

YANKEE STADIUM

OFFICIAL PROGRAM • 50 CENTS



WASHINGTON

REDSKINS

OCTOBER 16, 1960



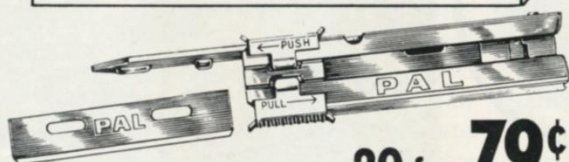
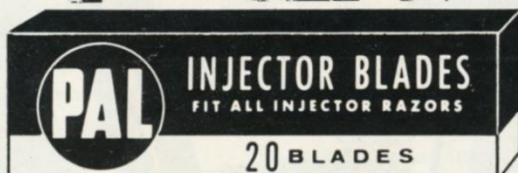
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OFFICIAL PROGRAM

NEW YORK GIANTS



vs. WASHINGTON REDSKINS

YANKEE STADIUM • Oct. 16, 1960

Volume 36

Number 1

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New York Football Giants

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ANDY ROBUSTELLI	Assistant Defensive Coach
JIM PATTON	Assistant Defensive Coach
ED KOLMAN	Line Coach
KEN KAVANAUGH	End Coach
WALT YOWARSKY	Assistant Coach and Scout
JOHN JOHNSON, SID MORET and JOHN DZIEGIEL	Trainers
DR. FRANCIS SWEENY	Physician
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Cover Illustration by Carol Johnson

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New York 1, N. Y.

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Here's to a Happy...

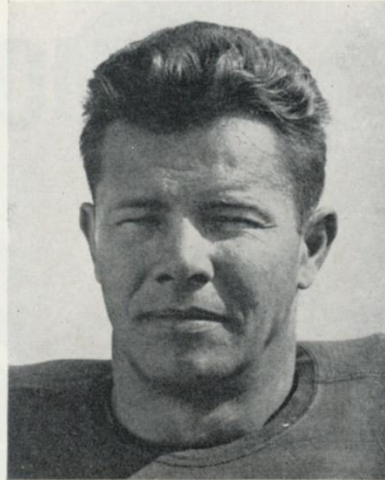
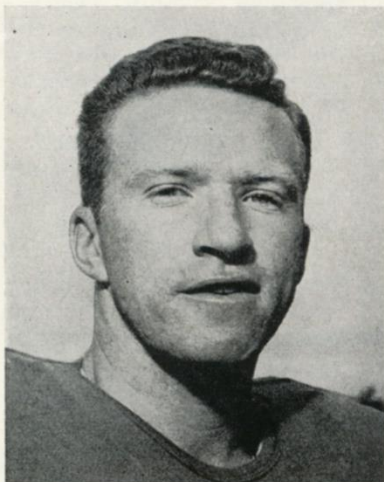
FOR one of the few times in thirty-six years of National Football League membership, the Giants open their home season with a clean record. Coach Jim Le Howell's lads have successively polished off the San Francisco Forty Niners, the St. Louis Cardinals and the Pittsburgh Steelers on the road.

With full realization that in the N. F. L. the trail is booby-trapped from start to finish, at home and away, we take this as a good omen. On what they have shown to date, the 1960 Giants seem equipped to make another strong run for the Eastern Conference title they have won in three of the last four years.

Perfectionists may have fault to find with the faltering starts the Giants made against the Forty-Niners and Cardinals, in particular. Howell and Company would be the first to admit that the first twenty minutes of these games were nightmarish.

Let us submit on behalf of the Giants, however, that they were impressive once they shook off the first-quarter jitters. It was gratifying, too, to see that our guys

GEORGE SHAW . . . stepped in at quarterback and got the Giant attack rolling.



KYLE ROTE . . . Magnificent is the only word for the Mighty Mustang.

have not lost their distinguishing knack of making the "big play." To cite the most recent examples, witness those last ditch Conerly-to-Rote and Conerly-to-Gifford passes that pulled last Sunday's game with Pittsburgh out of the fire.

We consider it a minor miracle that the Giants have made it this far without a defeat, in view of the bad breaks they have run into on injuries. They cleared these first three obstacles without a smidgeon of aid from Alex Webster; with very little help from Dan Chandler and with handicapped assistance from Charlie Conerly and Frank Gifford, who are just beginning to get up to snuff physically.

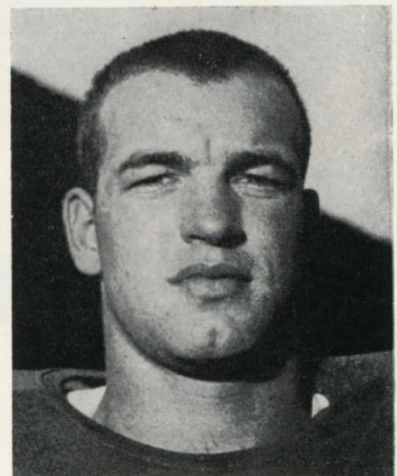
Fortunately, other heroes have rushed up to fill the ranks. George Shaw has been tremendous at quarterback. Joe Morrison has matured as a pro sophomore into a topflight all-around back. Mel Triplett once again is the devastating buckler and blocker of old. And the defensive platoon has been glorious for its adamant goal-line stands and timely pass interceptions.

But, in time of stress, the top chips-down wonder-worker of all has been that wonderful guy, Kyle Rote. Friskier than he has been in years, the Mighty Mustang from S. M. U. has put new kicks into the Giant attack with his sensational pass-receiving. Studying the film clips of Kyle's nineteen 1960 catches, good for 200-odd yards and four touchdowns, should be required course for every end and flanker, be he a high school sophomore or ten-year pro.

We'd like to point out, too, that with its majority of old reliables, this Giant squad has had a substantial infusion of new blood. Four rookies—Bob Simms, Lou Cordileone, Lee Grosscup and Jim Leo—have made the team. Four other players—Ed Sutton, Don Boll, Proverb Jacobs and Lee Riley—have been added from other clubs. They're all good men. You'll be seeing a lot of them.

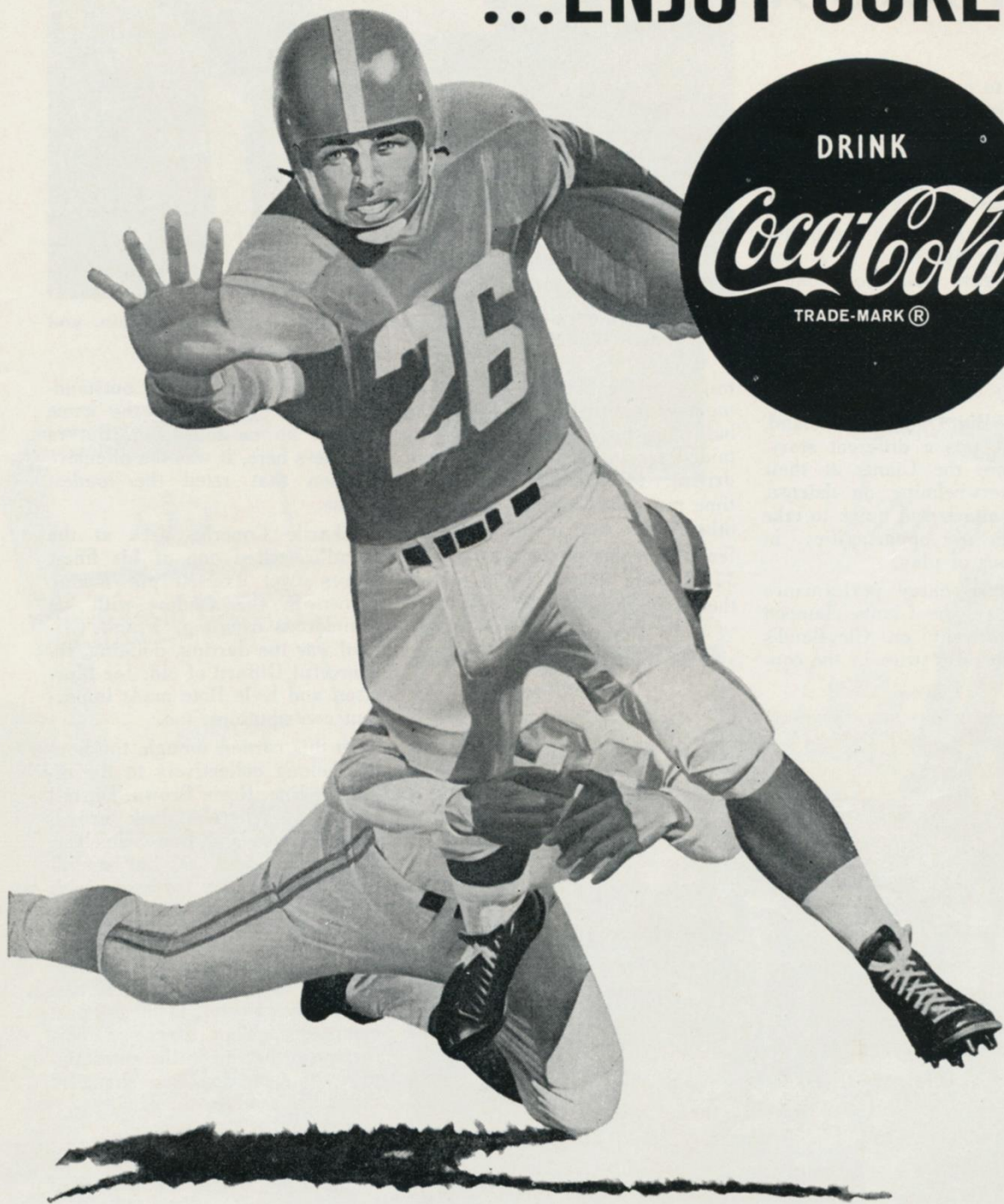
All in all, it shapes up as another stimulating Giant season. Welcome back to the lodge and don't forget that there will be five more (and a sixth, with luck) of these Sunday spectaculars at the Stadium.

JOE MORRISON . . . a young back with a bright future.



PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

BE REALLY REFRESHED!
...ENJOY COKE!





GIANT COACHING STAFF: *Back row, left to right:* Walt Yowarsky, head scout; Ed Kolman, line coach; Jim Lee Howell, head coach; Ken Kavanaugh, end coach; Harlan Svare, defensive coach. *Front row:* Jimmy Patton, assistant defensive coach; Allie Sherman, offensive coach; Andy Robustelli, assistant defensive coach.

