noted in the game stories was the fact that the Green Bay crowd increased the total Ram attendance for the year to 1,053,798, the second consecutive season the club had drawn more than one million fans.

An attraction of this magnitude, of course, doesn't just happen. It's the combination of a number of factors including coaching, scouting, top player personnel, public relations and promotion. Enveloping all of these is superior management under the direction of President Dan Reeves and his co-owners who have displayed they are as successful in the football business as in their varied enterprises.



DAN REEVES, President

President Daniel F. Reeves is entering his 19th year as an NFL club owner. He purchased the Cleveland Rams in 1941, served three years as an Air Force captain, and after the service developed a world title team in 1945. He opened the West Coast for major sports by moving the Rams to LA in 1946. Active in the Beverly Hills brokerage firm that bears his name. Lives in Bel Air with his wife, five daughters and son.

ED PAULEY

Edwin W. Pauley has been an active partner in the Los Angeles Rams since 1947, just a year after the club's arrival in Los Angeles. He participated in football as an undergraduate at Occidental College and on the crew at University of California. Mr. Pauley is president of Pauley Petroleum Inc., an oil exploration and production company, and also active in southland real estate development. He is a member and past chairman of the U. of California Board of Regents.



FRED LEVY

Born in Louisville, Kentucky and educated at University of Pennsylvania, Fred Levy was a partner of the Cleveland Rams. He moved to Los Angeles in 1946 and embarked upon numerous business enterprises, principally real estate. Mr. Levy served as an Air Force Colonel during World War II. Residing in Bel Air with his wife and two daughters, he maintains offices in Beverly Hills.

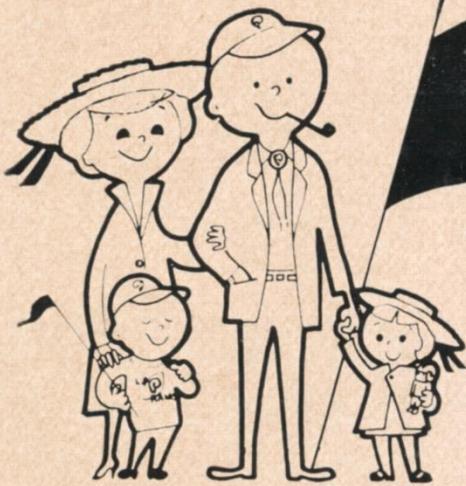
HAL SELEY

James "Hal" Seley joined the Rams as a partner in 1949. He attended prep school in LA and graduated from the U. of Southern California. President of the Pacific Processing Co., he is also active in many other businesses including real estate. Mr. Seley owns a stable of race horses, augmented by a breeding farm in Hemet, California. He lives in San Marino with his wife and two children. Mr. Seley also maintains a farm in Pennsylvania, his birthplace.



BOB HOPE

Although Bob Hope's time in sports does not equal his 40 years in show business, he has been a co-owner of the Rams and Cleveland Indians for several years. He is an active sportsman, too, carrying both a six handicap and a honorary PGA life membership. Bob is well known for his entertainment of troops and recently received the Navy's highest award for "meritorious service."



for RAM fans

BIG and small...

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L.A. Ram Signature
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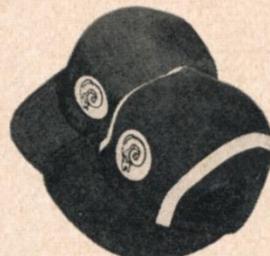


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RAM GLASSES

Double Old Fashion Set of Eight
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Pilsner-Falstaff Set of Twelve



RAM-PLAYER CAPS

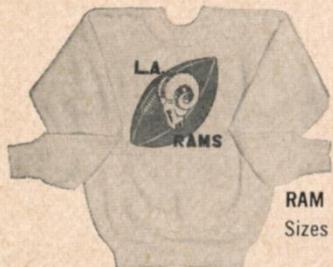
Sizes: Boys (Gold Stripes) S-M-L
Mens (Plain) S-M-L-XL



RAM EMBLEM T SHIRT
Sizes 6-8-10-12-14-16



RAM EMBLEM LIGHTERS
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RAM EMBLEM SWEAT SHIRT
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Includes Kicking Tee



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Sears, Roebuck & Co.

