

YANKEE STADIUM

OFFICIAL PROGRAM · 50 CENTS



NY.

GIANTS

VS.

PITTSBURGH

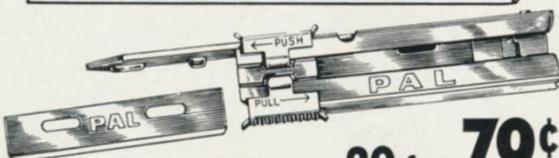
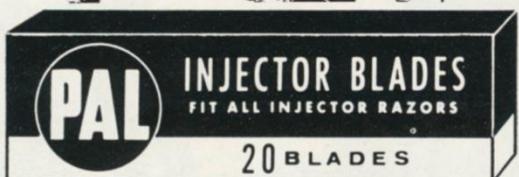
STEELERS

NOVEMBER 13, 1960



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OFFICIAL PROGRAM

NEW YORK GIANTS



vs. PITTSBURGH STEELERS

YANKEE STADIUM • Nov. 13, 1960

Volume 36

Number 3

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Cover Illustration by Carol Johnson

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Quality



Products of *The American Tobacco Company*

"Tobacco IS OUR MIDDLE NAME"

Hail! ... and Go! Go! Go!

HAIL to our Giants for having played one of the truly great games of the beneficent coaching regime of Jim Lee Howell at snowy, wind-whipped Cleveland Stadium last Sunday!

Although the Giants had beaten the Browns five times in a row, no one gave our boys much chance after their tie with the Redskins and loss to the Cardinals. Frankly, they didn't deserve much consideration off those showings.

In the Big One at Cleveland, though, it was a different story. These were the Giants at their best—overwhelming on defense, sharp on attack and quick to take advantage of opportunities in both phases of play.

In a take-charge performance all the way, the Giants clamped down so firmly on Cleveland's attack that only twice in the con-



THEY LEAD THE GIANTS: Kyle Rote (left), offensive captain, and Andy Robustelli, defensive captain.

test were the Browns able to put together two first downs. With the ball, our boys staged three sustained scoring marches and were driving to another tally when time ran out. They moved well at other times, too, in their best offensive display of the season. The 17-13 score doesn't begin to tell their superiority.

Andy Robustelli and his defensive platooners were magnificent,

with Jim Katcavage the outstanding hero, perhaps, as the game shaped up on television. But to watchers here, it was the offensive platoon that rated the loudest kudos.

Charlie Conerly, back at the throttle, called one of his finest games. Mel Triplett put Jimmy Brown in the shadow with his thunderous running. Frank Gifford was the darting, dodging, resourceful Gifford of old. Joe Morrison and Kyle Rote made important contributions, too.

In this corner, though, top honors belong collectively to the offensive line. Rosie Brown, Darrell Dess, Ray Wietecha, Jack Stroud, Frank Youso and Bob Schnelker, at the tight end, all but annihilated Cleveland's forwards with their explosive blocking.

There have been days when we felt these good men and true had lost that little something extra that had distinguished them in past campaigns. They staged a performance that made the entertainment of such doubts a shameful thing. Hats off to them!

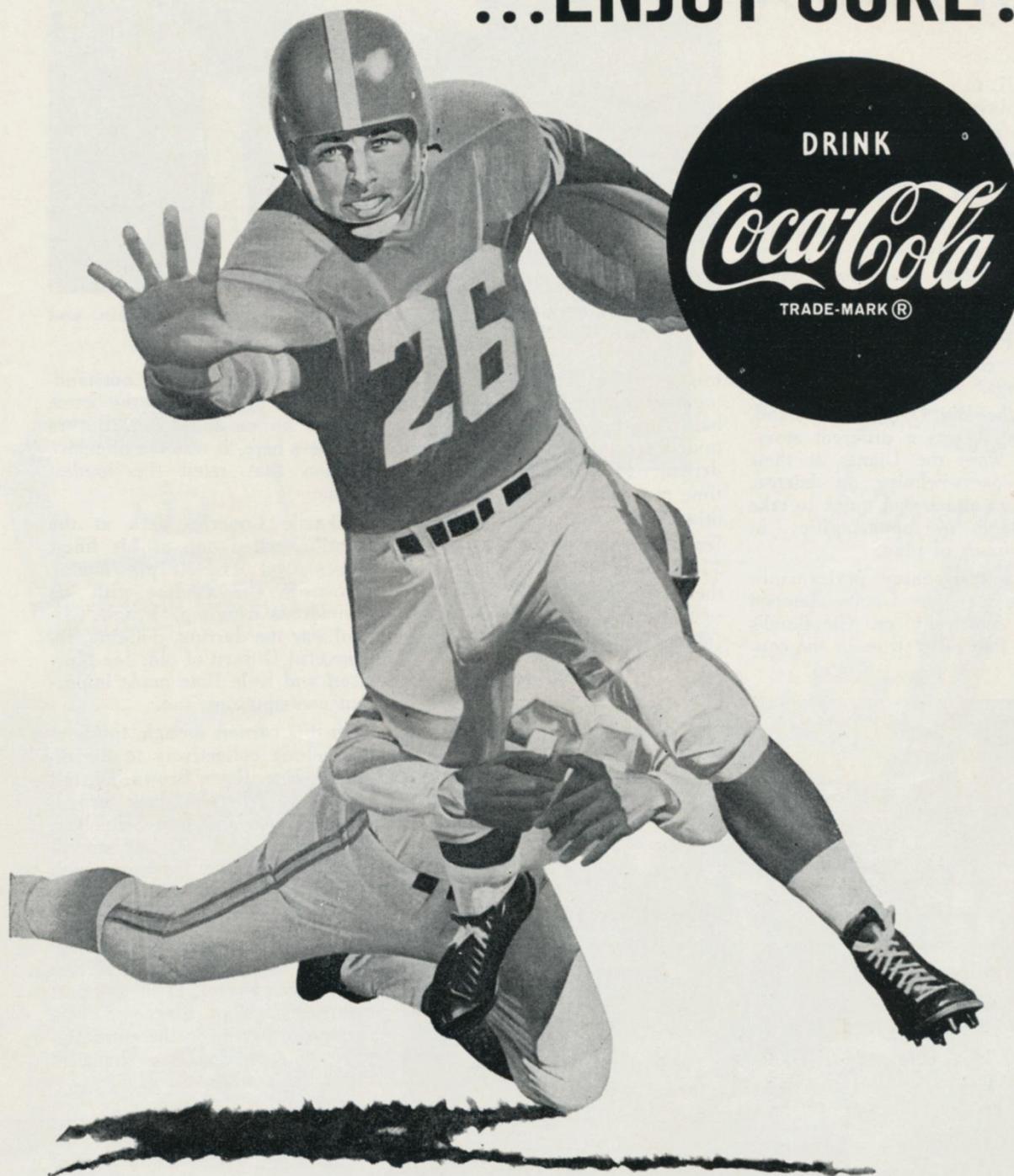
Enough of congratulations. . . . There's still work to be done and a lot of it. We can't think of a better way of starting than to "beat them Steelers." After all, New York has a debt to pay to Pittsburgh. Remember the World Series!



READ ALL ABOUT IT: Giant president Jack Mara receives copies of new books authored by members of the Giants. Publicity director Don Smith (left) delivers *THE NEW YORK GIANTS* (Coward-McCann), while quarterback Charlie Conerly presents *THE FORWARD PASS* (E. P. Dutton), written in collaboration with Tom Meany.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

BE REALLY REFRESHED!
...ENJOY COKE!



“You Have to Love” the Game

By BILL WALLACE
New York Herald-Tribune

EDITOR'S NOTE: This excellent recent story by Bill Wallace, who covers the Giants for the Herald-Tribune, not only tells the story of Joe Morrison, one of the rising young Giants, but also paints a vivid picture of a pro football player's life and attitude toward the game.

Of all the players on the N. Y. Giants, the one with the brightest future is 23-year-old Joe Morrison from Lima, Ohio. Midway through his second play-for-pay season, Morrison has proven to be a very good football player and perhaps in time he will become a great one.

Ahead lies the adulation of the New York crowds, bigger pay checks and unlimited opportunities in the field of ancillary rights (endorsements, etc.) exploited so profitably by today's hero, Frank Gifford.

In the back of his good mind, Morrison undoubtedly is aware of the financial possibilities but he insists that money, as such, plays a very small part in his present football life. "Sure, you play for pay," said Morrison yesterday, "but I can't believe anybody plays football just for money. You have to love it."

Must Be Devoted

It is Joe's contention that the pro game makes such extraordinary demands, physically and mentally, that a successful player must become a dedicated one. "You have to set your mind to what you're doing and think of nothing else. You have to concentrate all the time."

Morrison is dedicated and he lives the strange, introverted life of the pro player in the big city. Back home in Ohio there is Mrs. Morrison, a house, two sons and

a good job with a steel company. From mid-July to late December, Joe will get home once, maybe twice. "My wife, she understands how it has to be."