They Lead the Giants

THERE have been changes in the Giant coaching staff since last season but it retains that close-knit togetherness that has distinguished its operations throughout the amazingly successful seven-year tenure of Jim Lee Howell.

Big Jim, who will move into a front-office job at the end of this season, has compiled the top record in the National League during his term on the bench. In his six completed campaigns, the Giants have won 43 games, lost 23 and tied two, for the remarkable winning percentage of .671.

Under Howell's guidance, the Giants have captured three N. F. L. Eastern Conference titles—in 1956, 1958 and 1959—and bagged the world championship in 1956.

The soft-spoken Senator from Arkansas has accomplished this with a minimum of sound and fury and a maximum of quiet—but very firm—businesslike efficiency.

Jim Lee has a rare genius for organization. Self-effacingly but thoroughly in touch with and in command of all phases of the Giants' field operations, he always has sought out superior assistants and delegated to them unusual departmental authority.

The soundness of his somewhat radical concept of his function as

head coach is attested by the unusual harmony that prevails among the Giants—on the coaching staff and on the team itself.

How wisely and well Howell has picked his aides is indicated by the fact that two of his original choices — Vince Lombardi and Tom Landry — have graduated to head coaching jobs in the National League. The helpers he has added, or managed to hold, are of the same high caliber.

Allie Sherman, who took over the offensive post vacated by Lombardi last year, is one of the keenest young coaches in the game. Young as he is, Allie is old in experience. Among other things, he played five years with the Eagles in their Greasy Neale heydays as a quarterback; served a previous five-year term as Giant offensive coach under Steven Owen, during which he installed the T formation, and put in three highly successful years as a head coach in Canada. Sherman has a flair for inventiveness that keeps rivals guessing as to what to expect.

A playing triumvirate takes over Landry's old job as defensive coach—and it must be remembered that Tom himself started with the Giants as a playing coach. Harlan Svare, the head man, intended to

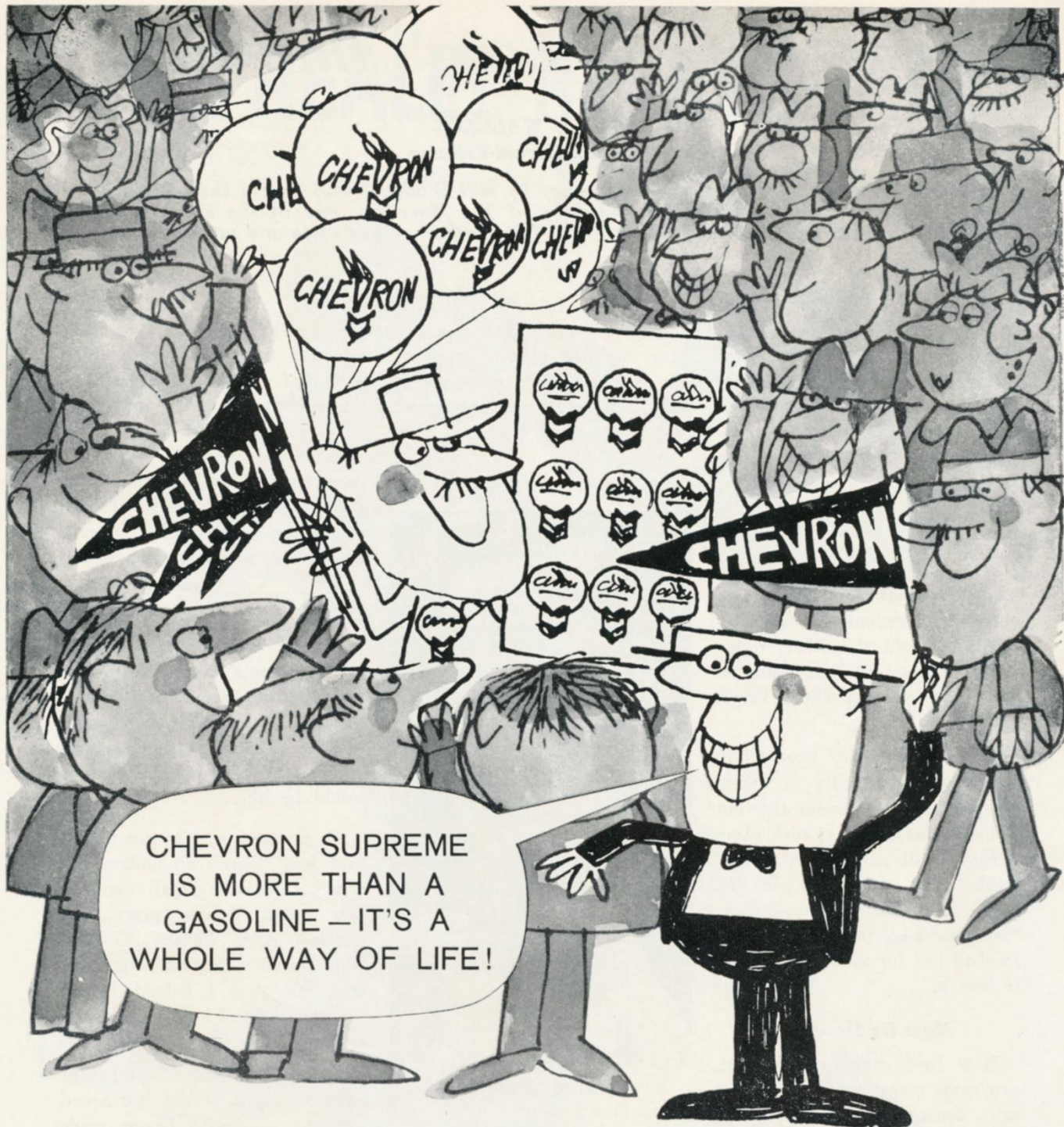
teach in mufti but the lure of line-backing was so strong that he's back in moleskins.

Supporting him are Andy Robustelli and Jimmy Patton, model performers who have the knack of transmitting their rare skills to others.

Ed Kolman, Giant line coach for seven years who went into another business for awhile but still kept close to the team as a scout and game-day consultant, has returned to take charge of the forwards again. It was Ed who guided Rosy Brown, Ray Wietecha, Jack Stroud and Rosie Grier on the road to stardom. Walt Yowarsky, head scout, also pitches in with the line between expeditions.

Continuing as end coach, a job he has held since 1955, is Ken Kavanaugh. One of the National League's all-time pass-receiving greats as a Chicago Bears teammate of Kolman, Ken devises the pass patterns that have helped Charlie Conerly, Frank Gifford, Kyle Rote and Bob Schnelker distinguish themselves as aerial artists in this bright era of Giant football.

With this competent field direction, the Giants in 1960 can be counted on again to make the most of their talents. Those, even their coaches admit, remain considerable.



You've gone too far this time, Hy Finn. Sure, Chevron Supreme fans are the most loyal anywhere. They're always bragging about the top-form performance Chevron Supreme gives 'em. They use their Chevron Credit Cards all the time, too. But really, Hy, there *are* other things in life. Like RPM Supreme, the motor oil that actually halts engine wear.



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Giant Gallery

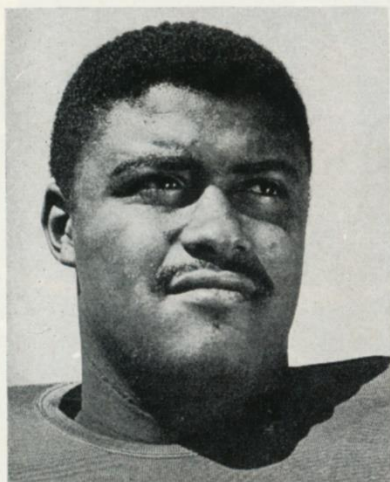


Sam Huff

In five years with the Giants, **Sam Huff (70)** has earned acclaim as the N. F. L.'s top middle-line-backer. The deceptively roly-poly 230-pound West Virginia graduate, a college tackle, has uncanny play perception and the speed to range from sideline to sideline. The containing jobs he has done on Jim Brown, Alan Ameche and Rick Casares have been classics.

Andy Robustelli

His added 1960 responsibilities as assistant defensive coach of the Giants have not detracted one whit from the stature of **Andy Robustelli (81)** as a nonpareil defensive end. Strong, quick and resourceful, he has set the N. F. L. standard of excellence for end play for most of his ten seasons. A self-made star, Andy came up from little Arnold College, now defunct.



Rosy Grier

Big **Rosy Grier (76)** has been a constant bulwark of the mighty rush-line that has helped the Giants win three divisional titles in the last four years. Amazingly agile for his 280 pounds, he gives fits to enemy runners and passers in his smashing sallies from right tackle. A gifted singer, the 1954 Penn State graduate plans a career in that field.



Jim Katcavage

After a couple of seasons of filling in on offense and defense, **Jim Katcavage (75)** took over as the Giants' regular left end on defense. No one, friend or foe, has been able to budge him since. This solid 230-pound sender from Philadelphia, who attended Dayton, was a No. 4 draft choice in 1956, the vintage year in which the Giants also added Sam Huff and Don Chandler.

