

25th ANNIVERSARY



OFFICIAL PROGRAM • TWENTY-FIVE CENTS

GAME	POLO GROUNDS	157th Street and Eighth Ave., N.Y.C.
2	POLO GROUNDS 157th Street and Eighth Ave., N.Y.C. SILVER 25th JUBILEE ANNIVERSARY	
	N. Y. FOOTBALL GIANTS VS CHICAGO BEARS	
SUNDAY	OCT. 23	
	1949-2:05 p.m.	
Upper Box Seat	Est. Price \$3.33 Federal Tax .67	\$4.00

FOOTBALL - 1949	
GAME	POLO GROUNDS SUNDAY
2	OCT. 23 1949 2:05 P.M. UPPER BOX SEAT \$4.00
	This ticket may not be resold or offered for resale at a premium in excess of 75 cents plus lawful taxes

SECTION **A**
BOX **20**

CON KELLER

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

DAN CURRIN, independent warehouse operator of Oxford, N. C., has smoked Luckies for 20 years. He says: "To me, Luckies taste better. I've seen the makers of Luckies buy fine, prime tobacco, you know!" Here's more evidence that Luckies are a finer cigarette!



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw

The Perfect Rose to Remember
MELROSE

Symbol of Gracious Living

MELROSE RARE: Mellow, mild, magnificent!
Perfect smoothness proves
perfect quality—for in MELROSE RARE
alone every drop of whiskey is 6 and 7*
years old... blended with choice
grain neutral spirits. Full 90 proof.
No drink can compare with

MELROSE RARE

"TREAT YOURSELF TO THE VERY BEST"



MELROSE EXPORT

EXclusive but not **EX**pensive.

The unusual dimple decanter bottle is
your guide to superb value. The quality
in the bottle is your guide to whiskey
enjoyment! For superb flavor and bouquet,
EXperts call for **EX**port!

Melrose and Company, Inc., Cedarhurst, Md.

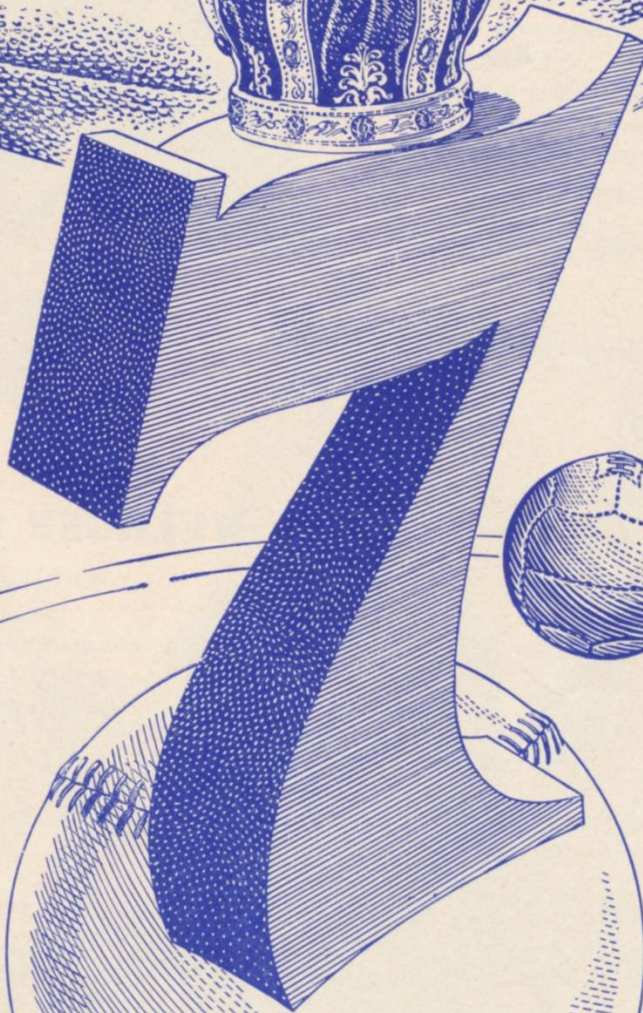
Successors to Records and Goldsborough, Established 1885

*MELROSE RARE BLENDED WHISKEY. 90 Proof. The straight whiskies in this product are 6 years or more old. 40% straight whiskey, 60% grain neutral spirits. 15% straight whiskey 6 years old, 25% straight whiskey 7 years old. MELROSE EXPORT BLENDED WHISKEY. 86 proof. 65% grain neutral spirits.

Sure to be "on the ball"

Men who know the score are SURE to be 7 Crown rooters.
They know that a drink made with Seagram's finest
American whiskey is always SURE to be right on the ball!

Say Seagram's and be *Sure*



GIANTS + BEARS = FIREWORKS

Old Rivals in 34th Meeting

The Giants and Bears meet today for the thirty-fourth time in one of the oldest and most colorful rivalries in professional football. The Chicago outfit shows a 20-to-12 advantage, with one tie. But the arithmetical story of this series hardly does justice to the drama, tensions and skills which have been embodied in it since the relationship was started in 1925.

Twenty-five years ago the Giants, in their debut season at the Polo Grounds, took a 19-7 beating in their inaugural encounter with the Bears. In the return engagement, the New York club turned on the Chicago outfit for a 9-to-0 victory, in the Windy City.

That first meeting of the Giants and the Bears set the pattern for a series which has been surrounded with all the fanfare, elan and terrific play characteristic of a traditional relationship in Ivy League football, or the now lamented Army-Notre Dame classic.

Survivors of the turnout of 73,000 which packed the Polo Grounds as it never had been jammed before, or has been crowded since, never will forget that first encounter of the New York and Chicago clubs.

The great, the one and only Red Grange, who had set amazing records at the University of Illinois, just had turned pro, and everybody interested in the gridiron in the New York area was eager to see the Galloping Ghost. Thousands had to be turned away.

Grange that afternoon gained 53 yards by rushing, in 11 efforts. He pitched three passes for two completions, and 32 yards. Red also caught one pass, for 23 yards.

In the final quarter, the versatile Red put the game out of New York's reach with an interception, and a 35 yard dash. Another battle between the Giants and the Bears which left an indelible imprint on the memories of a capacity crowd at the Polo



STEVE OWEN

Grounds was the 1934 play-off for the professional championship.

During the regular season, Chicago had beaten the Polo Grounders twice—27 to 7, and 10 to 9. In the fight for the title, the Bears were strong favorites. But the Giants rose to the occasion with a 30-to-13 victory which stands out as one of the prize achievements of the Steve Owen regime.

It was a bitter cold December day when they met for the championship. The gridiron was frozen solid, like a concrete air strip. The crafty Owen put his players into rubber sneakers. The Bears skidded, the Giants dashed for touchdowns.