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FULLERTON

F. S. Rasco & Co.
F. W. Woolworth Co.

GARDENA

Gardena S.G.
Larson's Department Store

GARDEN GROVE

F. W. Woolworth Co.

GLENDALE

Cornwell & Kelty
Sears, Roebuck & Co.
F. W. Woolworth Co.

HAWTHORNE

F. S. Rasco & Co.

HOLLYWOOD

The Broadway
Hollywood Sporting Goods
Sears, Roebuck & Co.
Star Sporting Goods

INDIO

F. S. Rasco & Co.

INGLEWOOD

Bob Ketcham's
Mel's S. G.
Sears, Roebuck & Co.
F. W. Woolworth Co.

LA HABRA

A & A Tackle Shop

LAKEWOOD

Butler Brothers
The May Co.
F. W. Woolworth Co.

LANCASTER

F. S. Rasco & Co.

LAWNDALE

Larson's Dept. Store

LONG BEACH

ABC Sporting Goods
The Broadway
Bufum's Dept. Store
Parke Sporting Goods
Proctor's Sporting Goods
Sears, Roebuck & Co.
F. W. Woolworth Co.

LOS ANGELES

Bullock's
Coliseum Souvenir Shop
The Broadway
Lincoln Sporting Goods
May Co.
Doug May Sporting Goods
F. S. Rasco & Co.
J. W. Robinson Co.
Kenny's Sporting Goods
Sears, Roebuck & Co.
United Sporting Goods
F. W. Woolworth Co.
J. J. Newberry Co.
S & G Sporting Goods
Tank Younger's
Union Oil Service
West Pico S. G.
Toy Villa
Nunu's S. G.
Hub Sporting Goods
Victors
Foster Sporting Goods

WILSHIRE AREA

May Co.

WEST LOS ANGELES

Smith's Sporting Goods
Sears, Roebuck & Co.

MANHATTAN BEACH

Tilden Mattox Sporting

MONROVIA

Crunk's Sporting Goods

MONTEBELLO

Conlin Bros., Inc.
Crawford Stores, Inc.

MONTEREY PARK

Dupont's Sporting Goods
Nunu's

MONTROSE

F. S. Rasco & Co.
Landry Sporting Goods

NORTH HOLLYWOOD

Jumping Jack Toy Store
May Co.
Sears, Roebuck & Co.
F. W. Woolworth Co.

NORWALK

Grimes Sporting Goods

OXNARD

F. W. Woolworth Co.

PACOIMA

Jack's Sporting Goods



OFFICIAL HEADQUARTERS FOR ALL RAM EQUIPMENT

Visit the Sporting
Goods Department
of the store nearest
to you.

- DOWNTOWN Broadway at Fourth
- HOLLYWOOD Hollywood at Vine
- PASADENA Colorado at
 Los Robles
- CRENSHAW Crenshaw at
 Santa Barbara
- WESTCHESTER Sepulveda at La Tijera
- VALLEY Van Nuys at Roscoe
- ORANGE COUNTY Santa Ana Freeway
 at Euclid
- LONG BEACH Bellflower at Stearne
- DEL AMO Hawthorne at
 Sepulveda

PANORAMA CITY
Willis S. G.
F. W. Woolworth Co.

PARAMOUNT
F. S. Rasco & Co.

PASADENA
Bradley's
The Broadway
Bullock's
Holiday House
J. W. Robinson Co.
Sears, Roebuck & Co.
Sportland
F. W. Woolworth Co.