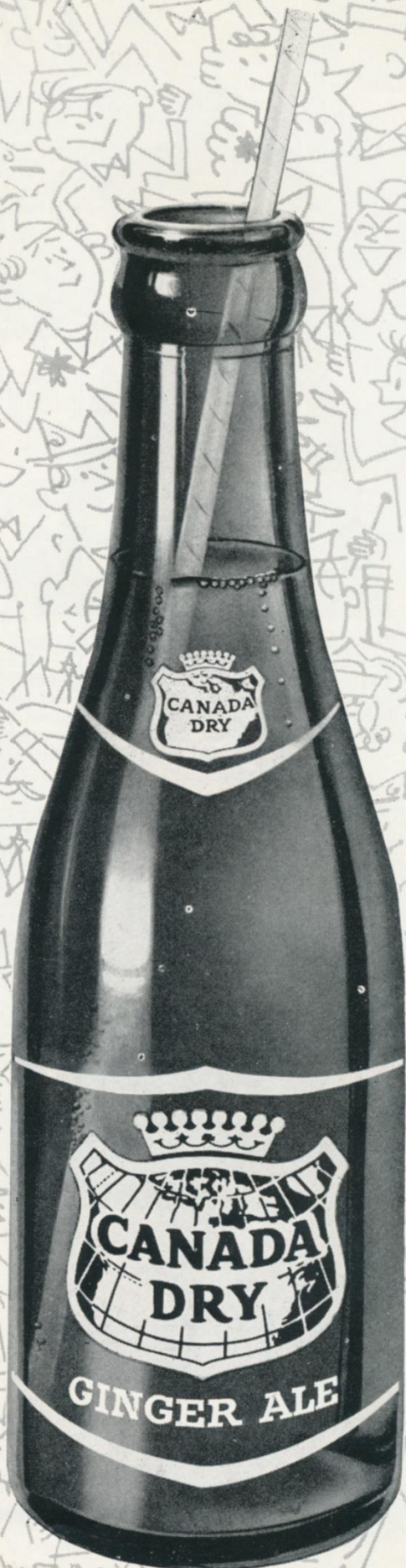


Jim Patton

The only knock there has ever been against **Jimmy Patton (20)** is excess valor. The peerless Giant safety weighs only 180 pounds but backs off from no man. Fortunately, he's all whalebone and whipcord and shows no signs of wear in his sixth pro campaign. Like Andy Robustelli, the Mighty Mite from Mississippi has been made an assistant coach this season.

Spectating is more sparkling ...with Canada Dry Ginger Ale...

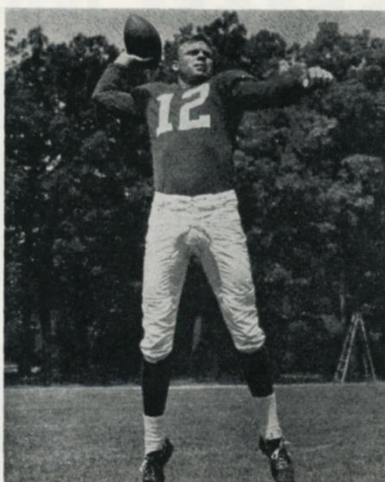
**So is socializing after the game
with Canada Dry Ginger Ale
in your tall drinks.**



Cardinals Here on Oct. 30



JOHN CROW



JOHN ROACH



BOBBY JOE CONRAD

UNDER the revised schedule occasioned by the National League's acceptance of the Dallas Cowboys as a thirteenth member, the Giants have drawn a bye and will be idle next Sunday.

They'll be back in action at the Stadium the following Sunday — Oct. 30—haler, heartier and, it's fondly hoped, better in all respects.

Their foe two weeks hence will be the Cardinals, relocated in St.

Louis since the last time you saw them. The Giants beat the Cardinals, 35-14, a couple of weeks ago but, as televiewers know, it was a pretty sticky situation until well into the second half.

The Cards have a high-g geared, free-wheeling attack that poses extra problems because they, alone among the N. F. L. teams, use the double-wing T, replete with razzle-dazzle man-in motion series that

Coach Frank Ivy imported from Canada when he took charge of the club.

In John Crow, the Redbirds have one of the league's great running backs, Bobby Joe Conrad, the place-kicking specialist, and Mal Hammack also can carry the mail. Their quarterbacks, John Roach, new on the job, and King Hill throw well and Hill also is a dangerous runner.

Coming Giant Attractions at Stadium

GAME
2
OCT. 30

**ST. LOUIS
CARDINALS**

**TICKET
PRICES:**

\$5.00

**BOX
SEATS**

\$4.00

**RESERVED
SEATS**

GAME
3
NOV. 13

**PITTSBURGH
STEELERS**

GAME
4
NOV. 20

**PHILADELPHIA
EAGLES**

GAME
5
DEC. 4

**DALLAS
COWBOYS**

GAME
6
DEC. 18

**CLEVELAND
BROWNS**

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Newark—110 Market Street

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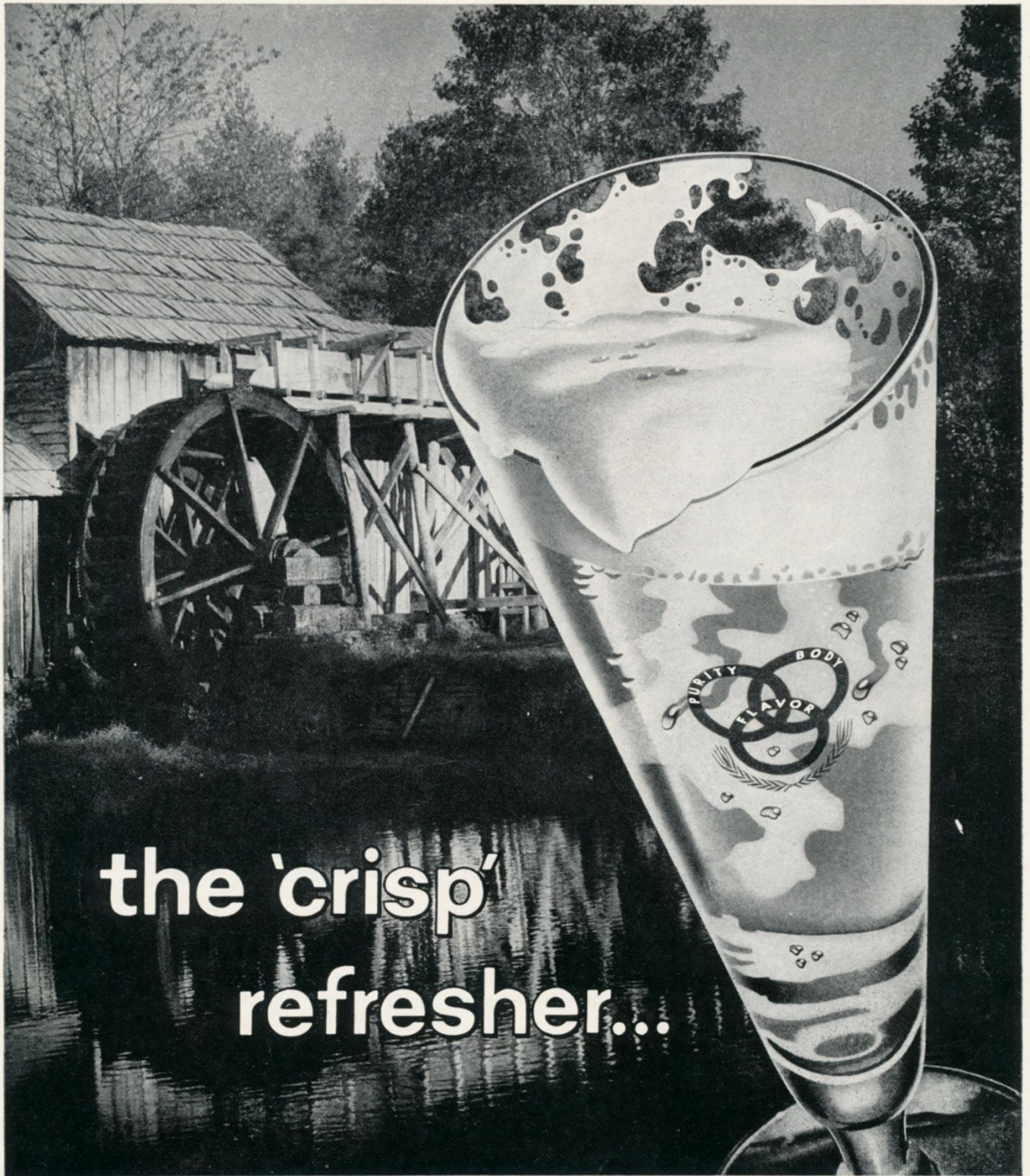
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the 'crisp'
refresher...

® Is a Reg. T. M. of P. Ballantine & Sons, Newark, N. J.

the light beer with true lager flavor!

No wonder Ballantine is the largest-selling beer in the East.

Jottings on the Giants

MUST reading for Giant fans: Perian Conerly's weekly column for the North American News Alliance (*The New York Times* carries it every Sunday). Just like her husband, Charlie, the gal pitches strikes. Mrs. Conerly's articles, enriched by her behind-the-scenes connections, do a wonderful job of conveying the flavor of pro football and the feelings of the men who play it . . . The Cornell University marching band will supply today's between-the-halves entertainment.

By City Hall fiat, this past week was New York Giants Week in our city. Jack Mara, the Giant prexy, received the official city medallion from Mayor Robert F. Wagner last Tuesday. And, on Friday, the Touchdown Club of New York staged its second annual luncheon in honor of the

Giants. Once again President Arlo Wilson mustered a full huddle of 1,600 Touchdowners for the big shindig at the Hotel Astor.

Special busses to all Giant home games again have been scheduled by Public Service for the benefit of Giant fans from New Jersey. They will leave from Paterson and Newark at 12:30 o'clock. Round trip tickets cost \$1.50 . . . All Giant road games are telecast into New York by Columbia Broadcasting System by Channel 2. Chris Schenkel again is doing the play-by-play account, with Johnny Lujack experting and describing the half-time entertainment . . . All Giant games—home and away—are broadcast over WCBS. Mel Allen, supported by his brother, Larry, handles the commentary.

It will be Rosie Brown Day at the Stadium two weeks from today, when the Giants meet the Cardinals. Fans wishing to participate in the tribute to the Giants' great offensive tackle should communicate with Robert Royal, Chairman of the Roosevelt Brown Day Committee, Room 404, 405 Park Avenue. . . . Again this year, Coro Awards will go each week to the Giants who distinguish themselves on offense and defense.

Off next Sunday with a bye, the Giants hope to have Alex Webster and Don Chandler back in action for their next game with the Cardinals two weeks hence . . . Within an hour after the last New York out of the world series had been recorded, Jim Thompson, the superintendent of the Stadium, had his groundkeepers hard at work getting the Home of Champions ready for the football season.



