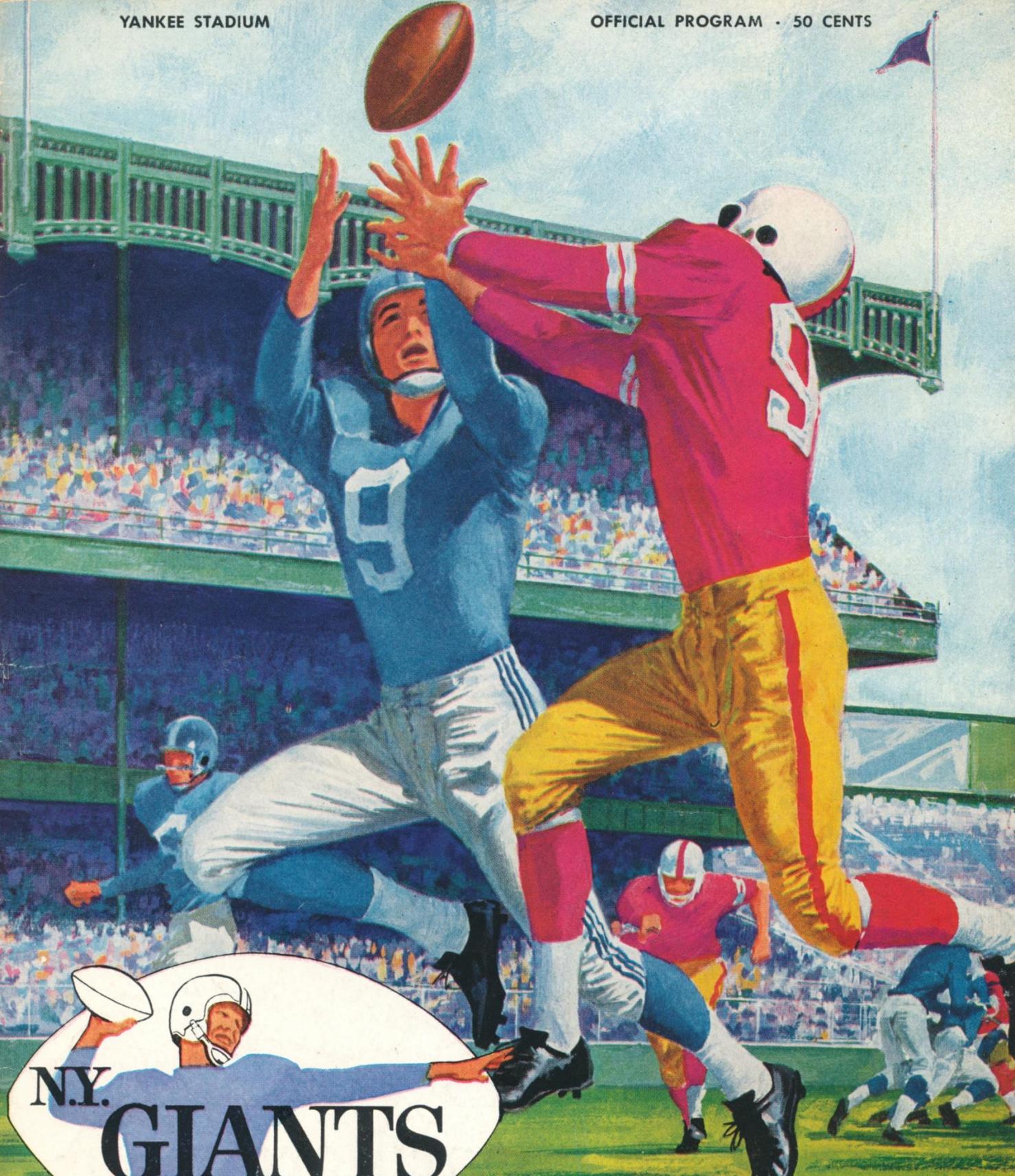


YANKEE STADIUM

OFFICIAL PROGRAM - 50 CENTS



N.Y.

GIANTS

VS.

CLEVELAND

BROWNS

DECEMBER 18, 1960



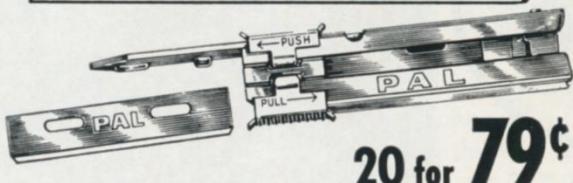
Marlboro Men

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. **CLEVELAND BROWNS**

YANKEE STADIUM • Dec. 18, 1960

Volume 36

Number 6

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JIM PATTON	Assistant Defensive Coach
ED KOLMAN	Line Coach
KEN KAVANAUGH	End Coach
WALT YOWARSKY	Assistant Coach and Scout
JOHN JOHNSON, SID MORET and JOHN DZIEGIEL	Trainers
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DON SMITH	Director of Publicity
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Cover Illustration by Carol Johnson

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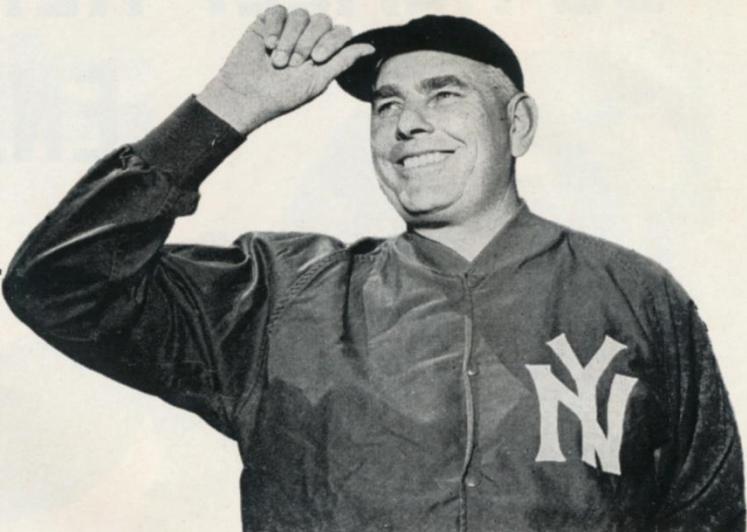
Quality



Products of *The American Tobacco Company*

"Tobacco IS OUR MIDDLE NAME"

Salute to a Great Giant— Jim Lee Howell



JIM LEE HOWELL

WITH today's game, Jim Lee Howell steps down as Giant coach, at his own request.

We would be remiss on this occasion if we did not express our admiration of the smiling Senator from Arkansas and our appreciation to him for a great job well done. We know that the Giants of the front office, the coaching staff and the squad share these sentiments. We feel certain that so do Giant fans everywhere.

Since taking command of the Giants in 1954, when their fortunes were at their lowest ebb, Jim Lee has guided the team to a remarkable .667 record—53 victories, 26 defeats and four ties—in football's fastest company.

The Giants have not had a losing season under Howell and captured three divisional championships (1956-58-59) and one world championship (1956). They carry an unrivaled streak of six straight victories over the Browns into today's season-ending contest

with Cleveland, their arch-rival for Eastern leadership until the Eagles swooped off with the prize this year.

Jim Lee is the type of person who will shrug off this praise with an embarrassed grin. "I just blow up the footballs and keep order," he has said time and again after Giant victories. "The credit belongs to Allie Sherman (or Vince Lombardi, when he was here) . . . to Swede Svare (or Tom Landry when he was here) . . . to Ken Kavanagh . . . to Ed Kolman . . . to Walt Yowarsky . . . to the boys out on the field who got the job done."

This is no pose, no self-serving expression of false modesty. It isn't in Howell to dissemble, as those well know who have been acquainted with him since he first arrived on the Giant scene in 1937 as a gangling rookie end from Arkansas.

To Jim Lee, team considerations always outweigh individual interests and personal pride. As a

surprise choice to succeed Steve Owen seven years ago, he put this philosophy to practice as Giant head coach and built an organization unique for its togetherness. His record bears out the soundness of his thinking.

