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OFFICIAL PROGRAM

DETROIT LIONS vs. NEW YORK GIANTS

NOVEMBER 5, 1939, 2:00 P. M.

BRIGGS STADIUM, DETROIT, MICHIGAN

"They Play to Win"

By SAM GREENE, Courtesy Detroit News

WHEN Ford Frick was asked one day to account for the mounting popularity of the 100-year-old game of baseball, he replied:

"THEY PLAY TO WIN."

It was not enough to say that baseball had grown for a century through the fundamental appeal of the three-base hit and kindred elements; through organization and publicity; through the colorful characters of Pop Anson, Mike Kelly, Hoss Radbourne, Bobby Lowe, Cy Young, Hans Wagner, Ty Cobb, Sam Crawford, Christy Mathewson, Walter Johnson, Babe Ruth, Mickey Cochrane. No, the underlying factor was the earnestness and honesty of the athletes that Frick caught in a phrase:



SAM GREENE

"THEY PLAY TO WIN."

Fortunately, Frick and the sport he sponsors have no copyright on the spirit he extols. The same spirit has lifted the National Football League to its present eminence. Public approval has been won and financial security attained because it is also true of the professional gridiron players that

"THEY PLAY TO WIN."

The zest and integrity of the Detroit Lions, the New York Giants, the Green Bay Packers, the Chicago Bears and the rest have changed a once far-spread attitude toward the professional football teams. One does not have to be wrinkled with age to be able to remember when the public looked askance upon the pros; when the word, "cozy," was used to describe contact in the line of scrimmage; when the man in the street shrugged at any suggestions that football on a professional basis would ever succeed in cities of major league size.

When the Lions moved here from Portsmouth, O., in the autumn of 1934, the opinion was still widely held that foot-

ball's place was on the campus and that any attempt to alter the setting would in the long run result in failure. The public looked with misgivings upon the enterprise of George A. Richards and associates. Many, clinging to the deep-rooted impression that the pros played with one eye on the ball and the other on the box office, predicted a lack of response that would turn Richards' venture into a financial wreck.

It is hard to believe now, with the National League clubs playing before record-breaking crowds, that any experienced observer of the sporting picture could have had the notion that professional football was hopeless as a profitable institution.

What the Detroit detractors, prior to 1934, did not know was that the game had cast aside the sloth and indifference that prevented progress in pioneer years. They did not know that a new attitude had seized the pros; that somewhere along the line they had grasped the significance of public apathy toward athletic teams unless

"THEY PLAY TO WIN."

The change was readily apparent in the Lions' debut at the University of Detroit Stadium six years ago. Potsy Clark had brought from Portsmouth a group of seasoned, hard-driving players with a full knowledge of their responsibility to the cash customers. In Ace Gutowsky, Ox Emerson, Clare Randolph, Dutch Clark, Glenn Preznell, George and Frank Christensen, John Schneller, Jack Johnson and others, the veteran coach presented a team that not only excelled in mechanical execution but that quickly won supporters through competitive zeal.

All of the old Lions, save Jack Johnson, have departed but their spirit survives in their successors. Bill Shepherd, Chuck Hanneman, John Pingel, Darrel Tully, Monk Moscrip, Ray George and the rest, too, are fired with a determination and ardor that are the source of professional football's success in Detroit.

Nor is the note of sincerity confined to the Lions. It pervades the ranks of the Bears, the Packers, the Dodgers, the Red Skins, the Giants, the Rams. It asserts itself in the face of misfortune among the Eagles, the Pirates and the Cardinals. It thrusts the element of uncertainty into nearly every game. It is responsible for an increase in patronage by a public that is now convinced beyond question that

"THEY PLAY TO WIN."

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TODAY'S OPPONENTS

DETROIT LIONS vs. NEW YORK GIANTS

NOVEMBER 5, 1939, 2:00 P. M.

BRIGGS STADIUM, DETROIT, MICHIGAN

Defending Champions of 1938



ED DANOWSKI



KEN STRONG



TUFFY LEEMANS



HANK SOAR

HOLDING a commanding position as leaders of the eastern division of the National Professional Football League, the world's champion New York Giants come to Briggs stadium determined to maintain their reputation as the game's greatest "money players."

The Giants since 1934 have won but one game of five played with the Lions will be out to break that five-year jinx and remain undefeated in the 1939 championship race.

Comparative scores mean little in professional football. But on the basis of the two teams' contests with the Chicago Bears and the Brooklyn Dodgers, the Lions appear to be the strongest offensively and defensively. Brooklyn and the Bears both outgained the New Yorkers only to be defeated by one and three point margins. The Lions on the other hand, rolled up 27 points against the Dodgers, while holding Brooklyn to one touchdown and kept the Bears not only scoreless but completely out of scoring range while chalking up a 10 to 0 victory last Sunday.