(Many more fine stores listed
on the next page)

LOOK FOR THE OFFICIAL RAM MERCHANDISE ON SALE AT THE COLISEUM AND AT THESE FINE RETAIL STORES

(Continued from previous page)

POMONA George Beaman J. J. Newberry Co.	SAN PEDRO Fantasy Toyland Fierman's	STUDIO CITY Victors	VENTURA F. W. Woolworth Co. Milton Stores
REDLANDS Stockton Sporting Goods F. W. Woolworth Co.	SANTA ANA ABC Sporting Goods Bullock's Doug May Sporting Goods J. J. Newberry Co. Sears, Roebuck & Co. F. W. Woolworth Co.	SUN VALLEY F. S. Rasco & Co.	VISTA Sports & Photo
REDONDO BEACH May Co. J. J. Newberry Co.	TEMPLE CITY Temple Sporting Goods	SYLMAR Sylmar Sports Center F. W. Woolworth Co.	WESTCHESTER The Broadway J. C. Penney Co.
RESEDA F. W. Woolworth Co. J. J. Newberry Co.	TOLUCA LAKE Lakeside Pharmacy	WEST COVINA Elliott S. G. The May Co. F. W. Woolworth Co.	WEST LOS ANGELES J. J. Newberry Co. Smith's Sporting Goods
RIVERSIDE Thrashers Sporting Goods F. W. Woolworth Co.	SANTA BARBARA F. W. Woolworth Co.	TORRANCE The Broadway Sears, Roebuck & Co. Jumbo's J. J. Newberry Co.	WESTWOOD Sears, Roebuck & Co. Bullock's
SAN BERNARDINO Harrison Sporting Goods Harley's Sporting Goods F. W. Woolworth Co.	SHERMAN OAKS American Toy & Hobby Center Lawrence Hardware & Paint Co.	VAN NUYS The Broadway Builders Emporium Butler Brothers Ram's Horn F. W. Woolworth Co.	WHITTIER A. R. Richardson Sporting Goods Henshaw's Department Store F. W. Woolworth Co.
SAN GABRIEL Seff's Sporting Goods	SOUTH PASADENA F. S. Rasco & Co. Gordon S. G.	VENICE Jumbo's	
SAN MARINO San Marino S. G.			

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CHANNEL 5

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7:30-8:00 The Rams in Action, Film Highlights of each Ram game, narrated by Bob Kelley, and presented by

THE PONTIAC DEALERS OF
SOUTHERN CALIFORNIA

7:00-7:30 The Sid Gillman Show with Bill Brundige, presented by
UNION FEDERAL SAVINGS AND
LOAN



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Smart people make up a party and charter a de luxe Tanner Gray Line Motor Coach with an experienced driver. Coach picks up passengers at a selected location, and returns passengers to the same point, after the game.

It's a great idea for clubs, parties, conventions . . . or ask your favorite restaurant owner to make up a party for his guests.

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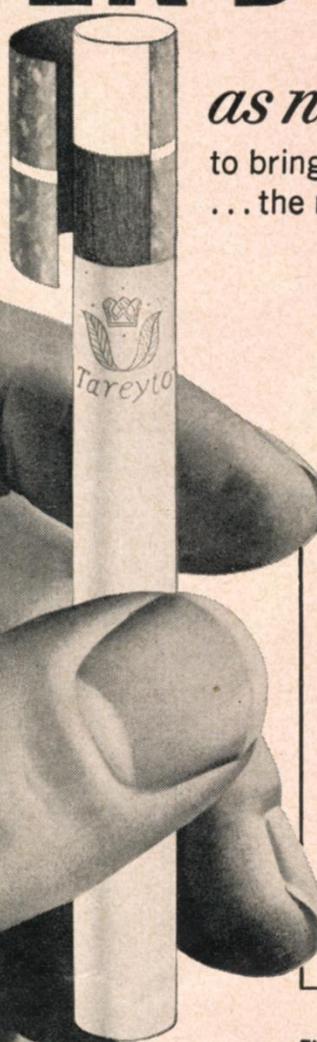
Branches throughout So. California, Arizona, and Nevada

NO DRINKING PERMITTED IN COLISEUM

Los Angeles City Ordinance Number 92812 (amending Section 40.27 of the Los Angeles Municipal Code) prohibits the drinking of intoxicating beverages (beer, wine and whiskey) in the Memorial Coliseum. This ordinance was passed to protect the morals of children attending the Coliseum events and also to protect against automobile accidents due to excessive drinking in the after-game traffic rush. It is sincerely requested that you abide by the ordinance not only for your protection and health, but also for those of your neighbors.