In New York ("It's a nice town



JOE MORRISON

but I wouldn't want to live here"), Morrison resides in a small one-room apartment shared by two teammates, Darrell Dess and Jim Leo, at the Concourse-Plaza Hotel in the Bronx. The apartment has a kitchenette and Morrison does a lot of cooking for the trio. "Steaks, chops, hamburgers. They wash up."

During the week football prac-

tice usually takes from 10 to 3:30, meetings, field work, movies. Then sack time. "We're great sleepers." At night comes study of the Giants' play book, a movie, some bowling, a call home, very seldom a visit downtown. And that's how it is from October to December with everything concentrated toward those vital Sundays, game days.

Morrison was a big wheel at the University of Cincinnati, a quarterback and halfback drafted third by the Giants in 1959. He had read all about those famous names, Gifford, Conerly, Rote, and wondered, when reporting as an anxious rookie, just what they would be like.

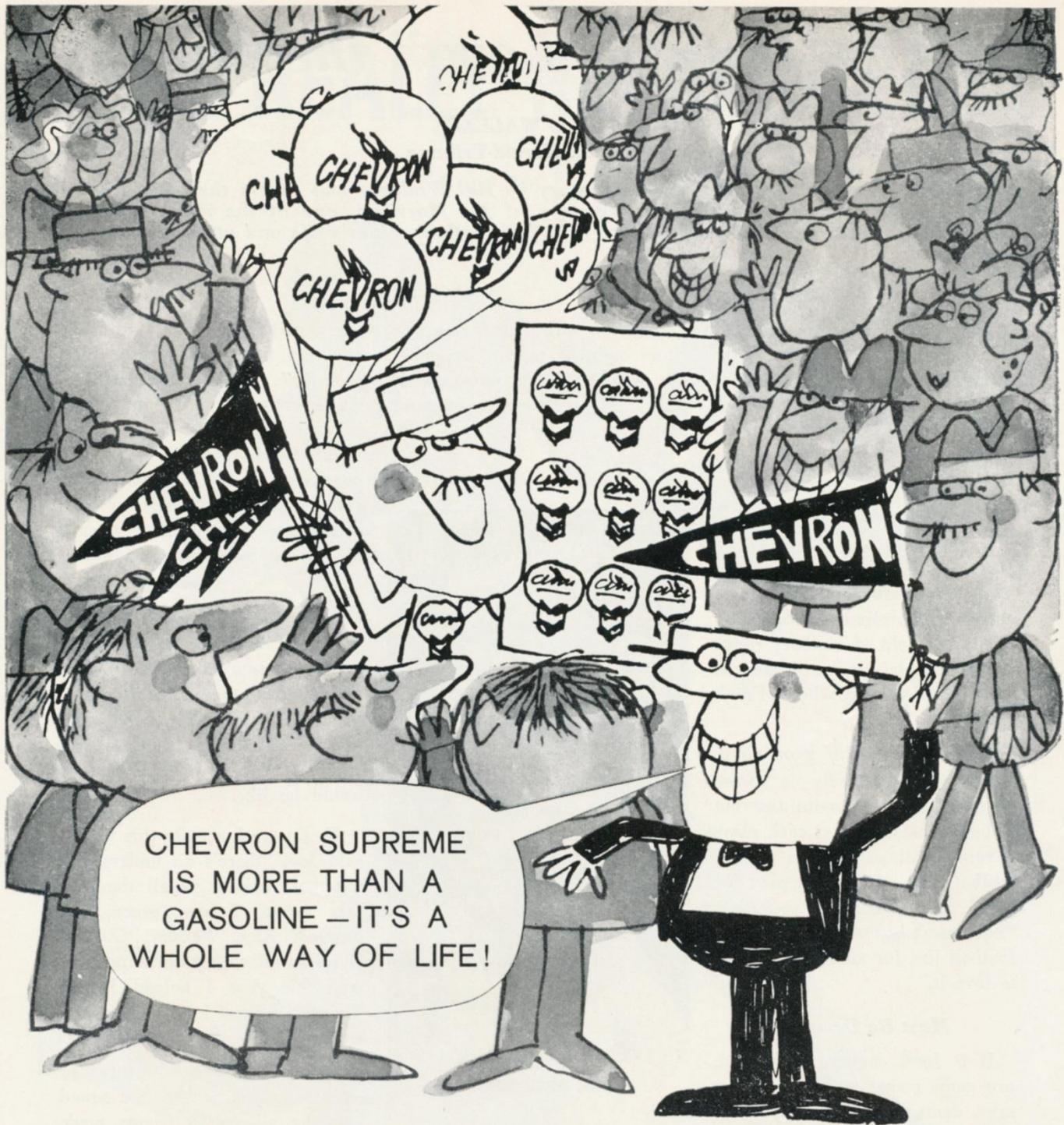
They were fine. "On this team," said Joe, "there's an understanding that rookies get all the help they want. I was green and puzzled. Alex Webster, Gifford, Don Chandler, they all helped me. And this year I helped Jimmy Webster. I guess I didn't help him enough."

Jimmy, younger brother of Alex, was one of the last squad cuts the all-veteran Giants made in late September.

The sense of belonging to a great team has now come to Morrison as well it should. "A year ago I wouldn't have dared to make a suggestion about how to run a play or take an advantage of a defense. Now I do."

It is hard to imagine just where the Giants would be without Joe.

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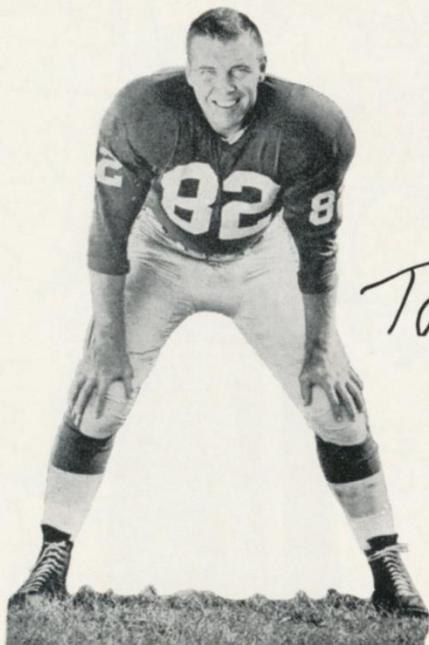
You've gone too far this time, Hy Finn. Sure, Chevron Supreme fans are the most loyal anywhere. They're always bragging about the top-form performance Chevron Supreme gives 'em. They use their Chevron Credit Cards all the time, too. But really, Hy, there *are* other things in life. Like RPM Supreme,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



PRODUCTS OF
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Giant Gallery



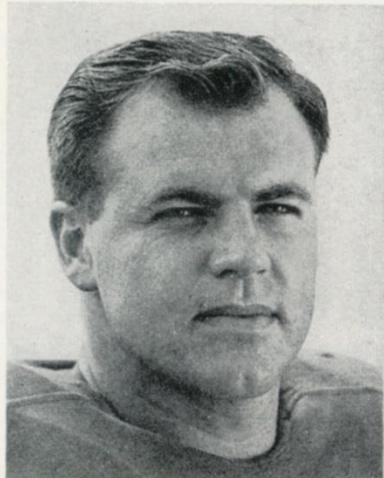
Tom Scott



Proverb Jacobs

The Giants acquired **Tom Scott** (82) in a 1959 pre-season trade with the Eagles. A graduate of Virginia, where he also was an All-America in lacrosse, Scott is a rugged, knowing outside linebacker. A nephew of Lester Scott of Madison Square Garden's executive staff, Tom lives in Abington, Pa., with his wife, Joan, and their five youngsters.

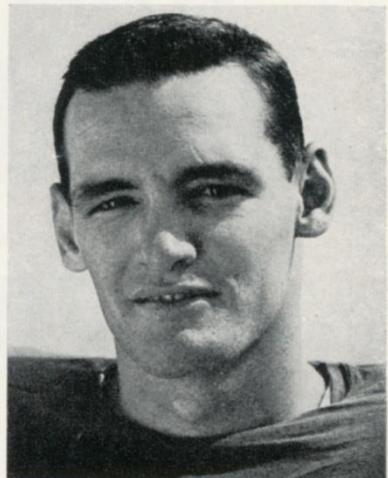
The No. 2 draft choice of the Eagles in 1958, **Proverb Jacobs** (73), was signed by the Giants as a free agent last spring. The 225-pound California graduate fits into the picture as a spare tackle. He is serviceable on both offense and defense. In a pinch, he also could handle the place-kicking assignment. He can really boom the ball.



Bob Schmidt



Geo Shaw



Dick Lynch

Bob Schmidt (52) has been a reliable handyman on the Giant offensive line for three seasons. On frequent occasions, he has filled in at the tackles for Rosie Brown and Frank Youso. He also is the No. 1 replacement for Ray Wietecha at center. At Minnesota, Bob played both at tackle and end. He was drafted by the Cardinals in 1958.

The bonus draft choice of the Colts in 1955 after a brilliant varsity career at Oregon, **George Shaw** (15) was Baltimore's regular quarterback for three years. He lost out to Johnny Unitas while injured and was traded to the Giants in 1959. He did fine work in spots last year and has been their prime mover this season.