It is a well advertised fact, however, that the Giants, undefeated in 19 straight games, have uncanny talents for "giving" just enough to win. Coach Steve Owens' New York club has a variety of offensive threats and a defense that has kept opponents' scores down to 39 points so far this year.

"Big Ed" Danowski, the champions' All-League halfback, is one of the surest forward passers in the game. He has a lifetime completion average of 50 per cent. Tuffy

Leemans, one of the most consistent ground-gainers among professional backs; Leonard (Feets) Barnum, bruising 225-pound line crusher; Hank Soar, another veteran backfield star and an able pass receiver; and Eddie Miller, flashy 165-pound recruit back from the New Mexico Aggies, give the Giants a potent running attack.

New York's veteran blocking back, Ward Cuff, and Ken Strong of New York University fame, give the Giants their most dangerous scoring possibilities. Cuff, in his third year with the Giants, led the pro league in fieldgoals last year with five in nine attempts and his phenomenal boots, from as far out as 40 yards, have enabled him to top the Giants in scoring for the past two years. Strong, returning to New York after a three-year absence, is not only a great ball-carrier, but an excellent place kicker as well.

In the line, the Giants' imposing roster of veteran stars is headed by the sensational center, Mel Hein, All-League pivot man for six years; and Ed Widseth of Minnesota, All-League tackle last year. The Giants bring to Briggs stadium one of the strongest and heaviest lines in the pro loop, averaging 210 pounds from end to end. In Arkansas' Jim Howell, six feet 4½ inches tall, the loftiest Giant; and Jim Poole, another rangy performer, the New Yorkers have two of the league's finest all-round ends.

Coach Steve Owens of the champions is starting his ninth year as New York's mentor, assisted by Bo Molenda, former Michigan star fullback.

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Lion's COACHING STAFF

1939 DETROIT LIONS BOARD OF STRATEGY

Head Coach E. C. "Gus" Henderson comes to us from the Los Angeles' Bull Dogs, formerly their head coach. Heartly W. "Hunk" Anderson, line coach, protege of Knute Rockne's and former head coach of Notre Dame. William N. "Bill" Howard is brought here as backfield coach after serving on Coach Henderson's staff in Los Angeles.



The Detroit Lions New Coach and His Staff

A MASTER strategist and tactician who thinks and talks football for most of his waking hours is Elmer Clinton (Gus) Henderson, the Detroit Lions' new head coach.

Teaching football and teaching it with rarely equalled success has filled more than half Henderson's life.

Making his bow in the National Professional Football League this year, Gus comes to Detroit with one of the most consistent winning records in the coaching profession. In 29 years his teams have lost but 46 games.

Coach Henderson is recognized as the man who pioneered "big time" football at the University of Southern California. His Trojan teams won 40 games, lost but 7, between 1919 and 1926. During the ensuing ten years Gus was head coach at the University of Tulsa and placed that institution definitely on the nation's football map with a steady procession of strong, colorful teams.

Los Angeles beckoned Gus again in 1936 and he left Tulsa to coach the Los Angeles bulldogs professional team. His tricky offense won 17 straight games for the Bulldogs, including triumphs over several strong National League pro clubs.

Signed as the Lions' head coach last winter, Henderson, with his typical zest for his job, assembled assistants he felt would help make Detroit one of the best-coached teams in professional football. He engaged Heartly (Hunk) Anderson, former Notre Dame head coach, as line tutor. Hunk brings to the Lions' line-coaching job a wealth of the most valuable experience any football teacher could possess. He is calling upon his long and varied experience in collegiate and professional football to teach Lion forwards a host of new offensive and defensive tricks. His capability and thoroughness have won him the respect and admiration of all his Lion pupils.

Henderson's other assistant is William N. (Bill) Howard, former star quarterback at the University of Southern California, and field general and backfield coach for Gus' Los Angeles Bulldogs for the past three years. Henderson relies upon Bill to drill Lion backs in the ball-handling intricacies of the new Detroit offense. Howard also does most of the Lions' scouting.



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"Nor-Shire" is the new "Marlboro" pattern release for November. And it's a "Honey." Blue, tan, green and gray.

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in Leading Style Magazines

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New antiqued browns and fine black calf—double soles—stout edge welts. Everything that puts a shoe line at the forefront for style!
1st Floor—East Bldg.