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Yankee Stadium from the Private
Subway Entrance of Hotel Manhattan

FRANK W. KRIDEL

Executive Vice President and General Manager

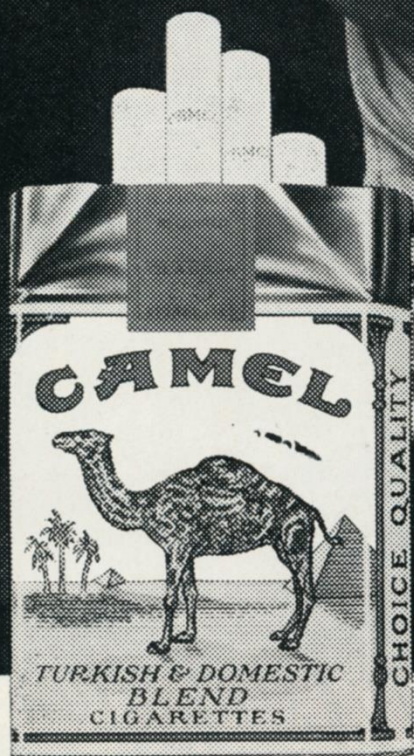


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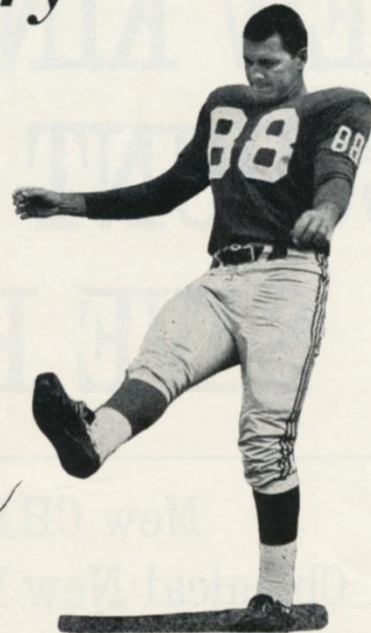
Giant Gallery



Phil King



Pat Summerall



Drafted No. 1 in 1958, **Phil King (24)** has been an invaluable Giant offensive backfield spare for three seasons. A rangy 220-pounder who has speed and power, he runs well from both halfback and fullback and also is a fine pass-catcher. Part Indian, Phil has been nicknamed Chief by his teammates. He captained the Vanderbilt eleven in 1957.

Pat Summerall (88), acquired in a 1958 trade with the Cardinals, has provided the Giants with the best place-kicking they ever have received. In two full seasons with New York, Pat booted 33 field goals in 53 tries and made 59 of 61 conversions. A 1952 graduate of Oklahoma who broke in with the Lions, Pat is a high school teacher between seasons.

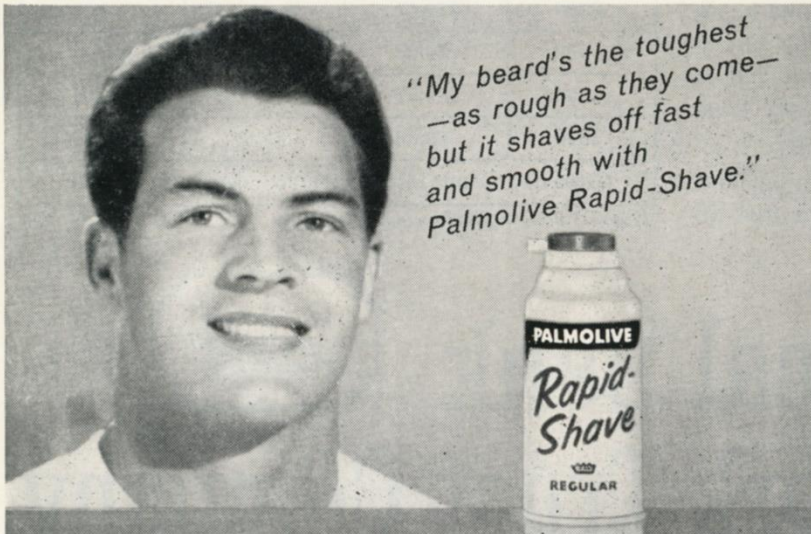


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from
FRANK GIFFORD

—backfield sensation of
the New York Giants

Get Palmolive Rapid-Shave

SUPER-MOISTURIZED FOR THE FASTEST, SMOOTHEST SHAVES POSSIBLE



*"My beard's the toughest
—as rough as they come—
but it shaves off fast
and smooth with
Palmolive Rapid-Shave."*



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Rich Rapid-Shave lather is super-moisturized with 17 separate beard-softening ingredients that start to work on contact.



Rapid-Shave sets you up for a fast shave... a smooth shave... a complete shave... a comfortable shave from start to finish.



Try
Rapid-Shave
Regular
or
Rapid-Shave
Menthol



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New CHECK'nSAVE account at Chemical New York gives complete checking service plus painless savings

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minutes at any of our 105 offices in Greater New York. Wherever you go, you'll get the friendly, neighborhood bank service you'd expect from "the New York Bank with the hometown touch."

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Pick your goal—then CHECK'nSAVE for it.

Your goal	Amount to set aside each month		
	1 year	2 years	3 years
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300	25.00	\$12.50	
500	41.67	20.83	\$13.89
1000	83.33	41.67	27.77
(Does not include interest compounded every quarter)			

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1960 Giant Statistics

THREE-GAME TEAM RECORD

GIANTS	OPPONENTS
17 First downs, rushing	19
30 First downs, passing	26
8 First downs, penalty	2
55 Total first downs	47
1006 Total yards gained	869
352 Yards gained, rushing	395
654 Yards gained, passing	474
106 Number of rushing attempts	95
86 Number of passing attempts	84
43 Passes completed	37
5 Passes intercepted by	7
40.2 Punting average	45.5
5 Punts returned	4
5.8 Punt return average	56
6 Kick-offs returned	11
18.3 Kick-offs return average	17.2
15 Penalties	21
140 Yards penalized	183
10 Fumbles	6
3 Opponents fumbles recovered	3

INDIVIDUAL RECORDS

PASSING

	Att.	Comp.	Int.	Yds.	Pct.
Shaw	48	28	3	493	.583
Conerly	37	15	1	195	.405
Morrison	1	0	0	0	.000

SCORING

	TD-R	TD-P	TDs	PAT	FG	SFY	Pts.
Rote	0	4	4	0	0	0	24
Triplet	2	1	3	0	0	0	18
Summerrall	0	0	0	10-10	1-3	0	13
Morrison	0	2	2	0	0	0	12
Gifford	0	1	1	0	0	0	6
Grier	0	0	0	0	0	1	2

RUSHING

	Att.	Yds.	Avg.
Triplet	21	118	5.6
Morrison	29	110	3.8
Gifford	33	66	2.0
King	8	35	4.4
Shaw	8	10	1.3
Sutton	2	9	4.5
Conerly	5	4	0.8

RECEIVING

	Att.	Yds.	TDs
*Rote	19	287	4
Schnelker	11	140	0
Morrison	7	108	2
Simms	1	58	0
Gifford	3	57	1
Triplet	1	24	1
Sutton	1	14	0

INTERCEPTIONS

	No.	Yds.	TDs
Patton	2	51	0
Lynch	1	32	0
Nolan	1	20	0
Huff	1	16	0
Crow	1	3	0
Livingston	1	0	0

PUNT RETURNS

	No.	Yds.	TDs
Riley	2	17	0
Stits	2	5	0
Crow	1	1	0

PUNTING

	No.	Avg.	Lgst.
Conerly	11	38.7	59
Chandler	2	48.0	50
* League Leader			

KICK-OFF RETURNS

	No.	Yds.	TDs
Stits	5	93	0
Sutton	1	17	0

"He tried to take my
Drake's
COOKIES"



Giants on Offense

R. H. KING (24)	F. B. MORRISON (40)	Q. B. CONERLY (42)	L. H. GIFFORD (16)
R. E. SCHNELKER (85)	R. T. YOUSO (72)	R. G. STROUD (66)	C. WIETECH (55)
		L. G. DESS (62)	L. T. BROWN (79)
			L. E. ROTE (44)

KICK-OFF
2:05 P.M.

Redskins on Defense

L. E. PALUCK (86)	L. T. TONEFF (79)	M. L. B. LASSE (88)	R. T. KROUSE (77)	R. E. STYNCHULA (71)
L. W. SCOTTI (48)	L. L. B. FELTON (45)	L. S. GLICK (21)	R. S. BREWER (49)	R. W. CROTTY (22)
			R. L. B. BREEDLOVE (63)	

WASHINGTON REDSKINS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
0	Olszewski, John	FB	201	6:00	29	California	8
3	Guglielmi, Ralph	QB	200	6:01	26	Notre Dame	4
17	Reynolds, Chief	QB	200	6:00	25	L. S. U.	3
19	Day, Eagle	QB	190	6:00	27	Mississippi	2
20	Vereb, Ed	HB	193	6:00	26	Maryland	1
21	Glick, Gary	HB	200	6:01	30	Colorado State	5
22	Crotty, Jim	HB	194	5:11	22	Notre Dame	1
24	Podoley, Jim	HB	204	6:02	27	Central Michigan	4
31	Bosseler, Don	FB	212	6:01	24	Miami (Fla.)	4
32	Wulff, Jim	HB	184	5:10	25	Michigan State	1
40	Horner, Sam	HB	198	6:00	22	V. M. I.	1
42	Anderson, Bill	E	210	6:03	24	Tennessee	3
43	Haley, Dick	HB	195	5:10	22	Pittsburgh	2
45	Felton, Ralph	LB	210	5:11	28	Maryland	7
47	James, Dick	HB	180	5:10	26	Oregon	5
48	Scotti, Ben	HB	186	6:01	23	Maryland	2
49	Brewer, Billy	HB	190	6:00	25	Mississippi	1
51	Schrader, Jim	C	252	6:02 1/2	28	Notre Dame	6
53	Roehnel, Bill	LB	222	6:01	24	Bradley	3
60	Khayat, Bob	G	230	6:02	22	Mississippi	1
61	O'Brien, Fran	G	238	6:01	24	Michigan State	2
63	Breedlove, Rod	LB	220	6:02	22	Maryland	1
65	Promuto, Vince	G	240	6:01	22	Holy Cross	1
66	Whitlow, Bob	G	236	6:02	24	Arizona	1
67	Stephens, Red	G	238	6:01	30	San Francisco	6
70	Lemek, Ray	T	240	6:01	26	Notre Dame	4
71	Stynchula, Andy	E	255	6:03	21	Penn State	1
77	Krouse, Ray	T	265	6:03	33	Maryland	10
76	Stallings, Don	T	250	6:04	21	North Carolina	1
78	Lawrence, Don	T	240	6:01	23	Notre Dame	2
79	Toneff, Bob	T	265	6:03	30	Notre Dame	8
81	Walton, Joe	E	200	5:11 1/2	24	Pittsburgh	4
82	Heenan, Pat	HB-E	191	6:01	22	Notre Dame	1
83	Wilkins, Roy	LB	235	6:03	26	Georgia	3
84	Osborne, Tom	E	290	6:03	23	Hastings	1
86	Paluck, John	E	235	6:02 1/2	25	Pittsburgh	3
88	Lasse, Dick	LB	225	6:02	25	Syracuse	3