The Bears always have boasted a great passer. They had Sid Luckman, one of the marvels of all time, when he was in his glorious heyday. Sid still is with them, still a great football player.

Now Luckman yields precedence to Notre Dame's Johnny Lujack, who was on the field all through last Sunday's 38-21 triumph over the Philadelphia Eagles, except for one play, and enjoyed what the experts called the greatest day of his entire gridiron career.

In opposition the Giants offer their own sparkling young passer, Chucking Charley Conerly. The duel between Conerly and Lujack should write another glowing chapter to the history of the stirring rivalry between the Giants and the Bears.

Giant Home Schedule

Oct. 23.....Chicago Bears

Nov. 6.....New York Bulldogs

Nov. 20.....Detroit Lions

Nov. 27.....Washington Redskins

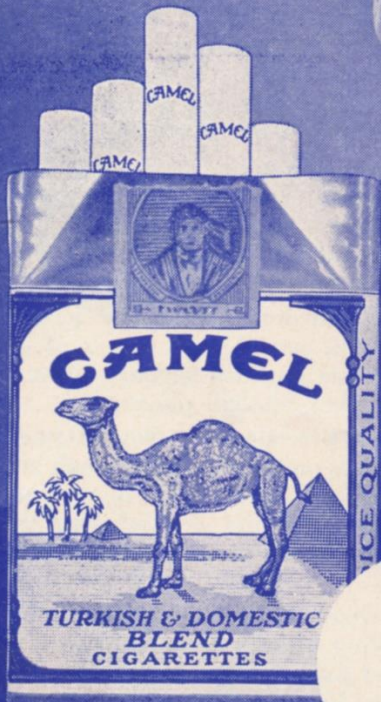
Dec. 4.....Philadelphia Eagles

All games start at 2:05 P.M.

1920—30th Year National Football League—1949

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

*So Mild-
and they
Taste
so good!*

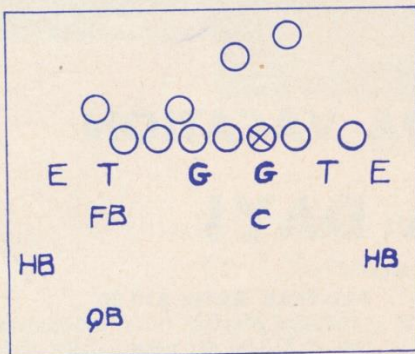


Camels

How to Watch a Football Game

The burden a spectator has to bear in following a football game today has grown geometrically, mostly because of the switch-over from the time-honored, steady and efficient, but slow-moving single wing attack to the spectacular T-formation.

The single wing formation generally uses an unbalanced line, that is, the two tackles, instead of being on either side of the center, are both on the same side of him. Otherwise, the forward line-up does not differ greatly from that of the T-formation line. The backfield set-up, though, is radically different. The left halfback, or tailback, is directly behind center, about



6-2-2-1 defense against single wing

five yards back. The fullback, or bucking back, is some three yards to his right and a half-step in front of him. The quarterback, or blocking back, is a yard behind the space between his own right tackle and guard. The right halfback, or wingback, is on the outside of the end, horizontally in line with the quarterback. The single wing formation also can be used to the left, merely by reassigning and reversing the roles. The ball is snapped directly to the tailback or fullback.

Unless you can understand the fundamental differences between these two formations, your appreciation of football is bound to lessen.

The single wing is based on a massing of power ahead of the ball-carrier. Deception is at best

secondary. Rather than risk having one offensive man miss blocking a potential tackler, the single wing calls for double blocking wherever possible. In other words, two men are assigned to take one opponent out of the play.

The T-formation, on the other hand, masks not only the direction of the play, but the identity of the ball-carrier, and, since this often baffles the defenders, it is bound to baffle the spectator, too. In the T, dependent as it is on speed, blocking is a forceful but fleeting operation designed to open quick holes in the line for the swift passage of the ball-carrier.

As an example, on an inside-tackle play, the quarter takes the ball from center, darts a few steps to the right and fakes a hand-off to the right halfback, who continues charging wide with the fullback to lure the defending left tackle, left end and fullback outward. Meanwhile, the left halfback, who starts off trailing the fullback, suddenly cuts in to take the ball from the quarterback and continues sharply inside tackle.

Thus, you can see how the T, which taxes the best perceptive powers of a defending team, is likely to befuddle the average spectator far more than the single wing, which can be followed from the time the ball is snapped to the ball-carrier.

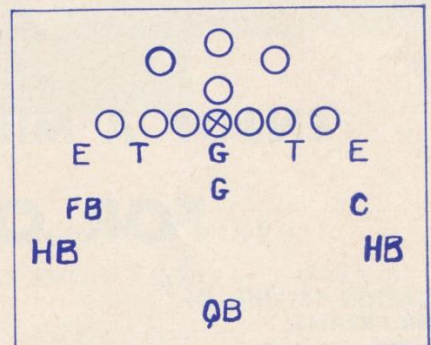
Before the T-formation regained its popularity, the experts used to have one sure-fire prescription for the spectator: Don't watch the ball; watch the blockers pull out of the line. They will tip the direction of the play. Unfortunately, though, the blockers rarely pull out of the line in the T. The only thing to do is to try and watch the ball.

The two classic defenses, from which, variations have come to meet the faster offenses, are the box and the diamond, so called because of the figure the backs describe in lining up behind a seven-man line. Against the old off-tackle

smash and similar power plays these were effective defenses.

The basic weakness of the seven-man line, however, was that both the diamond and box backfield set-ups gave inadequate protection against passes. So reinforcements were summoned for the secondary defense by dropping the center back to help the fullback. This so-called floating center also has the task of watching for short passes into the gap inside the diamond or box. This 6-2-2-1 defense is quite common today.

The return of the T and the great increase in passing put an ever greater premium on flexibility in defense. Hence, from the 6-2-2-1



5-3-2-1 defense against T-formation

there involved a 5-3-2-1 variation, mostly to cut down passing but also to enable three backers-up (a guard, a center and a fullback) to plug holes in the line. The three backers-up have to be diagnosticians who can instantly spot the true direction of the play. Then they have to be mobile enough, fast enough and hard-hitting enough to stop it.

If you know these four basic defensive formations and watch how teams constantly shift from one to another (often a split second before the ball is snapped) you will go far toward anticipating the next play, be it pass, line smash, end sweep or quick kick.

(From a recent article by Arthur Daley in the *New York Times Sunday Magazine*).



ENJOY A MILLIONAIRE'S FLORIDA VACATION FOR ONLY \$10.00 A DAY!