After one season with the Redskins, **Dick Lynch** (22) came to the Giants via a 1959 trade. He moved right into the defensive backfield, at right half, and has done a bang-up job. A Jerseyman, from Bound Brook, Dick won varsity fame at Notre Dame in 1957 by scoring the touchdown that ended Oklahoma's record 47-game winning streak.

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So is socializing after the game

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Eagles Here Next Sunday



CHUCK BEDNARIK

The Eagles, coached by the canny Buck Shaw, will present a star-studded offensive cast led by Norm Van Brocklin, passer extraordinary; Tommy McDonald, Pete Retzlaff and Bobby Walston, breakaway receivers; Clarence Peaks, Billy Barnes, Ted Dean and



TOMMY McDONALD



NORM VAN BROCKLIN

FLYING on stronger wings than in several years, the predatory Philadelphia Eagles will swoop into Yankee Stadium to meet the Giants next Sunday.

Those who televewed the great performance the Eagles staged in beating the Browns three weeks ago don't have to be told that this promises to be one of the most exciting contests of the season.

other dangerous runners.

Their hard-bitten defensive unit includes Bob Pellegrini, Tom Brookshier and a 1958-59 All-America, Maxie Baughan of L.S.U. Likely to bob up on either unit, or on both, is the amazing Chuck Bednarik, who at age 35, played 59 destructive minutes against the Browns.

Don't miss this game! It should be a dilly!

Coming Giant Attractions at Stadium

GAME

4

NOV. 20

PHILADELPHIA
EAGLES

GAME

5

DEC. 4

DALLAS
COWBOYS

GAME

6

DEC. 18

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BROWNS

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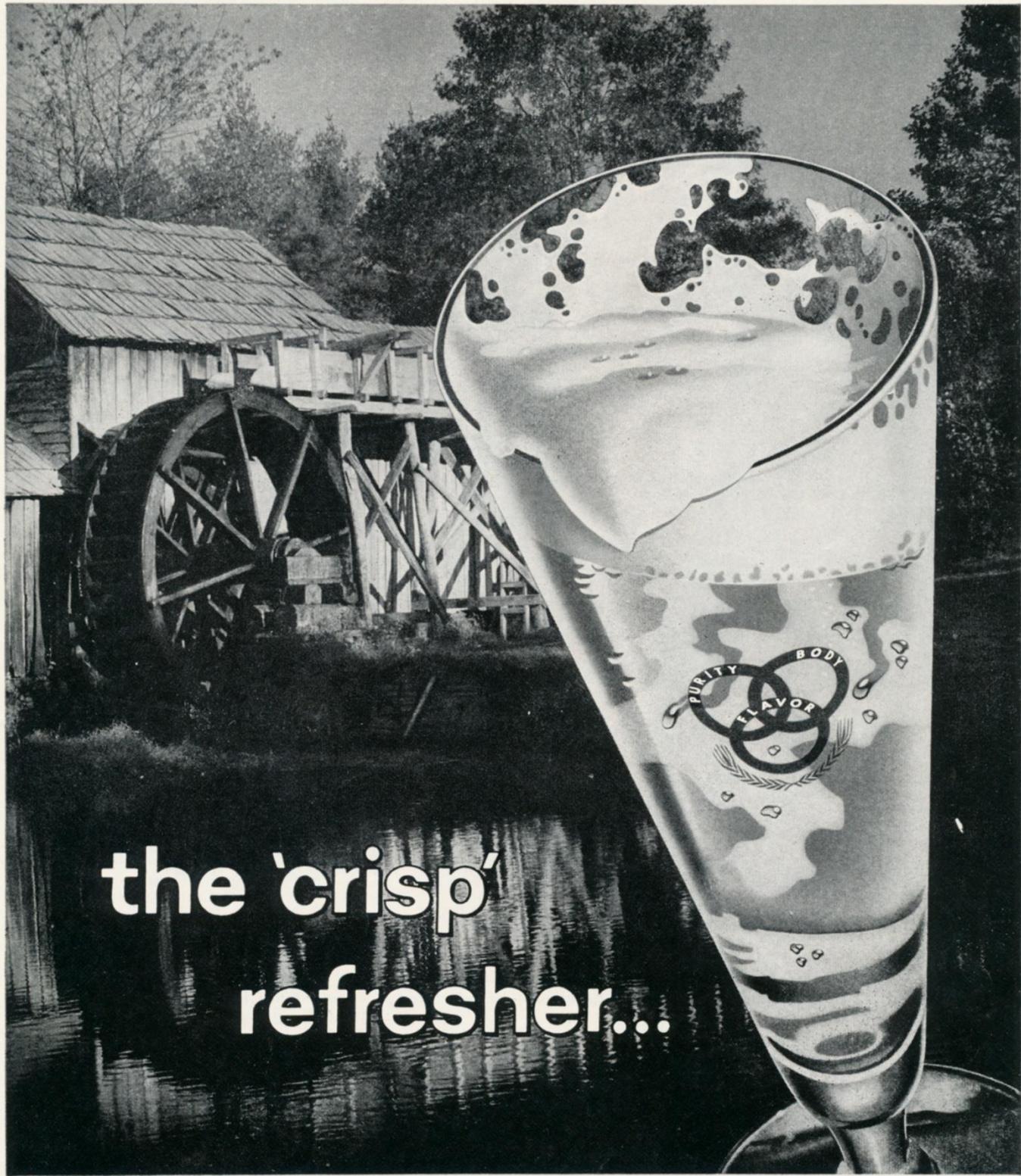
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Jottings

THE Midland Park, N. J., High School marching band, directed by Donald S. George, will provide the halftime entertainment today. . . . Joe Morrison scored another "double" during the Giants' last home game against the Cardinals. . . . Joe won the Coro Jewelry Award as the outstanding Giant player and also the Van Heusen Pleasure-Wear Award. . . . Winner of the Coro defensive award was halfback Lindon Crow.

Pro grid fans won't want to miss the weekly New York Giants Huddle radio show on CBS every Thursday night at 9:45 P.M. . . . Place-kicking star Pat Summerall is the man at the mike. . . . Halfback Frank Gifford also has a weekly show—the N. Y. Giant Clinic—which originates from the Stadium on Saturdays.

The Section Five Club of Yankee Stadium will stage a dinner-dance in honor of Andy Robustelli on Sunday evening, December 4, at the Biltmore Hotel.



CHEER, CHEER—These young ladies are the Giant cheerleaders. The roster, from left to right, top row: Connie Lucca, Beverly Meyer, Connie Walsh, Mary Cassidy, Joan Nitrate and Chris Noel. Bottom row: Ann Dermody, Erin Roach, Kitten Cashman, Muffin Fitzpatrick. Their costumes are Perky Outfits, by **Mona Roset** for **Modern Juniors**.

. . . Tickets for the gala event are priced at \$12.50 per person. . . . Robustelli also will be honored that day by fans, friends and teammates prior to the Dallas game.

Bobby Layne of the Steelers will stay over in New York to attend

tomorrow's luncheon of the Pro Quarterback Club. That's the new luncheon group of business men and sports fans organized by Kyle Rote and James A. Farley, Jr. It meets each Monday after a Giant home game at Leone's Restaurant.