GIANT SPECIAL

Punting—Chandler (34), C
Kimber (86).
PAT, FG and Kicks—Su
Chandler (34).
Holding for PAT, FG—Co
Kick Returns—Crow (41),
Riley (21), Sutton (

OFFICIALS

Referee

(23) Harry Brubaker, Loy

Umpire

(12) Cletus Gardner, V

Head Linesman

(31) Charles F. Berry, L

Back Judge

(34) John Vaughan, Glen

Field Judge

(38) James A. Kane, Loy

REDSKIN SPECIAL

Punting—Day (19), Hor
PAT, FG and Kick-Offs—K
Glick (21), Felton (4
Holding for PAT, FG—Gu
Reynolds (17).
Kick Returns—James (47),
Horner (40), Podoley

PLEASE USE ENTRANCE RAMP N

You deserve

Calvert

...the whiskey with a "Stand
insured for one mill

KICK-OFF
2:05 P.M.

R. H.
PODOLEY (24)
R. E.
WALTON (81)

R. T.
LEMEK (70)

F. B.
BOSSELER (31)
R. G.
PROMUTO (65)

C.
SCHRADER (51)

Q. B.
GUGLIELMI (3)
L. G.
STEPHENS (67)

L. T.
O'BRIEN (61)

L. H.
JAMES (47)
L. E.
ANDERSON (42)

Redskins on Offense

Giants on Defense

L. E.
KATCAVAGE (75)
L. W.
CROW (41)

L. T.
MODZELEWSKI (77)
L. L. B.
LIVINGSTON (89)

L. S.
NOLAN (25)

M. L. B.
HUFF (70)

R. T.
PATTON (20)

R. T.
GRIER (76)

R. L. B.
SVARE (84)

R. E.
ROBUSTELLI (81)
R. W.
LYNCH (22)

ANT SPECIALISTS

Chandler (34), Conerly (42),
Kimber (86).
Kicks—Summerrall (88),
Chandler (34).
PAT, FG—Conerly (42).
Stits (48),
Sutton (26).

OFFICIALS

Referee

Brubaker, Loyola (L. A.)

Umpire

Gardner, Villanova

Head Linesman

Charles F. Berry, Lafayette

Back Judge

Vaughan, Glenville State

Field Judge

es A. Kane, Loyola (Balt.)

SKIN SPECIALISTS

Day (19), Horner (40),
and Kick-Offs—Khayat (60),
Fulton (45).
PAT, FG—Guglielmi (3),
Reynolds (17).
James (47), Haley (43),
Podoley (24).

NEW YORK GIANTS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
11	Grosscup, Lee	QB	185	6:01	23	Utah	1
15	Shaw, George	QB	180	6:00	27	Oregon	6
16	Gifford, Frank	HB	200	6:01	30	U. S. C.	9
20	Patton, Jimmy	HB	180	5:10	28	Mississippi	6
21	Riley, Lee	HB	190	6:01	27	Detroit	5
22	Lynch, Dick	HB	200	6:01	24	Notre Dame	3
24	King, Phil	HB-FB	225	6:04	24	Vanderbilt	3
25	Nolan, Dick	HB	185	6:01	28	Maryland	7
26	Sutton, Ed	HB	207	6:01	25	North Carolina	4
30	Leo, Jim	E-LB	215	6:01	22	Cincinnati	1
33	Triplett, Mel	FB	215	6:01	28	Toledo	6
34	Chandler, Don	HB	205	6:02	25	Florida	5
40	Morrison, Joe	FB-HB	194	6:01	22	Cincinnati	2
41	Crow, Lindon	HB	205	6:01	27	U. S. C.	6
42	Conerly, Charles	QB	185	6:01	39	Mississippi	13
44	Rote, Kyle	E	200	6:00	32	S. M. U.	10
48	Stits, Bill	HB	195	6:00	28	U. C. L. A.	8
52	Schmidt, Bob	C-T	245	6:04	24	Minnesota	3
55	Wietecha, Ray	C	225	6:01	31	Northwestern	8
62	Dess, Darrell	G	235	6:00	25	N. Carolina State	3
66	Stroud, Jack	T-G	235	6:01	31	Tennessee	8
70	Huff, Sam	LB	230	6:01	25	West Virginia	5
72	Youso, Frank	T	260	6:04	24	Minnesota	3
73	Jacobs, Proverb	T	255	6:05	25	California	2
74	Cordileone, Lou	T-G	240	6:00	23	Clemson	1
75	Katcavage, Jim	E	230	6:03	25	Dayton	5
76	Grier, Roosevelt	T	285	6:05	27	Penn State	5
77	Modzelewski, Dick	T	260	6:00	29	Maryland	8
78	Boll, Don	T	272	6:02	33	Nebraska	8
79	Brown, Roosevelt	T	245	6:03	27	Morgan State	8
81	Robustelli, Andy	E	230	6:01	32	Arnold	10
82	Scott, Tom	LB	220	6:02	30	Virginia	8
83	Simms, Bob	E	210	6:01	22	Rutgers	1
84	Svare, Harland	LB	215	6:00	29	Washington State	8
85	Schnelker, Bob	E	215	6:04	30	Bowling Green	8
86	Kimber, Bill	E	190	6:02	24	Florida State	2
88	Summerrall, Pat	E	235	6:04	30	Arkansas	9
89	Livingston, Cliff	LB	215	6:03	30	U. C. L. A.	7

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Looking Over the Redskins



JIM PODOLEY



COACH MIKE NIXON



DON BOSSELER

THE Redskins have made sweeping personnel revisions since last year. They have thirteen rookies on their roster and, by trading or dipping into the free agency pool, have added six experienced pros to their cast.

Obviously, absorbing so many new men poses problems but Coach Mike Nixon feels that the 'Skins have gained a big chunk of ground in their rebuilding drive and that prospects have been brightened considerably—both short term and long range.

Washington's chief strength continues to lie in its running game. Hard-hitting Don Bosseler and speedboy Jim Podoley head a ball-carrying corps that measures up to any in the league in talent and

depth. Its other members include Dick James, Dick Haley, Johnny Olszewski, Ed Vereb and Sam Horner. The latter two are rookies.

Ralph Guglielmi has stepped up into the quarterback post vacated by Eddie LeBaron. The 'Skins are confident that Ralph will do a good job when sound (unfortunately, he wasn't when the bell rang, which was a blow). M. C. Reynolds, acquired from the Cardinals, and Eagle Day support the former Notre Damer.

Vin Promuto, the Bronx Adonis who won kudos at Holy Cross, and Fran O'Brien, a pro sophomore from Michigan State, have stepped up the voltage of an offensive line and has solid hold-overs in Jim

Schrader, Joe Lemek, Red Stephens, Joe Walton and Bill Anderson.

Four rookies—Andy Stynchula of Penn State, Rod Breedlove of Maryland, Billy Brewer of Ole Miss and Jim Crotty of Notre Dame—and two transfers—Ray Krouse, once a Giant stalwart, and Dick Lasse—give a new look to the defensive platoon.

A talented new kicker—Bob Khayat, who scored more kicking points than any collegian for Ole Miss in 1959—also has joined the cast.

All in all, it's the most interesting Washington team in several years—a young, revitalized squad that has its sights set on the stars.



ANDY STYNCHULA



BOB KHAYAT



ED VEREB

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Kentucky Kings
with the
all-tobacco filter
for that
all-tobacco taste

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Tobacco
Filter

SMOOTHS THE SMOKE
NATURALLY...
yet never dulls
the taste as
artificial filters do



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POPULAR PRICE

A NEW KIND OF CIGARETTE! NEW KENTUCKY KINGS WITH THE ALL-TOBACCO FILTER MADE OF GOLDEN TOBACCO CUT FILTER-FINE

Now comes the best news smokers ever had. New Kentucky Kings has discovered the way to make a filter of tobacco itself. Yes, Kentucky Kings is a new kind of cigarette—the only cigarette with the all-tobacco filter for that all-tobacco taste. Filters the smoke naturally for that

all-tobacco taste—never dulls the flavor as artificial filters do. Improves smoking with smoothness you miss in every other all-tobacco cigarette. Enjoy new Kentucky Kings with the all-tobacco filter... the great idea... the great taste in smoking today.

TAKE IT
FROM A
TOBACCO
EXPERT



KENTUCKY KINGS
HAS A GREAT TASTE...
RICH, MILD. AND
EASY DRAW. YOU'VE
NEVER SMOKED A
CIGARETTE WITH SUCH
SMOOTH FLAVOR!



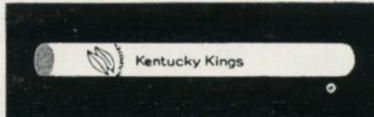
See how the all-tobacco filter is created from golden tobacco cut filter-fine.



Filter-fine tobacco is made into the all-tobacco filter by patented machines.

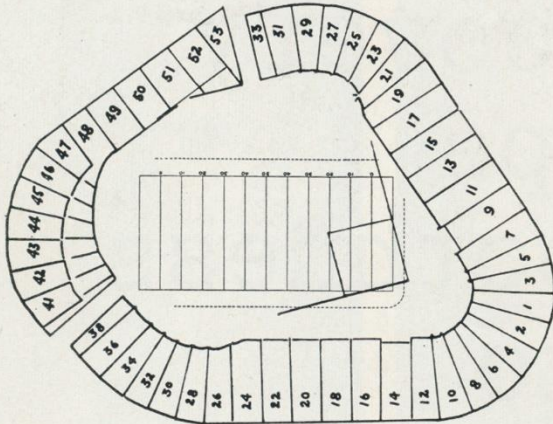


Kentucky Kings combines the all-tobacco filter with a luxury blend of tobaccos.



