

N.Y.

GIANTS
vs.

ST. LOUIS

CARDINALS



Marlboro Men

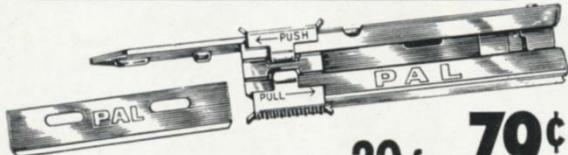
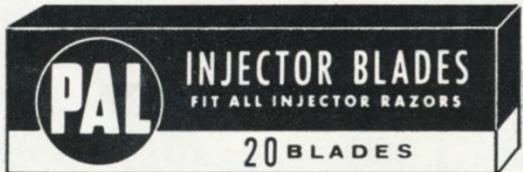
Recognize them in civvies? When they are not playing football, these five New York Giants are members of the Marlboro sales team. Here's the way they look as they travel around the country, making new friends for "the filter cigarette with the unfiltered taste". Take their advice and try Marlboro. You get a lot to like.



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OFFICIAL PROGRAM

NEW YORK GIANTS



vs. ST. LOUIS CARDINALS

YANKEE STADIUM • Oct. 30, 1960

Volume 36

Number 2

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New York Football Giants

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JIM PATTON	Assistant Defensive Coach
ED KOLMAN	Line Coach
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WALT YOWARSKY	Assistant Coach and Scout
JOHN JOHNSON, SID MORET and JOHN DZIEGIEL	Trainers
DR. FRANCIS SWEENEY	Physician
DR. ARTHUR CROKER	Dentist
DON SMITH	Director of Publicity

Cover Illustration by Carol Johnson

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

Quality



Products of *The American Tobacco Company*

"Tobacco IS OUR MIDDLE NAME"

If No One Else Wins Them All That Tie Can Help

AFTER the Washington game of two weeks ago, Giant fans were groaning over the tie that the Redskins managed to extract from our heroes with a scorching rally as time ran out.

"Not only is a tie like kissing your sister," one disgruntled grandstand quarterback complained. "In this league, it's also as bad as a defeat."

He was only half right on the second half of his beef.

As long as the Cleveland Browns were undefeated, which was the case at the time, the tie on the Giants' record had the effect of a defeat.

Happily, the Philadelphia Eagles changed the unbeaten status of the Browns in that thriller the Giants and most of their followers watched on television last Sunday.

Now that at last there is an entry in Cleveland's lost column, the tie is working for the Giants. Assuming, for instance, that the Giants and Browns have matching won-lost records in their remaining games, the Giants would hold their Eastern title, on percentage.

Ties don't count in the National League standings so our boys, in that case, would wind up with the same number of victories and one less defeat than the Browns.

Unfortunately however, assuming anything is a highly dangerous proposition where the National Football League is concerned—more so than ever this season.

Coach Jim Lee Howell was asking out loud just the other day, "Can you ever remember a season with so many close games, so many unexpected results?"

His remarks were inspired mainly by last Sunday's scores: Eagles 31, Browns 29; Steelers 27, Redskins 27; Bears 24, Rams 24; Cardinals 12, Cowboys 10; Lions 30, Colts 17 and Packers 41, Forty-Niners 14 (you might know that old buddy Vince Lombardi would have to be different).

Coach Howell's observations



HONORED BY HIS HONOR: Mayor Robert F. Wagner of New York presents the city's official medallion to John V. Mara, president of the Giants, as Kyle Rote and Andy Robustelli, the team's co-captains, look on approvingly at City Hall. "In recognition of their extraordinary role in the sports history of our city . . .," the mayor's citation of the Giants began.

also reflected earlier shockers in a season that has seen the ball take a lot of funny bounces. Starting out six weeks ago, for instance, who ever would have dreamed that the Colts would lose two of their first five games . . . that the Packers would be on top in the West . . . that the Eagles

would win four of their first five and be pushing the Giants and Browns so hard?

With more than half the season to go, the Giants alone are unbeaten. They're not talking about it in a loud voice, though. It's something to be whispered prayerfully in this delicately-balanced National Football League of 1960.

In this rough, tough company, any team is capable of clobbering any other team on any given day. It's hard lines when you're on the taking end as a favorite but it also makes for wildly wonderful spectator football.

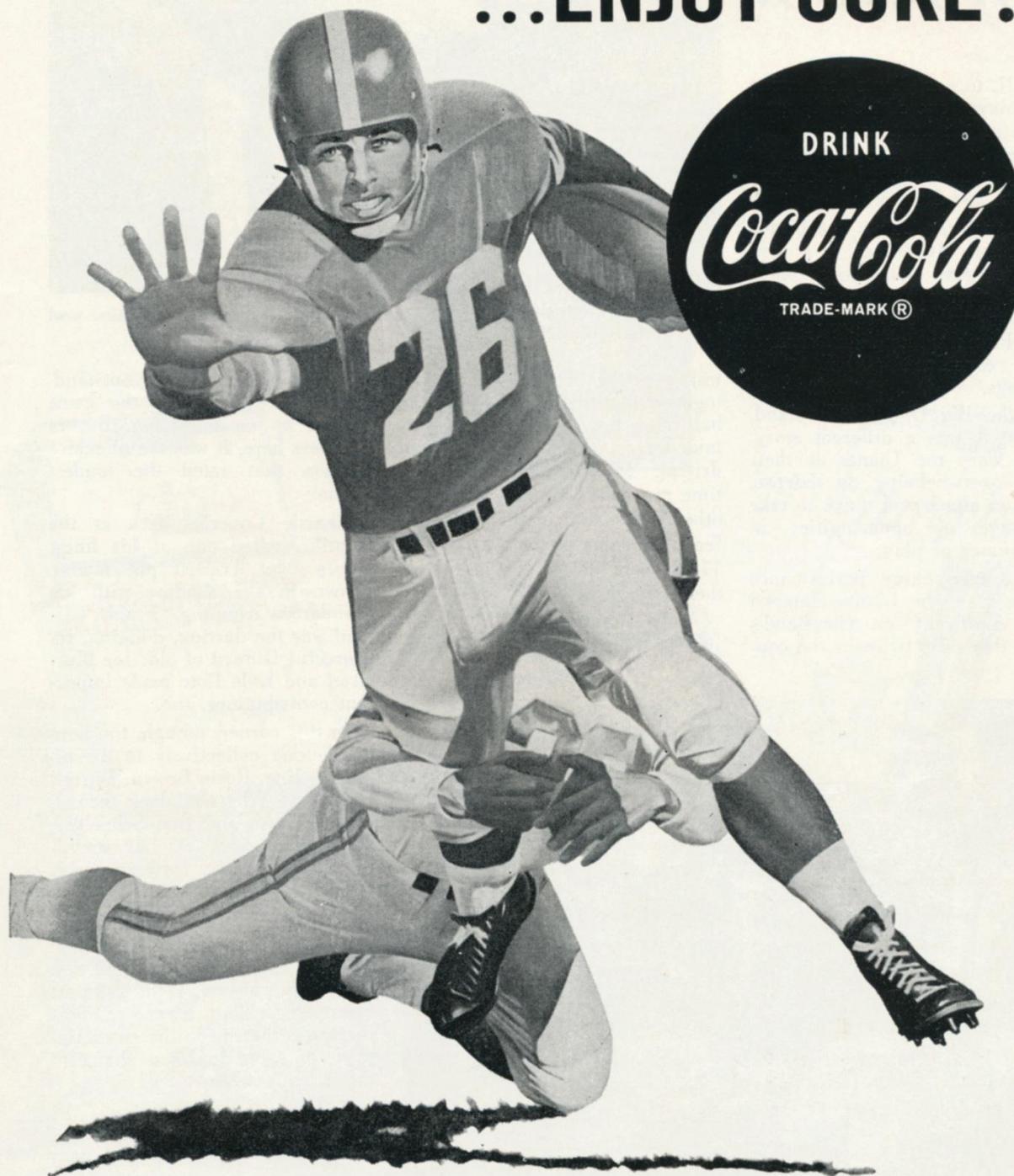
In the status quo, you won't find the Giants complaining about that tie with Washington. They've won 'em all and, if you don't believe us, look at the official National League standings on page 32. On the Giants' line, in the percentage column, it reads 1.000. Whatever happens from here on in, no rival team will match that mark in 1960.



COACH JIM LEE HOWELL

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

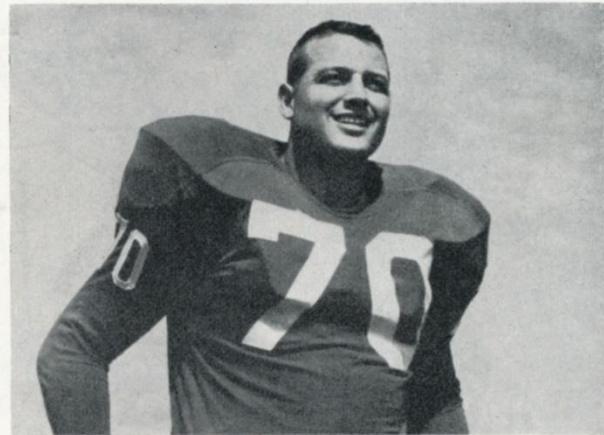
BE REALLY REFRESHED!
...ENJOY COKE!