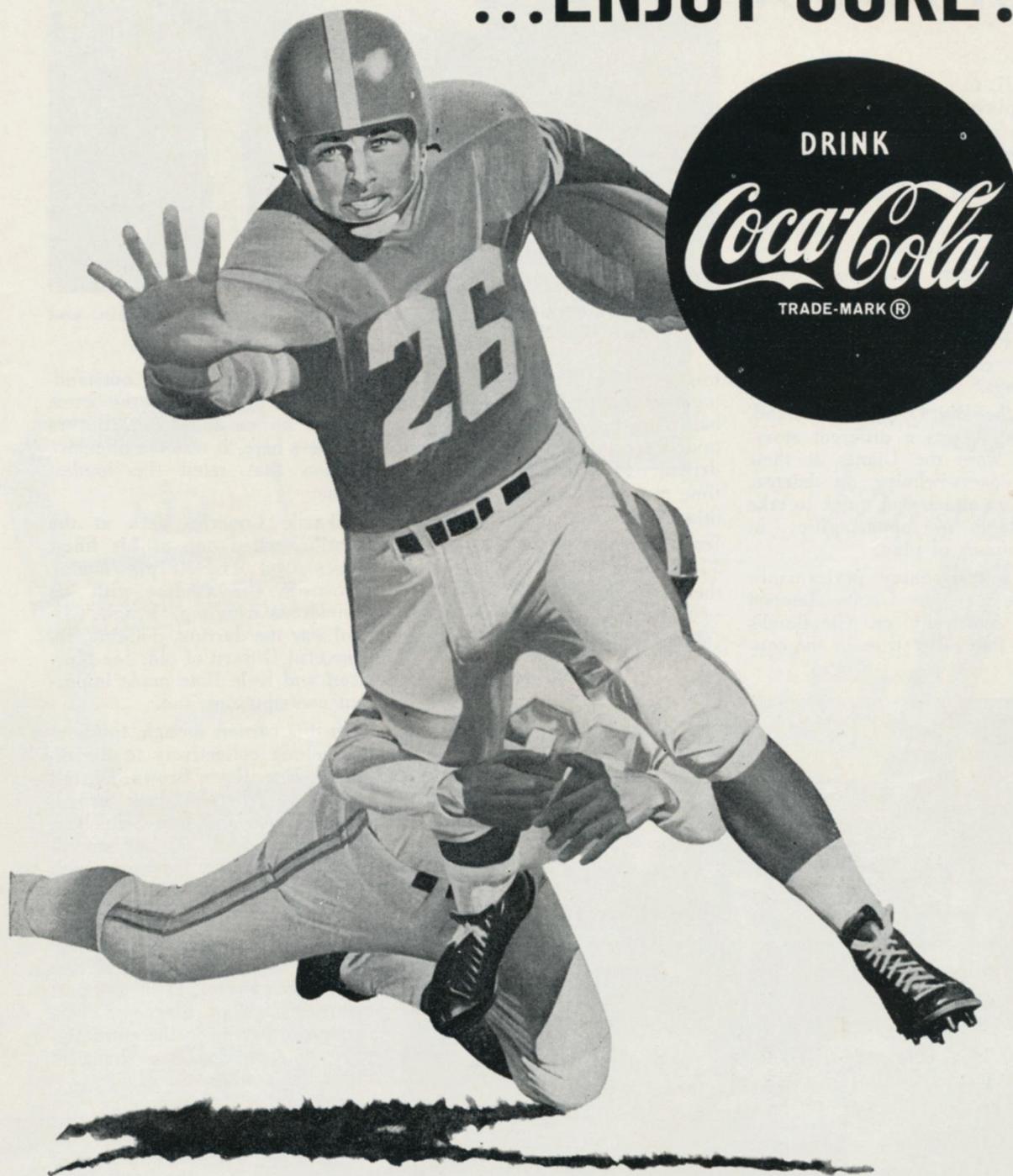
Whoever replaces Howell won't have an enviable job. However, the new Giant coach will have the comfort of Jim Lee's support and backing from the front office, where he will give his full attention to personnel problems with the same unselfish devotion he applied to the Giant cause as player, assistant and head coach.

We're sorry to see this great Giant leave the role in which we came to know him best but also are mighty glad that he will remain a member of the Giant team.

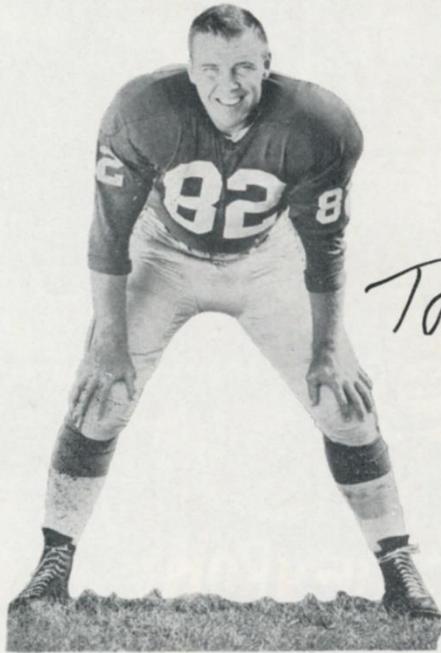
As you know, this is the last rendezvous of 1960 at Yankee Stadium. . . . With Coach Howell joining in, all the Giants—and the Yankees, too—express their deepest gratitude for your loyal support and wish you a Merry Christmas and Happy New Year!

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

BE REALLY REFRESHED!
...ENJOY COKE!



Giant Gallery



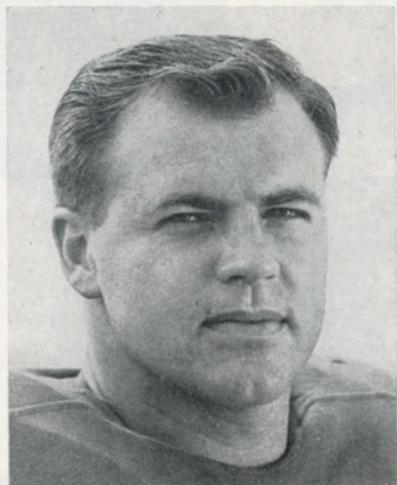
Tom Scott



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.

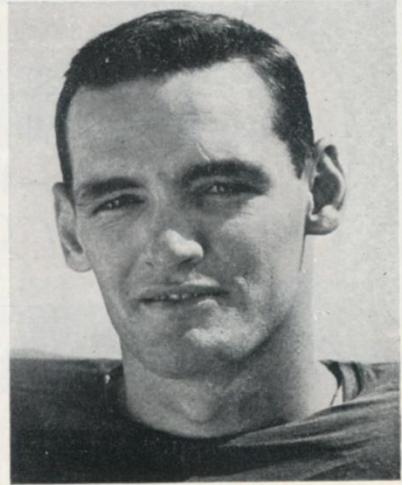
The No. 2 draft choice of the Eagles in 1958, **Proverb Jacobs** (73), was signed by the Giants as a free agent last spring. The 225-pound California graduate fits into the picture as a spare tackle. He is serviceable on both offense and defense. In a pinch, he also could handle the place-kicking assignment.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



Bob Schmidt



Bill Kimber



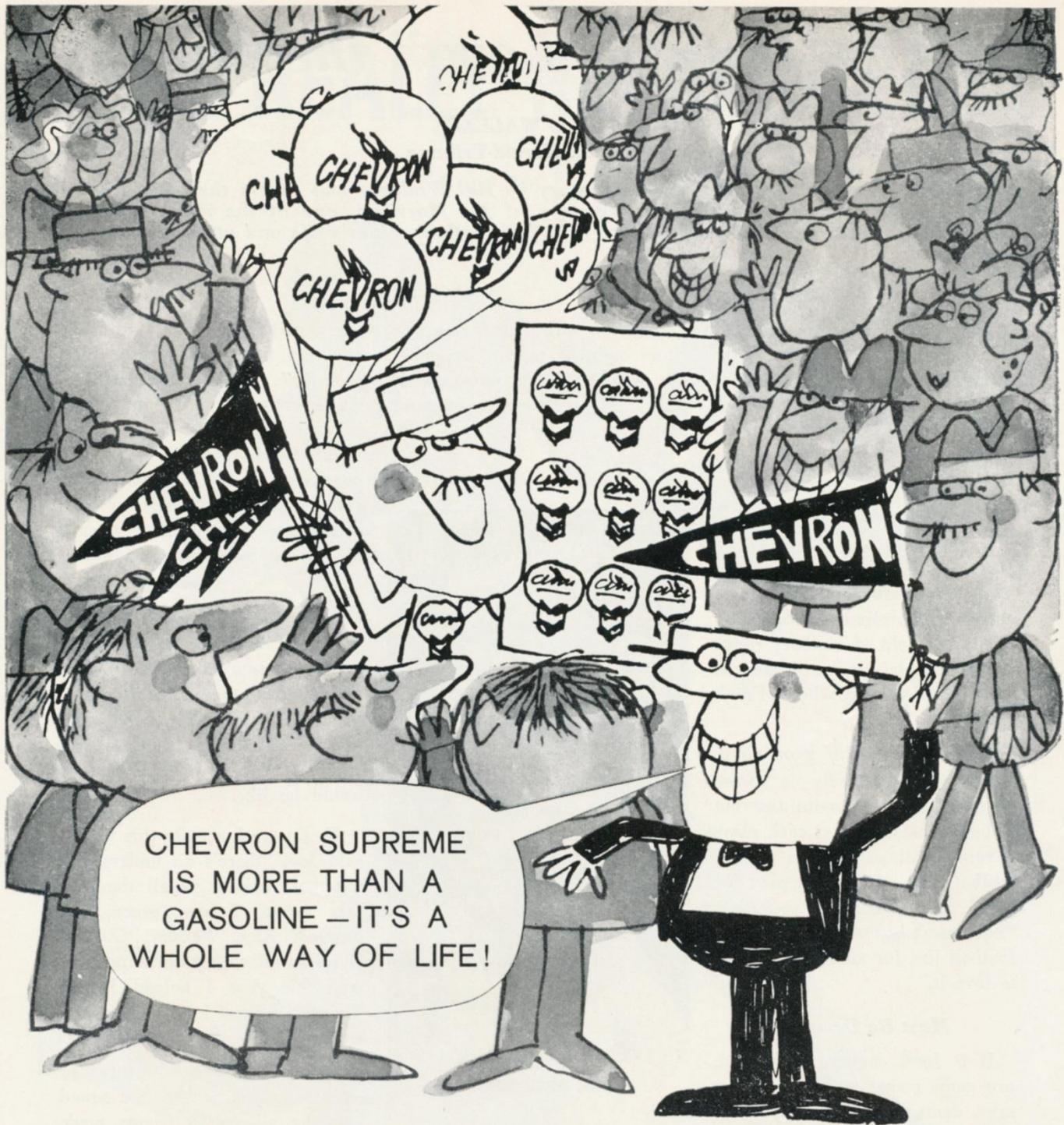
Dick Lynch

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.