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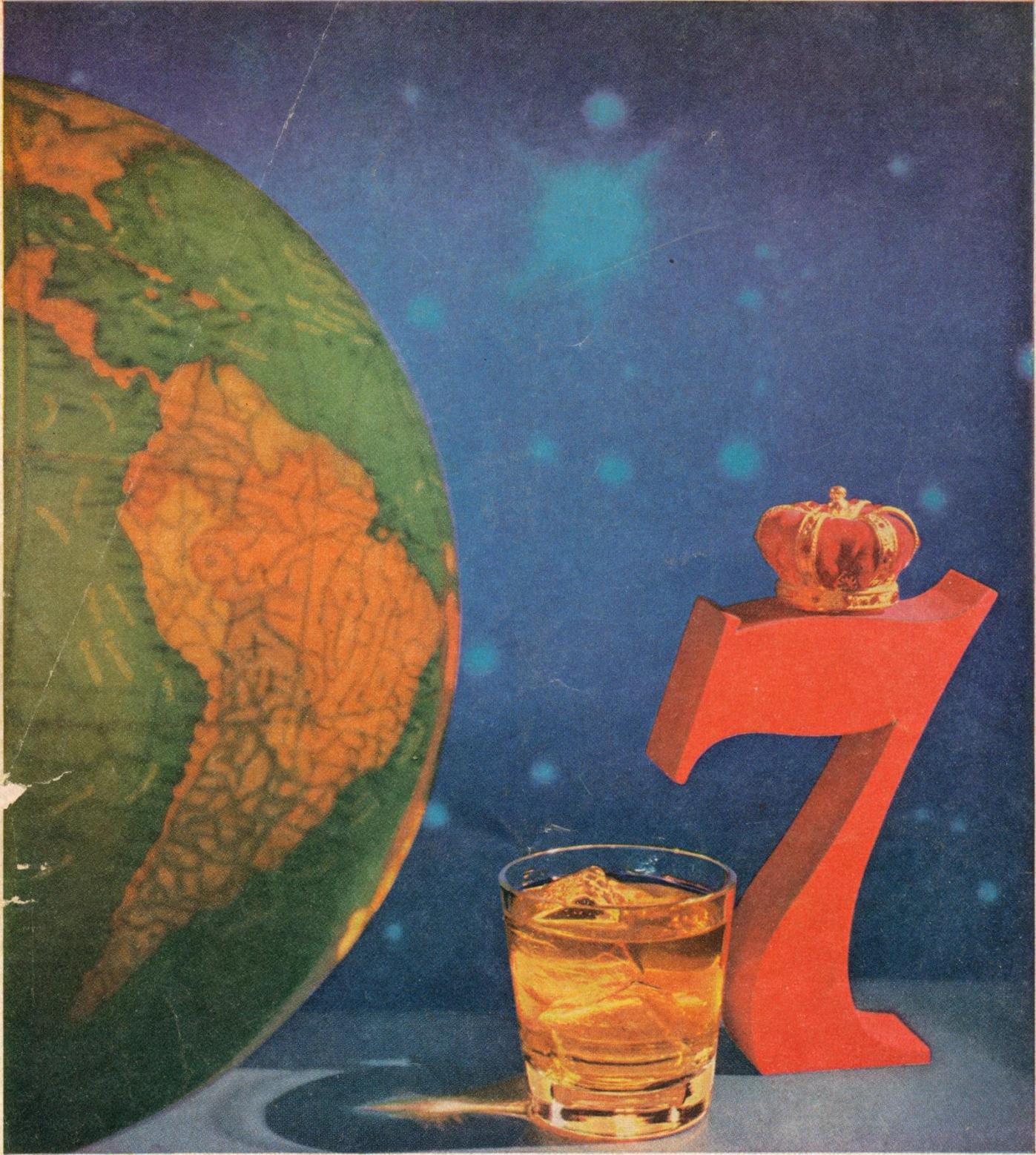
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