TUNE IN

Sam Huff's Violent World

AT 6:30 TONIGHT



SAM GETS WIRED FOR SOUND—At left above, "Twentieth Century" soundman Dave Scott tapes transmitter, protected by foam rubber, between Huff's shoulder pads. At top right, with the sound gear hidden under his jersey, Huff is ready for action.

Editor's Note: Giant insiders saw a preview of "The Violent World of Sam Huff" a few days ago and heartily recommend this interesting CBS film documentary of pro football.

EVER wonder what football players say to each other in a huddle? Or what grumblings rage back and forth across the gridiron after a particularly bone-crunching play?

You need wonder no longer, for tonight "The Twentieth Century" will start its fourth season on the CBS Television Network by presenting "The Violent World of Sam Huff" (6:30-7:00 P.M., E.D.T.), a profile of a professional football player. For the show, Sam Huff, the New York Football Giants star linebacker, was "wired for sound."

Television viewers will hear what any quarterback in the National Football League would give three first downs to hear: the terse words spoken by the Giants' line-

backer in the defensive huddles and the staccato signals he barks to his teammates, deploying them into position before the snap.

Huff was "wired for sound" by "Twentieth Century" technicians when the program was filmed at the Giants' training base in Winooski, Vt., and during a pre-season exhibition game between the Giants and the Chicago Bears in Toronto, Canada.

Producer Burton Benjamin, in seeking to give the story a fuller dimension, came up with the idea of "wiring" Huff as he played.

Huff, in effect, was transformed into a self-contained, FM radio station which transmitted every sound of practice scrimmages and the exhibition game—the voices, the shouts, the thud of leather and

the crash of bodies.

The problem, of course, was to get portable equipment that would not only give good sound but would stand up under the terrific pounding and shocks of actual football scrimmage.

The solution to the problem was a 10-ounce box, about the size of two packs of cigarettes, with four batteries and a mass of miniature tubes and wires, combined with a small lavaliere microphone. Together, they comprise a complete FM radio station which can broadcast over a half-mile range. The signal from station H-U-F-F was picked up by a receiver plugged into the CBS Television Network tape recorders

(Continued on page 29)

STATION H-U-F-F ON THE AIR—The signal comes through, loud and clear, from a pile-up in the Giants' pre-season game against the Bears in Toronto.





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.



PRODUCTS OF
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Giant Gallery



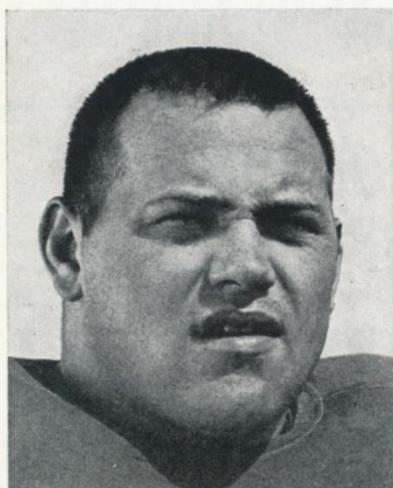
Kyle Rote

In his tenth year as a Giant, **Kyle Rote** (44) is having his greatest season. Always noted for his quality catches as a pass-receiver, he's grabbing them in quantity, thanks to the soundest underpinning he's had in several falls. Offensive captain of the Giants, the Mighty Mustang was an All-America triple threat left halfback at S. M. U.



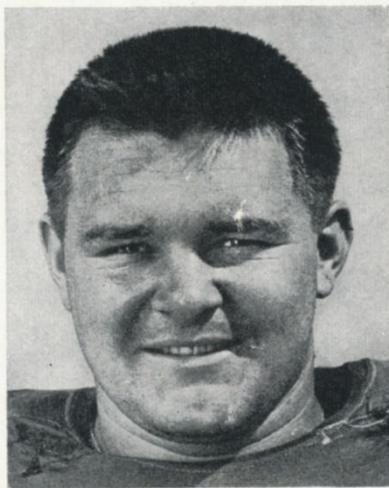
Harlan Svare

The Giants promoted **Harlan Svare** (84) to the coaching staff this season as vice president in charge of defense. The presumption was he'd handle the job from the bench. For a while he did but the lure of combat was too strong. By the time the season started, Swede was back in the right line-backing post, wreaking havoc as of yore.



Dick Modzelewski

Dick Modzelewski (77) has been an irresistible force and immovable object at defensive left tackle for the Giants since 1956. Before that, the former Maryland All-America put in two seasons with the Redskins and one with the Steelers. Mighty Moe has 260 muscular pounds on his round, firm and fully-packed frame and knows how to use them.



Darrell Doss

Darrell Doss (62), a 25-year-old North Carolina State graduate out of New Castle, Pa., was acquired by the Giants in a 1959 trade with the Steelers. The brawny 235-pounder, used mainly as a handyman last year, has moved into the regular line-up of the offensive unit. He does a solid job of blocking at left guard.



Charlie Conerly

Only Sammy Baugh and Bobby Layne have thrown more NFL touchdown passes than **Charlie Conerly** (42). The gallant 39-year-old quarterback had fired 152 pay-off shots going into this season and had gained more than ten miles on his 1,341 completions. For 13 rousing seasons, the Ole Miss All-America has been the Giants' best bet in the clutch.

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Tonite 7 PM **HOCKEY**
RANGERS vs **TORONTO**

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Twice Daily including Sunday

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CHAMPIONSHIP COMPETITIONS AT ALL PERFORMANCES

— HOMECOMING GAMES —

Wed., Nov. 9 HOCKEY 7:30 PM
RANGERS vs **DETROIT**

Thurs., Nov. 10 BASKETBALL

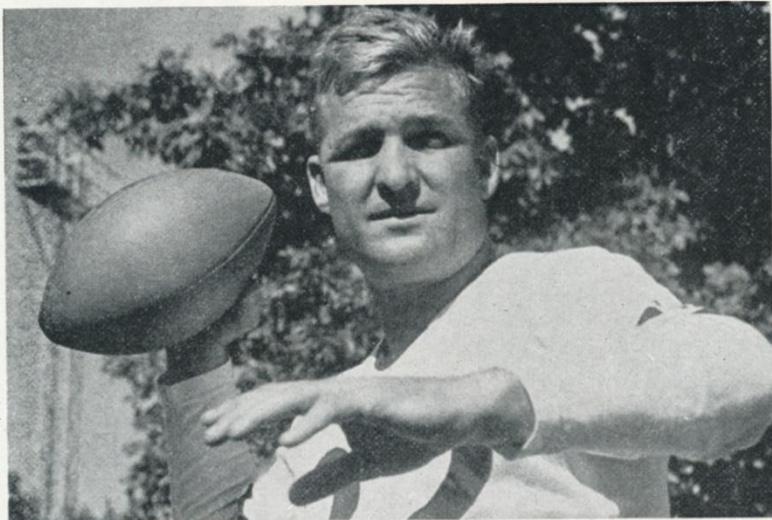
FIRST APPEARANCE OF SEASON... WILT "THE STILT" CHAMBERLAIN,
PAUL ARIZIN, TOM GOLA

KNICKS vs **PHILA. WARRIORS**

Fri., Nov. 11 First NBA Doubleheader of Season

KNICKS vs **SYRACUSE**
BOSTON CELTICS vs **CINCINNATI**

Steelers Here on Nov. 13



BOBBY LAYNE: *A hard man to shave.*

NEXT on the Yankee Stadium football hitting parade is the annual visit of the Pittsburgh Steelers. They will meet the Giants here two weeks hence.

As those of you know who watched the Giant-Steeler game in Pittsburgh on television, there's always bristling action when these two teams get together. It took an implausible catch by Frank Gif-

ford of a last-ditch pass by Charlie Conerly to pull that one out of the fire for the Giants.

Leading the Steelers into action again will be Bobby Layne. The Blond Bomber from Texas probably is the most dominant single player in pro football. To beat the Steelers, you have to beat Layne. Bobby, case-hardened and resourceful, doesn't beat easily.

Coach Buddy Parker's supporting cast also includes some other obstreperous citizens, such as Tom (the Bomb) Tracy, Buddy Dial, Jimmy Orr and John Henry Johnson of a beefed-up offensive unit, and Ernie Stautner, John Reger and George Tarasovic of a reconstructed defensive platoon.

If you like leather-popping football, put a red ring around Nov. 13 on your pocket calendar and get out to the game between the Giants and Steelers.