CROWLEY'S

LIONS *next* HOME GAME

DETROIT LIONS vs. CHICAGO BEARS

NOVEMBER 12, 1939, 2:00 P. M.

BRIGGS STADIUM, DETROIT, MICHIGAN

THE Chicago Bears, still considered a major threat to any and all championship aspirations in the western division, will come to Briggs stadium next Sunday primed to revenge themselves against the Lions for the 10 to 0 defeat Detroit handed them in Chicago.

A mystery to most critics has been the Bears failure to make their powerful offense click consistently this year. They present on paper what should be the most damaging offense in pro football. Scoring records attest the power of Coach George Halas' Chicago club, which has rolled up a total of 170 points this season, to lead the league. Still they have dropped 3 close games to Detroit, Green Bay and New York.

Can Detroit's great and inspired line rise to the heights again to halt the damaging onslaughts on the Bears' sensational array of All-America backs? Can Detroit outsmart and outgame and outguess the Bears offensively once more, to win?

The answers to those two questions are going to be provided in Detroit next Sunday in what promises to be an explosively exciting game.

Detroit fans next Sunday will get their first glimpse of the greatest roster of All-America backs ever gathered on one professional football club. The Bears "dream backfield" of newcomers includes the driving Bill Osmanski, Holy Cross star; Baylor's passing sensation, Billy Patterson; Sid Luckman, another great forward passing wizard from Columbia; and Bob McLeod, brilliant runner from Dartmouth.

Although the Bears are dazzling with new backs, the veteran Joe Maniaci has stolen most of the Chicago club's offensive limelight. Running like his nickname, "Maniac," Joe leads the Bears in groundgaining. The talented toe of Jack (Automatic Jack) Manders continues to bolster the Bears' offense. He has booted two field goals thus far this season.

Bernie Masterson, smart veteran quarterback; Ray Nolt-ing and Bobby Swisher, speedster from Northwestern, com-



HALAS
Head Coach

GRANGE
Asst. Coach

JOHNSOS
Asst. Coach

plete the Bears' amazing roster of backfield "names."

Since 1934, when President G. A. (Dick) Richards first brought the Lions to Detroit, the rivalry with the Chicago Bears has resulted in some of professional football's hardest fought games.

The Lions have a .500 average in their contests with the Chicago Bears, winning five and losing five in the past five years and outscoring the Bears 139 points to 127.

Coach George Halas both owns and controls the Bears. His coaching assistants are the great Harold (Red) Grange, a Bears' star for many years after his graduating from an All-America football career at Illinois and Luke Johnsos, line coach.

Halas, while not claiming a championship in pre-season predictions this year, has been free in proclaiming: "I have the best material this year I ever have had on the Chicago Bears." Detroit will get visible proof of that statement next Sunday when the Bears, on the growl and on the prowl for a victory, trot out on the field at Briggs stadium to display for the first time in the Motor City their heavyweight line, their always threatening backfield luminaries and their famous and yard-producing offense.

Detroit LIONS 1939



Raymond E. George
Tackle

RAYMOND E. GEORGE: George is 23, six feet tall, weighs 228 pounds. A three letter man in football, baseball and track at Loyola High School in Los Angeles he won All-State high school tackle honors and, as a Trojan, was awarded Pacific coast tackle honors for three years.



Norville Ray Clemons
Guard

NORVILLE RAY CLEMONS: Ray is a versatile veteran of the 1937 and 1938 Los Angeles Bulldogs and was one of Coach E. C. (Gus) Henderson's mainstays on the coast.

He is 26 years old, weighs 215 pounds and is 6 feet tall. He played his football at Oklahoma Central State Teachers' College, graduating with a bachelor of science degree in 1935.

In college Ray played fullback, guard and end and averaged as high as 60 yards per game as his team's punter.

Ray was a member of the United States Olympic wrestling team in 1936 and reached the semi-finals only to be eliminated by injuries.



Ray Hamilton
End

RAY HAMILTON: Acquired from the Cleveland Rams in a trade for Maurice Patt, Hamilton is six feet four inches "high" and weighs 215 pounds, is 23 years old and has hands like grappling hooks, the "dream" kind of pass receiver and a competent defensive end as well.

Hamilton played four years of varsity football at Arkansas and also won four letters in basketball.

He is a member of Pi Kappa Alpha fraternity.



James L. (Jim) Austin
End

JAMES L. (JIM) AUSTIN: One of the Lions' "endless ends" this year Jim comes to Detroit after two years with Patsy Clark's Brooklyn Dodgers, where his pass-receiving talents and general all-around play attracted the attention of Coach Gus Henderson. Henderson traded Ace Guto wsky, veteran Lions' fullback, to the Dodgers to add Austin to the Lions' roster.