VACATION SETTING OF YOUR DREAMS

The New York Giants' Mayfair Inn lies beside the sparkling blue waters of 28 squaremile Lake Monroe, deep in the sunny heart of central Florida. Here, 128 miles below Jacksonville and 37 miles inland from the Atlantic Coast, is a tropical paradise—a land of golden-spangled orange groves set against a lush backdrop of swaying palms.

FREE GOLF!

Visitors at the Mayfair Inn receive free guest privileges at the magnificent eighteen-hole golf course of the nearby Seminole Country Club. Transportation to and from the course is provided without cost by the Mayfair Inn's fleet of station wagons.

FREE TENNIS

Two perfectly conditioned cement courts on the grounds of the Mayfair Inn challenge your skill. Excellent floodlighting permits night-time play.

SWIM IN THE MAYFAIR'S PRIVATE POOL

Beneath the palms that fringe the shore of beautiful Lake Monroe is the Mayfair Inn's de luxe private swimming pool. Picture yourself swimming and diving in its sun-warmed water, or lolling on the adjacent private beach while you tan healthfully in the bright tropical sunlight.

FUN AFTER DARK

Skilled recreation directors keep your evenings filled with constant gaiety. They invite you to dances, movies, bingo parties, or other group amusements nightly at the hotel. They find you partners for a bridge game, a round of ping-pong or a hard-fought match on the floodlighted tennis courts.

GREYHOUND RACING

Some of the finest dog-racing in all Florida takes place nightly at the Sanford-Orlando Kennel Club. Free box seats and transportation gratis to and from the track are provided by the Mayfair Inn.

LUXURY LIVING AT ITS FINEST

Rooms at the Mayfair Inn are furnished comfortably and attractively. All rooms have private bath.

FOOD FOR A KING

Menus at the Mayfair Inn feature a large variety of dishes, prepared under the direction of a world-famed chef. Thick, tender steaks and delicious pastries are his specialties. His generous servings gratify your vacation-whetted appetite.

ALL-YEAR RATE: \$10.00

Of the Mayfair Inn's 160 rooms, 138 rent at \$10.00 per person daily, including all meals and use of all sports facilities. Rates remain unchanged even at the peak of the winter vacation season.

AN AFTERNOON HOP BY NATIONAL AIRLINES

In just a few hours National Airlines, famous "Route of the Buccaneers," will whisk you to the warm, sunny playland of the Mayfair Inn. Conveniently timed flights leave New York, Philadelphia and Washington daily. At the Orlando airport you are met by a station wagon from the Mayfair Inn, which transports you without cost to the hotel.

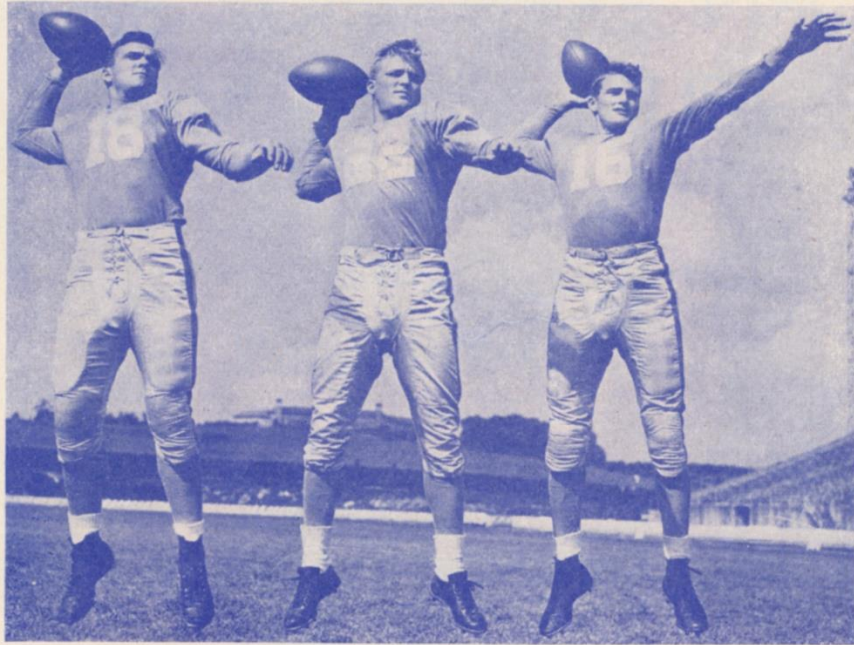
MAKE YOUR RESERVATION NOW

Write for reservation to The Mayfair Inn, Sanford, Florida. In New York and vicinity, telephone to PLaza 7-3662. Plane and hotel reservations may be made simultaneously at ticket offices of National Airlines in New York, Philadelphia, Baltimore, and Washington.

THE
NEW
YORK **Giants** Mayfair Inn
SANFORD, FLORIDA

HERE ON NOVEMBER 6

The New York Bulldogs



BULLDOG PASSERS: Rauch, Layne, DeMoss

Don't Miss the Blood-and-Thunder Battle between New York's
Two National League Entries—Two Weeks from Today