TOM TRACY

Coming Giant Attractions at Stadium

GAME 3 NOV. 13	PITTSBURGH STEELERS	TICKET PRICES: \$5.00 <i>BOX SEATS</i>	\$4.00 <i>RESERVED SEATS</i>
GAME 4 NOV. 20	PHILADELPHIA EAGLES		
GAME 5 DEC. 4	DALLAS COWBOYS		
GAME 6 DEC. 18	CLEVELAND BROWNS		

Here's Where to Buy Tickets in Person

YANKEE STADIUM
161st St. and River Ave.
Bronx, N. Y.
Mon.-Sat. 9-5 P.M.

YANKEE TICKET OFFICE
North Mezzanine
Grand Central Station
Mon.-Fri., 10-6 P.M.; Sat., 10-4

OR DAVEGA STORES

Jamaica—163-24 Jamaica Avenue
Hempstead—45 Main Street

Hackensack—325 Main Street
White Plains—175 Main Street

Newark—110 Market Street

ALSO
ANDY ROBUSTELLI'S SPORTS SHOP
in Stamford, Conn.

ADDRESS ALL MAIL ORDERS TO:

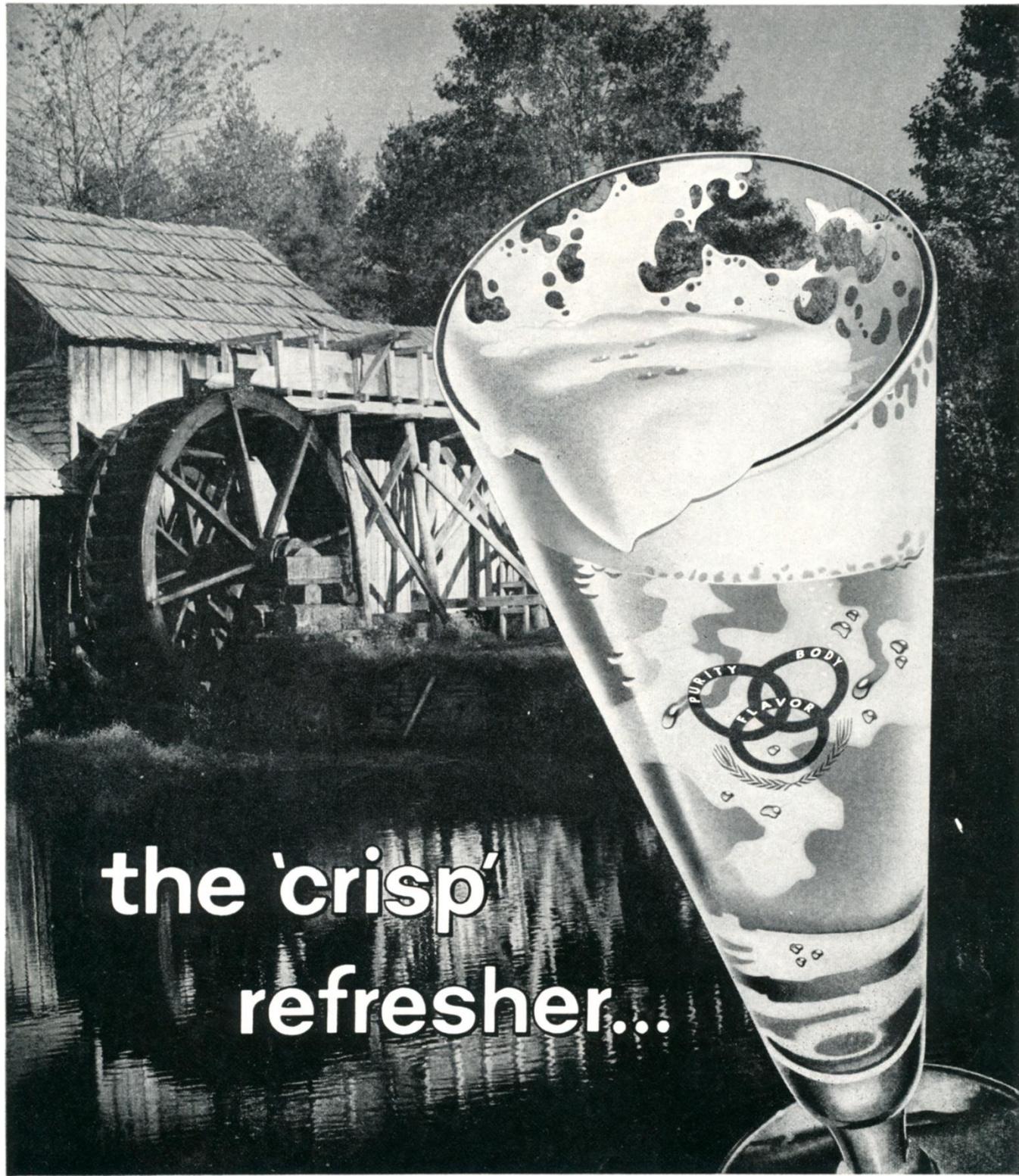
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the 'crisp'
refresher...

® 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

PRO gridiron fans won't want to miss Don Smith's new book, THE NEW YORK GIANTS, a colorful and exciting story of a great football team and of the coaches and players who have written its chapters over the years.

Published by Coward-McCann, Inc., THE NEW YORK GIANTS paints a vivid picture of the early trials and tribulations of the club's founder, the late Timothy J. Mara, and traces the Giants' rise to power, their early championship struggles with the awesome Chicago Bears, their up-and-down wartime years and, finally, their emergence as a perennial division leader in the mid-1950s.

In his book, Smith re-creates the famed Giants-Bears "sneaker game" of 1934, the wild visit of Red Grange to the old Polo Grounds in 1925, Pearl Harbor Day in 1941 and many other incidents which have contributed to New York's colorful gridiron history.

ROSIE BROWN DAY

They'll be playing Ring Around Rosie on the Stadium turf today. It's Rosie Brown Day and friends and admirers of the great Giant tackle have turned out in force to pay tribute. They couldn't honor a finer fellow.

THE NEW YORK GIANTS is a sound investment for any pro football fan. It's on sale at book stores everywhere at \$3.95.

* * *

Kyle Rote and James A. Farley, Jr. are the moving spirits in a new organization—the Pro Quarterback Club—which had a highly successful premiere a week ago last Monday. The P. Q. C. will meet for luncheon at Leone's West Forty-eighth Street restaurant the Monday after each Giant home game. With Giant players and coaches participating and representatives of the rival team also on hand, the contest will be re-

viewed. The first program was a wow. The P. Q. C. is a membership proposition. For details, write to Rote, care of the Giants.

* * *

Those fetching costumes worn by the Giants cheerleaders are Perky Outfits, designed by Mona Roset for Modern Juniors. In charge of the girls again is Betty Cashman, a self-described "Giant fan all my life," which isn't very long, at that.

* * *

Joe Morrison and Jim Katcavage won the Coro Awards for outstanding performance on offense and defense, respectively, in the last Giant home game against the Redskins. Morrison also received the Van Heusen Award as the top Giant player in the game.

* * *

The Hempstead High School Band, always a great favorite of Giant fans, will provide between-halves entertainment today.