Born in Omaha, Neb., Austin is 26, stands 6 feet three inches, weighs 200 pounds. He played his college football with Slip Madigan at St. Mary's College and was one of the Pacific coast's outstanding ends in 1934, '35 and '36. Between seasons Austin is employed as an oil inspector in Richmond, Calif. He is married and has one daughter.



Darrell Dean Tully
Quarterback

DARRELL DEAN TULLY, a triple-threat star and first string Little A.P. All-America team last year. Tully comes to Detroit from East State Texas Teachers heralded as a great passer and field general, one of the best but least known running backs in the southwest and a boy with the physical gifts and driving temperament necessary to go places in pro football.

Last year, while leading his team as co-captain to the Lone Star Conference championship, Tully completed 75 out of 124 passes, 10 for touchdowns, a passing record that eclipses those of Davey O'Brien and Billy Patterson. He also scored 54 points to rank high among his league's scorers.

Tully is 22, weighs 198 pounds and is 6 feet 1½ inches tall. He is single and plans to go into coaching and physical education.



Captain Jack Johnson

- All-America Tackle
- Football Equipment Inventor
- Utah Rancher

BIG JACK" JOHNSON, captain and starting left tackle, has one thing in common with Bill Hewitt, former Michigan and Chicago Bears' end who now plays for the Philadelphia Eagles.

The two great linemen are subject of frequent complaints to the officials, yet the officials—even after the closest scrutiny can never find anything to penalize them for.

Q.: Why is this strange situation?

A.: Because they each have extraordinarily fast reaction time, and start so fast other players keep believing that they have been off-side.

"Big Jack" is also occasionally accused of being too rough, but the league's best officials say that this lightning charge is responsible for this mistaken belief, too. Capt. Johnson hits his opponent so fast and so hard that he often catches him flat-footed, leaving him momentarily stunned.

For a man who softens up so many tough opponents, "Big Jack" is a remarkably mild-mannered fellow. Fact is, he's down right humane. Is an opponent still on the ground? Big Jack is first over to help him on his feet, and give him an encouraging thump on the back. It's not "showmanship," either, for Captain Jack has a genuine sympathy for people who are hurt.

This sympathy has led him to do a lot of thinking and experimenting during the long winter evenings on his ranch back in Utah. Result: new principles in the construction of knee pads to prevent injuries.

Knee injuries are the most painful, and the most likely to stay with a man for life. Many a promising All-American has ruined a knee in his sophomore year, and never been able to play since. (Harry Wismer, Lions' official and WJR sports commentator, is an example.)

There have always been knee pads, but the trouble is, they have covered only the top of the knee, and that none to well. Hit from the side, a knee cap could be knocked out of place, and ligaments torn which never would return to the former state.

Captain Jack's invention protects the knee from the sides as well as the top; and by means of an ingenious sliding arrangement, is always in place, yet allows for complete freedom of movement. In other words, it has "knee action."

Jack has also invented a kicking shoe which laces up the side, instead of on top, and which has rubber inserts in the uppers. It is designed for greater punting accuracy.

Captain Johnson joined the Lions in 1934, when the franchise was transferred from Portsmouth to Detroit by President G. A. Richard. He has been the regular left tackle—and star lineman of the club—ever since.

Thus he has seen more service with the Lions than any other member of the club. And this year he's having one of his best seasons.

Longtime Lion fans will be interested to know that his wife is Ernie Caddell's sister. They have a son—now going on two years old—who ought to be a great Lion in 1960. With a great heritage of size, speed, and brains from both sides of the family, he just can't miss!

Captain Jack lives in a rooming house with Ray George, the other starting tackle, and Tony Tonelli, center. Jack rides herd on these freshmen, keeping them out of mischief, so effectively that the other Lions call the set-up: "Old Mother Johnson and her Two Chicks."

This living arrangement works out quite harmoniously so long as George and Tonelli get their daily letters from *The Girls They Left Behind Them*. But if the postman fails to do his duty, Old Mother Johnson has two problem children to worry about.

Both George and Tonelli, who play quite a lot of heads-up football themselves, incidentally, are inordinately proud of Johnson. Ever since the Bears game they have been going around saying:

"Look at him—29 years old, and in his sixth season. Played 60 minutes against the Bears last Sunday, and was fresher when he came out than when he started the game. Best man on the field, too. Boys, that's our roommate!"

There are plenty of reasons why Captain Jack is in such marvelous physical condition; but all of them can be summed up in five words—he takes care of himself.