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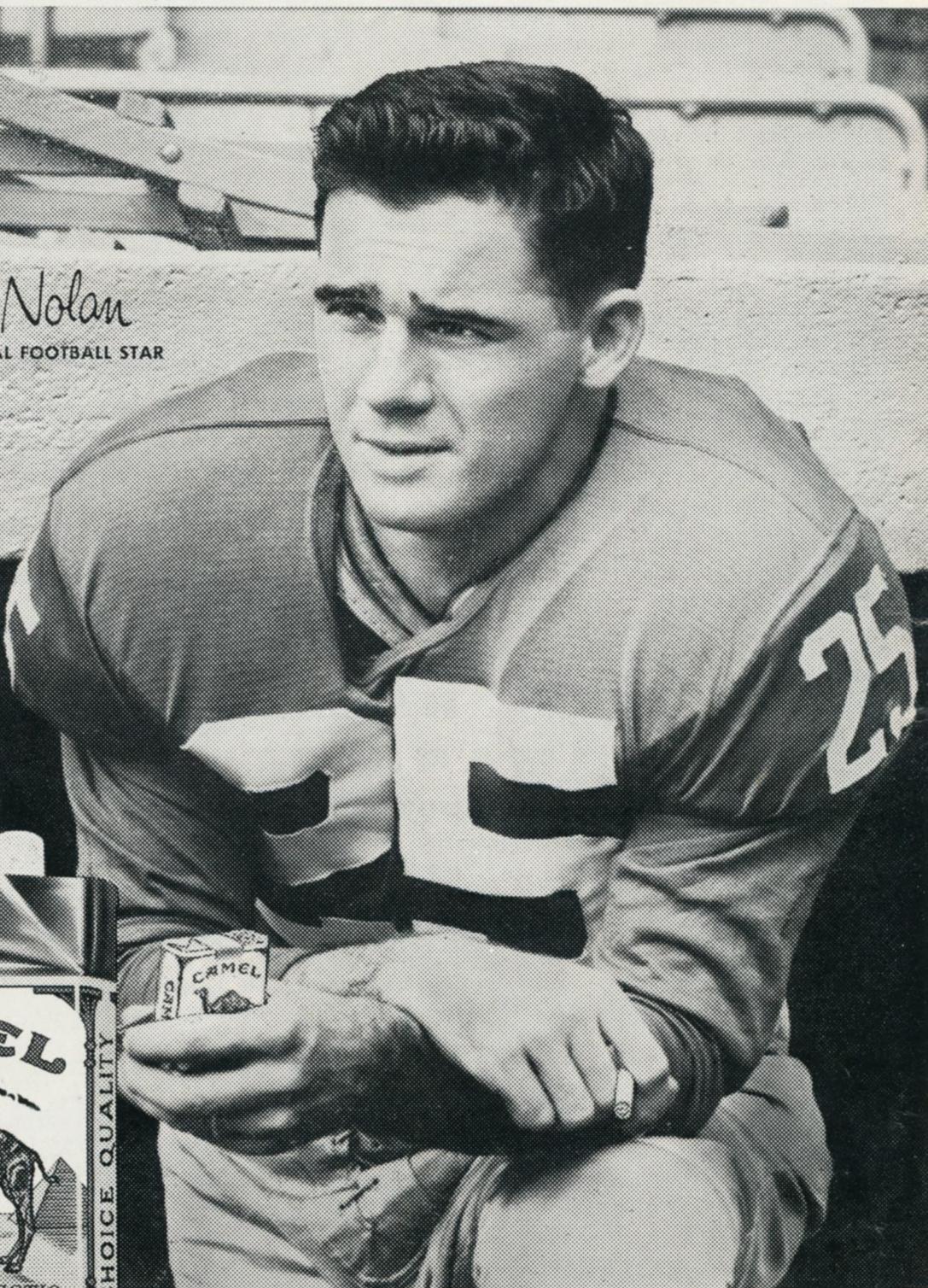
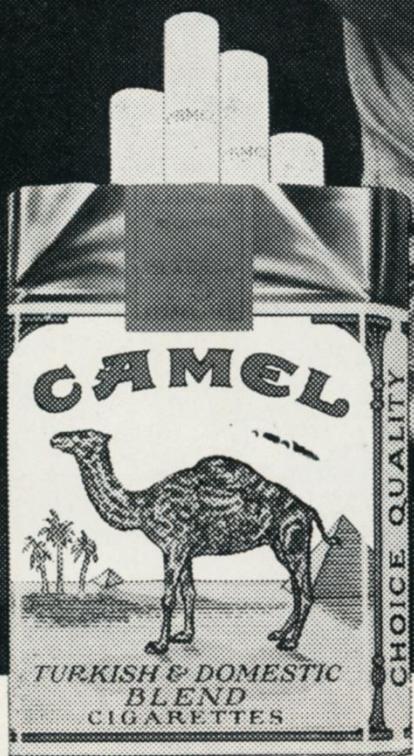


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Dick Nolan

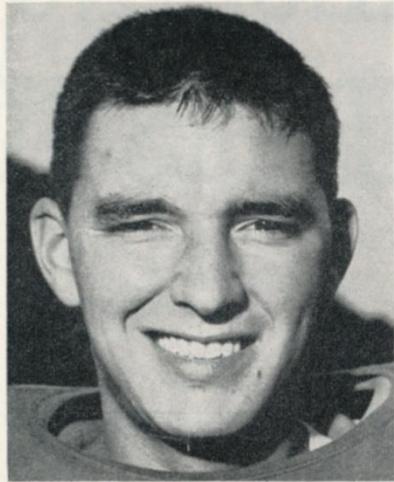
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Giant Gallery



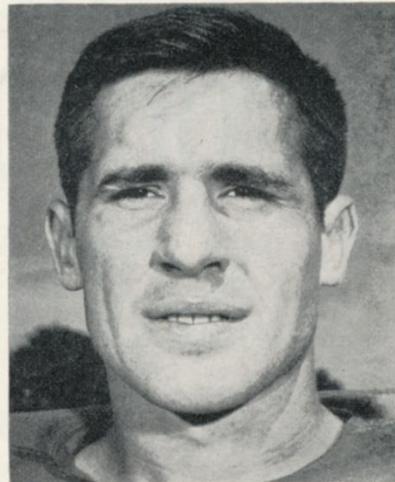
Lee Grosscup

Backing up Charlie Conerly and George Shaw at quarterback for the Giants is **Lee Grosscup (11)**. This young man from Utah is a rookie in name only. The Giants' No. 1 draft choice in 1959, he was on the "taxi squad" last year. A brilliant passer and clever ball-handler, he'll be heard from. As a collegian, he completed 20 passes vs. Army in 1957.



Jim Leo

Jim Leo (30), a 1960 addition to the Giant roster, hails from Cincinnati, where he was a teammate of Joe Morrison for two years. The Giants' No. 3 draft selection, he distinguished himself against the Colts in the College All-Star game and is doing good work on the Giants' special units. He's also a capable end and linebacker.



Bob Simms

Rutgers has provided the Giants with an excellent rookie end in **Bob Simms (83)**. Blessed with size and speed, Bob can do a good job at either the "tight" or "loose" end. The Giants would not hesitate to use him on defense, either. As a member of the special unit that covers kicks, he has made some rib-rattling tackles. He's a man to watch.

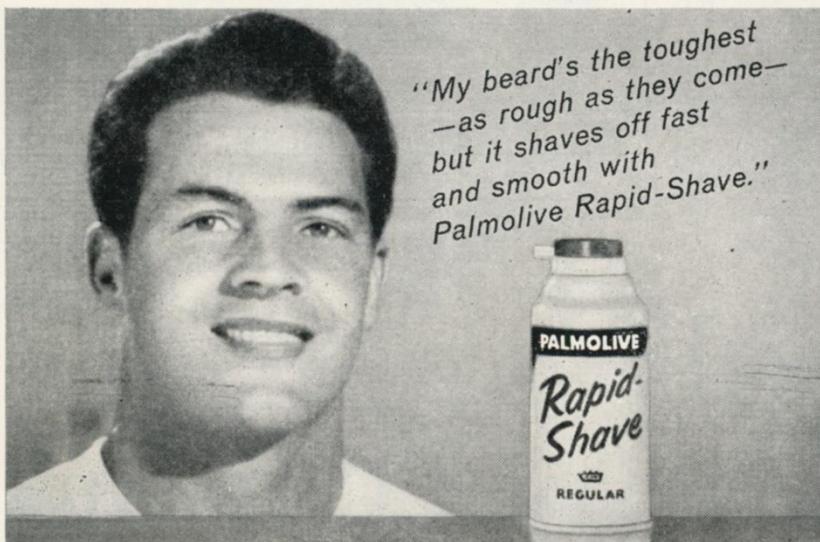


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FRANK GIFFORD

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shave... a complete shave
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	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

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Giant Blackboard: Pass Protection

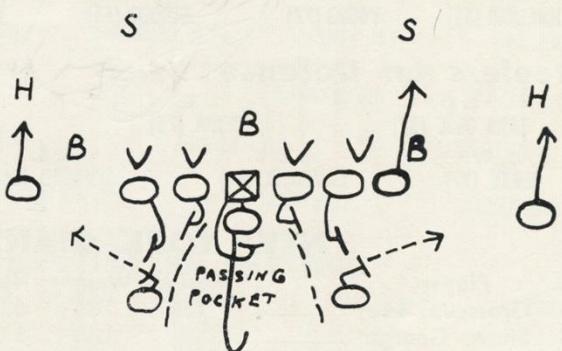
IF there is any phase of football that the pros stress as much as defensive pass coverage, it is offensive pass (or passer) protection. This is fundamental, because having a good passer and good receivers doesn't mean a thing if the passer can't get the ball away before he's clobbered.

The staple pass in pro football is the so-called dropback pass, in which the quarterback retreats into passing position immediately on taking the center snap, either faking hand-offs en route or just getting back and getting set without deception.

The dropback pass is favored over the rollout, or running, quarterback pass for these reasons: (1) on dropback passes, the quarterback has a better chance to get set and spot his target; (2) it is easier to organize protection for him and (3) continually exposing a quarterback to enemy fire on roll-outs increases the risk of injury.

With an offensive team lined up in the standard pro split backfield, counter-set flanker formation and the defense deployed in the conventional pro 4-3 defense, the basic principles of pass protection are illustrated in the accompanying diagram, prepared with the assistance of Allie Sherman, the offensive coach of the Giants.

The key to good pass protection is the formation of an impenetrable barrier of blockers so the passer can throw from what we label the "passing pocket." (Sherman calls it the "critical alley.")