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HOTEL

Manhattan

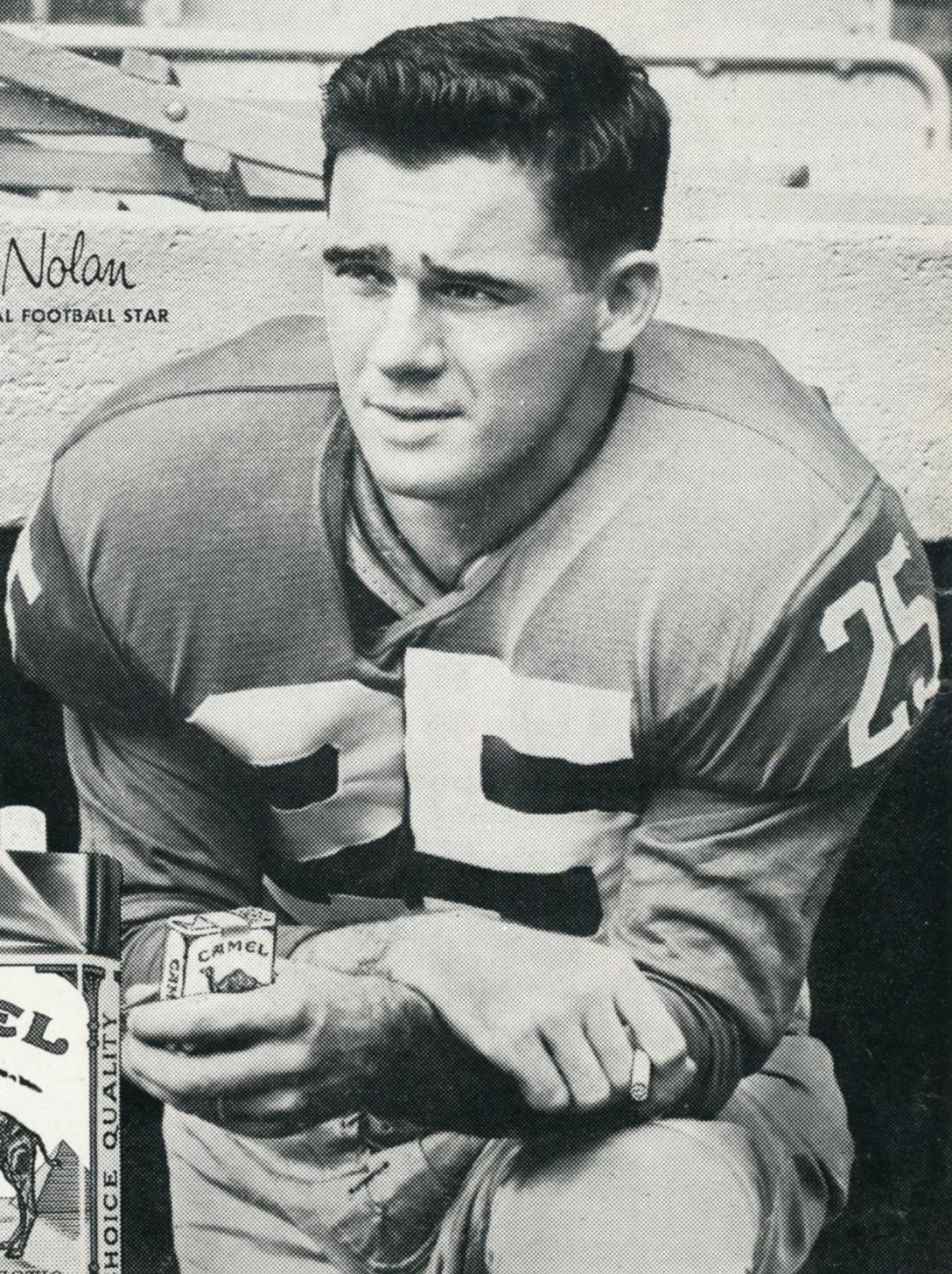
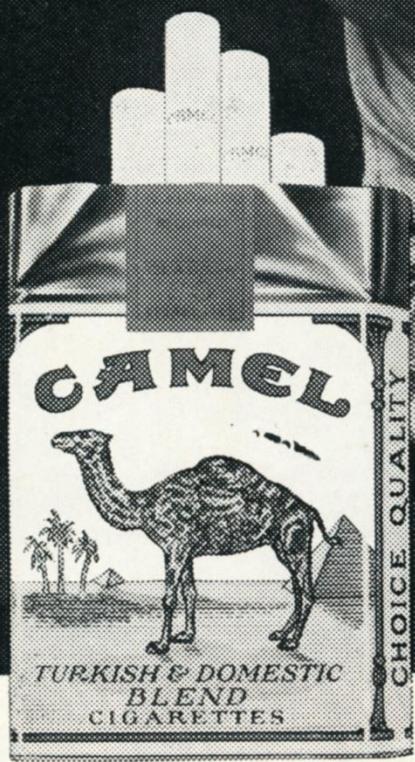
44TH TO 45TH STREETS
AT EIGHTH AVENUE • JUDSON 2-0300



Have a real cigarette—have a CAMEL

Dick Nolan

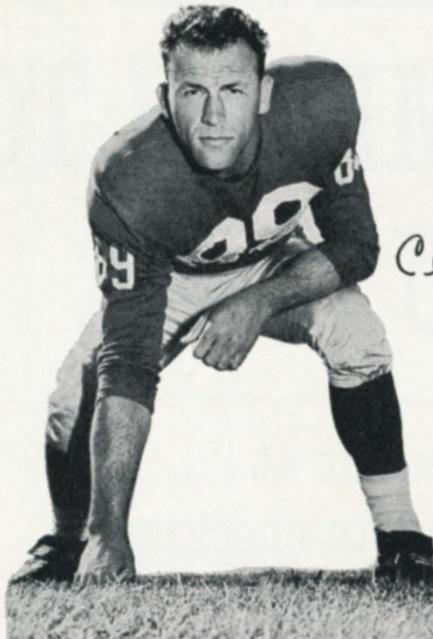
PROFESSIONAL FOOTBALL STAR



The best tobacco makes the best smoke!

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Giant Gallery



Cliff Livingston



Rosie Brown

Few players have more obvious relish for football than **Cliff Livingston (89)**. The U. C. L. A. graduate, whose brother, Howie, also played with the Giants, first caught the eye with his booming tackles on the kick-off and punting units. A couple of years ago, Cliff was installed as a regular line-backer, where he has added opportunity for action.

Big **Rosie Brown (79)** qualifies as one of pro football's greatest "sleeper" picks of all time. A 27th draft choice in 1953, the Morgan State alumnus was a Giant regular by 1955 and ever since has been one of the N. F. L.'s top offensive tackles. As fast as most halfbacks, he's a devastating blocker, on the line and in the open field.

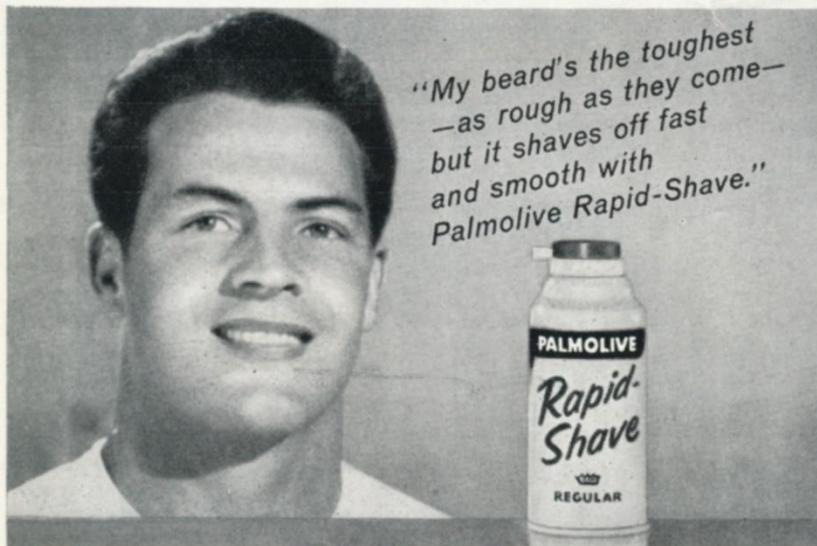


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from
FRANK GIFFORD

—backfield sensation of
the New York Giants

Get Palmolive Rapid-Shave

SUPER-MOISTURIZED FOR THE FASTEST, SMOOTHEST SHAVES POSSIBLE



**MAKE IT FAST AND MAKE IT SMOOTH—
USE RAPID-SHAVE IN THE MORNING!**

Super-Moisturized Lather
Soaks Whiskers With 17
Beard-Softening Ingredients



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

If you're one of the people who want to save but always seem to put it off, here's good news for you. Now you can hang on to part of every paycheck in spite of yourself. Just come in and open a CHECK'nSAVE account at Chemical New York. This new kind of account lets you write the checks you want, and saves for you automatically, as well. And, of course, you get interest on your savings compounded every three months.

How it works. Just tell us how much a month you want to save—from \$10 on up. Then, on the 5th or 18th of the month—whichever is best for you—we automatically tuck that amount away for you.

We take care of all the details. No paper work, no standing in line, no bookkeeping for you. Every month you get a notice of the money transferred to your savings account—and a statement on your checking account (either Regular or Special).

CHECK'nSAVE at any of our 105 offices. You can open your CHECK'nSAVE account in just 15

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."

So, if you want to hang on to more than your check stubs, get started now on a program of regular and painless saving, through a CHECK'nSAVE account at Chemical New York.

Pick your goal—then CHECK'nSAVE for it.

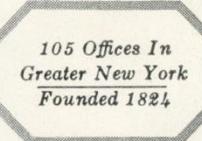
Your goal	Amount to set aside each month		
	1 year	2 years	3 years
\$200	\$16.67		
300	25.00	\$12.50	
500	41.67	20.83	\$13.89
1000	83.33	41.67	27.77

(Does not include interest compounded every quarter)

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1960 Giant Statistics

FOUR-GAME TEAM RECORD

GIANTS	OPPONENTS
22 First downs, rushing	33
43 First downs, passing	33
11 First downs, penalty	5
76 Total first downs	71
1292 Total yards gained	1098
428 Yards gained, rushing	530
864 Yards gained, passing	568
128 Number of rushing attempts	145
119 Number of passing attempts	107
60 Passes completed	53
7 Passes intercepted by	7
39.7 Punting average	43.6
7 Punts returned	4
3.3 Punt return average	14.0
9 Kick-offs returned	14
19.4 Kick-off return average	19.0
21 Penalties	28
189 Yards penalized	310
15 Fumbles	8
4 Opponents fumbles recovered	5

INDIVIDUAL RECORDS

PASSING

	Att.	Comp.	Int.	Yds.	L.G.	TDs.	Pct.
Shaw	70	38	3	617	58	7	.543
Conerly	45	20	3	282	44	2	.444
Gifford	3	2	0	11	7	0	.666
Morrison	1	0	0	0	0	0	.000