Carried on the Giants' taxicab squad last year, blond **Bill Kimber** (86) was activated in midseason when injuries left the Giants short of ends. The rangy speedster from Florida State has been in the spotlight a couple of times, notably for his game-opening 41-yard reception against the Cowboys here two weeks ago.

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.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT



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



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Rear row, left to right—Luis Arroyo, Duke Maas, Eli Grba, Ryne Duren, Bill Stafford, Jim Coates, Ralph Terry, Bob Turley, Art Ditmar, Whitey Ford, Bobby Shantz. *Middle row*—Joe Soares, Trainer: Cletis Boyer, Joe DeMaestri, Tony Kubek, Dale Long, Hector Lopez, Bob Cerv, Mickey Mantle, Roger Maris, Gus Mauch, Trainer. *Front row*—Gil McDougald, Bill Skowron, Bobby Richardson, Jim Hegan, Coach; Eddie Lopat, Coach; Frank Crosetti, Coach; Casey Stengel, Manager; Ralph Houk, Coach; Johnny Blanchard, Elston Howard, Yogi Berra. *Seated in front*—Frank Prudenti, Fred Bengis, Bat Boys.

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If the 1960 "down to the wire" pennant race is any indication, 1961 promises to be another great season; and to assure yourself of the best selection of seats for the BIG games, take advantage of the COMBINATION TICKET PLAN. This plan entitles you to the same choice seats for the crucial dates and the opportunity to obtain World Series tickets if the Yankees successfully defend their American League Championship.

NEW YORK YANKEES

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or

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Tonight 7 PM
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RANGERS vs **TORONTO**

This Tuesday
NBA Doubleheader
KNICKS vs **SYRACUSE**
BOSTON CELTICS
vs **CINCINNATI**

This Wednesday
HOCKEY

RANGERS vs **CHICAGO**

KEEP THIS HANDY CALENDAR OF HOLIDAY SPORTS EVENTS

Christmas Night (Sunday)
HOCKEY

RANGERS vs **MONTREAL**

Monday Night Dec. 26
KNICKS vs **LAKERS**
GLOBETROTTERS
vs **GENERALS**

Tuesday Dec. 27
HOLIDAY BASKETBALL
FESTIVAL

AFT.: **ST. JOHNS** vs **PROVIDENCE**,
ST. BONAVENTURE vs **ST. JOSEPHS**
EVG.: **UTAH** vs **PENNSYLVANIA**
OHIO STATE vs **SETON HALL**

Wed. Night Dec. 28
HOCKEY

RANGERS vs **DETROIT**

Thurs. Dec. 29 Aft. & Evg.
HOLIDAY
BASKETBALL
FESTIVAL

Friday Night Dec. 30
BASKETBALL
KNICKS vs **BOSTON CELTICS**

Sat. 6 PM—Dec. 31
Tripleheader (Finals)
HOLIDAY
BASKETBALL
FESTIVAL

NEW YEAR'S DAY (Sunday)
HOCKEY
RANGERS vs **TORONTO**
7 P.M.

TICKETS NOW ON SALE
FOR ALL EVENTS
AT
GARDEN BOX OFFICE

They Lead the Giants



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

Football Giants—1961 Season Subscription

This season more Giant fans than ever before discovered the best way to solve their ticket problems was by season subscription. Many inquiries are now being received at the Giant office regarding subscription for 1961.

If you were a season subscriber this year, your same seats automatically are held in your name for 1961. Sometime in the spring you will receive a bill covering the seats which are registered in your name at the Giants office.

If you were not a subscriber in 1960 but wish to be one for 1961, we suggest you fill out and mail the blank appearing below.

Our 1961 Season Ticket Brochure will be ready in February and will include all necessary information, including the areas in which vacancies now exist.

If you prefer a personal visit, our Ticket Windows at 10 Columbus Circle will be open for that purpose as of February 1st.

New York Football Giants, Inc.
10 Columbus Circle
New York 19, New York

Gentlemen:

Please send me your 1961 Season Ticket Brochure when it is ready for mailing:

Name

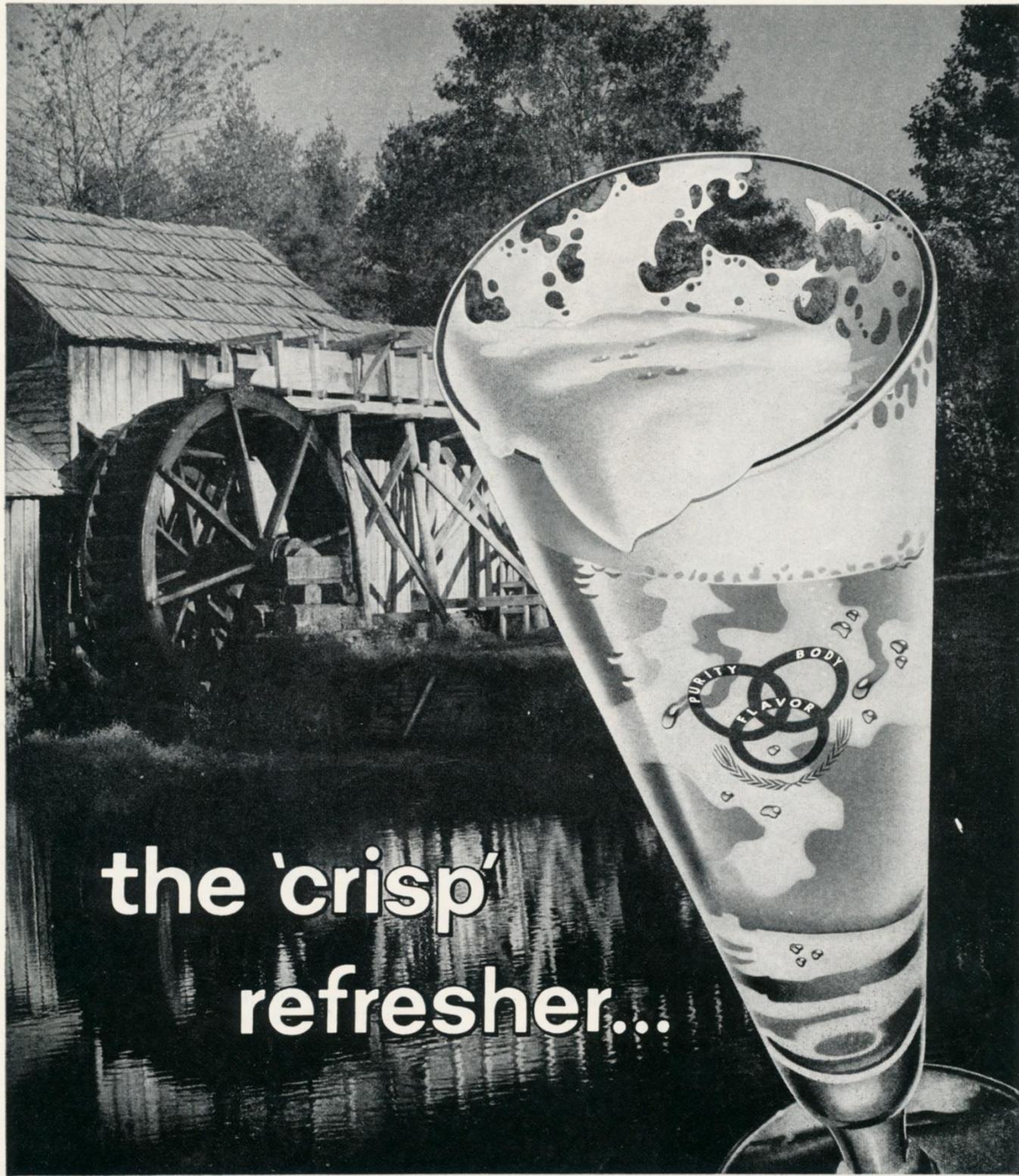
Address

City & Zone..... State.....

This blank is for use of new applicants. 1960 Season reservations are automatically renewed.

SEASON TICKETS—YOUR BEST BUY IN ENTERTAINMENT

Ballantine © LIGHT LAGER beer



© 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

LAST Sunday's blinding blizzard kept three assigned newspapermen and assorted other Giant fans from being at fieldside for the snow-splashed game with the Redskins. With the weather still fair in New York, Bill Wallace of The Herald-Tribune, Gene Ward of the Daily News and Joe Sheehan of The New York Times boarded American Airlines Flight 365 from LaGuardia Airport at 10 A.M. At 1:30 P.M., Flight 365 touched down at LaGuardia. Between take-off and landing, Flight 365 circled Washington for an hour and a half and made two passes at landing in the Capital. Also aboard and headed for Griffith Stadium were Bill Shea, a pro football buff long before he became identified with the Continental League; Jack Kent Cooke, the owner of the Toronto Maple Leafs baseball team and their wives.

The more you think of it, Charlie Conerly's performance against the Redskins was amazing. Under conditions so miserable that two Washington passers failed to complete a pass, the old pro quarterback of the Giants managed to connect with his targets on six of eleven attempts, including the big one to Joe Morrison that accounted for the game-deciding touchdown. Hasty research reveals no other case of a no-hit passing game for a National League club, which gives Wash-

ington a distinction of a sort. Another record was set, in the 1:57 elapsed time of the contest.

The Coro Award jury, undoubtedly swayed by the unusual conditions, departed from the norm in picking its winners in the Washington game. The offensive prize went to Bill Stits, for his key fumble recovery, which set up the Giants' winning touchdown, and his daring punt returns. The defensive award was voted to Jim Leo, for his fumble recovery and, even more, for his booming tackles under punts and kick-offs. . . . The Coro Award winners for the Dallas game here were Kyle Rote, offense, and Sam Huff, defense. . . . Ed Sutton received the Van Heusen Pleasure-Wear Award as the top Giant performer over-all.