As the diagram shows, this is done as follows: the offensive guards block the defensive tackles playing opposite them, giving ground slightly but keeping inside position; the offensive center retreats, braced to meet the charge of a blitzing linebacker, or to seal holes as needed.

Depending on the pass pattern in use, both, one or neither of the halfbacks will assist in forming the pocket. They take one step forward, against the chance of a defender's breaking through the middle, then turn to the outside.

This may seem very simple—and in conception it is. But there's nothing simple about getting into proper blocking position, and holding it, against a ripsnorting 250-pound rushliner who wants in. Watch the war that goes on in the "alley."

"He tried to take my

Drake's COOKIES"



Giants on Offense

R. H. MORRISON (40)	F. B. TRIPPLETT (33)	Q. B. CONERLY (42)	L. H. GIFFORD (16)
R. E. SCHNELKER (85)	R. T. YOUZO (72)	R. G. STROUD (66)	C. WIETECHA (55)

Steelers on Defense

L. E. TARACOVIC (82)	L. T. KRUPA (75)	M. L. B. HENRY (37)	R. T. STAUTNER (70)	R. E. SMITH (77)
L. W. DERBY (27)	L. L. B. CAMPBELL (66)	L. S. SCUDERO (26)	R. S. MOEGLE (47)	R. W. BARNETT (43)

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
29	Webster, Alex	HB	225	6:03	29	N. Carolina State	6
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
88	Summerall, Pat	E	235	6:04	30	Arkansas	9
89	Livingston, Cliff	LB	215	6:03	30	U. C. L. A.	7

GIANT SPECIALISTS
 Punting—Chandler (34), C.
 Kimber (86).
 PAT, FG and Kicks-Offs—Su.
 Chandler (34).
 Holding for PAT, FG—Co.
 Kick Returns—Crow (41),
 Riley (21), Sutton (1).

OFFICIALS

Referee

(9) Emil Heintz, Penns.

Umpire

(12) Cletus Gardner, V.

Head Linesman

(30) George Murphy, U.

Back Judge

(41) Jack Nix, U. S.

Field Judge

(56) Norman Schachter.

STEELER SPECIALISTS

Punting—Green (8).

PAT, FG and Kick-Offs—Re.

Layne (22).

Holding for PAT, FG—Scude.

Layne (22) FG.

Kick Returns—Carpenter.

Scudero (26), Moegle.

PLEASE USE ENTRANCE RAMP N.

You deserve **Calvert** 
 ...the whiskey with a "Stand"
 insured for one milli.

**KICK-OFF
2:05 P.M.**

R. H. DIAL (84)	F. B. SCALES (34)	Q. B. LAYNE (22)	L. H. TRACY (30)
R. E. CARPENTER (40)	R. T. VARRICHIONE (74)	R. G. NISBY (65)	L. G. SANDUSKY (62)
L. E. KATCavage (75)	L. T. MODZELEWSKI (77)	M. L. B. HUFF (70)	L. T. JAMES (55)
L. W. CROW (41)	L. L. B. LIVINGSTON (89)	L. S. NOLAN (25)	R. E. ROBUSTELLI (81)
		R. S. PATTON (20)	R. L. B. SVARE (84)
			R. W. LYNCH (22)

Steelers on Offense

ANT SPECIALISTS
andler (34), Conerly (42),
Kimber (86).
Kicks-Offs—Summerall (88),
Chandler (34).
or PAT, FG—Conerly (42).
ns—Crow (41), Stits (48),
y (21), Sutton (26).

OFFICIALS

Referee

Heintz, Pennsylvania

Umpire

atus Gardner, Villanova

Lead Linesman

George Murphy, U. S. C.

Back Judge

Jack Nix, U. S. C.

Field Judge

erman Schachter, Alfred

ELER SPECIALISTS

ting—Green (89).
Kick-Offs—Rechichar (44),
Layne (22).
PAT, FG—Scudero (26) PAT,
Layne (22) FG.
urns—Carpenter (40),
ro (26), Moegle (47).

ANCE RAMP NEAREST YOUR SEAT

Giants on Defense

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)

PITTSBURGH STEELERS ROSTER

No.	Player	Position	Weight	Height	College	Yrs. Pro.
10	Bukich, Rudy	QB	200	6:02	U. S. C.	5
20	Morris, Jack	HB	190	5:11	Oregon	3
22	Layne, Bobby	QB	210	6:02	Texas	13
26	Scudero, Joe	HB	174	5:10	San Francisco	6
27	Derby, Dean	HB	180	6:00	Washington	4
28	Johnston, Rex	HB	195	6:01	U. S. C.	1
30	Tracy, Tom	HB	205	5:09	Tennessee	5
34	Scales, Charles	FB	210	5:11	Indiana	1
35	Johnson, John Henry	FB	215	6:02	Arizona St. (Tempe)	6
36	Hayes, Rudy	LB	215	6:00	Clemson	2
37	Henry, Mike	LB	215	6:02	U. S. C.	2
39	Krutko, Larry	FB	225	6:00	West Virginia	2
40	Carpenter, Preston	HB	205	6:02	Arkansas	5
42	Wren, Lowe	HB	205	6:00	Missouri	5
43	Barnett, Tom	HB	190	5:11	Purdue	2
44	Rechichar, Bert	HB	210	6:01	Tennessee	8
46	Williamson, Fred	HB	215	6:02	Northwestern	1
47	Moegle, Dicky	HB	195	6:01	Rice	6
50	Reger, John	LB	230	6:01	Pitt	6
55	James, Dan	C	275	6:04	Ohio State	1
57	Beatty, Ed	C	225	6:03	Mississippi	6
62	Sandusky, Mike	G	230	6:01	Maryland	4
64	Kapele, John	T	240	6:00	Brigham Young	1
65	Nisby, John	G	230	6:01	C. O. P.	4
66	Campbell, Dick	LB	225	6:01	Marquette	3
68	Stehouwer, Ron	G	240	6:02	Colorado State	1
70	Stautner, Ernie	E	230	6:02	Boston College	11
71	Lewis, Joe	T	260	6:02	Compton	3
72	Beams, Byron	T	245	6:06	Notre Dame	2
73	Renfro, Will	T	220	6:05	Memphis State	4
74	Varrichione, Frank	T	230	6:02	Notre Dame	6
75	Krupa, Joe	T	225	6:02	Purdue	5
77	Smith, Billy Ray	E	230	6:03	Arkansas	4
82	Tarasovic, George	E	245	6:04	L. S. U.	8
84	Dial, Buddy	E	195	6:01	Rice	2
86	Orr, Jimmy	E	200	6:00	Georgia	3
88	Brewster, Darrel	E	210	6:04	Purdue	9
89	Green, Bobby Joe	HB	175	5:11	Florida	1

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one million dollars!



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PARK & TILFORD IS YOUR ASSURANCE OF QUALITY!



BROOKLYN BRIDGE...1873 View of Manhattan side during construction of largest suspension bridge in the world at the time. Completed 10 years later, the bridge is still very much in use today.

PARK & TILFORD...1840 When picture was taken, Park & Tilford was 33 years old, already famous for fine whiskeys. Today's Park & Tilford is the finest in history...*a century of quality in every bottle.*

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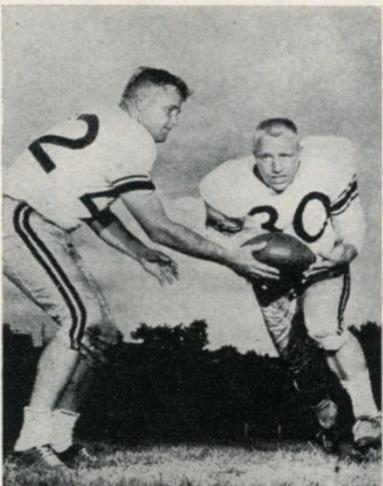
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HAND-OFF . . . from Bobby Layne to Tom Tracy, men to watch.

ANY consideration of the Pittsburgh Steelers has to begin with the fact that they have on their side the one and only Bobby Layne.

The Blond Bomber from Texas probably is the most dominant individual player in pro football. The No. 1 draft choice of the Chicago Bears in 1948, he has left an indelible stamp on the National Football League as a Bear, as a New York Bulldog in 1949, as a Detroit Lion in 1950-57 and as a Steeler since 1958.

Going into this season, Layne had thrown 163 touchdown passes (a total exceeded only by Sammy Baugh's 187); had scored 22 touchdowns and had booted 29 field goals.

The cold statistics tell only part of the story. There are better mechanics at passing, running and kicking than Bobby. But no quar-

Looking Over the Steelers

terback takes more thorough charge on the field, runs a game better or drives his team harder and gets more out of it.

Coach Buddy Parker, who has led the Layne cheering section ever since they formed a title-winning combination at Detroit, has done a great job of organizing a worthy supporting cast in Pittsburgh for his ace.

As Steeler backfield cohorts, Layne has Tom (The Bomb) Tracy, a bulldozing carrier who also catches and throws passes, and John Henry Johnson, a mercurial power runner acquired from the Lions since last season.