SCORING

	TD-R	TD-P	TDs	PAT	FG	SFY	Pts.
Rote	0	5	5	0	0	0	30
Summerall	0	0	0	13-13	2-6	0	19
Gifford	2	1	3	0	0	0	18
Triplett	2	1	3	0	0	0	18
Morrison	0	2	2	0	0	0	12
Grier	0	0	0	0	0	1	2

RUSHING

	Att.	Yds.	L.G.	Avg.	Att.	Yds.	TDs.	L.G.	
Morrison	34	134	11	4.0	Rote	23	359	5	32
Triplett	23	124	33	5.4	Sch'ker	15	190	0	19
Gifford	43	101	9	2.3	Mor'son	12	168	2	51
King	11	49	11	4.5	Gifford	6	93	1	44
Sutton	3	14	8	4.7	Simms	1	58	0	58
Shaw	8	10	11	1.3	Triplett	1	24	1	24
Conerly	6	4	6	0.0	Sutton	1	14	0	14
					King	1	4	0	4

RECEPTIONS

	PUNT RETURNS	INTERCEPTIONS	
	No.	Yds.	L.G.
Riley	3	17	14
Stits	2	5	3
Crow	2	1	1
Patton	2	51	34
Lynch	1	32	32
Nolan	1	20	20
Huff	1	16	16
Crow	1	3	3
Livingston	1	0	0

PUNTING

	PUNTING	KICK-OFF RETURNS	
	No.	Yds.	L.G.
Conerly	14	38.5	59
Chandler	2	48.0	50
Stits	5	93	25
Sutton	3	58	23
Riley	1	24	24

"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. YOUZO (72)	R. G. STROUD (66)	L. G. DESS (62)

Cardinals on Defense

L. E. SUGAR (84)	L. T. REDMOND (66)	R. T. FULLER (72)	R. E. OWENS (78)
L. W. DRISKILL (45)	L. L. B. TRACEY (80)	I. S. NORTON (25)	M. L. B. MEINERT (62)

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	Youzo, 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	Summerall, Pat	E	235	6:04	30	Arkansas	9
89	Livingston, Cliff	LB	215	6:03	30	U. C. L. A.	7

KICK-
2:05 P

GIANT SPECIALISTS
Punting—Chandler (34)
Kicking—Kimber (8)
PAT, FG and Kicks—Offensive
Chandler (1)
Holding for PAT, FG—
Kick Returns—Crow (1)
Riley (21), Sutcliffe (1)

OFFICIALS
Referee

(5) Ronald Gibbs, (1)

Umpire

(18) Tony Sacco, (1)

Head Line

(26) Edward Marion, (1)

Back Judge

(16) Michael Lisetski, (1)

Field Judge

(10) Sam Giangreco, (1)

CARDINAL SPECIALISTS

Punting—Norton (25)
PAT, FG and Kick-Offs—
Perry (79), Ellzey (1)
Holding for PAT, FG—
Roach (1)
Kick Returns—Conrad (1)
Towns (7)

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You deserve **Calvert**...the whiskey with a "Star" insured for one million dollars.

**KICK-OFF
05 P.M.**

R. H.
CHILDRESS (35)

R. E.
McINNIS (86)

R. T.
PANFIL (74)

F. B.
HAMMACK (31)

R. G.
DAY (61)

Q. B.
ROACH (12)

C.
GILLIS (50)

L. G.
RABOLD (65)

Cardinals on Offense

L. H.
CROW (44)

L. T.
COOK (75)

L. E.
RANDLE (88)

L. E.
KATCAVAGE (75)

L. T.
MODZELEWSKI (77)

M. L. B.
HUFF (70)

R. T.
GRIER (76)

R. E.
ROBUSTELLI (81)

L. W.
CROW (41)

L. L. B.
LIVINGSTON (89)

L. S.
NOLAN (25)

R. S.
PATTON (20)

R. L. B.
SVARE (84)

R. W.
LYNCH (22)

Giants on Defense

T SPECIALISTS

andler (34), Conerly (42),
Lieber (86).
cks-Offs—Summerall (88),
andler (34).
PAT, FG—Conerly (42).
—Crow (41), Stits (48),
21, Sutton (26).

OFFICIALS

Referee

Ed Gibbs, St. Thomas

Umpire

Sacco, St. Ambrose

ad Linesman

Ed Marion, Pennsylvania

ack Judge

El Lisetski, Muhlenberg

ield Judge

Giangreco, Manhattan

NAL SPECIALISTS

Norton (25), K. Hill (16).
Kick-Offs—Conrad (40),
(79), Ellzey (55).
PAT, FG—K. Hill (16),
Roach (12).
—Conrad (40), West (49),
Towns (7).

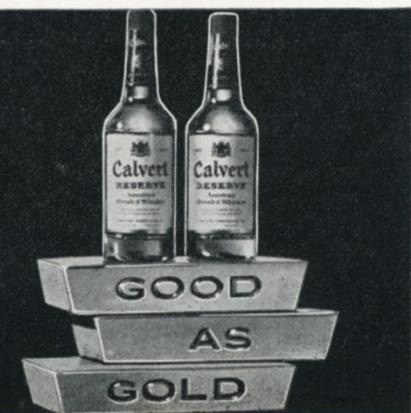
ST. LOUIS CARDINALS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
3	George Izo	QB	215	6:03	23	Notre Dame	1
7	Bobby Towns	HB	180	6:01	22	Georgia	1
8	Larry Wilson	HB	187	6:00	22	Utah	1
12	John Roach	QB	195	6:04	27	S. M. U.	2
16	King Hill	QB	287	6:03	24	Rice Institute	3
24	Billy Stacy	HB	190	6:01 1/2	24	Mississippi State	2
25	Gerry Norton	HB	195	5:11	29	S. M. U.	7
31	Mal Hammack	FB	205	6:02	27	Florida	5
34	Bill Koman	LB	230	6:02 1/2	25	North Carolina	5
35	Joe Childress	HB	200	6:00	27	Auburn	5
36	Frank Mestnik	FB	200	6:02	22	Marquette U.	1
40	Bobby Joe Conrad	HB	195	6:02	25	Texas A & M	3
41	Jimmy Hill	RS	190	6:02	32	Sam Houston	6
44	John David Crow	HB	215	6:02	25	Texas A & M	3
45	Joe Driskill	LH	195	6:01	23	No. East. La. State	1
49	Willie West	HB	185	5:10	22	Oregon	1
50	Don Gillis	C	240	6:03	25	Rice Institute	3
55	Charley Ellzey	LB	235	6:03	22	Mississippi Southern	1
61	Tom Day	RG	230	6:02	25	No. Carolina A & T	1
62	Dale Meinert	MG	220	6:02	27	Oklahoma State	3
65	Mike Rabold	G	235	6:02	23	Indiana	2
66	Tom Redmond	DT	237	6:05 1/2	23	Vanderbilt	1
68	Mike McGee	LG	230	6:01	22	Duke	1
70	Don Owens	T	255	6:05	28	Mississippi Southern	4
71	Dale Memmelaar	CT	230	6:02	23	Wyoming	2
72	Frank Fuller	RT	245	6:04	31	Kentucky	5
73	Ed Culpepper	DT	255	6:01	26	Alabama	3
74	Ken Panfil	RT	265	6:06	29	Purdue	5
75	Ed Cook	OL	237	6:02	28	Notre Dame	3
78	Luke Owens	RE	255	6:02	26	Kent State	4
79	Gerry Perry	DE	240	6:04	30	California	6
80	John Tracey	LB	220	6:03	26	Texas A & M	2
81	Ted Bates	LB	220	6:03	24	Oregon State	2
84	Leo Sugar	LE	220	6:01	31	Purdue	7
85	Perry Richards	OE	205	6:02	26	Detroit	4
86	Hugh McInnis	RE	220	6:03	22	Mississippi Southern	1
88	Sonny Randle	LE	187	6:02	24	Virginia	2

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Looking Over the Cardinals



JOE CHILDRESS



FRANK IVY

THE Cardinals, coached by the resourceful and imaginative Frank (Pop) Ivy, are one of the rising forces in the National Football League.

Now in his third season in charge, Ivy, a former star Cardinal end and a highly successful coach in Canada, has almost completed the reconstruction of a squad that had run down badly.

Significantly, the Cardinals have just about the youngest roster in the N. F. L. Many key positions in their regular line-ups are filled by relative neophytes in the pro ranks.

Lack of experience is a handicap in the complicated game of pro football, so the Cardinals at times make costly mistakes. But

with each game they make fewer and less expensive errors.

The encouraging feature, from their point of view, is that their young players have obvious potential. Many of them figure to be top-ranking stars when they complete the sometimes painful process of learning the ropes.

In John David Crow, for instance, they have a back who is coveted by every team in the league. This big, fast, determined young man out of Texas A. and M. runs with speed and power, catches passes niftily and blocks solidly. Teamed up with the seasoned Joe Childress and Mal Hammack he gives the Cardinals a lethal wallop on the ground.