The chances are the Giants will play seven, instead of the usual six, home games next season. As you know, a fourteenth team, the Minneapolis-St. Paul Vikings, will join the National Football League in 1961. The new team will be manned by personnel selected from the thirteen existing clubs, each of whom will make available thirteen players from its thirty-eight man roster. In addition, the Vikings will get first choice on each of the twenty draft rounds scheduled for Dec. 27.

No one on the Giants could recall worse playing conditions than prevailed in Washington last Sun-

(Continued on Page 29)



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New York's newest . . . Hotel Manhattan offers 1400 air conditioned guest rooms, each with television and radio. Known as the "Home of Champions," this magnificent skyscraper hotel is ideally located in the heart of Times Square. Meet your friends at the Manhattan Bar or the new Playbill Restaurant for cocktails, luncheon, dinner and supper.

Express Subway Trains Speed You to
Yankee Stadium from the Private
Subway Entrance of Hotel Manhattan

FRANK W. KRIDEL
Executive Vice President and General Manager



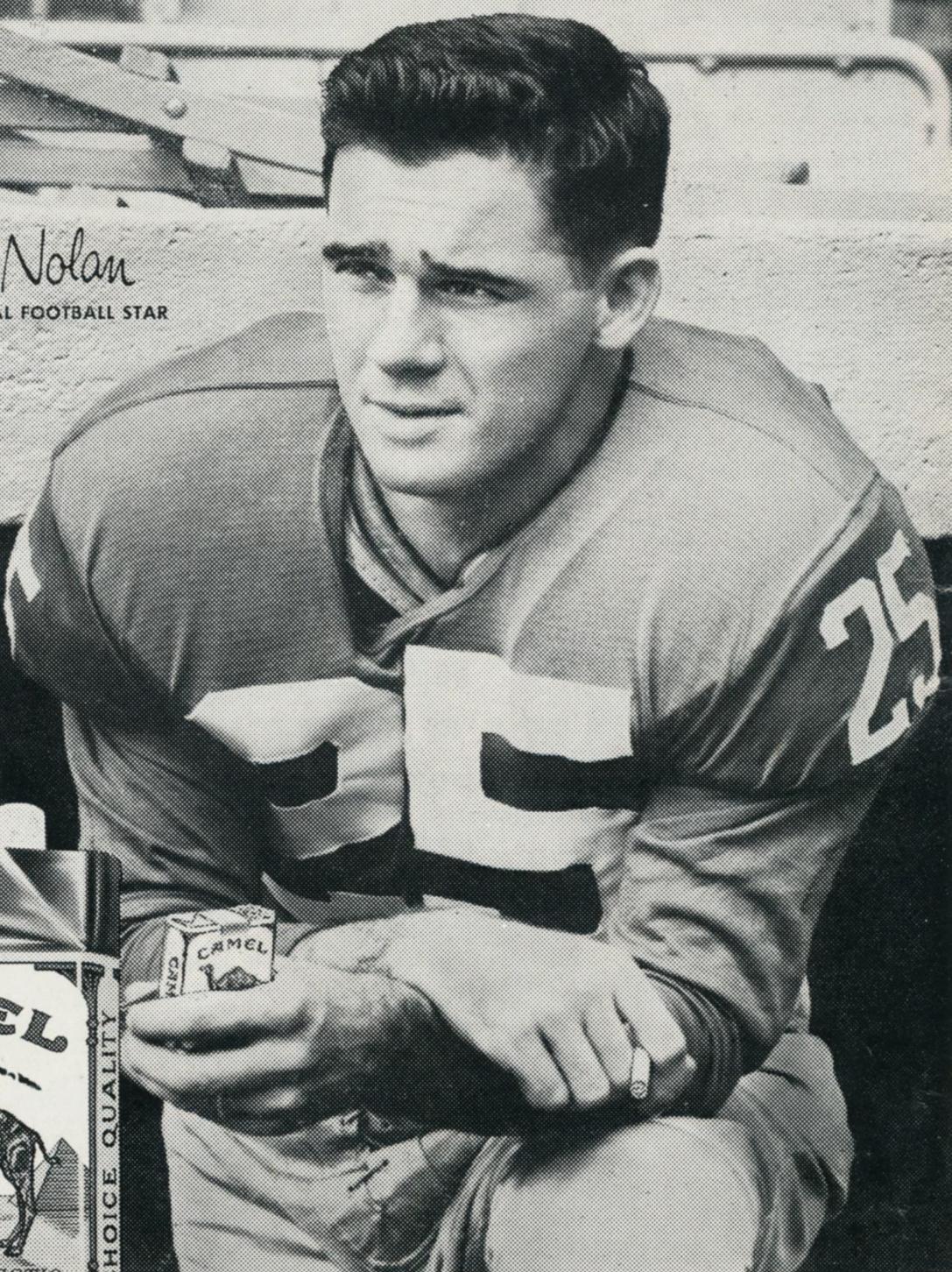
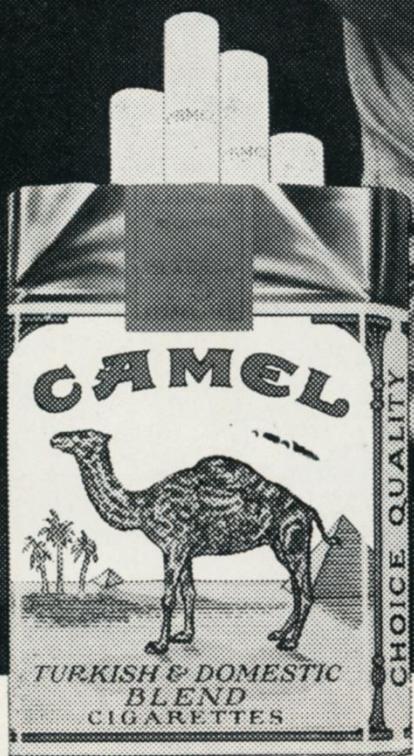
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Manhattan
44TH TO 45TH STREETS
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Have a real cigarette—have a CAMEL

Dick Nolan

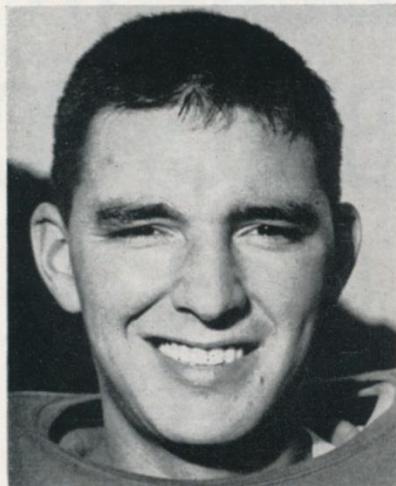
PROFESSIONAL FOOTBALL STAR



The best tobacco makes the best smoke!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Giant Gallery



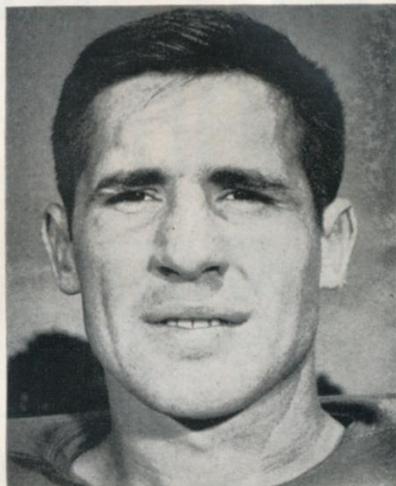
Lee Grosscup

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.



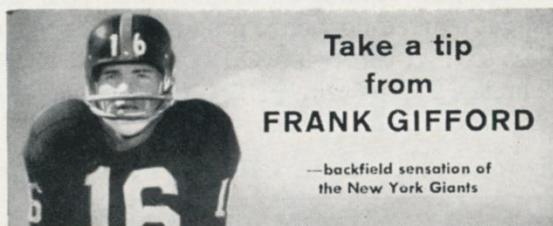
Jim Leo

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 rattling tackles. He's a man to watch.

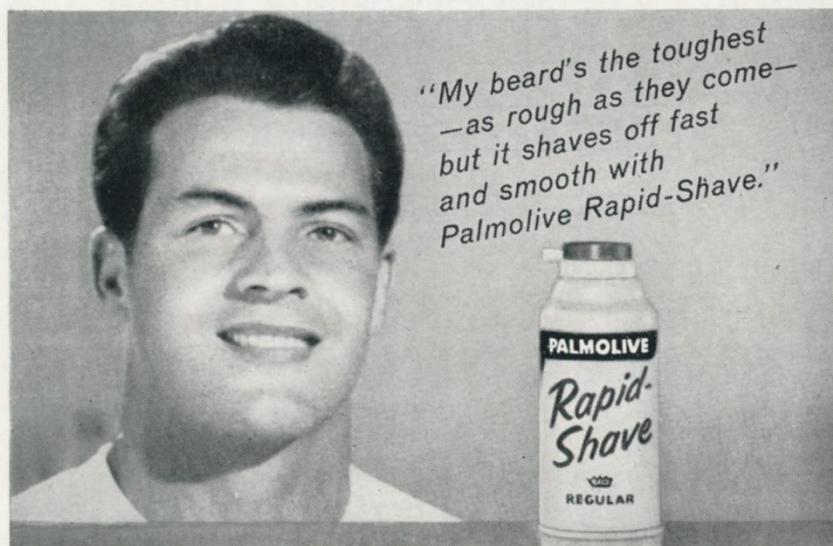


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from
FRANK GIFFORD

—backfield sensation of
the New York Giants

Get Palmolive Rapid-Shave

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

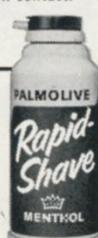
Super-Moisturized Lather
Soaks Whiskers With 17
Beard-Softening Ingredients



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
Rapid-Shave
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Rapid-Shave
Menthol



NEW KIND OF CHECKING ACCOUNT REMEMBERS TO SAVE FOR YOU { *with interest on your savings too* }

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.