TICKETS NOW ON SALE in booth at rear of SECTION 16

Coming Attractions at Polo Grounds

November 6

NEW YORK BULLDOGS

with

LAYNE, OSMANSKI, GOLDING

November 27

WASHINGTON REDSKINS

with

BAUGH, GILMER, TAYLOR

November 20

DETROIT LIONS

with

DUDLEY, LeFORCE, ENKE

December 4

PHILADELPHIA EAGLES

with

VAN BUREN, THOMPSON, PRITCHARD

Tickets Now on Sale at

NEW YORK FOOTBALL GIANTS

11 West 42nd Street
New York 18, N.Y.
Mon.-Fri., 9-5; Sat. 9-1

NEW YORK BASEBALL GIANTS

104 West 42nd Street
New York 18, N.Y.
Mon.-Fri., 9-5; Sat., 9-12

\$4.00 BOX SEATS

\$3.00 RESERVED SEATS

\$2.00 RESERVED SEATS

\$1.00 BLEACHER SEATS

ESTABLISHED 1853

CORN EXCHANGE BANK TRUST COMPANY

HEAD OFFICE

William and Beaver Streets

New York

o

75 BRANCHES CONVENIENTLY LOCATED IN
GREATER NEW YORK

Member Federal Deposit Insurance Corporation



TODAY—say

Make Mine
RUPPERT

for that

**SMILE OF
PLEASURE!**



© 1949, Ruppert Knickerbocker Beer and Ruppert Ale,
Jacob Ruppert, New York City

GIANT



EMLLEN TUNNELL



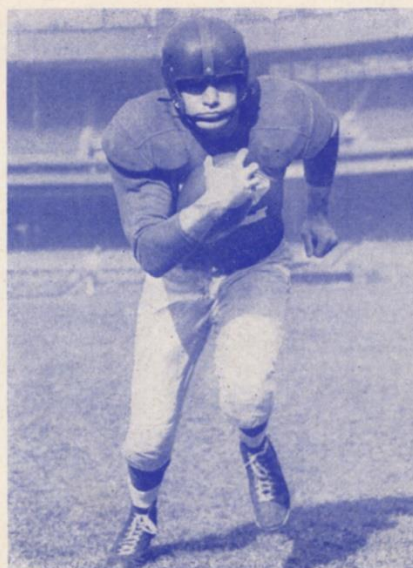
GENE ROBERTS



JOE SCOTT



RAY MALLOUF



BOB GREENHALGH

BACKS



JACK SALSCHIEDER



CLETUS FISCHER

CHICAGO BEARS—THREE DEEP

STARTING
2:05

L. E. KAVANAUGH (51) Milner (38) Dugger (13)	L. T. DAVIS (24) Connor (81) Bauman (41)	L. G. PRESTON (53) Drulis (21) Flanagan (9)	C. TURNER (66) Clarkson (31) Szymanski (44)	R. G. SERINI (23) Bray (82)	R. T. STICKEL (45) Stenn (35)	R. E. KEANE (20) Sprinkle (7)
Q. B. LUJACK (32) Luckman (42) Blanda (22)	L. H. GULYANICS (39) Boone (57) Dreyer (3) Magnani (4)	R. H. McAFEE (5) Perina (33) Canady (8) Rykovich (11)	F. B. KINDT (6) Hoffman (29) Cody (16)			

BEAR ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N.F.L.
3	Dreyer, Wally	B	170	5:10	24	Wisconsin	1
4	Magnani, Dante	B	185	5:10	30	St. Mary's	7
5	McAfee, George	B	177	6:00	30	Duke	6
6	Kindt, Don	B	210	6:01	23	Wisconsin	3
7	Sprinkle, Ed	E	207	6:01	25	Hardin-Simmons	6
8	Canady, Jim	B	178	5:10	23	Texas	2
9	Flanagan, Dick	G	224	6:00	22	Ohio State	2
11	Rykovich, Jules	B	205	6:01	25	Illinois	1
13	Dugger, Jack	E	235	6:03	25	Ohio State	3
16	Cody, Ed	B	190	5:10	26	Purdue	3
20	Keane, Jim	E	215	6:04	25	Iowa	4
21	Drulis, Chuck	G	220	5:10	31	Temple	5
22	Blanda, George	B	195	6:01	21	Kentucky	1
23	Serini, Washington	G	235	6:02	25	Kentucky	2
24	Davis, Fred	T	245	6:03	29	Alabama	6
29	Hoffman, John	B	214	6:02	23	Arkansas	1
31	Clarkson, Stuart	C	220	6:02	30	Texas A & I	5
32	Lujack, Johnny	B	185	6:00	24	Notre Dame	2
33	Perina, Bob	B	195	6:01	26	Princeton	1
35	Stenn, Paul	T	240	6:02	29	Villanova	5
38	Milner, Bill	E	215	6:01	27	Duke	3
39	Gulyanics, George	B	195	5:11	27	Ellisville	3
41	Bauman, Alf	T	235	6:02	29	Northwestern	3
42	Luckman, Sid	B	195	6:00	32	Columbia	11
44	Szymanski, Frank	C	225	6:00	25	Notre Dame	3
45	Stickel, Walt	T	245	6:03	27	Pennsylvania	4
51	Kavanaugh, Ken	E	205	6:03	31	Louisiana State	7
53	Preston, Pat	G	217	6:01	27	Wake Forest	4
57	Boone, J. R.	B	162	5:08	23	Tulsa U.	2
66	Turner, Clyde	C	235	6:01	29	Hardin-Simmons	9
81	Connor, George	T	240	6:03	24	Notre Dame	2
82	Bray, Ray	G	235	6:00	32	West. Michigan	8

TODAY'S O
Heintz
(see p

Head Coach..... George Halas, Illinois
Assistant Coach..... Luke Johnson, Northwestern
Backfield Coach..... Gene Ronzani, Marquette
Line Coach..... Hunk Anderson, Notre Dame
Backfield Coach..... Paddy Driscoll, Northwestern

For official National League pen

Switch
to
Calvert
... TASTES BETTER!

3 TIME
P.M.

NEW YORK GIANTS—THREE DEEP

L. E. SWIACKI (81) Duden (87) Lo Vuolo (89) Agajanian (8)	L. T. WHITE (77) Hutchinson (71) Sanchez (70)	L. G. BUTKUS (62) Ettinger (74) Colhouer (63)	C. COULTER (79) Cannady (52)	R. G. ROYSTON (61) Baker (76)	R. T. DE ROGATIS (78) Austin (75) Kolman (72)	R. E. POOLE (82) Kershaw (86) Hensley (85)
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Q. B. CONERLY (42) Mallouf (22) Coates (49)	L. H. B. ROBERTS (35) Tunnell (45) Salscheider (40)	R. H. B. SCOTT (30) Mullins (20) Fischer (37)	F. B. GREENHALGH (12) Mertes (34) Sulaitis (21)
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GIANT ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N.F.L.
8	Agajanian, Ben	E	210	6:00	30	New Mexico	2
12	Greenhalgh, Bob	B	200	6:01	25	San Francisco	1
20	Mullins, Noah	B	177	5:11	30	Kentucky	3
21	Sulaitis, Joe	B	215	6:02	28	Dickinson H. S.	6
22	Mallouf, Ray	B	180	5:11	31	S. M. U.	5
30	Scott, Joe	B	200	6:01	23	San Francisco	2
34	Mertes, Bernard	B	200	6:00	28	Iowa	1
35	Roberts, Gene	B	188	5:11	25	Chattanooga	3
37	Fischer, Cletus	B	170	5:09	24	Nebraska	1
40	Salscheider, Jack	B	185	5:10	24	St. Thomas	1
42	Conerly, Charles	B	185	6:01	25	Mississippi	2
45	Tunnell, Emlen	B	187	6:01	24	Iowa	2
49	Coates, Ray	B	200	6:01	25	Louisiana State	2
52	Cannady, John	C	225	6:02	25	Indiana	3
61	Royston, Ed	G	220	6:01	26	Wake Forest	2
62	Butkus, Carl	T	245	6:01	27	George Washington	1
63	Colhouer, J. C.	G	210	6:01	27	Oklahoma	4
70	Sanchez, John	T	241	6:03	28	San Francisco	3
71	Hutchinson, Ralph	T	230	6:02	24	Chattanooga	1
72	Kolman, Ed	T	235	6:02	31	Temple	7
74	Ettinger, Don	G	215	6:02	26	Kansas	2
75	Austin, William	T	218	6:01	21	Oregon State	1
76	Baker, Jon	G	210	6:02	26	California	1
77	White, James	T	225	6:02	28	Notre Dame	4
78	De Rogatis, Al	T	235	6:04	22	Duke	1
79	Coulter, Dewitt	C	245	6:04	24	West Point	4
81	Swiacki, Bill	E	195	6:02	24	Columbia	2
82	Poole, Ray	E	215	6:02	27	Mississippi	3
85	Hensley, Richard	E	210	6:04	21	Kentucky	1
86	Kershaw, George	E	225	6:03	22	Colgate	1
87	Duden, Dick	E	212	6:03	24	Navy	1
89	Lo Vuolo, Frank	E	210	6:02	25	St. Bonaventure	1