Pittsburgh's pass-receivers rate with the best. The top three are Buddy Dial, the 1958 Rice All-America end who has been recast as a flanking back; Jimmy Orr, the 1958 National League rookie-of-the-year, and Preston Carpenter and Darrell Brewster, formerly of the Browns.

From tackle to tackle, the Steelers' offensive line is a blue-ribbon unit, too, with an outstanding performer in Frank Varrichione at right tackle and a promising newcomer in Dan James at left tackle.

The retirement of Jack Butler, Dale Dodrill and Dick Alban left gaps in Pittsburgh's defensive pla-



THE BOSS . . . Buddy Parker, now in third year at Pittsburgh.

toon. But a hard core of stalwarts remains. Its leaders include Ernie Stautner, back at tackle where he belongs; George Tarasovic, at end; John Regehr at linebacker and Tom Barnett, at halfback.

As companions in an uncompromisingly rugged rushline, Stautner and Tarasovic have Joe Krupa and Billy Ray Smith. Rudy Hayes, Dick Henry and Marion Campbell assist Regehr with the linebacking. Dickie Moegle, Dean Derby, Lowe Wren, Joe Scudero and Rex Johnston round out the deep secondary.

To complete the picture, the veteran Bert Rechichar, who can boot the ball as far as anyone, was acquired from the Colts to relieve Layne of the place-kicking

Pittsburgh has a tradition of hard-nosed, rock-and-sock football. The 1960 Steelers follow this party line.



GR-R-R-R . . . Steeler rushliners Billy Ray Smith, Ernie Stautner, Joe Krupa and George Tarasovic look mean, play mean.

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

All
Tobacco
Filter

SMOOHS 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.



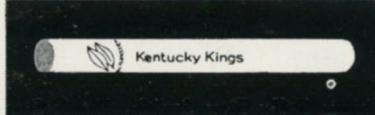
See how the all-tobacco filter is created from golden tobacco cut filter-fine.



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.

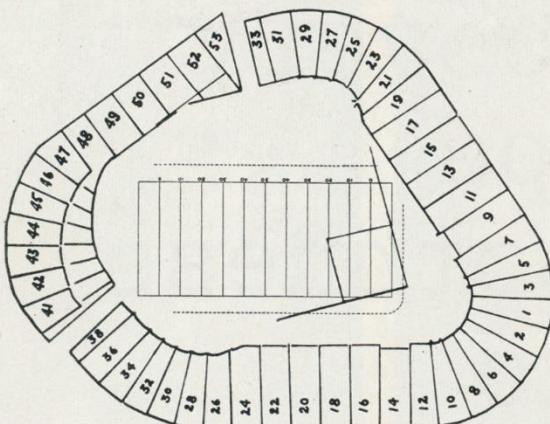


Only new Kentucky Kings with the all-tobacco filter smooths the smoke naturally, yet never dulls the taste as artificial filters do. Kentucky Kings—the all-tobacco filter for that all-tobacco taste.

TAKE IT
FROM A
TOBACCO
EXPERT



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; Blyeacher 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

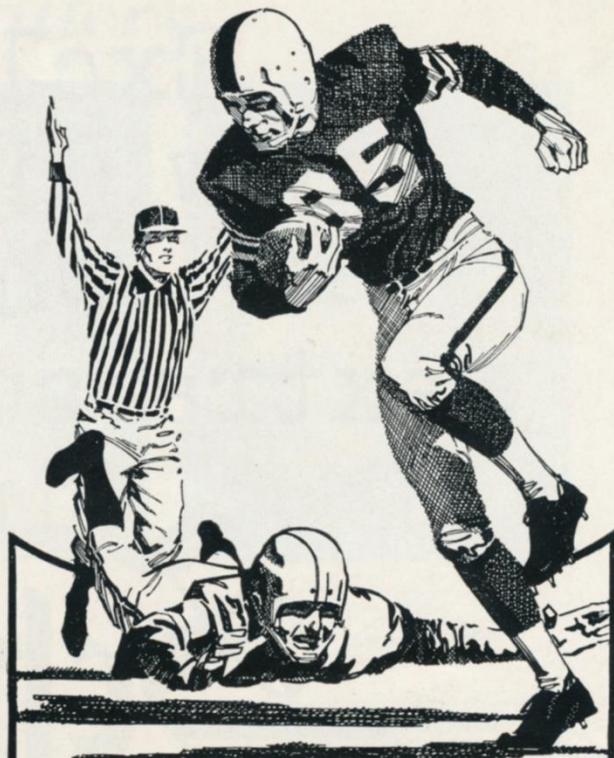
Cromwell Ave. and 157th St. East side of River Ave., South side of 158th St. East side of River Ave., North side of 157th St. East side of River Ave., South side of 157th St. North side of 158th St., between River and Gerard Aves. Also, the Polo Grounds lot again will be in service for all Giant games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



All 13 National League
Professional football teams
chose **UNITED AIR LINES**
for team travel this year.



The big reason more athletic organizations chose **UNITED** is the *extra care* **UNITED** takes with every detail of their trips...from the planning to the personal, attentive, dependable service.

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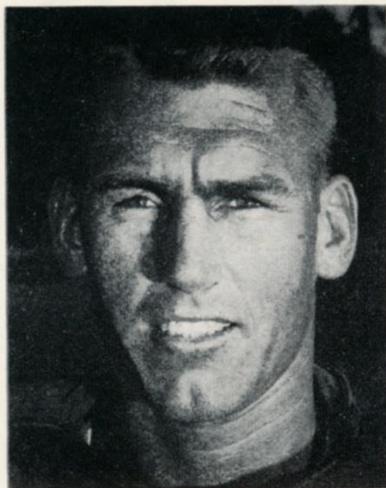
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Exclusive
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AFTER THE GAME... TASTE THE DIFFERENCE
Schenley Distillers Co., N.Y.C. • Blended Whisky, 86 Proof, 65% Grain Neutral Spirits.

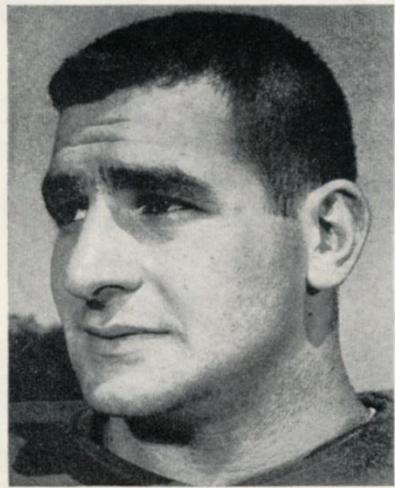
Giant Gallery



Bill Stits



Lee Riley



Lou Cordileone

An eight-year pro who previously played with the Lions, '49ers and Redskins, **Bill Stits** (48) signed with the Giants as a free agent in 1959. This rangy speedster from U. C. L. A. is a versatile player who fits in well as a spare defensive back, a runback man and even as an offensive end. His home is in Manhattan Beach, Calif.

Lee Riley (21), a graduate of the University of Detroit, joined the Giants this season after having put in four years with the Philadelphia Eagles. Swift and smart, he's the Giants' No. 1 replacement in the deep secondary. There's no better open-field tackler on the squad and he has a nose for the ball on pass plays.

On the basis of exhaustive reports, the Giants made **Lou Cordileone** (74) their No. 1 choice in the 1960 draft. Their agents tabbed the 245-pound Clemson tackle as the best blocking lineman they saw last year. The appraisal was sound. Big Lou has a rosy future in pro football. From Jersey City, he always has wanted to be a Giant.

Enjoy em at the Game and at Home

Here at the Yankee Stadium, 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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Take your choice of the two Kentucky favorites—Dant 100 Proof Bottled in Bond or J. W. Dant 86 Proof . . . its mild, light, lower-priced partner.

NATIONAL LEAGUE LEADERS

Rushing	Taylor, Green Bay, 128-540 yds.
Passing	Plum, Cleveland, 68 of 99-1075 yds.
Receiving	Berry, Baltimore, 46-862 yds.
Scoring	Hornung, Green Bay, 83 pts.
Punting	Van Brocklin, Philadelphia, 45.7 yd. Avg.
Punt Returns	Butler, Dallas, 8-112 yds.
Kick-Off Returns	Sample, Baltimore, 11-366 yds.
Interceptions	Norton, St. Louis, 5-63 yds.