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

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Pick your goal—then CHECK'nSAVE for it.

Your goal	Amount to set aside each month		
	1 year	2 years	3 years
\$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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105 Offices In
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Founded 1824

1960 Giant Statistics

ELEVEN-GAME TEAM RECORD

GIANTS

	OPPONENTS	
76	First downs, rushing	72
93	First downs, passing	77
12	First downs, penalty	13
181	Total first downs	162
3269	Total yards gained	2689
1289	Yards gained, rushing	1152
1980	Yards gained, passing	1537
374	Number of rushing attempts	379
284	Number of passing attempts	257
138	Passes completed	123
21	Passes intercepted by	18
39.0	Punting average	41.4
30	Punts returned	16
6.9	Punt return average	6.3
35	Kick-offs returned	40
20.7	Kick-Off return average	21.3
43	Penalties	52
393	Yards penalized	507
45	Fumbles	26
12	Opponents fumbles recovered	24

INDIVIDUAL RECORDS

PASSING

	Att.	Comp.	Int.	Yds.	L.G.	TDs.	Pet.
Shaw	152	76	13	1263	71	11	.500
Conerly	105	50	6	672	44	5	.476
Grosscup	19	9	0	118	26	1	.473
Gifford	6	3	1	24	13	0	.500
Morrison	1	0	1	0	0	0	.000
Summerall	1	0	0	0	0	0	.000

	SCORING						FG	SFY	Pts.
	TD-R	TD-P	TDs	PAT					
Summerall	0	0	0	28-28	11-22	0	0	61	
Rote	0	8	8	0	0	0	0	0	48
Gifford	4	3	7	0	0	0	0	0	42
Triplett	4	2	6	0	0	0	0	0	36
Morrison	2	3	5	0	0	0	0	0	30
Crow	1	0	1	0	0	0	0	0	6
Schnelker	0	1	1	0	0	0	0	0	6
Scott	1	0	1	0	0	0	0	0	6
Grier	0	0	0	0	0	0	1	2	

RUSHING

	Att.	Yds.	L.G.	Avg.	RECEIVING	Att.	Yds.	TDs.	L.G.
Triplett	117	501	33	4.3	Rote	38	670	8	71
Morrison	97	326	19	3.4	Sch'ker	30	430	1	43
Gifford	77	232	15	3.0	Gifford	24	344	3	44
Sutton	17	123	44	7.2	Mor'son	26	339	3	51
King	17	58	11	3.4	Webster	6	88	0	27
Webster	18	31	7	1.7	Simms	1	58	0	58
Chandler	1	24	24	24.0	Kimber	2	48	0	41
Grosseup	2	7	5	3.5	Triplett	5	48	2	24
Conerly	13	-1	17	0.0	Sutton	2	30	0	16
Shaw	15	-12	15	0.0	Sum'all	1	15	0	15
					King	1	4	0	4
					Dess	1	3	0	3

INTERCEPTIONS

	No.	Yds.	L.G.	KICK-OFF RETURNS	No.	Yds.	L.G.
Patton	5	100	34	Stits	16	389	39
Lynch	2	45	32	Sutton	12	223	26
Svare	1	37	37	Riley	3	67	24
Huff	2	33	17	Triplett	1	20	20
Nolan	3	32	20	King	1	18	18
Scott	1	14	14	Youso	1	7	7
Crow	2	3	3	Brown	1	0	0
Riley	1	2	2				
Livingston	1	0	0				

PUNTING

	No.	Avg.	Lgst.	PUNT RETURNS	No.	Yds.	L.G.
Chandler	28	40.3	58	Stits	18	166	38
Conerly	18	36.9	59	Riley	9	40	14
				Crow	2	1	1
				Patton	1	0	0

"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. SUTTON (26)			
R. E. SCHNELKER (85)	R. T. YOUZO (72)	R. G. STROUD (66)	C. WIETECHA (55)	L. G. CORDILEONE (74)	L. T. BROWN (79)	L. E. ROTE (44)

Browns on Defense

L. E. WIGGIN (84)	L. T. GAIN (79)	M. L. B. COSTELLO (50)	R. T. PETERS (72)	R. E. MARSHALL (80)
L. W. PARRISH (30)	L. L. B. FISS (35)	L. S. FLEMING (46)	R. S. MOSTARDO (22)	R. W. SHOFNER (44)

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
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	Wietecka, Ray	C	225	6:01	31	Northwestern	8
60	Crawford, Bill	G	235	6:01	23	British Columbia	1
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
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

PLEASE USE ENTRANCE RAMP

KICK-OFF

2:05 P.M.

GIANT SPECIALISTS
Punting—Chandler (34),
PAT, FG and Kicks-Offs—Sun
Chandler (34).
Holding for PAT, FG—Con
Kick Returns—Crow (41),
Riley (21), Sutton (26)

OFFICIALS

Referee

(23) Harry Brubaker, Loy

Umpire

(17) James Biersdo

Head Linesman

(36) Daniel Tehan, Xavie

Back Judge

(37) Cleo N. Diehl, Nort

Field Judge

(32) James Tunney, Oce

BROWN SPECIALISTS

Punting—Baker (34),
PAT, FG and Kick-Offs—B
Holding for PAT, FG—Daw
Plum (16).
Kick Returns—Mitchell (49),

You deserve

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...the whiskey with a "Stand
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**KICK-OFF
2:05 P.M.**

R. H.
CLARKE (81)

F. B.
BROWN (32)

Q. B.
PLUM (16)

Browns on Offense

L. H.
MITCHELL (49)

R. E.
NAGLER (86)

R. T.
McCORMACK (74)

R. G.
HICKERSON (66)

C.
MORROW (56)

L. G.
SMITH (64)

L. T.
SCAFRATH (77)

L. E.
KREITLING (88)

L. E.
SCOTT (82)

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.
RILEY (21)

R. S.
PATTON (20)

R. L. B.
SVARE (84)

R. W.
LYNCH (22)

ANT SPECIALISTS

Chandler (34), Conerly (42).
Kicks-Offs—Summerall (88),
Chandler (34).
or PAT, FG—Conerly (42).
rns—Crow (41), Stits (48),
ey (21), Sutton (26).

OFFICIALS

Referee

Brubaker, Loyola (L. A.)

Umpire

James Biersdorfer

Head Linesman

Niel Tahan, Xavier (Cinc.)

Back Judge

o N. Diehl, Northwestern

Field Judge

James Tunney, Occidental

OWN SPECIALISTS

unting—Baker (38)
and Kick-Offs—Baker (38)
or PAT, FG—Dawson (18),
Plum (16)
—Mitchell (49), Shofner (44)

ANCE RAMP NEAREST YOUR SEAT

CLEVELAND BROWNS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
16	Plum, Milt	QB	205	6:02	25	Penn State	4
18	Dawson, Len	QB	195	6:01	25	Purdue	4
20	Fichtner, Ross	HB	185	6:00	22	Purdue	1
22	Mostardo, Richard	QB	188	5:11	22	Kent State	1
24	Franklin, Bobby	HB	180	5:11	24	Mississippi	1
26	Renfro, Ray	HB	192	6:01	30	N. Tex. St.	9
30	Parrish, Bernie	HB	195	5:11	24	Florida	2
32	Brown, Jim	FB	228	6:03	24	Syracuse	4
34	Michaels, Walter	FB	237	6:00	31	Wash. & Lee	9
35	Fiss, Galen	FB	227	6:01	29	Kansas	5
36	Caleb, Jamie	HB	210	6:01	24	Grambling	1
38	Baker, Sam	FB	217	6:02	30	Oregon State	6
40	Gautt, Prentice	HB	195	6:00	22	Oklahoma	1
44	Shofner, Jim	HB	190	6:00	25	Texas Christian	3
46	Fleming, Don	HB	185	6:00	23	Florida U.	1
49	Mitchell, Bob	HB	188	6:00	25	Illinois	3
50	Costello, Vince	G	225	6:00	28	Ohio U.	2
52	Lloyd, Dave	C	248	6:03	23	Georgia	2
56	Morrow, John	C	240	6:03	27	Michigan	4
60	Wooten, John	G	248	6:02	24	Colorado	2
64	Smith, Jim Ray	G	245	6:03	28	Baylor	5
66	Hickerson, Gene	G	248	6:03	24	Mississippi	3
68	Stephens, Larry	T	248	6:04	22	Texas	1
70	Prestel, Jim	T	250	6:05	23	Idaho	1
54	Denton, Bob	T	240	6:04	26	Col. of Pac.	1
72	Peters, Floyd	T	250	6:04	24	San Fran. St.	2
74	McCormack, Mike	T	247	6:04	30	Kansas	8
77	Schafrath, Dick	T	245	6:03	23	Ohio State	2
78	Selawski, Gene	T	252	6:04	25	Purdue	2
79	Gain, Bob	T	260	6:03	31	Kentucky	8
80	Marshall, Jim	E	220	6:03	23	Ohio State	1
81	Clarke, Leon	E	234	6:04	26	U. & C.	4
82	Houston, Jim	E	230	6:02	23	Ohio State	1
83	Williams, A. D.	E	210	6:02	26	Col. of Pac.	2
84	Wiggin, Paul	E	240	6:03	26	Stanford	4
86	Nagler, Gern	E	190	6:02	28	Santa Clara	8
87	Murphy, Fred	E	205	6:03	22	Ga. Tech.	1
88	Kreitling, Rich	E	208	6:02	24	Illinois	2

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CONEY ISLAND...1894 A view of the famous resort's main thoroughfare near the turn of the century. Note the exciting nickelodeon attraction "Corbett's Last Fight"...real "moving pictures" on Edison's Improved Kinetoscope.