OFFICIALS:
Crew
age 18)

Head Coach..... Steve Owen, Phillips U.
Line Coach..... Richard (Red) Smith, Notre Dame

Backfield Coach..... Al Sherman, Brooklyn College
End Coach..... Jim Lee Howell, Arkansas

ity signals, see following page.

The advertisement features a central image of a Calvert Reserve Blend Whiskey bottle. The bottle label reads "Calvert RESERVE Blend Whiskey" and "BLENDED & BOTTLED BY THE CALVERT DISTILLERS CO. NEW YORK, N. Y.". Surrounding the bottle are several newspaper clippings with headlines such as "JOHN WALSH", "HARRY CARL JOINS SWITCH TO CALVERT", "LET GEORGE HE'S ALREADY CONVINCED", "DOUBTING THOMAS NOW CONVINCED", and "Cates Rates Calvert Today's Best". The background is a collage of these clippings, suggesting the brand's popularity and the players' preference for it.



1 OFFSIDE, ENCRACING or FREE KICK VIOLATION



2 CRAWLING, PUSHING or HELPING RUNNER



3 ILLEGAL MOTION or FORMATION at SNAP



4 ILLEGAL FORWARD PASS



10 TOUCHDOWN, FIELD GOAL or SUCCESSFUL TRY



11 SAFETY



12 LOSS OF DOWN



13 PENALTY REFUSED, INCOMPLETE PASS, PLAY OVER or MISSED GOAL



14 FIRST DOWN



15 DEAD BALL or NEUTRAL ZONE ESTABLISHED



16 NO TIME-OUT or TIME-IN with WHISTLE



17 TIME-OUT Followed by arm swung at side TOUCHBACK

Here's the Signal for Perfect Smoking Pleasure!

NO CIGARETTE HANGOVER

when you smoke

PHILIP MORRIS

Because PHILIP MORRIS is definitely less irritating than any other leading brand!

© 1949 Philip Morris & Co.



5 UNSPORTSMANLIKE CONDUCT



6 INTERFERENCE WITH FAIR CATCH or FORWARD PASS



7 HOLDING Followed by interference signal, ILLEGAL USE of HANDS or ARMS

Yes! You'll be glad tomorrow ... you smoked PHILIP MORRIS today!



PAST-PERFORMANCE CHART

Team Statistics

	GIANTS	BEARS
Games played.....	4	4
Won.....	2	3
Lost.....	2	1
Points scored.....	107	88
Points yielded.....	98	59
First downs.....	65	80
First downs yielded.....	74	50
Total yards gained.....	1,148	1,500
Total yards yielded.....	1,324	989
Yards gained, rushing.....	588	593
Yards yielded, rushing.....	588	441
Passes attempted.....	97	113
Passes completed.....	48	56
Yards gained, passing.....	552	893
Passes had intercepted.....	6	11
Passes attempted against.....	107	104
Passes completed against.....	49	48
Yards yielded, passing.....	721	546
Passes intercepted by.....	7	9
Fumbles.....	9	5
Ball lost, fumbles.....	3	1
Opp. fumbles recovered.....	7	4
Penalties.....	39	33
Yards lost, penalties.....	381	297

SERIES RECORD

All-time: Bears won 20; Giants won 12; one tie.
 (Total points: Bears 502, Giants 352).
 Last score: Bears 35, Giants 14 (Oct. 31, 1948, at Chicago).

Individual Statistics

RUSHING

	League Ranking	Attempts	Yards Gained	Avg.
Roberts (35), Giants.....	3	42	274	6.5
Scott (30), Giants.....	—	31	109	3.5
Greenhalgh (12), Giants.....	—	29	102	3.5
Fischer (37), Giants.....	—	15	48	3.2
Gulyanics (39), Bears.....	6	55	215	3.9
McAfee (5), Bears.....	—	21	94	4.5
Dreyer (3), Bears.....	—	15	88	5.9
Rykovich (11), Bears.....	—	21	83	4.0

PASSING

	League Ranking	Attempts	Complete	Yards Gained	TDs
Conerly (42), Giants.....	2	84	45	533	4
Mallouf (22), Giants.....	—	13	3	19	0
Lujack (32), Bears.....	3	75	42	687	6
Luckman (42), Bears.....	—	21	8	78	0
Blanda (22), Bears.....	—	16	6	130	0

PASS-RECEIVING

	League Ranking	Caught	Yards Gained	TDs
Poole (82), Giants.....	9	13	153	1
Scott (30), Giants.....	—	9	54	0
Swiacki (81), Giants.....	—	8	122	0
Keane (20), Bears.....	8	13	200	1
Kavanaugh (51), Bears.....	—	9	172	3
Kindt (6), Bears.....	—	8	53	0

SCORING

	League Ranking	TDs	FG	PAT	Points
Roberts (35), Giants.....	1	6	0	0	36
Scott (30), Giants.....	8	4	0	0	24
Agajanian (8), Giants.....	9	0	3	14	23
Lujack (32), Bears.....	10	1	1	11	20
Kavanaugh (51), Bears.....	—	3	0	0	18

STATISTICAL SCORE-CARD

NEW YORK GIANTS

CHICAGO BEARS

	FIRST HALF	SECOND HALF	TOTAL	FIRST HALF	SECOND HALF	TOTAL
*FIRST DOWNS						
RUSHING GAINS						
PASSES ATTEMPTED						
PASSES COMPLETED						
PASSING GAINS						
PASSES INTERCEPTED BY						
BALL LOST, FUMBLES						
YARDS LOST, PENALTIES						

*Under National League scoring rules, a touchdown made on an offensive play counts as a first down.

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... it's always
 richer, smoother,
 more enjoyable!"