Bobby Joe Conrad, another product of Texas A. and M., is another well-rounded young back. John Roach and King Hill, also



BOBBY JOE CONRAD

in their third pro seasons, are rapidly developing quarterbacks and there's a fine future prospect behind them in big George Izo of Notre Dame.

Ken Panfil, who has been in the league five years, is the senior member of an offensive line that includes rookie starters in Hugh McInnis at right end, and Tom Day and Mike McGee, guards.

The defensive platoon is somewhat older, with Leo Sugar and Jerry Norton in their seventh seasons. But younger men are beginning to work into the picture.

For instance, Billy Stacy, as a pro sophomore, already is recognized as one of the league's top defensive backs. The Cardinal secondary also includes a rookie starter, Joe Driskill, who shows bright promise. Two newcomers—Larry Wilson and Bob Towns—are reserve deep defenders of whom great things are expected. Towns, from Georgia, is the son of Spec Towns, the former Olympic high hurdles champion.

Operating in Chicago last year, the Cardinals won only two games all season. Now happily relocated in St. Louis, they have already matched that victory total, with half the season still to go.

Win, lose or draw, the Cardinals always put on a good show. Ivy has equipped them with a double wing attack that features man-in-motion razzle-dazzle plays. There's nothing quite like it in the N. F. L., so the Redbirds always present special problems to opposing defenses.



CARDINAL STALWARTS: John David Crow, offensive left halfback, and Leo Sugar, defensive left end.

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for that
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Tobacco
Filter

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

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.



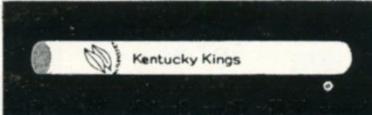
See how the all-tobacco filter is created from golden tobacco cut filter-fine.



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.

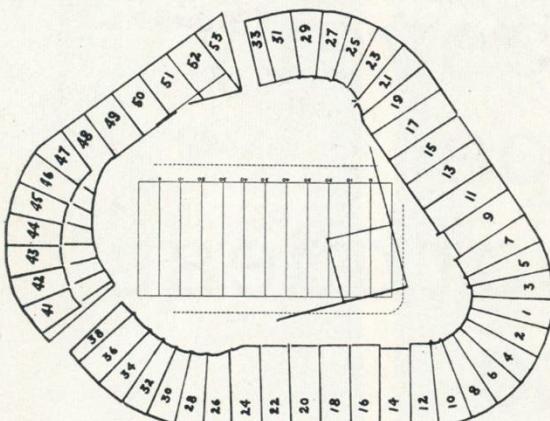


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RICH, MILD, AND
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LOST AND FOUND—Direct inquiries and reports to James K. Thomson, the Stadium Manager. Any attendant will direct you to his office.

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

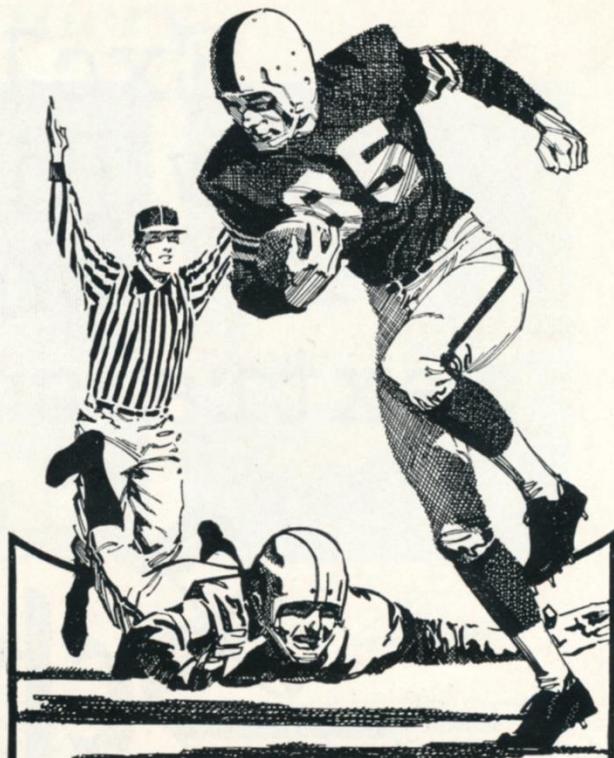
Cromwell Ave. and 157th St. East side of River Ave., South side of 158th St. East side of River Ave., North side of 157th St. East side of River Ave., South side of 157th St. North side of 158th St., between River and Gerard Aves. Also, the Polo Grounds lot again will be in service for all Giant games 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 Set	.75	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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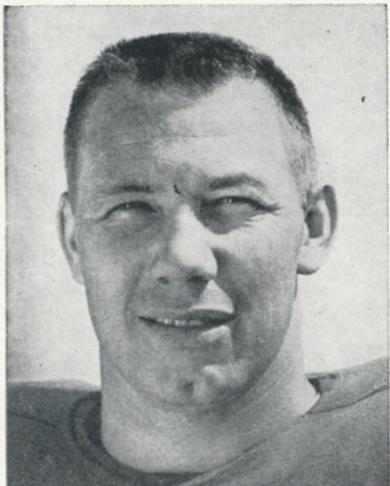
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Giant Gallery



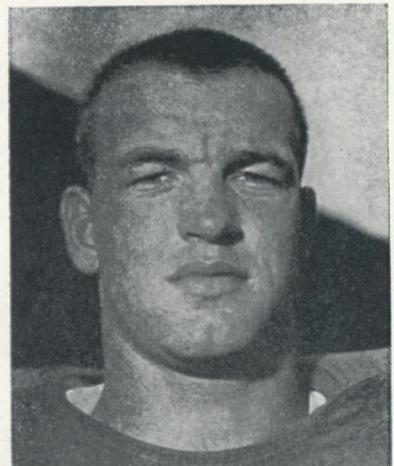
Lindon Crow

Lindon Crow (41) has been a key spoke in the Giants' deep secondary defense ever since his acquisition from the Cardinals in the 1958 trade that also brought Pat Summerall here. The 200-pound Southern California alumnus tackles fiercely and covers pass receivers tenaciously from the left wing position. He also is a reliable fielder of punts.



Frank Gifford

One of football's great "money players," **Frank Gifford (16)** has been a Giant mainstay for nine years. The handsome Southern California graduate is the best all-purpose halfback in the game. He runs, receives and passes, has played defense and place-kicked, too. Most of all, he makes the "big play" that wins games.



Joe Morrison

The way **Joe Morrison (40)** is shaping up, the Giants feel they have a real crackerjack in this bright young man from the University of Cincinnati. As a pro sophomore, Joe has taken a firm hold on a regular job in the offensive backfield. He fits in equally well at fullback and halfback. His running has been particularly impressive.

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and at Home**

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NATIONAL LEAGUE LEADERS

Rushing	Brown, Cleveland, 72-432 yds.
Passing	Plum, Cleveland, 41 of 55-755 yds.
Receiving	Berry, Baltimore, 32-530 yds.
Scoring	Hornung, Green Bay, 52 pts.
Punting	Van Brocklin, Philadelphia, 46.4 yd. avg.
Punt Returns	Butler, Dallas, 7-104 yds.
Kick-Off Returns	Sample, Baltimore, 6-258 yds.
Interceptions	Nelson, Baltimore, 5-43 yds.



Giant Blackboard: Power Play

THERE are fancy plays and special occasion plays that every football team must have in its portfolio. However, the basis of a sound attack is a team's ability to execute its bread-and-butter plays—such as the left-side power sweep diagrammed in the adjacent column.

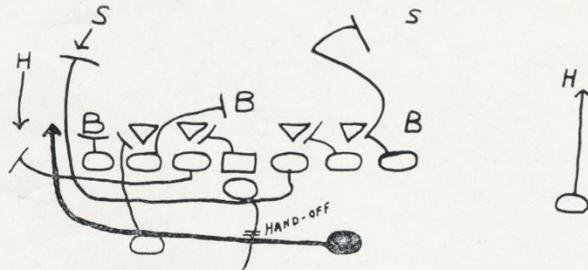
If a team cannot make such basic plays work, the chances are that it won't be able to make any play work, because the fancier plays are not as sound and hence are bucking the percentages if the defense makes no mistakes.

The play diagrammed, which can be run to either side, probably has scored more touchdowns for the Giants over the last few years than any other play.

In the to-the-left version shown, the quarterback pivots out from under center to the right and hands off to the right halfback, who starts laterally to the left with the snap.

The left deep back, who would be the fullback as the Giants line up in this formation, hits straight into the line to block the defensive right end. The Giant left end blocks straight ahead on the right outside line-backer. The Giant left tackle shoots through to block the middle line-backer.

The Giant center cross-blocks the defensive right tackle and the right tackle cross-blocks the defensive left tackle. The Giant right end checks the defensive left end, then goes downfield to block the left safety. The Giant left halfback, flanked to the



right, decoys the defensive left halfback.

The ball-carrying right halfback is led around the Giant left side by the two guards. The lead guard's blocking target is the defensive right halfback, the trailing guard aims for the right safety.