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Looking Over the Browns

IN the last few years, the Cleveland Browns have had an almost complete turn-over in personnel. Gone are Otto Graham and Marion Motley, Dante Lavelli and Mac Speedie, Lou Groza and Don Colo and all the other striking originals of the great team that Paul Brown put together for Cleveland right after World War II.

However, the Browns are so molded in the Paul Brown pattern that their distinct personality as a team has survived all changes. They still are marvelously precise in all their moves, solidly manned in all departments and in every way a model professional football team.

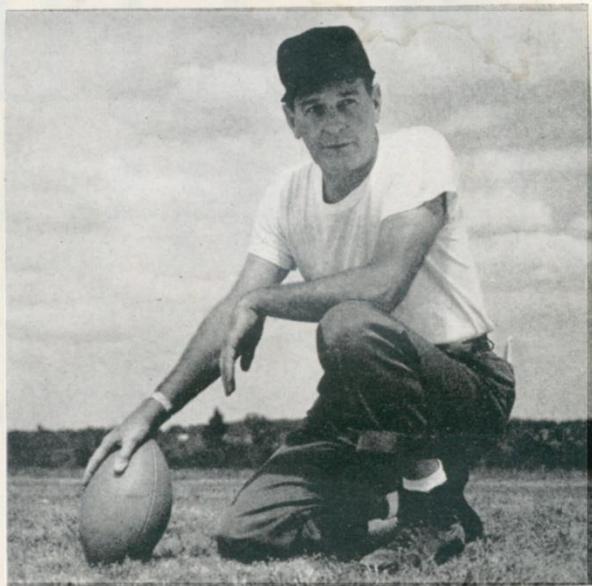
Cleveland's new personnel does not suffer a whit by comparison with the departed old Browns.

Their bulldozing Jimmy Brown has been the National League's unchallenged rushing leader for four years. Bobby Mitchell, his companion running back, is the most exciting and most dangerous ball-carrier on the pro circuit.

Milt Plum, at quarterback, is developing into a worthy successor to the mantle worn by Graham. Having his greatest season, the former Penn Stater is well on his way toward bagging the N. F. L. passing title. Among other things, Plum has a fantastic record of interception avoidance. Only one of his first 198 passes fell into enemy hands.

Cleveland has provided Plum with excellent receivers in Richie Kreitling, Gern Nagler, Leon Clarke, Fred Murphy and A. D. Williams. Len Dawson is a competent replacement for Plum. The rookies, Prentice Gautt and Jamie Caleb, have added running depth. Sam Baker, obtained from the Redskins, handles the punting and place-kicking chores.

Mike McCormack, sound of knee again, leads a hard-blocking offensive line that has another player of all-star caliber in Jim Ray Smith. As always, the Browns have messenger guards — Gene Hickerson and Ray Wooten—who



PAUL BROWN

deliver strategical advice from the bench before every play.

A tough-fibred defensive platoon, considerably rebuilt since last year, features Bob Gain up front; Galen Fiss, Vince Costello and Walt Michaels at the line-backing spots and Bernie Parrish and Jim Shofner at the corner posts.

Two fleet rookies—Don Fleming and Dick Mostardo—are used as safetymen and three other newcomers—Jim Houston, Jim Marshall and Jim Prestel—see a lot of action up front.

Significantly, thirty-two members of the thirty-eight man Brown squad have been in pro football five years or less. In other words, Cleveland has rebuilt almost completely. It's a tribute to Paul Brown that this was accomplished without any sharp drop in standard. Like the old Browns, the new Browns are a mighty football force.



JIM BROWN

EAST VS WEST
FOOTBALL
THE GREATEST OF ALL THE
BOWL GAMES

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Filter

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NATURALLY...
yet never dulls
the taste as
artificial filters do



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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.



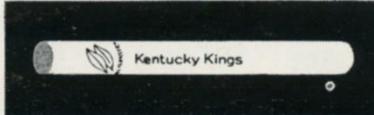
See how the all-tobacco filter is created from golden tobacco cut filter-fine.



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.

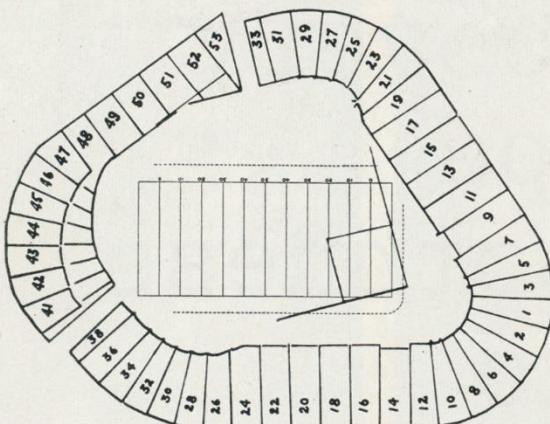


Only new Kentucky Kings with the all-tobacco filter smooths the smoke naturally, yet never dulls the taste as artificial filters do. Kentucky Kings—the all-tobacco filter for that all-tobacco taste.

TAKE IT
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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; 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

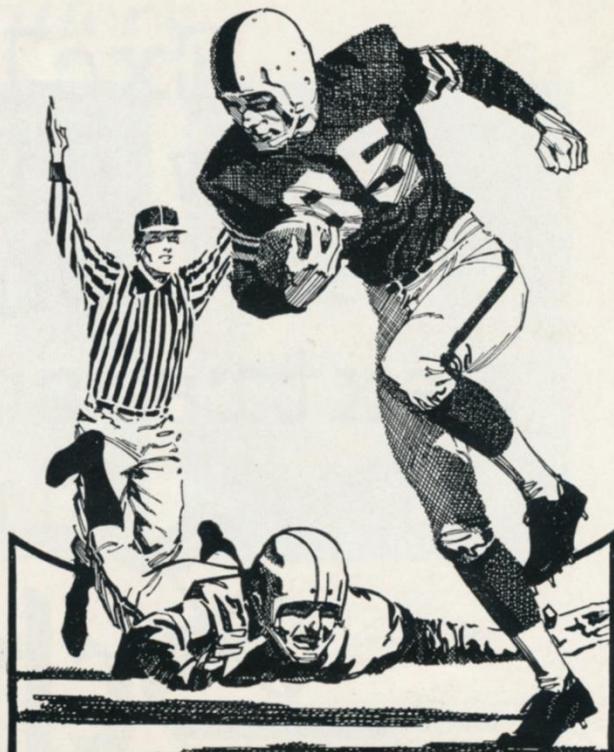
Garages
Cromwell Ave. and 157th St.
East side of River Ave., South side of 158th St.
East side of River Ave., North side of 157th St.
East side of River Ave., South side of 157th St.
North side of 158th St., between River and Gerard Aves.
Also, the Polo Grounds lot again will be in service for
all Giant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

SOUVENIR PRICE LIST

SOUVENIR PRICE LIST	
Rooter Badge (All Teams)25
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Pen and Pencil Set75
Player Doll (small)75
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Plastic Cushion ...	1.00
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Knitted Hat ...	1.50
Football (small) ...	1.50
Football (large) ...	3.00

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

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



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Professional football teams
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Giant Gallery



Ed Sutton

Shortly after the season started, the Giants had the chance to pick up **Ed Sutton** (26) from the Redskins. They grabbed it, being well aware of Ed's talents from having seen him play against the Giants six times in his three seasons with Washington, where he was regular left halfback on offense. Sutton, a 207-pounder from North Carolina, is a powerful runner.



Mel Triplett

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



Don Boll

Don Boll (78) is an 8-year pro who knows all the angles about blocking from the tackle slot. What's more, he has the heft—272 pounds—to implement his knowledge. The Giants acquired the former Nebraska Cornhusker from the Redskins in an early-season deal. He supplies valued support for Rosie Brown and Frank Youso on the offensive line.

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NATIONAL LEAGUE LEADERS

Rushing	Brown, Cleveland, 201-1147 yds.
Passing	Plum, Cleveland, 132 of 210-2001 yds.
Receiving	Berry, Baltimore, 72-1278 yds.
Scoring	Hornung, Green Bay, 165 pts.
Punting	Norton, St. Louis, 45.6 avg.
Punt returns	Woodson, San Francisco, 13-174 yds.
Kick-Off Returns	Woodson, San Francisco, 17-498 yds.
Interceptions	Norton, St. Louis, 10-96 yds.



Giant Blackboard: Motion Series

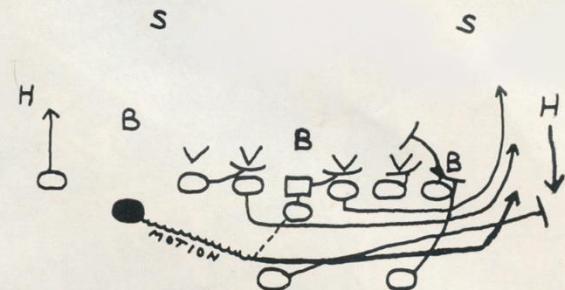
IN the last few weeks, the Giants have added to their offensive repertoire a highly-effective man-in-motion series. With Ed Sutton and Joe Morrison carrying, the basic play of the series, which is diagrammed here, netted some spectacular gains in the second game with the Eagles and against the Dallas Cowboys.