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LUJACK

MEET THE BEARS



LUCKMAN

Coaching Staff

The corps of coaches in control of the Chicago Bears always has been outstanding. It is credited with having done more than any other staff with the modern development of the T-formation, now in use by all National League clubs except the Pittsburgh Steelers. The commander-in-chief of the Bruins is **George Halas**, more familiarly known as the Papa Bear. **Luke Johnsos** is his assistant. **Hunk Anderson**, one-time head coach at Notre Dame, works with the line. **Paddy Driscoll** and **Gene Ronzani** are in charge of the backs.

Style of Play

Although the T is the basic formation of the Bears, their offense is far from stereotyped or stodgy. Halas and his aides keep adding to their bag of tricks. Last week's Bear victory over the Eagles, 38 to 21, revealed the nature of the Chicago mixture. It gained 193 yards by rushing, and 258 by passing. Halas has kept his playing as well as coaching personnel at a high pitch of effectiveness, right down the years. Bear history reveals an amazing total of 9721 points, and a total of 91,204 yards gained, which boils down to a mere 60 miles.

Prominent Backs

Johnny Lujack (32), one of the greatest athletes in Notre Dame history, joined the Bears in 1948. Johnny is not only a marvelous passer, but a splendid performer on defense. . . . **Sid Luckman (42)**, one of the finest passers the game has seen, now is in his eleventh season with the Bears. Developed at Erasmus Hall High in Brooklyn, and

under Lou Little at Columbia, Sid has been on four National League championship teams. Halas calls him the greatest T quarterback football has seen. . . . **George McAfee (5)**, third-leading scorer in Bear history, with 204 points, is playing on the Chicago club for the sixth year. . . . **George Blanda (22)** is a newcomer, who starred at the University of Kentucky last season, with a 53-percent record of pass completions. He is a splendid quarterback and placement kicker. . . . **George Gulyanics (39)** is the Bears' chief ground threat. He not only is a breakaway runner but one of the game's top punters. . . . **Don Kindt (6)** is one of those typical Bear fullbacks who runs with the speed of a half-back once he breaks into the open.

Leading Linemen

Bulldog Turner (66), has been with Halas for nine years. He made National League all-star center in his first season and has retained that honor ever since, except in 1945, when he was in the service. . . . **George Connor (81)** a great All-America tackle from Notre Dame, joined the Bears last season and has been growing in football stature with every game. . . . **Ken Kavanaugh (51)** is a remarkable pass receiver and one of the top offensive ends in football. On three occasions Ken has achieved the trick of catching three touchdown passes in one game. . . . **Ray Bray (82)** is known as the strong man of the gridiron. This is his eighth season with the Bruins. Twice he has been all-league guard. . . . **Jim Keane (20)** is another crack pass-catcher. He led the league in receiving in 1947. . . . **Ed Sprinkle (7)** is rated as one of football's most rugged defensive players. Blockers trying to take him out more often wind up flat on the turf themselves.



BEAR BRAIN TRUST: Halas, Johnsos, Anderson, Ronzani, Driscoll

1920—30th Year National Football League—1949



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An All-American time out treat. Like football's greats Hires has plus quality—standout deliciousness that comes from real root juices . . . more enjoyable than the artificial flavors generally used in other root beers.

That's why Hires, with velvet-edge flavor, is the largest selling root beer and has led its league for over 79 years.

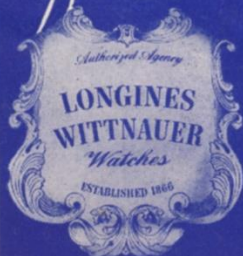
**It makes the game
more enjoyable**

**OFFICIAL TIMING WATCH FOR THE
GIANTS—BEARS FOOTBALL GAME**

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INSIDE FOOTBALL..... WITH THE GIANTS

Forward Passing

By CHARLEY CONERLY

It is difficult today to envision a time when the football rules forbade forward passing. However, old timers tell me that in the days of mass formations, before 1906, pitching was out, and what your grandfather likes to call "bone-crusher plays" were quite the thing.

For many years, the pass was used chiefly as a threat. Now it is an integral, highly vital part of gridiron offense. It has achieved that place because the spectators demanded it. Even the shape and size of the ball have been changed, to meet that demand.

Effective forward passing requires first of all, full control of the ball, at all times. The second essential for the pitcher is clear down-the-field vision.

Whether the passer be favored with full protection and plenty of time for the throw, or he be off-balance, and forced to hurry, he must have that ball so gripped as to be able to get it away.

The body of the passer may be unfavorably located. He may find himself hemmed in, apparently trapped. But if he has the ball under control, he has the situation in his favor.

The passer who has both big hands and strong, supple wrists is indeed fortunate. I do not have large hands. But I do have the wrists, and therein lies whatever success I have achieved with the Giants since I joined them in 1948.

Deception is the major objective in modern football, be it rushing or passing. Faking is reprehensible

in business but on the gridiron, it is absolutely essential.

I keep working, all the time, to develop deceptiveness. The pitcher who not only can fake but do things apart from passing is a very useful citizen. These qualities will lift his percentage of completions.

When I speak of downfield vision, I mean the ability to spot all the eligible receivers while preparing to throw the ball.

The pitcher must get an eyeful not only of the receiver called for in the play, but the decoys. One of these may shake himself loose from the pack, and be wide open, in that case, of course, he should get the ball.

The passer has to study his team-mates. He must know his receivers, their characteristics, their foibles and quirks, and he must know precisely how fast they can run.

He must familiarize himself with their strong and their weak points, and he must know how much of a lead he should give them. He has got to know how they feint.

The passer should study the defense, too. He must note how the opposition is covering the eligible receivers. In that way he may find he can hit the deep man if the defenders concentrate on the shallow receiver or vice versa.

Piano, or football, practice makes perfect,—or almost perfect, anyway.

[NEXT PROGRAM—LINE PLAY, by Jim White]

ALL-TIME GIANT RECORDS

SCORING

Most Points: 351, Ken Strong, 9 years ('33-'35, '39, '43-'47).

Most Points (1 year): 72, Ken Strong, 1934; 72, Bill Paschal, 1943.

Most Points (1 Game): 18, Frank Liebel, vs. Philadelphia Eagles, 12/2/45; 18, Joe Scott, vs. Los Angeles Rams, 11/14/48.

BALL CARRYING

Total Yards Gained: 3117, Tuffy Leemans, 1936-43.

Most Yards Gained (1 year): 830, Tuffy Leemans, 1936; 737, Bill Paschal, 1944.

Most Yards Gained (1 game): 188, Bill Paschal, vs. Washington, 12/5/43.

Longest Run from Scrimmage: 91 Yards—Hap Moran, vs. Green Bay, 11/5/30.