1960 Giant Statistics

SIX-GAME TEAM RECORD

GIANTS	OPPONENTS	
40	First downs, rushing	46
57	First downs, passing	41
11	First downs, penalty	8
108	Total first downs	95
1831	Total yards gained	1453
746	Yards gained, rushing	721
1085	Yards gained, passing	732
202	Number of rushing attempts	219
168	Number of passing attempts	142
78	Passes completed	70
12	Passes intercepted by	8
37.0	Punting average	42.7
12	Punts returned	7
5.0	Punt return average	9.3
17	Kick-offs returned	20
21.0	Kick-off return average	18.3
27	Penalties	30
248	Yards penalized	320
24	Fumbles	15
9	Opponents fumbles recovered	15

INDIVIDUAL RECORDS

PASSING

	Att.	Comp.	Int.	Yds.	L.G.	TDs.	Pct.
Shaw	93	48	7	739	58	7	.516
Conerly	62	26	3	387	44	2	.419
Gifford	5	2	1	11	7	0	.400
Grossep	6	2	0	17	9	0	.333
Morrison	1	0	1	0	0	0	.000
Summerall	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
Triplett	4	1	5	0	0	0	30
Summerall	0	0	0	16-16	3-10	0	25
Gifford	3	1	4	0	0	0	24
Morrison	0	2	2	0	0	0	12
Crow	1	0	1	0	0	0	6
Grier	0	0	0	0	0	1	2

RUSHING

Att. Yds. L.G. Avg.

	Att.	Yds.	L.G.	Avg.	Att.	Yds.	TDs.	L.G.	
Triplett	53	298	33	5.6	Rote	26	401	5	32
Gifford	63	193	15	3.0	Mor'son	18	256	2	51
Morrison	51	181	11	3.6	Sch'ker	17	225	0	24
King	11	49	11	4.5	Gifford	11	164	1	44
Sutton	3	14	8	4.5	Simms	1	58	0	58
Shaw	9	10	11	0.9	Triplett	2	32	1	24
Grossep	2	7	5	3.5	Sutton	1	14	0	14
Webster	3	6	4	2.0	King	1	4	0	4
Conerly	7	12	6	—					

RECEIVING

Att. Yds. TDs. L.G.

Rote	26	401	5	32
Mor'son	18	256	2	51
Sch'ker	17	225	0	24
Gifford	11	164	1	44
Simms	1	58	0	58
Triplett	2	32	1	24
Sutton	1	14	0	14
King	1	4	0	4

INTERCEPTIONS

No. Yds. L.G.

Patton	3	75	34
Lynch	1	32	32
Nolan	1	20	20
Huff	1	16	16
Crow	1	3	3
Livingston	1	0	0

KICK-OFF RETURNS

No. Yds. L.G.

Stits	9	210	39
Sutton	6	124	26
Riley	1	24	24
Brown	1	0	0

PUNTING

No. Avg. Lgst.

	No.	Avg.	Lgst.
Conerly	18	36.9	59
Chandler	7	37.0	50

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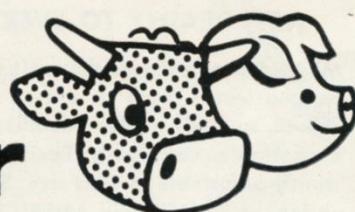


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Take your choice—regular or all-beef franks—both are *all meat!* Both deliciously hickory-smoked! Available in jars and cellophane, too. By famous . . .

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Smart new ways to toast your favorite pro team!

Host your football guests wearing a magnificently styled club jacket tailored by Hart Schaffner & Marx from world's finest Fortuna flannel by Forstmann. Distinctive NFL lining and buttons. Limited supply means only season ticket holders are eligible to buy this jacket, Men's \$69.50, Women's \$65. Pure silk NFL team ties are by Damen, \$2.50.

Many kinds of sparkling Weico glassware—all in team colors of your choice—can add to party fun. Eleven piece ice bucket caddy set, seen on table, \$10. Bent glass ash tray set, \$3.50. Eight piece martini set, host holds pitcher, \$6. Eight or 13 piece sets of glasses with one or all 13 team

emblems, in 5 different sizes, \$3.50 to \$9.50.

Team dolls with nodding heads, seen on back bar, are 5" high, \$1 each, by L.A. Rams Mdse. Div.

RCA Victor has captured half time excitement in a colorful album starring the NFL Marching Band playing all team fight songs, \$3.98.

Couple in doorway wear corded embossed vinyl "Stadium" coats, sleeves and hood lined with NFL rayon print. Leather buttons, flap covered patch pocket, \$8.95, by Dolphin Rainwear. This price includes carrying case with cushion.

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Have a Ruppert! Brewed since 1867 by four generations of the Ruppert family!



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label...
same
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Series Review:

GIANTS vs. STEELERS

IN recent years, the Steelers have rivalled the Browns as the Giants' most troublesome Eastern Conference foe. Although the Giants hold on overall edge of 28-19-2 in a series that began in 1933, the rivalry has been a virtual stand-off since the end of World War II in 1945.

Of thirty meetings between the teams during the post-war years, the Giants have won 15, the Steelers 13 and there has been one tie—a 13-13 deadlock in 1951.

The Steelers scored two-game sweeps in 1947, 1949, 1953 and 1955 and, in the single game of 1952, handed the Giants a 63-7 beating that remains the worst ever to have been suffered by the New Yorkers.

The Giants accomplished sweeps in 1946, 1954 and 1956. With a 19-17 victory in hand in the cliff-hanger at Pittsburgh a few weeks ago, they have a chance to put across another slam.

However, as the record reveals, Pittsburgh doesn't beat easily.

The complete series record:

1933—Giants 23, Steelers 2	1948—Giants 34, Steelers 27
Giants 27, Steelers 3	Steelers 38, Giants 28
1934—Giants 14, Steelers 12	1949—Steelers 28, Giants 7
Giants 17, Steelers 7	Steelers 21, Giants 17
1935—Giants 42, Steelers 7	1950—Giants 18, Steelers 7
Giants 13, Steelers 0	Steelers 17, Giants 6
1936—Steelers 10, Giants 7	1951—Giants 13, Steelers 13
1937—Giants 10, Steelers 7	Giants 14, Steelers 0
Giants 17, Steelers 0	1952—Steelers 63, Giants 7
1938—Giants 27, Steelers 14	1953—Steelers 24, Giants 14
Steelers 13, Giants 10	Steelers 14, Giants 10
1939—Giants 14, Steelers 7	1954—Giants 30, Steelers 6
Giants 23, Steelers 7	Steelers 24, Steelers 3
1940—Giants 10, Steelers 10	1955—Steelers 30, Giants 23
Giants 12, Steelers 0	Steelers 19, Giants 17
1941—Giants 37, Steelers 10	1956—Giants 38, Steelers 10
Giants 28, Steelers 7	Giants 17, Steelers 14
1942—Steelers 13, Giants 10	1957—Giants 35, Steelers 0
Steelers 17, Giants 9	Steelers 21, Giants 10
1945—Giants 34, Steelers 6	1958—Giants 17, Steelers 6
Steelers 21, Giants 7	Steelers 31, Giants 10
1946—Giants 17, Steelers 14	1959—Giants 21, Steelers 16
Giants 7, Steelers 0	Steelers 14, Giants 9
1947—Steelers 38, Giants 21	1960—Giants 19, Steelers 17
Steelers 24, Giants 7	

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	11	11	1	355	382
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	19	2	872	675
St. Louis Cardinals	29	9	0	890	594
San Francisco 49ers	3	1	0	99	81
Washington Redskins	30	17	2	986	775

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!*



MADISON SQ GARDEN

Your Dates at the Garden...

Tonite 7 PM **HOCKEY**
RANGERS vs MONTREAL

This Tuesday **NBA Doubleheader**

BOSTON CELTICS vs DETROIT PISTONS
KNICKS vs LOS ANGELES LAKERS

This Wednesday **HOCKEY**
RANGERS vs BOSTON

This Friday **BASKETBALL**
KNICKS vs PHILA. WARRIORS
with WILT "THE STILT" CHAMBERLAIN

Next Sunday **HOCKEY**
RANGERS vs DETROIT

NATIONAL LEAGUE OFFICIALS' SIGNALS



Offside



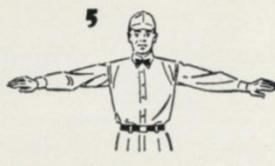
Crawling, Pushing,
Helping Runner



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

Enjoy
MELROSE
Whiskey Born Great!



“A Toast to Greatness”

There's royal pleasure for you in Melrose . . . an incredibly smooth blend selected from our treasured reserves. Rich and mellow—yet light and appealing. Tonight, make yours MELROSE—the toast to greatness.