Modern football is filled with fakes and fripperies but when all is said and done, there still is no better way of moving the ball than knocking down your opponents and trampling on them.

The diagrammed play is designed to accomplish that objective. Note the power massed ahead of the ball. When the in-motion carrier, who starts from a slot position inside the split left end, takes the backward flip from the quarterback and heads around end, he is convoyed by both guards, the fullback and the right halfback.

The success of the play depends on crisp, decisive blocking. The left tackle and center have difficult fill-in assignments to plug the holes left by pulling guards. The right tackle and right end fire straight out against the defenders playing them head to head. The right halfback joins the right end in a double-team block on the left outside line-backer. This clamp is applied for just a moment, then the end releases in an attempt to pick off the middle line-backer.

Swift elimination of the upcoming defensive left



wing by the fullback is vitally important so the ball-carrier can get headed downfield fast. The guards hit the first targets that present themselves and the rest of the linemen hustle downfield to help out after fulfilling their primary missions.

There isn't a great deal of deception to this play, so provision has to be made for extreme defensive reaction when the slotback goes in motion. As you may have noticed against Dallas, Allie Sherman, the Giant offensive coach, was prepared for this contingency.

As checks off the basic man-in-motion power sweep, the Giants ran counters back to the weak side, with the fullback or right halfback carrying. They also had the quarterback roll out against the flow of the play pattern and pass. These variations, rounding out a complete play cycle, are designed to keep the defense honest.

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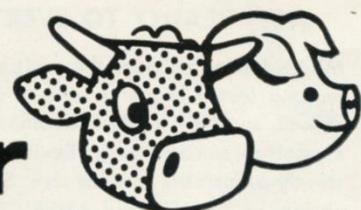


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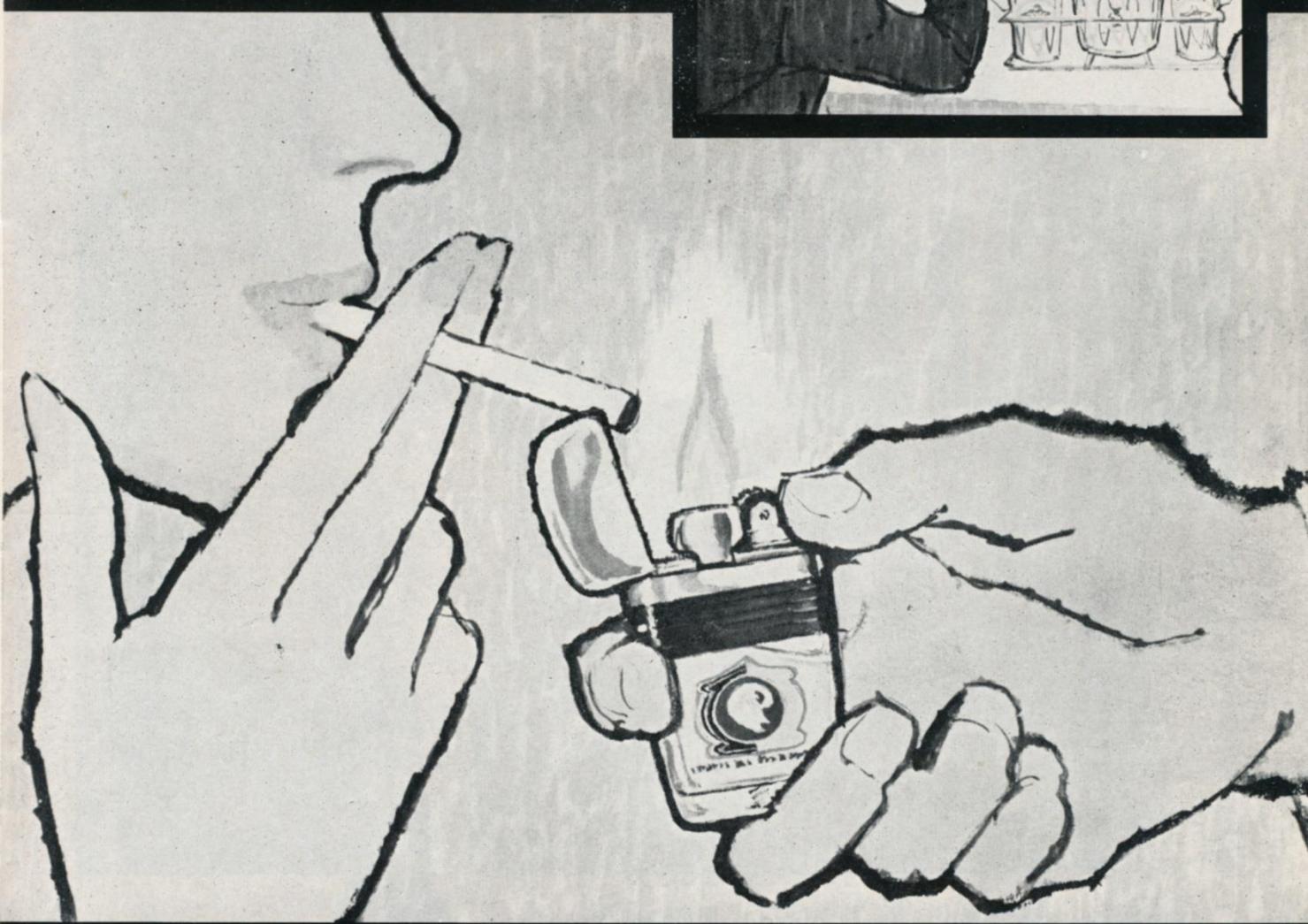
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Sparkling glassware by Weico is decorated in gold

and team color, beautifully designed around your team insignia and name. Your choice of 8 or 13 piece sets of glasses with one or all 13 team emblems, in five different sizes, \$3.50 to \$9.50. Eleven piece ice bucket caddy set, \$10. Eight piece martini set, \$6. Chip & Dip set, \$7. Coaster-ash tray sets, \$2.50 and \$3.50. Twelve cup carafe with candle warmer, \$6.

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Series Review:

GIANTS vs. BROWNS

THE Giants carry a string of six straight victories over the Browns into this twenty-fourth meeting with their keen rivals from Cleveland.

On top of beating the Browns 10-6 and 48-7 last year en route to the Eastern championship, the Giants scored a 17-13 triumph at Cleveland in the first game of this season's home-and-home series.

Although the series between the Giants and Browns date back only to 1950, when Cleveland was admitted to the National League after the dissolution of the All-America Conference, it rates as one of pro football's classic rivalries.

The complete series record:

1950—Giants 6; Browns 0	1955—Browns 24; Giants 14
Giants 17; Browns 13	Browns 35; Giants 35
*Browns 8; Giants 3	1956—Giants 21; Browns 9
1951—Browns 14; Giants 13	Browns 24; Giants 7
Browns 10; Giants 0	1957—Browns 6; Giants 3
1952—Giants 17; Browns 9	Browns 34; Giants 28
Giants 37; Browns 34	1958—Giants 21; Browns 17
1953—Browns 7; Giants 0	Giants 13; Browns 10
Browns 62; Giants 14	*Giants 10, Browns 0
1954—Browns 24; Giants 14	1959—Giants 10, Browns 6
Browns 16; Giants 7	Giants 48, Browns 7
	1960—Giants 17, Browns 13

* Conference Playoff.

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
Dallas Cowboys	1	1	0	31	31
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	20	1	1011	838
Pittsburgh Steelers	29	19	2	899	699
St. Louis Cardinals	29	9	0	890	594
San Francisco 49ers	3	1	0	99	81
Washington Redskins	31	17	2	1003	778

Giant Jottings

(Continued from Page 11)

day. There was something to be thankful for, at that. The weather might have been as bad as it was here early last Monday. Because of the record local pre-winter snow, the Giants will tackle the Browns without benefit of field practice. At this late stage of the season, when the bumps, bruises, wrenches, twists and strains accumulated in six exhibitions and eleven league games weigh heavily, that could be a blessing. One thing is sure. No Giant team ever will face the Browns better briefed. The boys have been sitting in on double and triple-feature movies every day. The subject, of course, has been Giants vs. Browns, a series that has more thrills than the Perils of Pauline.

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.