Only new Kentucky Kings with the all-tobacco filter smooths the smoke naturally, yet never dulls the taste as artificial filters do. Kentucky Kings—the all-tobacco filter for that all-tobacco taste.

Yankee Stadium Services & Facilities



LOST AND FOUND—Direct inquiries and reports to James K. Thomson, the Stadium Manager. Any attendant will direct you to his office.

REST ROOMS—**Men:** Gate 2, Press Gate, Stadium Club (lower, upper), Gate 6; Lower Sections 34, 8, 6, 15, 21, 27; Mezzanine Sections 27, 15, 5, 18, 28; Upper Sections 34, 20, 6, 15, 21; Bleacher Sections 43, 47, 52. **Women:** Gate 2, Gate 4, Stadium Club (lower, upper), Gate 6; Lower Sections 28, 20, 5, 15, 27; Mezzanine Sections 21, 15, 6, 18, 34; Upper Sections 28, 20, 5, 15, 29; Bleacher Sections 47, 52.

PUBLIC TELEPHONES—Gate 2, Gate 4, Press Gate, Stadium Club (lower, upper), Gate 6, Lower Sections 24, 14, 12, 11, 17, 27; Mezzanine Sections 27, 17, 7, 8, 22; South side 157th St., Ruppert Pl. to Cromwell Ave. Upper Sections 34, 20, 12, 8, 9, 19, 27; Bleacher Sections 41, 49, 51.

PARKING AREAS YANKEE LOTS

South side 157th St., Ruppert Pl. to Cromwell Ave.
Between Cromwell and River Aves., on 153rd St.
163rd to 164th Sts., between River and Gerard Aves.
151st St. and River Ave., opposite Bronx County jail.

PRIVATELY-OWNED LOTS

West side Ruppert Pl., between 157th and 158th Sts.
West side River Ave., between 151st and 153rd Sts.
West side River Ave. and 157th St.
East side River Ave., North of 153rd St.
East side River Ave., North of 151st St.
East side River Ave., 164th to 165th Sts.
East side River Ave., South of 162nd St.
Farmer's Square—Cromwell Ave. Roadway, and
West of 151st St. Viaduct, opposite Bronx County Jail.
East 168th St. and River Ave.

GARAGES

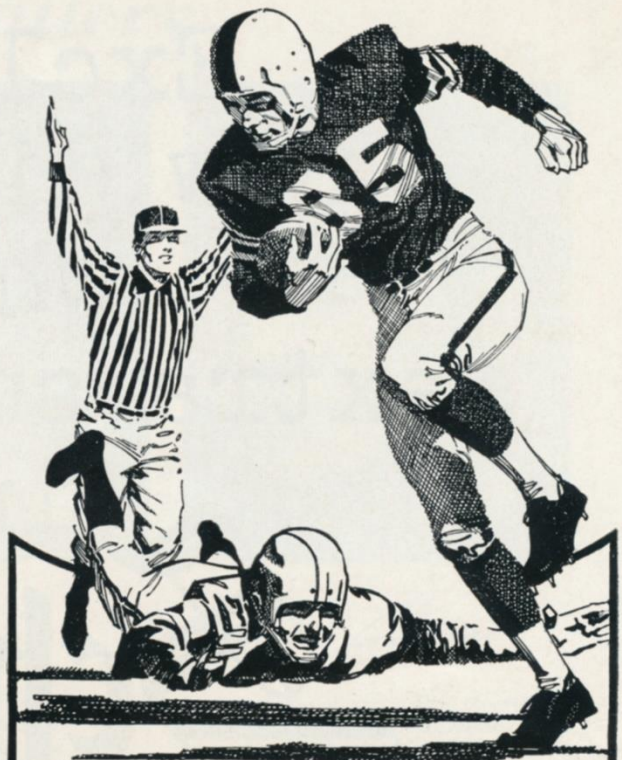
Cromwell Ave. and 157th St.
East side of River Ave., South side of 158th St.
East side of River Ave., North side of 157th St.
East side of River Ave., South side of 157th St.
North side of 158th St., between River and Gerard Aves.
Also, the Polo Grounds lot again will be in service for all Giant games at the Stadium.

SOUVENIR PRICE LIST

Rooter Badge (All Teams)25	Plastic Cushion	1.00
Picture Set (36 Players).....	.50	Stadium Cap (ear laps).....	2.00
Team Pennants (large)75	Knitted Hat	1.50
Pen and Pencil Set75	Football (small)	1.50
Player Doll (small)75	Football (large)	3.00
Giants Player Trophy	1.00		

Souvenir Stands located at Gates 2, 4, 6; Lower Sections 7, 14; Mezzanine Section 10; Bleacher Sections 43, 50.

These items also are available by mail from Harry M. Stevens, Inc., Souvenir Department, Yankee Stadium, Bronx 51, N. Y.



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Professional football teams
chose **UNITED AIR LINES**
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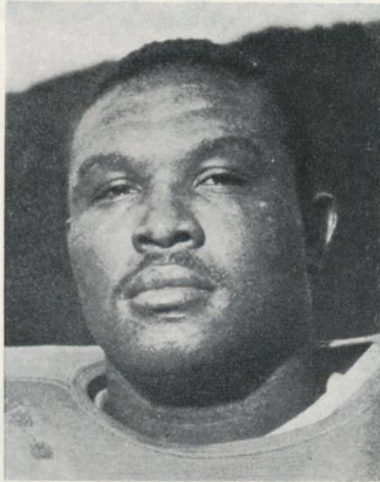
AFTER THE GAME...TASTE THE DIFFERENCE
Schenley Distillers Co., N.Y.C. • Blended Whisky, 86 Proof, 65% Grain Neutral Spirits.

Giant Gallery



Bob Schnelker

In a quiet, inconspicuous way, **Bob Schnelker (85)** has become one of the N. F. L.'s best clutch pass catchers. From the tight end berth where he also provides solid blocking, he has busted out to haul down 27 TD passes in his six full seasons with the Giants, who acquired him from the Eagles in 1954. A Bowling Green grad, Bob was drafted by the Browns in 1953.



Mel Triplett

Giant fans know **Mel Triplett (33)** as a thunderous runner, particularly devastating on quick pops off tackle and delayed draw bucks. The Giant coaches will tell you Mel's even more valuable as a blocker and passer protector. A graduate of Toledo, Mel is in his sixth year with the Giants. He's the club's champion family man, the father of eight children.



Jack Stroud

Deep-chested **Jack Stroud (66)**, an All-America tackle at Tennessee, has been a key member of the Giants' offensive platoon for eight seasons. A rugged 235-pounder who can run like a deer, he's a picture-book blocker. Out in front of a carrier on wide plays or firing out straight ahead from either guard or tackle, he seldom fails to hit his targets dead center.

Enjoy 'em at the Game and at Home

Here at the Polo Grounds, reach for MRS. WAGNER'S delicious individual pies. At home, enjoy the fresh-baked goodness of MRS. WAGNER'S family-size pies. Both ways, you're in for real enjoyment.



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NATIONAL LEAGUE LEADERS

Rushing.....	Taylor, Green Bay, 63-281 yds.
Passing.....	Unitas, Baltimore, 47 of 93-755 yds.
Receiving.....	ROTE, NEW YORK, 19-287 yds.
Scoring.....	Taylor, Green Bay, 30 pts.
Punting.....	VanBrocklin, Philadelphia, 48.7-yd. avg.
Punt Returns.....	Woodson, San Francisco, 5-94 yds.
Kick-Off Returns.....	Sample, Baltimore, 3-153 yds.
Interceptions.....	Weber, Philadelphia, 4-34 yds.



Giant Blackboard: Stunting

DON'T ever get the idea that just because the Giants usually line up the same way on defense—with their four rush-liners head-and-head to the offensive guards and tackles, one line-backer close up on the tight end and the other backers off the line a bit, opposite the center and in the gap left by the split offensive end—that the adamant New York defense is static.

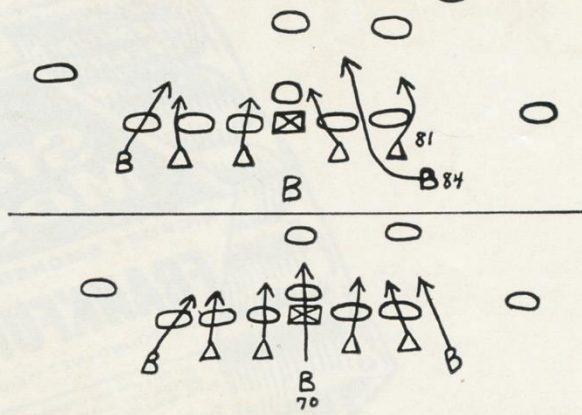
From this basic four-three set-up, defensive coach Swede Svare's wreckers execute umpty-ump of the defensive plays that are known as "stunts" in the baffling lexicon of the gridiron.

Two of them are diagrammed in the adjacent column, from tracings of drawings by Coach Svare.

The top diagram depicts a maneuver the Giants have named "Blitz Wanda," because it is designed to break the weakside (Wanda) line-backer into the opposing backfield. The same play, worked on the strongside, is called "Storm Sara."

As the defenders' course arrows indicate, "Blitz Wanda" is based on diverging charges by Andy Robustelli (81), right end, and Playing Coach Svare (84), right line-backer. Robustelli charges wide, to draw out the offensive left tackle and also to protect the outside, as Svare slices through inside the tackle to smear the play before it can develop.

The bottom diagram shows a seven-man rush, called "Migs Red Dog," in which Sam Huff (70), the middle (Migs) line-backer, is the principal



gap-shooter. On this play, Huff directs his charge at the vulnerable offensive center as the other six Giant frontiersmen barrel in for all they're worth.

Slanting or crossing charges often will be used by the other linemen on this play to help Huff break through. For instance, one of the Giant tackles might cross charge on the center.

Take time out from watching the ball this afternoon and study the coordinated action of the Giant defensive line and its backers. You'll soon get to appreciate the flexibility of the 4-3 set-up originally devised by Tom Landry and ultimately adopted by all N. F. L. clubs.