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

NFL Pairings and Results

Home Team	Visiting Team	Home Team	Visiting Team
NEW YORK	PITTSBURGH	CHICAGO	BALTIMORE
Won 4, Lost 1, Tied 1	Won 2, Lost 4, Tied 1	Won 3, Lost 2, Tied 1	Won 5, Lost 2
21—@ San Francisco 19	35—@ Dallas 28	17—@ Green Bay 14	20—Washington 0
35—@ St. Louis 14	20—@ Cleveland 28	7—@ Baltimore 42	42—Chicago 7
19—@ Pittsburgh 17	17—New York 19	34—Los Angeles 27	21—@ Green Bay 35
24—Washington 24	27—St. Louis 14	27—San Francisco 10	31—Los Angeles 17
13—St. Louis 20	27—@ Washington 27	24—@ Los Angeles 24	17—@ Detroit 30
17—@ Cleveland 13	13—Green Bay 19	7—@ San Francisco 25	45—@ Dallas 7
—Pittsburgh	7—@ Philadelphia 34	—Baltimore	38—Green Bay 24
—Philadelphia	—@ New York	—Detroit	—@ Chicago
—@ Philadelphia	—Cleveland	—Dallas	—San Francisco
—Dallas	—Washington	—Green Bay	—Detroit
—@ Washington	—Philadelphia	—@ Cleveland	—@ Los Angeles
—Cleveland	—@ St. Louis	—@ Detroit	—@ San Francisco
129	107	146	169
116	142	214	120
PHILADELPHIA	vs.	DETROIT	vs.
WON 5, LOST 1	WON 1, LOST 3, TIED 2	DETROIT	vs.
24—Cleveland 41	0—@ Baltimore 20	WON 2, LOST 4	LOS ANGELES
27—@ Dallas 25	26—Dallas 14	9—@ Green Bay 28	WON 2, LOST 4, TIED 1
31—St. Louis 27	24—@ New York 24	10—San Francisco 14	21—St. Louis 43
28—Detroit 10	27—Pittsburgh 27	10—@ Philadelphia 28	9—@ San Francisco 13
31—@ Cleveland 29	10—Cleveland 31	30—Baltimore 17	27—@ Chicago 34
34—Pittsburgh 7	7—@ St. Louis 44	35—@ Los Angeles 48	17—@ Baltimore 31
—Washington	—@ Philadelphia	24—@ San Francisco 0	24—Chicago 24
—@ New York	—St. Louis	—Los Angeles	48—Detroit 35
—New York	—@ Pittsburgh	—@ Chicago	38—@ Dallas 13
—@ St. Louis	—@ Cleveland	—Green Bay	—@ Detroit
—@ Pittsburgh	—New York	—@ Baltimore	—San Francisco
—@ Washington	—Philadelphia	—Dallas	—Baltimore
175	139	94	160
118	135	184	193
CLEVELAND	vs.	GREEN BAY	vs.
WON 4, LOST 2	WON 4, LOST 3	DETROIT	vs.
41—@ Philadelphia 24	43—@ Los Angeles 21	WON 4, LOST 2	DALLAS
28—Pittsburgh 20	14—New York 35	14—Chicago 17	WON 0, LOST 7
48—@ Dallas 7	27—@ Philadelphia 31	28—Detroit 9	28—Pittsburgh 35
29—Philadelphia 31	14—@ Pittsburgh 27	35—Baltimore 21	25—Philadelphia 27
31—@ Washington 10	12—Dallas 10	41—San Fran, @ Mil. 14	14—@ Washington 26
13—New York 17	20—@ New York 13	19—@ Pittsburgh 13	7—Cleveland 48
—St. Louis	44—Washington 7	24—@ Baltimore 38	10—@ St. Louis 12
—@ Pittsburgh	—@ Cleveland	—Dallas	7—Baltimore 45
—@ St. Louis	—@ Washington	—Los Angeles @ Mil.	13—Los Angeles 38
—Washington	—Cleveland	—@ Detroit	—@ Green Bay
—Chicago	—Philadelphia	—@ Chicago	—San Francisco
—@ New York	—Pittsburgh	—@ San Francisco	—@ Chicago
190	109	174	144
161	112	104	231

NATIONAL LEAGUE LEADERS

RUSHING

1. Taylor, Green Bay 128 for 540 yds.
2. Crow, St. Louis 107 for 524 yds.
3. Brown, Cleveland 95 for 521 yds.

PASSING

1. Plum, Cleveland 68 of 99 for 1075 yds.
2. Unitas, Baltimore 107 of 201 for 1778 yds.
3. Van Brocklin, Philadelphia 89 of 151 for 1369 yds.

RECEIVING

1. Berry, Baltimore 46 for 862 yds.
2. Randle, St. Louis 32 for 452 yds.
3. Phillips, Los Angeles 28 for 516 yds.

SCORING

1. Hornung, Green Bay 83 pts.
2. Walston, Philadelphia 61 pts.
3. Berry, Baltimore 54 pts.
4. Mitchell, Cleveland 54 pts.

NATIONAL LEAGUE STANDINGS

EASTERN CONFERENCE

	W.	L.	T.	Pct.	Points	For Agst.
Philadelphia	5	1	0	.833	175	139
NEW YORK	4	1	1	.800	129	107
Cleveland	4	2	0	.667	190	109
St. Louis	4	3	0	.571	174	144
Pittsburgh	2	4	1	.333	146	169
Washington	1	3	2	.250	94	160

WESTERN CONFERENCE

Baltimore	5	2	0	.714	214	120
Green Bay	4	2	0	.667	161	112
Chicago	3	2	1	.600	116	142
San Francisco	3	4	0	.429	95	139
Detroit	2	4	0	.333	118	135
Los Angeles	2	4	1	.333	184	193
Dallas	0	7	0	.000	104	231

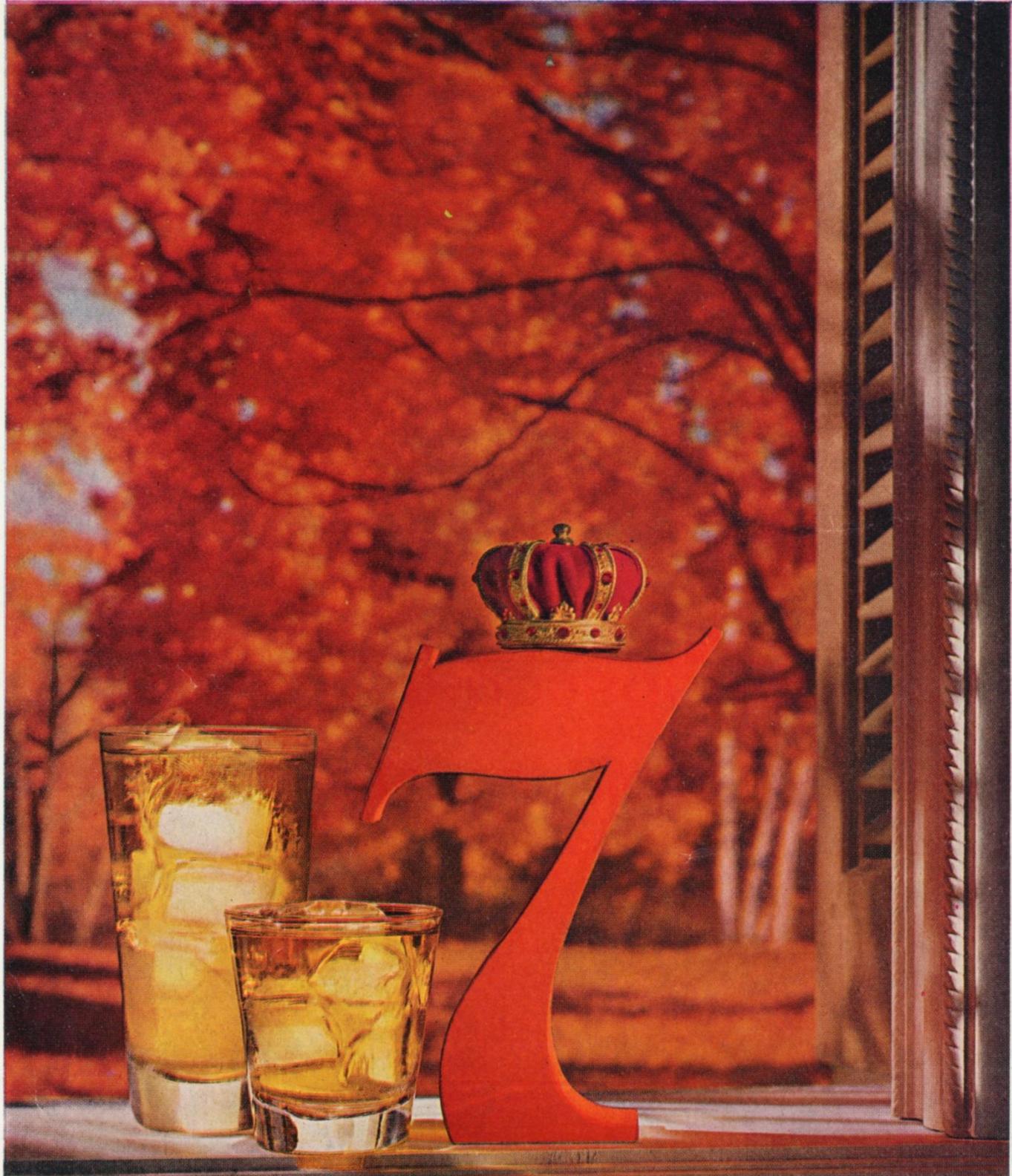
SAN FRANCISCO— BYE

WON 3, LOST 4

- 19—New York 21
- 13—Los Angeles 9
- 14—@ Detroit 10
- 10—@ Chicago 27
- 14—Green Bay @ Mil. 41
- 25—Chicago 24
- 0—Detroit 24
- @ Dallas
- @ Baltimore
- @ Los Angeles
- Green Bay
- Baltimore
- 95 139

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**



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