NATIONAL LEAGUE OFFICIALS' SIGNALS



Offside



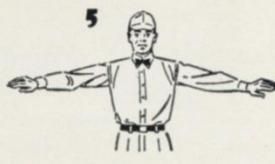
Crawling, Pushing,
Helping Runner



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	CLEVELAND	LOS ANGELES	GREEN BAY
Won 6, Lost 3, Tied 2	Won 7, Lost 3, Tied 1	Won 4, Lost 6, Tied 1	Won 7, Lost 4
21—@ San Francisco 19	41—@ Philadelphia 24	21—St. Louis 43	14—Chicago 17
35—@ St. Louis 14	28—Pittsburgh 20	9—@ San Francisco 13	28—Detroit 9
19—@ Pittsburgh 17	48—@ Dallas 7	27—@ Chicago 34	35—Baltimore 21
24—Washington 24	29—Philadelphia 31	17—@ Baltimore 31	41—San Fran. @ Mil. 14
13—St. Louis 20	31—@ Washington 10	24—Chicago 24	19—@ Pittsburgh 13
17—@ Cleveland 13	13—New York 17	48—Detroit 35	24—@ Baltimore 38
27—Pittsburgh 24	28—St. Louis 27	38—@ Dallas 13	41—Dallas 7
10—Philadelphia 17	10—@ Pittsburgh 14	10—@ Detroit 12	31—Los Angeles @ Mil. 33
23—@ Philadelphia 31	17—@ St. Louis 17	33—Green Bay @ Mil. 31	10—@ Detroit 23
31—Dallas 31	27—Washington 16	7—San Francisco 23	41—@ Chicago 13
17—@ Washington 3	42—Chicago 0	10—Baltimore 3	13—@ San Francisco 0
—Cleveland	—@ New York	—Green Bay	—@ Los Angeles
237	213	314	183
SAN FRANCISCO	BALTIMORE	WASHINGTON	PHILADELPHIA
Won 6, Lost 5	Won 6, Lost 5	Won 1, Lost 8, Tied 2	Won 9, Lost 2
19—New York 21	20—Washington 0	0—@ Baltimore 20	24—Cleveland 41
13—Los Angeles 9	42—Chicago 7	26—Dallas 14	27—@ Dallas 25
14—@ Detroit 10	21—@ Green Bay 35	24—@ New York 24	31—St. Louis 27
10—@ Chicago 27	31—Los Angeles 17	27—Pittsburgh 27	28—Detroit 10
14—Green Bay @ Mil. 41	17—@ Detroit 30	10—Cleveland 31	31—@ Cleveland 29
25—Chicago 24	45—@ Dallas 7	7—@ St. Louis 44	34—Pittsburgh 7
0—Detroit 24	38—Green Bay 24	13—@ Philadelphia 19	19—Washington 13
26—@ Dallas 14	24—@ Chicago 20	14—St. Louis 26	17—@ New York 10
30—@ Baltimore 22	22—San Francisco 30	10—@ Pittsburgh 22	31—New York 23
23—@ Los Angeles 7	15—Detroit 20	16—@ Cleveland 27	—@ Washington —
0—Green Bay 13	3—@ Los Angeles 10	3—New York 17	20—@ St. Louis 6
—Baltimore	—@ San Francisco	—Philadelphia	21—@ Pittsburgh 27
174	195	278	283
DETROIT	CHICAGO	ST. LOUIS	PITTSBURGH
Won 6, Lost 5	Won 5, Lost 5, Tied 1	Won 5, Lost 5, Tied 1	Won 5, Lost 5, Tied 1
9—@ Green Bay 28	17—@ Green Bay 14	43—@ Los Angeles 21	35—@ Dallas 28
10—San Francisco 14	7—@ Baltimore 42	14—New York 35	20—@ Cleveland 28
10—@ Philadelphia 28	34—Los Angeles 27	27—@ Philadelphia 31	17—New York 19
30—@ Baltimore 17	27—San Francisco 10	14—@ Pittsburgh 27	27—St. Louis 14
35—@ Los Angeles 48	24—@ Los Angeles 24	12—Dallas 10	27—@ Washington 27
24—@ San Francisco 0	7—@ San Francisco 25	20—@ New York 13	13—Green Bay 19
12—Los Angeles 10	20—Baltimore 24	44—Washington 7	7—@ Philadelphia 34
7—@ Chicago 28	28—Detroit 7	27—@ Cleveland 28	24—@ New York 27
23—Green Bay 10	17—Dallas 7	26—@ Washington 14	14—Cleveland 10
20—@ Baltimore 15	13—Green Bay 41	17—Cleveland 17	22—Washington 10
23—Dallas 14	0—@ Cleveland 42	6—Philadelphia 20	27—Philadelphia 21
—Chicago	—@ Detroit	—Pittsburgh	—@ St. Louis
203	212	194	263
NATIONAL LEAGUE LEADERS	NATIONAL LEAGUE STANDINGS		
RUSHING	EASTERN CONFERENCE		
1. Brown, Cleveland 201 for 1147 yds.	W. L. T. Pct. For Agst. Points		
2. Taylor, Green Bay 213 for 1059 yds.	*Philadelphia 9 2 0 .818 283 218		
3. Crow, St. Louis 159 for 868 yds.	Cleveland 7 3 1 .700 314 183		
PASSING	NEW YORK 6 3 2 .667 237 213		
1. Plum, Cleveland 132 of 210 for 2001 yds.	Pittsburgh 5 5 1 .500 233 237		
2. Unitas, Baltimore 178 of 342 for 2939 yds.	St. Louis 5 5 1 .500 250 223		
3. VanBrocklin, Phila. 145 of 269 for 2281 yds.	Washington 1 8 2 .111 150 271		
RECEIVING	WESTERN CONFERENCE		
1. Berry, Baltimore .72 for 1278 yds.	Green Bay 7 4 0 .636 297 188		
2. Randle, St. Louis .57 for 778 yds.	Baltimore 6 5 0 .545 278 200		
3. Gibbons, Detroit .50 for 595 yds.	Detroit 6 5 0 .545 203 212		
SCORING	San Francisco 6 5 0 .545 174 195		
1. Hornung, Green Bay 165 pts.	Chicago 5 5 1 .500 194 263		
2. Walston, Philadelphia 97 pts.	Los Angeles 4 6 1 .400 244 262		
3. Moore, Baltimore 78 pts.	Dallas 0 11 1 .000 177 369		

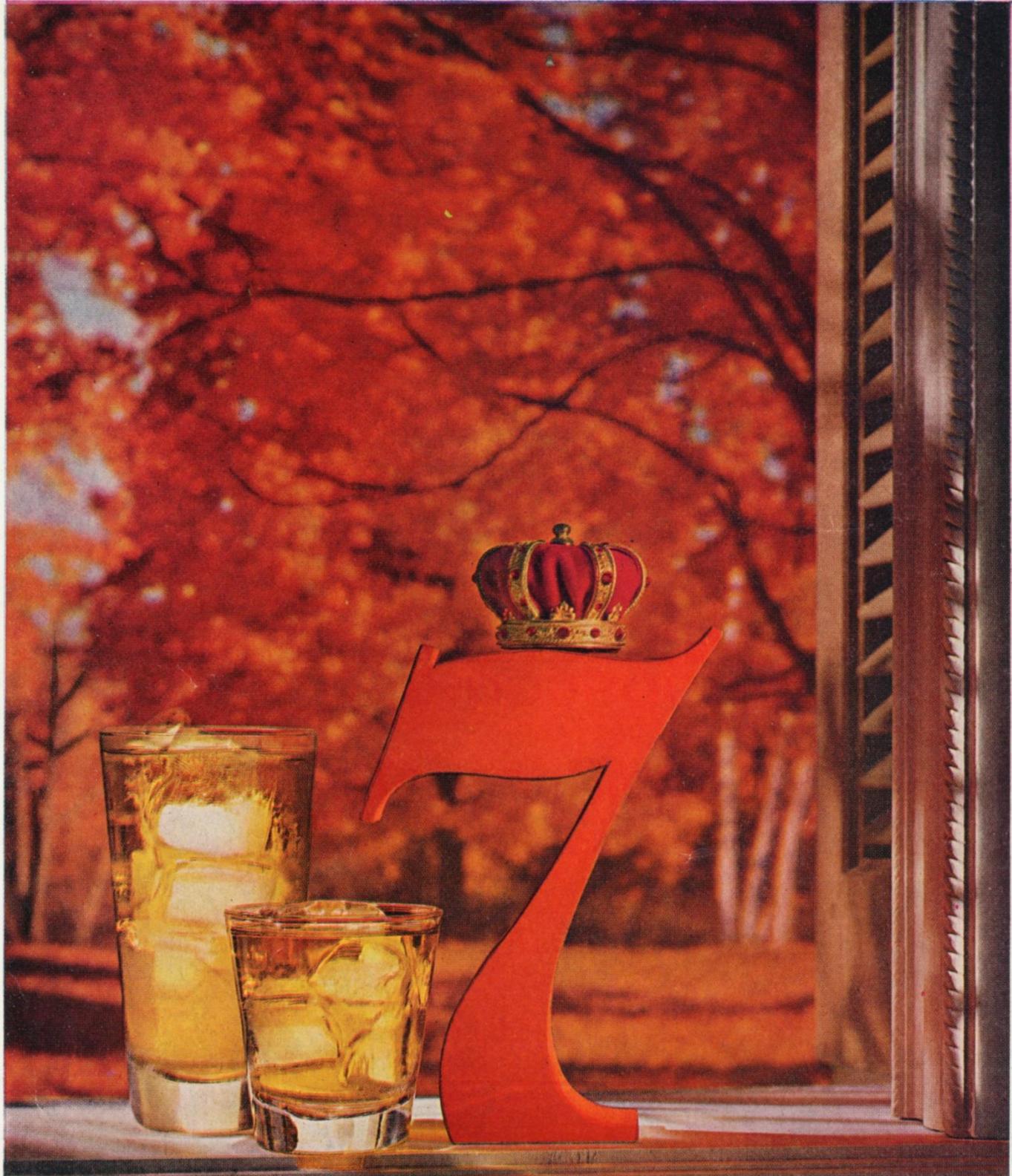
* Clinched conference title.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

DALLAS — BYE

Won 0, Lost 11, Tied 1
28—Pittsburgh 35
25—Philadelphia 27
14—@ Washington 26
7—Cleveland 48
10—@ St. Louis 12
7—Baltimore 45
13—Los Angeles 38
7—@ Green Bay 41
14—San Francisco 26
7—@ Chicago 17
31—@ New York 31
14—@ Detroit 23
177
369

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**



HERE'S A CHESTERFIELD EXCLUSIVE

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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