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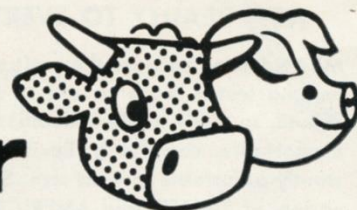
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If he wants to call the play, get him the official Sackman Bros. NFL referee suit. Cotton knit shirt, sturdy pants with back pocket and tunnel loops. Matching cap, leather belt, cotton hose, penalty flag and whistle. All for \$5.98.

For everyday NFL fashions, just check the four young rooters. Full length zipper front fleece cardigan (left) and double hooded fleece shirt with muff pockets (next to left), smartly styled by Norwich Mills, \$2.99 each.

The Marlboro "Wedge" slipover, gray heather flannel shirt with gaucho type front (far right) is only \$4.00.

Boy with pom pom wears Sports Chief "Team" warm up jacket identical to those worn by players, \$12.95. All fashions finished in favorite team colors.

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Series Review:

GIANTS vs. REDSKINS

THE Giants will be going today for their fifth straight victory over the Redskins, to whom they have lost only twice in the last six years. Oddly, one of those defeats occurred in the championship Giant season of 1956.

Last year, the Giants defeated their old foes, 45-14, at Yankee Stadium and 24-10 at Griffith Stadium in Washington.

The rivalry hasn't always been so one-sided. In fact, over the years, it has produced a bonus share of give-and-take excitement. For a long spell, the December Giant-Redskin game, almost always held in New York in those earlier days, as often as not decided the National League's Eastern title.

Old-line Giant fans thrill to the recollection of some of those great games—not always happy for the Giants in their outcome, but always colorful and bristling with action.

Among the memorable games in the series were the Polo Grounds contests of 1937 and 1939. With 10,000 war-whooping, war-painted Washington excursionists in support, Sammy Baugh and Cliff Battles led the Redskins to a smashing 49-14 triumph in 1937.

In 1939, the Redskins set a National League record for the running high dudgeon when Ward Cuff's field goal was declared good, to the tune of a 9-7 Giant victory.

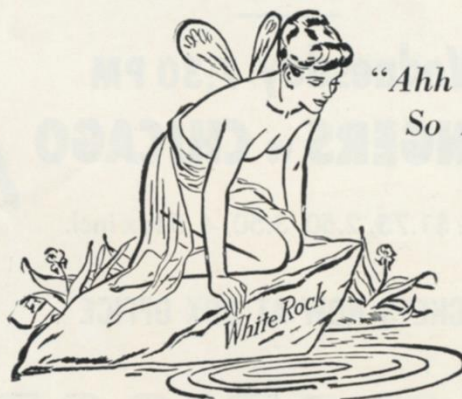
The complete series record.

1937—Redskins 13, Giants 3	1948—Redskins 41, Giants 10
Redskins 49, Giants 14	Redskins 28, Giants 21
1938—Giants 10, Redskins 7	1949—Giants 45, Redskins 35
Giants 36, Redskins 0	Giants 23, Redskins 7
1939—Giants 0, Redskins 0	1950—Giants 21, Redskins 17
Giants 9, Redskins 7	Giants 24, Redskins 21
1940—Redskins 21, Giants 7	1951—Giants 35, Redskins 14
Giants 21, Redskins 7	Giants 28, Redskins 14
1941—Giants 17, Redskins 10	1952—Giants 14, Redskins 10
Giants 20, Redskins 13	Redskins 27, Giants 17
1942—Giants 14, Redskins 7	1953—Redskins 16, Giants 9
Redskins 14, Giants 7	Redskins 24, Giants 21
1943—Giants 14, Redskins 10	1954—Giants 51, Redskins 21
Giants 31, Redskins 7	Giants 24, Redskins 7
Redskins 28, Giants 0	1955—Giants 35, Redskins 7
1944—Giants 16, Redskins 13	Giants 27, Redskins 20
Giants 31, Redskins 0	1956—Redskins 33, Giants 7
1945—Redskins 24, Giants 14	Giants 28, Redskins 14
Redskins 17, Giants 0	1957—Giants 24, Redskins 20
1946—Redskins 24, Giants 14	Redskins 31, Giants 14
Giants 31, Redskins 0	1958—Giants 21, Redskins 14
1947—Redskins 28, Giants 20	Giants 30, Redskins 0
Giants 35, Redskins 10	1959—Giants 45, Redskins 14
	Giants 24, Redskins 10

GIANTS vs. ALL OPPONENTS

Opponent	W.	L.	T.	Pts.	Opp. Pts.
Baltimore Colts	2	3	0	88	102
Chicago Bears	14	20	2	451	554
Cleveland Browns	10	11	1	338	369
Detroit Lions	5	8	1	177	285
Green Bay Packers	15	14	2	425	396
Los Angeles Rams	3	7	0	208	224
Philadelphia Eagles	33	18	1	978	790
Pittsburgh Steelers	28	18	2	872	675
St. Louis Cardinals	29	8	0	877	574
San Francisco 49ers	3	1	0	99	81
Washington Redskins	30	17	1	962	751

SEASON AFTER SEASON...



"Ahh ...
So Pure!"

She's New York's
Best Girl!

White Rock
for sparkling fine beverages

The White Rock Girl stays so popular because the brand she represents satisfies so completely! Thanks to *Superior carbonation*, a White Rock drink keeps sparkling from the first pour to the last sip. So for a lighter-livelier drink every time, don't just mix it ... *White Rock it!*



THIS WEEK'S SPORTS CALENDAR

Tonight 7 PM

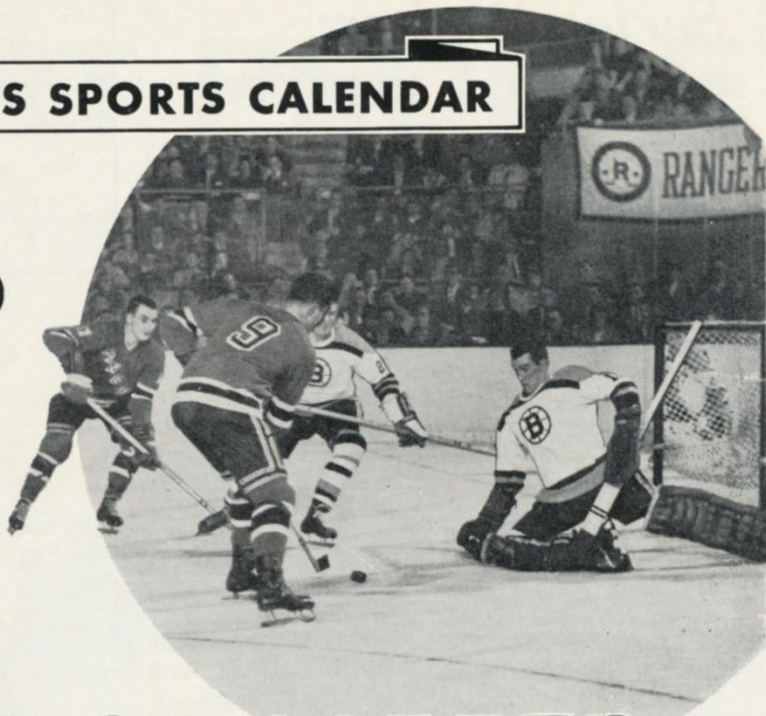
RANGERS vs TORONTO

Wednesday 7:30 PM

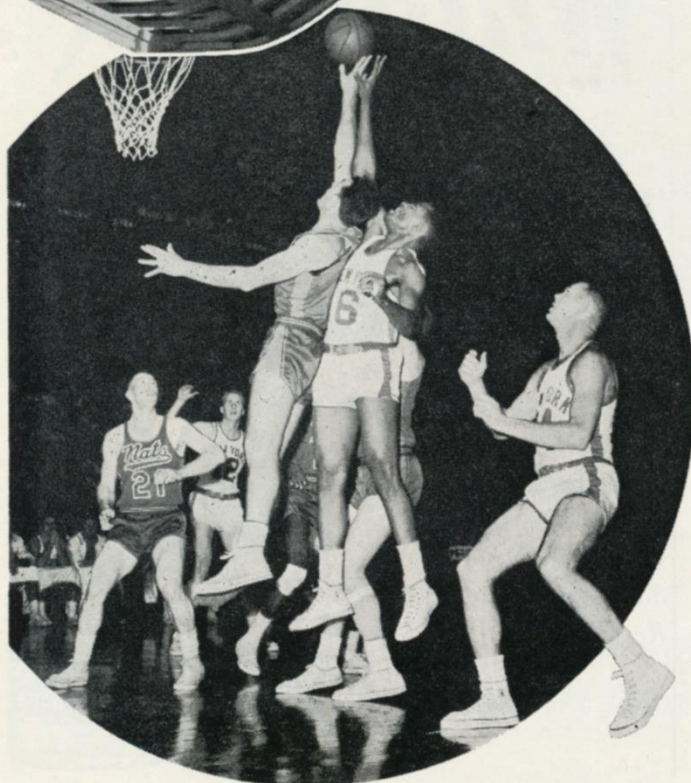
RANGERS vs CHICAGO

Res: \$1.75, 2.50, 3.50, 4, 5 tax incl.

TICKETS NOW AT BOX OFFICE



MADISON SQ GARDEN



Thursday Night

Season Opener

KNICKERBOCKERS

VS

CINCINNATI ROYALS

with Oscar "Big O" Robertson

Res: \$1.50, 2, 2.50, 3, 3.50, 5 tax incl.

NATIONAL LEAGUE OFFICIALS' SIGNALS



Offside



Crawling, Pushing,
Helping Runner



Illegal Motion



Illegal Pass



Unsportsmanlike
Conduct



Pass Interference



Holding, Illegal
Use of Hands



Personal Foul
(indication of
offense follows)



Delay of Game,
Excess Time-Out



Touchdown, Field
Goal, Extra Point



Safety



Loss of Down



Penalty Declined,
Incomplete Pass,
Missed Goal



First Down



Dead Ball



No Time-Out or
Time In with Whistle



Time-Out



RECOMMENDED BY THOSE WHO
THINK BEFORE THEY DRINK



Original
MELROSE
Old Fashion Whiskey



SUPERLATIVE BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. MELROSE DISTILLERS CO., N. Y.