Most Passes Completed: 315, Ed Danowski, 1934-41.

Most Passes Completed (1 year): 162, Charley Conerly, 1948; 71, Paul Governali, 1947.

Most Passes Completed (1 game): 36, Charley Conerly, vs. Pittsburgh, 12/5/48.

Most Yards Gained Passing: 3818, Ed Danowski, 7 years.

Most Yards Gained (1 year): 2175, Charley Conerly, 1948; 1380, Paul Governali, 1947.

Most Yards Gained (1 game): 363, Charley Conerly, vs. Pittsburgh, 12/5/48; 354, Paul Governali, vs. Philadelphia, 11/9/47.

Most Touchdown Passes: 42, Ed Danowski, 7 years.

Most Touchdown Passes (1 year): 22, Charley Conerly, 1948; 13, Paul Governali, 1947.

Most Touchdown Passes (1 game): 4, Ed Danowski, vs. Green Bay, 11/14/35; 4, Arnie Herber, vs. Philadelphia, 12/2/45; 4, Paul Governali, vs. Philadelphia, 11/9/47.

Best Passing Efficiency (1 year): 54.2%, Ed Danowski, 1938; 54.2%, Charley Conerly, 1948.

PASS-RECEIVING

Most Passes Caught: 101, Ward Cuff, 9 years.

Most Passes Caught (1 year): 39, Bill Swiacki, 1948; 35, Ray Poole, 1948.

Most Passes Caught (1 game): 9, Ray Poole, vs. Pittsburgh, 12/5/48; 8, Bruce Gehrke, vs. Green Bay, 11/21/48.

Most Touchdown Passes Caught: 20, Frank Liebel, 6 years.

Most Touchdown Passes Caught (1 year): 10, Frank Liebel, 1945; 10, Bill Swiacki, 1948.

Most Touchdown Passes Caught (1 game): 3, Frank Liebel, vs. Philadelphia, 12/2/45.

Most Yards Catching Passes: 1755, Frank Liebel, 6 years.

Most Yards Gained (1 year): 593, Frank Liebel, 1945; 550, Bill Swiacki, 1948.

Most Yards Gained (1 game): 150, Frank Liebel, vs. Detroit, 11/18/45.



If your **GOAL** after the game is a good drink, **PLAY** it smart. **SIGNAL** for a Canada Dry mixer. Canada Dry "Pin-Point Carbonation" **GAINS** you a drink that tastes better, sparkles longer.

Here's your **LINE-UP** for better drinks—

CANADA DRY SPARKLING WATER

—a top-quality club soda



CANADA DRY GINGER ALE

—a full-flavored ginger ale



CANADA DRY SPUR

—a finer cola



CANADA DRY HI-SPOT

—a delicious lemon soda



NATIONAL LEAGUE OFFICIALS

GIBBS CREW

Position	Name and College	No.
Referee	Ronald Gibbs, St. Thomas	5
Umpire	James Beiersdorfer	17
Head Linesman	Sam Pecoraro, Dallas	37
Back Judge	Claude Grigsby, Georgetown	46
Field Judge	William McHugh, De Paul	28

DOWNES CREW

Referee	William Downes, Illinois Tech	3
Umpire	Carl Brubaker, Ohio Wesleyan	14
Head Linesman	Dan Tehan, Xavier	36
Back Judge	Robert Austin, St. Ambrose	44
Field Judge	Charles Sweeney, Notre Dame	22

HEINTZ CREW

Referee	Emil Heintz, Pennsylvania	9
Umpire	Samuel Wilson, Lehigh	19
Head Linesman	Charles Berry Lafayette	31
Back Judge	Henry Haines, Penn State	21
Field Judge	Hol Slutz, De Paul	32

WALLACE CREW

Referee	Yans Wallace	34
Umpire	Harry Robb, Penn State	15
Head Linesman	Tom Dowd, Holy Cross	4
Back Judge	Eugene Miller, Penn State	26
Field Judge	Charles Gault, Muhlenberg	39

GLASCOTT CREW

Referee	John Glascott, Pennsylvania	7
Umpire	Joseph Crowley, Muhlenberg	11
Head Linesman	Joseph McKenney, Boston College	35
Back Judge	Carl Rebele, Penn State	8
Field Judge	William Grimberg, Villanova	27

ALTERNATES

John Highberger, Carnegie Tech (48), James Hamer, California Teachers (49), Lawrence Houston, U.C.L.A. (50).

National League Standings

EASTERN DIVISION

	W.	L.	T.	PC.	—Points— For Agst.	
Philadelphia	3	1	0	.750	78	55
Pittsburgh	3	1	0	.750	77	58
New York Giants	2	2	0	.500	107	98
Washington	2	2	0	.500	107	111
New York Bulldogs	0	4	0	.000	28	120

WESTERN DIVISION

Los Angeles	4	0	0	1.000	127	57
Chicago Bears	3	1	0	.750	88	59
Chicago Cardinals	2	2	0	.500	87	69
Green Bay	1	3	0	.250	43	104
Detroit	0	4	0	.000	55	84

**New York Bulldogs
At Polo Grounds**

Oct. 30.....Washington Redskins

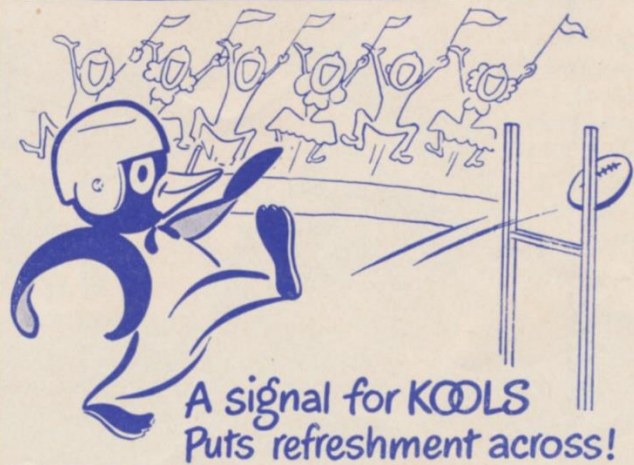
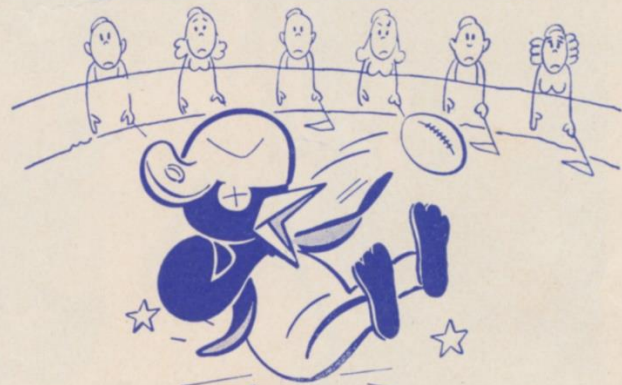
Nov. 6.....New York Giants
(Giant home game)