To make the play go, the primary blocks near the point of impact by the Giant left end and fullback must stick. A decisive block by the lead guard on the defensive right halfback also is essential because the corner defender must be disposed of before the ball-carrier can make his cut downfield.

It's not too important whether the guard blocks the halfback in or out. But he must establish a position of command, one way or the other, so the carrier can choose his route without delay.

With minor variations in assignment, this power sweep can be worked from open formation (one or both ends split) as well as from tight line.

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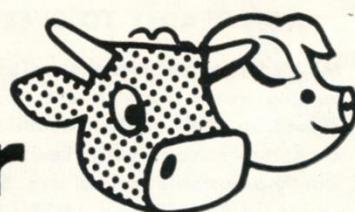
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The Marlboro "Wedge" slipover, gray heather flannel shirt with gaucho type front (*far right*) is only \$4.00.

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. CARDINALS

1926—Giants 20, Cards 0	1951—Giants 28, Cards 17
1927—Giants 28, Cards 7	Giants 10, Cards 0
1929—Giants 24, Cards 21	1952—Cards 24, Giants 23
1930—Giants 25, Cards 12	Giants 28, Cards 6
Giants 13, Cards 7	1953—Giants 21, Cards 7
1935—Cards 14, Giants 13	Giants 23, Cards 20
1936—Giants 14, Cards 6	1954—Giants 41, Cards 10
1938—Giants 6, Cards 0	Giants 31, Cards 17
1939—Giants 17, Cards 7	1955—Cards 28, Giants 17
1941—Cards 10, Giants 7	Giants 10, Cards 0
1942—Giants 21, Cards 7	1956—Cards 35, Giants 27
1943—Giants 24, Cards 13	Giants 23, Cards 10
1946—Giants 28, Cards 24	1957—Giants 27, Cards 14
1947—Giants 35, Cards 31	Giants 28, Cards 21
1948—Cards 63, Giants 35	1958—Giants 37, Cards 7
1949—Giants 41, Cards 38	Cards 23, Giants 6
1950—Cards 17, Giants 3	1959—Giants 9, Cards 3
Giants 51, Cards 21	Giants 30, Cards 20
	1960—Giants 35, Cards 14

GIANTS vs. ALL OPPONENTS

Opponent	W.	L.	T.	Pts.	Opp.
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	2	986	775

Sam Huff's Violent World

Continued from page 5)

synchronized with "The Twentieth Century" cameras.

The only remaining problem was where to place the equipment on the 230-pound Huff, who charges around on a football field like a wounded water buffalo. Dr. Francis Sweeny, the Giants' physician, thought an adequately padded transmitter placed between Huff's shoulder pads in back would be safe and harmless—to Huff, that is. Dr. Sweeny—and who could blame him? was less concerned about whether the \$600 worth of equipment would smash.

So, the transmitter and microphone were packed in foam rubber and taped on the husky, smiling Huff—the transmitter in back, the mike in front.

Fortunately for all concerned, the equipment survived shock after shock and station H-U-F-F remained in operation.

Tune in on Channel 2 at 6:30 tonight and hear for yourself.

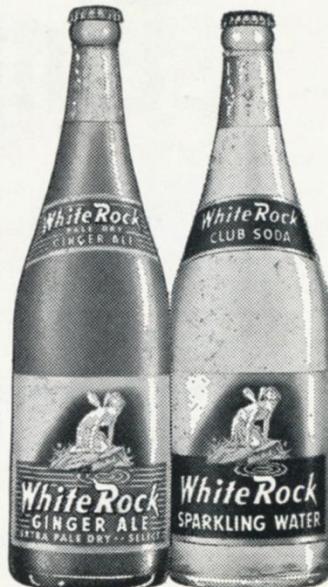
SEASON AFTER SEASON . . .



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!*



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

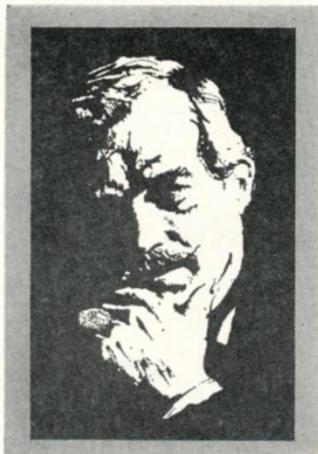
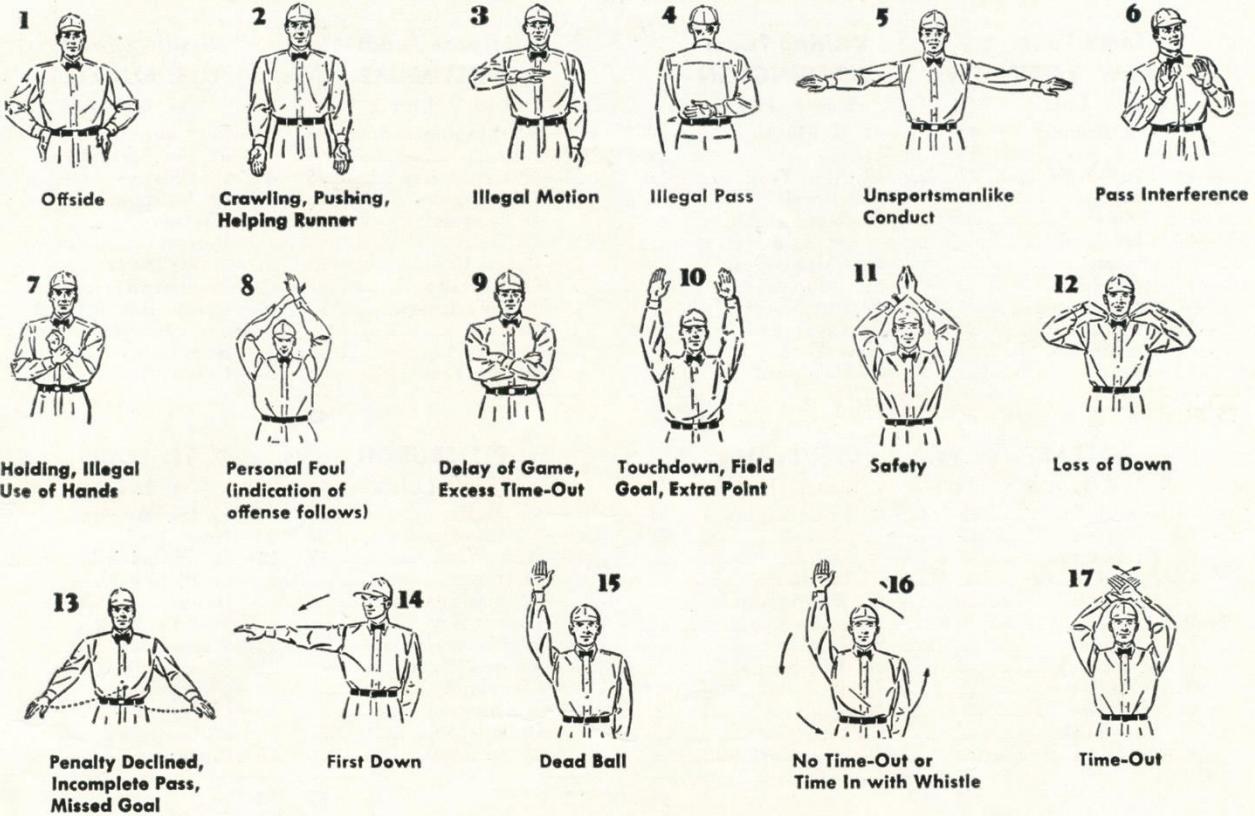
So is socializing after the game

with Canada Dry Ginger Ale

in your tall drinks.