NFL Pairings and Results

Home Team		Visiting Team		Home Team		Visiting Team	
NEW YORK		WASHINGTON		BALTIMORE		LOS ANGELES	
Won 3, Lost 0		Won 1, Lost 1		Won 2, Lost 1		Won 0, Lost 3	
21—@ San Francisco	19	0—@ Baltimore	20	20—Washington	0	21—St. Louis	43
35—@ St. Louis	14	26—Dallas	14	42—Chicago	7	9—@ San Francisco	13
19—@ Pittsburgh	17	—@ New York		21—@ Green Bay	35	27—@ Chicago	34
—Washington		—Pittsburgh		—Los Angeles		—@ Baltimore	
—St. Louis		—Cleveland		—@ Detroit		—Chicago	
—@ Cleveland		—@ St. Louis		—@ Dallas		—Detroit	
—Pittsburgh		—@ Philadelphia		—Green Bay		—@ Dallas	
—Philadelphia		—St. Louis		—@ Chicago		—@ Detroit	
—@ Philadelphia		—@ Pittsburgh		—San Francisco		—Green Bay @ Mil.	
—Dallas		—@ Cleveland		—Detroit		—San Francisco	
—@ Washington		—New York		—@ Los Angeles		—Baltimore	
—Cleveland		—Philadelphia		—@ San Francisco		—Green Bay	
75	50	26	34	83	42	57	90
DALLAS		CLEVELAND		PITTSBURGH		ST. LOUIS	
Won 0, Lost 3		Won 2, Lost 0		Won 1, Lost 2		Won 1, Lost 2	
28—Pittsburgh	35	41—@ Philadelphia	24	35—@ Dallas	28	43—@ Los Angeles	21
25—Philadelphia	27	28—Pittsburgh	20	20—@ Cleveland	28	14—New York	35
14—@ Washington	26	—@ Dallas		17—New York	19	27—@ Philadelphia	31
—Cleveland		—Philadelphia		—St. Louis		—@ Pittsburgh	
—@ St. Louis		—@ Washington		—@ Washington		—Dallas	
—Baltimore		—New York		—Green Bay		—@ New York	
—Los Angeles		—St. Louis		—@ Philadelphia		—Washington	
—@ Green Bay		—@ Pittsburgh		—@ New York		—@ Cleveland	
—San Francisco		—@ St. Louis		—Cleveland		—@ Washington	
—@ Chicago		—Washington		—Washington		—Cleveland	
—@ New York		—Chicago		—Philadelphia		—Philadelphia	
—@ Detroit		—@ New York		—@ St. Louis		—Pittsburgh	
67	88	69	44	72	75	84	87
PHILADELPHIA		DETROIT		CHICAGO		SAN FRANCISCO	
Won 2, Lost 1		Won 0, Lost 2		Won 2, Lost 1		Won 2, Lost 1	
24—Cleveland	41	9—@ Green Bay	28	17—@ Green Bay	14	19—New York	21
27—@ Dallas	25	10—San Francisco	14	7—@ Baltimore	42	13—Los Angeles	9
31—St. Louis	27	—@ Philadelphia		34—Los Angeles	27	14—@ Detroit	10
—Detroit		—Baltimore		—San Francisco		—@ Chicago	
—@ Cleveland		—@ Los Angeles		—@ Los Angeles		—Green Bay @ Mil.	
—Pittsburgh		—@ San Francisco		—@ San Francisco		—Chicago	
—Washington		—Los Angeles		—Baltimore		—Detroit	
—@ New York		—@ Chicago		—Detroit		—@ Dallas	
—New York		—Green Bay		—Dallas		—@ Baltimore	
—@ St. Louis		—@ Baltimore		—Green Bay		—@ Los Angeles	
—@ Pittsburgh		—Dallas		—@ Cleveland		—Green Bay	
—@ Washington		—Chicago		—@ Detroit		—Baltimore	
82	93	19	42	58	83	46	40

NATIONAL LEAGUE LEADERS

RUSHING

1. Taylor, Green Bay	63 for 281 yds.
2. Brown, Cleveland	43 for 240 yds.
3. Mitchell, Cleveland	30 for 208 yds.

PASSING

1. Unitas, Baltimore	47 of 93 for 755 yds.
2. Layne, Pittsburgh	37 of 67 for 730 yds.
3. LeBaron, Dallas	46 of 94 for 835 yds.

RECEIVING

1. ROTE, NEW YORK	19 for 287 yds.
2. Deuveall, Chicago	18 for 281 yds.
3. Retzlaff, Philadelphia	17 for 277 yds.

SCORING

1. Taylor, Green Bay	30 pts.
2. Hornung, Green Bay	29 pts.
3. Walston, Philadelphia	28 pts.

NATIONAL LEAGUE STANDINGS

EASTERN CONFERENCE

	W.	L.	Pct.	Points For	Points Agst.
NEW YORK	3	0	1.000	75	50
Cleveland	2	0	1.000	69	44
Philadelphia	2	1	.667	82	93
Washington	1	1	.500	26	34
Pittsburgh	1	2	.333	72	75
St. Louis	1	2	.333	84	87

WESTERN CONFERENCE

Baltimore	2	1	.667	83	42
Chicago	2	1	.667	58	83
Green Bay	2	1	.667	77	47
San Francisco	2	1	.667	46	40
Detroit	0	2	.000	19	42
Dallas	0	3	.000	67	88
Los Angeles	0	3	.000	57	90

GREEN BAY — BYE

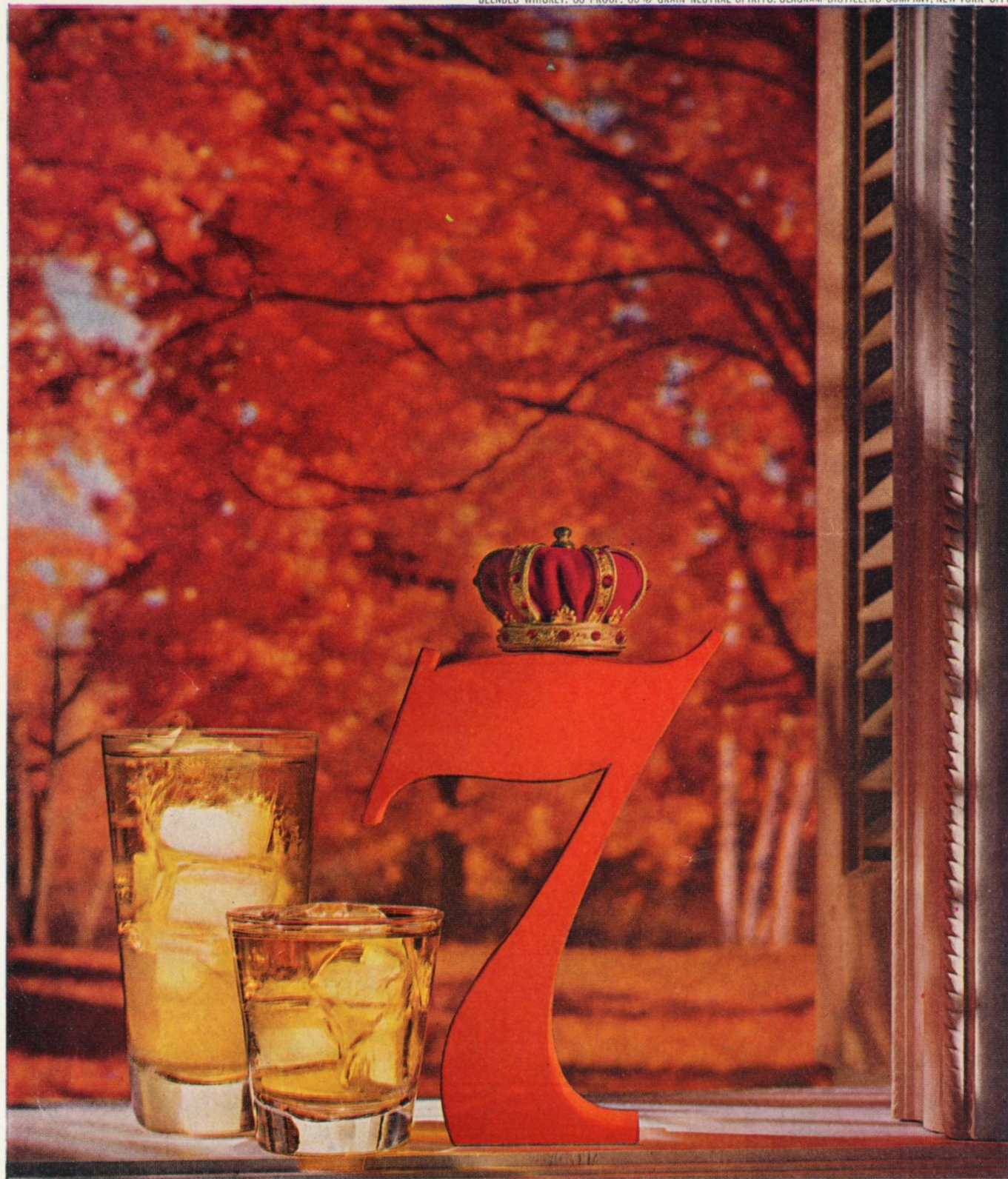
Won 2, Lost 1

14—Chicago	17
28—Detroit	9
35—Baltimore	21
—San Fran. @ Mil.	
—@ Pittsburgh	
—@ Baltimore	
—Dallas	
—Los Angeles @ Mil.	
—@ Detroit	
—@ Chicago	
—@ San Francisco	
—@ Los Angeles	

77

47

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT



Invitation to Relaxation

The time is twilight, the mood is mellow, the drink is 7 Crown—the happiest combination to end a long day's labors. If you haven't savored these rewards of relaxation, do so tonight, keeping in mind the spirit of the hour is the whiskey that delivers clarity and character of taste surpassing any other. **SAY SEAGRAM'S AND BE SURE**



L&M TAKES YOU TO A DIFFERENT CAMPUS EVERY
SATURDAY FOR COLLEGE FOOTBALL AT ITS BEST
...ABC-TV, STARTS SEPT. 17.

L&M
has found
the secret
that
**UNLOCKS
FLAVOR**
in a filter
cigarette



IN L&M, WITH THE PURE WHITE MIRACLE TIP... FINE TOBACCOS CAN BE BLENDED
NOT TO SUIT A FILTER - BUT TO SUIT YOUR TASTE... REACH FOR FLAVOR - REACH FOR L&M