Nov. 13.....Chicago Cardinals

Dec. 11.....Pittsburgh Steelers

1949 NATIONAL LEAGUE SCHEDULE AND RESULTS

	SEPTEMBER 22	
7—Philadelphia at	NEW YORK BULLDOGS.....	0
	SEPTEMBER 23	
24—Detroit at Los	Angeles.....	27
	SEPTEMBER 25	
17—Chicago Bears at	Green Bay.....	0
7—New York Giants at	Pittsburgh.....	28
	SEPTEMBER 26	
7—Washington at	Chicago Cardinals.....	38
	SEPTEMBER 30	
38—New York Giants at	NEW YORK BULLDOGS....	14
	OCTOBER 2	
17—Chicago Bears at	Chicago Cardinals.....	7
48—Los Angeles at	Green Bay.....	7
	OCTOBER 3	
22—Philadelphia at	Detroit.....	14
27—Washington at	Pittsburgh.....	14
	OCTOBER 7	
Green Bay at	NEW YORK BULLDOGS.....	
	OCTOBER 8	
Detroit at	Pittsburgh.....	
Chicago Cardinals at	Philadelphia.....	
	OCTOBER 9	
Los Angeles at	Chicago Bears.....	
New York Giants at	Washington.....	
	OCTOBER 16	
21—Pittsburgh at	NEW YORK GIANTS.....	17
14—New York Bulldogs at	Washington.....	38
21—Philadelphia at	Chicago Bears.....	38
21—Los Angeles at	Detroit.....	10
39—Chicago Cardinals vs.	Green Bay at Milwaukee....	17
	OCTOBER 23	
NEW YORK BULLDOGS at	Pittsburgh.....	
Chicago Bears at	New York Giants.....	
Washington at	Philadelphia.....	
Detroit at	Chicago Cardinals.....	
Green Bay at	Los Angeles.....	
	OCTOBER 30	
Washington at	NEW YORK BULLDOGS.....	
New York Giants at	Chicago Cardinals.....	
Philadelphia at	Pittsburgh.....	
Chicago Bears at	Los Angeles.....	
Detroit vs.	Green Bay at Milwaukee....	
	NOVEMBER 6	
NEW YORK BULLDOGS at	New York Giants.....	
Los Angeles at	Philadelphia.....	
Pittsburgh at	Washington.....	
Chicago Cardinals at	Detroit.....	
Green Bay at	Chicago Bears.....	
	NOVEMBER 13	
Chicago Cardinals at	NEW YORK BULLDOGS....	
New York Giants at	Green Bay.....	
Philadelphia at	Washington.....	
Los Angeles at	Pittsburgh.....	
Detroit at	Chicago Bears.....	
	NOVEMBER 20	
NEW YORK BULLDOGS at	Philadelphia.....	
Detroit at	New York Giants.....	
Chicago Bears at	Washington.....	
Los Angeles at	Chicago Cardinals.....	
Pittsburgh vs.	Green Bay at Milwaukee....	
	NOVEMBER 24	
Chicago Bears at	Detroit.....	
	NOVEMBER 27	
NEW YORK BULLDOGS at	Los Angeles.....	
Washington at	New York Giants.....	
Pittsburgh at	Philadelphia.....	
Green Bay at	Chicago Cardinals.....	
	DECEMBER 4	
NEW YORK BULLDOGS at	Detroit.....	
Philadelphia at	New York Giants.....	
Green Bay at	Washington.....	
Pittsburgh at	Chicago Bears.....	
Chicago Cardinals at	Los Angeles.....	
	DECEMBER 11	
Pittsburgh at	NEW YORK BULLDOGS.....	
New York Giants at	Philadelphia.....	
Washington at	Los Angeles.....	
Green Bay at	Detroit.....	
Chicago Cardinals at	Chicago Bears.....	



Throat hot? Smoke KOOLS
as your steady smoke
for that
clean,
KOOL
taste!



POURING T FOR THE BEARS



*Johnny
LUJACK*

- RATED ONE OF THE
FINEST OF T-OPERATIVES,
THE FORMER NOTRE DAME
ALL-AMERICAN IS HERE WITH
THE POWER-PACKED BEARS



... WITH
LUJACK
and
LUCKMAN
PITCHING FOR
THE BEARS, AND
CONERLY FOR THE
GIANTS, IT SHOULD
BE AN AERIAL
FIELD DAY
!!



Igoe ————— *ed*

IN JOHNNY and SID,
THE BEARS HAVE
THE SMOOTHEST
BALL-HANDLING DUO
IN THE GAME

Giant Jottings

The Giants probably are the only team in professional football that has both service academies represented on its roster. West Point's contribution to the Men of Mara is Tex Coulter. Annapolis provided Dick Duden. . . . Toeless Ben Agajanian rapidly is establishing himself with Giant fans as a place-kicker of the Ken Strong-Ward Cuff caliber. . . . Oldest Giant in point of service is Joe Sulaitis, who has been with the club six years. One of those rare birds who made the pro grade without college experience, Joe is Steve Owen's No. 1 handyman. He's played practically every position on the team at one time or another. . . . Jim Lee Howell, the

Giants' end coach and himself one of their greatest wingmen a few years back, doubles in brass as head coach of Wagner College. The Staten Island school is having a great season under his direction. . . . Jake Colhouer's first name is purely fictional. The rugged Giant guard is one of those initials-only boys, his legal front handle(s) being simply J.C. . . . The fine showing of Giant backs like Gene Roberts (Chattanooga), Joe Scott and Bob Greenhalgh (San Francisco) and Jack Salscheider (St. Thomas, Minn.) underlines the fact, earlier demonstrated at the Polo Grounds by such as Tuffy Leemans (George Washington) that a Little America can be a big gun.

P.M.

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With 10-Blade
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98¢

A FRESH BLADE IN A **FLASH!**

A CLEAN SHAVE IN A **FLASH!**

"Smoke MY cigarette...
Milder Chesterfield"

Glenn Ford

Starring in
"MR. SOFT TOUCH"
A Columbia Picture



... and Mr. Lupo, Prominent
Tobacco Farmer, says—

"I like Chesterfields better than any
other cigarette. They're definitely milder.
They buy clear, clean, fully ripe tobacco
... the best I've got to sell."

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C CHESTERFIELD

THE BEST CIGARETTE FOR YOU TO SMOKE