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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	ST. LOUIS	DALLAS	BALTIMORE
Won 3, Lost 0, Tied 1	Won 2, Lost 3	Won 0, Lost 5	Won 3, Lost 2
21—@ San Francisco 19	43—@ Los Angeles 21	28—Pittsburgh 35	20—Washington 0
35—@ St. Louis 14	14—New York 35	25—Philadelphia 27	42—Chicago 7
19—@ Pittsburgh 17	27—@ Philadelphia 31	14—@ Washington 26	21—@ Green Bay 35
24—Washington 24	14—@ Pittsburgh 27	7—Cleveland 48	31—Los Angeles 17
—St. Louis 12	12—Dallas 10	10—@ St. Louis 12	17—@ Detroit 30
—@ Cleveland 12	—@ New York 12	—Baltimore 12	—@ Dallas 12
—Pittsburgh 12	—Washington 12	—Los Angeles 12	—Green Bay 12
—Philadelphia 12	—@ Cleveland 12	—@ Green Bay 12	—@ Chicago 12
—Dallas 12	—@ Washington 12	—San Francisco 12	—San Francisco 12
—@ Washington 12	—Cleveland 12	—@ Chicago 12	—Detroit 12
—Cleveland 12	—Philadelphia 12	—@ New York 12	—@ Los Angeles 12
99	74	110	124
124	84	148	131
89			
PITTSBURGH	GREEN BAY	LOS ANGELES	DETROIT
Won 2, Lost 2, Tied 1	Won 3, Lost 1	Won 0, Lost 4, Tied 1	Won 1, Lost 3
35—@ Dallas 28	14—Chicago 17	21—St. Louis 43	9—@ Green Bay 28
20—@ Cleveland 28	28—Detroit 9	9—@ San Francisco 13	10—San Francisco 14
17—New York 19	35—Baltimore 21	27—@ Chicago 34	10—@ Philadelphia 28
27—St. Louis 14	41—San Fran. @ Mil. 14	17—@ Baltimore 31	30—Baltimore 17
27—@ Washington 27	—@ Pittsburgh 14	24—Chicago 24	—@ Los Angeles 12
—Green Bay 14	—@ Baltimore 14	—Detroit 24	—@ San Francisco 12
—@ Philadelphia 14	—Dallas 14	—@ Dallas 24	—Los Angeles 12
—@ New York 14	—Los Angeles @ Mil. 14	—@ Detroit 24	—@ Chicago 12
—Cleveland 14	—@ Detroit 14	—Green Bay @ Mil. 24	—Green Bay 12
—Washington 14	—@ Chicago 14	—San Francisco 24	—@ Baltimore 12
—Philadelphia 14	—@ San Francisco 14	—Baltimore 24	—Dallas 12
—@ St. Louis 14	—@ Los Angeles 14	—Green Bay 24	—Chicago 12
126	116	118	61
61	98	145	59
87			
WASHINGTON	CLEVELAND	SAN FRANCISCO	CHICAGO
Won 1, Lost 1, Tied 2	Won 3, Lost 1	Won 2, Lost 3	Won 3, Lost 1, Tied 1
0—@ Baltimore 20	41—@ Philadelphia 24	19—New York 21	17—@ Green Bay 14
26—Dallas 14	28—Pittsburgh 20	13—Los Angeles 9	7—@ Baltimore 42
24—@ New York 24	48—@ Dallas 7	14—@ Detroit 10	34—Los Angeles 27
27—Pittsburgh 27	29—Philadelphia 31	10—@ Chicago 27	27—San Francisco 10
—Cleveland 27	—@ Washington 31	14—Green Bay @ Mil. 41	24—@ Los Angeles 24
—@ St. Louis 27	—New York 24	—Chicago 24	—@ San Francisco 12
—@ Philadelphia 27	—St. Louis 24	—Detroit 24	—Baltimore 12
—St. Louis 27	—@ Pittsburgh 24	—@ Dallas 24	—Detroit 12
—@ Pittsburgh 27	—@ St. Louis 24	—@ Baltimore 24	—Dallas 12
—@ Cleveland 27	—Washington 24	—@ Los Angeles 24	—Green Bay 12
—New York 27	—Chicago 24	—Green Bay 24	—@ Cleveland 12
—Philadelphia 27	—@ New York 24	—Baltimore 24	—@ Detroit 12
77	85	146	82
82	70	108	109
117			

NATIONAL LEAGUE LEADERS

RUSHING

1. Brown, Cleveland 72 for 432 yds.
2. Crow, St. Louis 68 for 384 yds.
3. Taylor, Green Bay 83 for 379 yds.

PASSING

1. Plum, Cleveland 41 of 55 for 770 yds.
2. Van Brocklin, Philadelphia 70 of 121 for 1074 yds.
3. Unitas, Baltimore 79 of 156 for 1184 yds.

RECEIVING

1. Berry, Baltimore 32 for 530 yds.
2. Dewveall, Chicago 25 for 467 yds.
3. ROTE, NEW YORK 23 for 359 yds.

SCORING

1. Hornung, Green Bay 52 pts.
2. Walston, Philadelphia 51 pts.
3. Mitchell, Cleveland 48 pts.

NATIONAL LEAGUE STANDINGS

EASTERN CONFERENCE

Points
W. L. T. Pct. For Agst.

NEW YORK	3	0	1	1.000	99	74
Philadelphia	4	1	0	.800	141	132
Cleveland	3	1	0	.750	146	82
Pittsburgh	2	2	1	.500	126	116
Washington	1	1	2	.500	77	85
St. Louis	2	3	0	.400	110	124

WESTERN CONFERENCE

Green Bay	3	1	0	.750	118	61
Chicago	3	1	1	.750	109	117
Baltimore	3	2	0	.600	131	89
San Francisco	2	3	0	.400	70	108
Detroit	1	3	0	.250	59	87
Los Angeles	0	4	1	.000	98	145
Dallas	0	5	0	.000	84	148

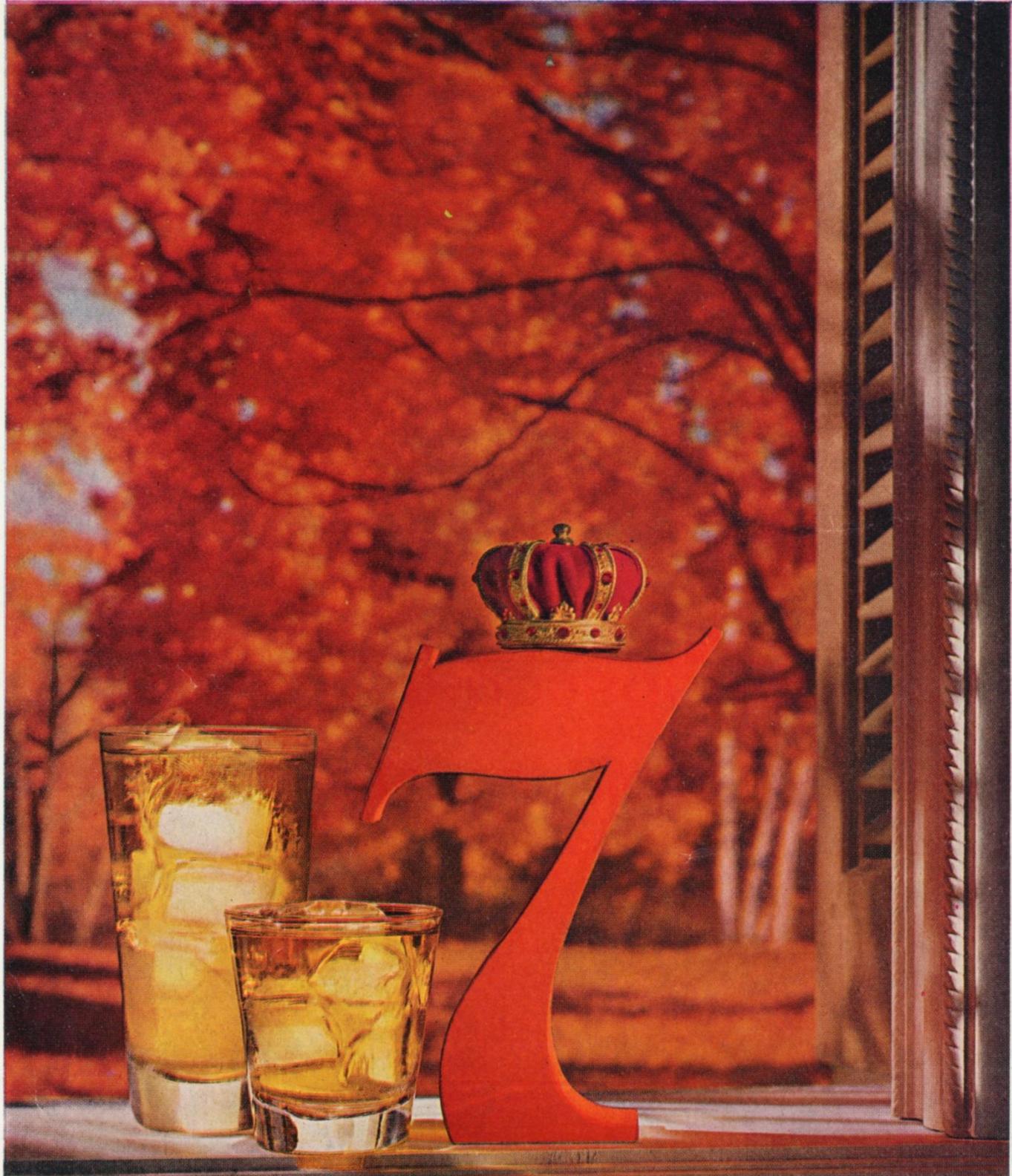
PHILADELPHIA—BYE

Won 4, Lost 1

24—Cleveland	41
27—@ Dallas	25
31—St. Louis	27
28—Detroit	10
31—@ Cleveland	29
—Pittsburgh	—
—Washington	—
—@ New York	—
—@ St. Louis	—
—@ Pittsburgh	—
—@ Washington	—
141	132

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

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



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**



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The Big Clean Taste
of top-tobacco end to end...
...every puff air-softened
by top-porosity paper



They Satisfy!

BEST TASTING SMOKE IN THE U.S.A.!

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