He doesn't smoke or drink, and never has. He keeps regular hours. He leads a circumspect life. He watches his diet carefully. He works hard at practice, and even then he doesn't stop, for he takes long walks nearly every day. And when we say "long walks," we don't mean just twice around the block. An average daily hike for Johnson is from the General Motors Bldg. to the Detroit river and back.

The boys say he does this walking stint more out of homesickness than desire to keep his legs in condition. He misses that hiking around the range on his ranch in Utah. They say he misses his horse plenty, too.

This winter, after the National Professional Football League season is over, Jack is thinking of enrolling at the University of Southern California to take more work toward a Master's degree in Physical Education. You see, he has some new ideas he'd like to try out in that field some day.

DETROIT LIONS BOX OFFICES

Sportsway Inc., Fisher Bldg. Lobby
U. of D. Box Office, opposite Stadium

Webster Hall,
Cass and Putnam

Grinnell Bros. Music House, Downtown Store
Day Drug, E. Jefferson at Field, open all night

Detroit LIONS 1939



*W. L. (Bill) Shepherd
Fullback*

WILLIAM L. (BILL) SHEPHERD: Shepherd is a native of Clearfield, Pennsylvania. In addition to ball carrying, Shepherd is useful for punting and place-kicking. Since entering the professional game, Shepherd has made himself a handy man just as he did in the days when Western Maryland looked to him to supply the effort needed whether carrying, blocking, tackling or pass receiving.

Shepherd, 28 years of age, is short compared to some of his teammates. He is 5 feet 9 inches and his total frame encases 205 pounds. But his spirit and aggressiveness more than make him one of the most important cogs in the 1939 Lions' attack.

Shepherd is married and employed between seasons in the automobile business in Muncie, Indiana.



*Lloyd Cardwell
Halfback*

LLOYD CARDWELL: This is "Cardy's" third year as a Lion.

In 1938 Lloyd's brilliant running won him the right halfback spot on the All-National Professional Football League first team. He was the league's ninth highest scorer, chalking up five touchdowns. This year, with a diversified running offense mingled with a passing attack that will make his threat even stronger, Cardwell, as usual, will be a focal point in the Lions' attack.

Member of Sigma Chi fraternity.



*Alex. Francis (Wojie)
Wojciechowicz
Center*

ALEXANDER FRANCIS (WOJIE) WOJIECHOWICZ: One of the "Seven Blocks of Granite" at Fordham University in New York, where his coach was James H. Crowley. "Wojie" was the star of a line of stars. He is a center from choice. In high school and in college he never played at any other position.

Alexander Francis makes his home now in Detroit, working for an automotive concern. He is 24.

During Fordham days Wojie was twice selected for the All-America 1936-37. He was a member of the teams that won the Metropolitan title in 1935 and again in 1937.



*W. (Butch) Feldhaus
Guard*

WILLIAM (BUTCH) FELDHAUS: Bill Feldhaus has been a spark-plug of the Lions' line for two seasons. He joined the club in 1937 after three years of service as guard and tackle at the University of Cincinnati. His high class play of college days was carried into the professional ranks with beneficial results to the Lions.

Is a member of Sigma Chi fraternity.



*J. A. (Mac) McDonald
Fullback*

JAMES ALLEN (MAC) McDONALD last year was one of the most brilliant freshmen additions to the Lions' backfield. He is 23 years old, single, six feet, 1½ inches tall, weighing 191 pounds. At Ohio State he not only was quarterback and captain of the football team in 1937 but also captain of the basketball team, the only athlete in the history of Ohio State to captain two major sports teams in the same year.

Member of Sigma Chi fraternity.



The Wayne University Bands the Ultimate in Musical Showmanship

"One of the Finest Bands in the Country,"

—H. G. Salsinger

RECOGNIZED as one of America's finest musical organizations, the Wayne University marching symphonic band, under direction of Graham T. Overgard, today steps out, 130 strong, to usher in another season of incomparable entertainment for Detroit Lion fans at Briggs Stadium.

A showman to his fingertips, Director Overgard, with ingenuity, talent, enthusiasm and a flair for the spectacular, has made the performances of the Wayne bands nationally famous as the Lions' musical counterpart. He supplements sound musicianship with a dynamic personality that reflects itself in stirring musical arrangements, played with dash and spirit. And he tops his manifold talents with a showman's gift for staging intricate marching formations that are as eye-filling as his bandsmen's airs are exciting.

Under the leadership of Overgard and his assistant, Roy M. Miller, the Wayne bands have set new standards of gridiron showmanship at Lions' games in Detroit. The football band itself, during every game, constitutes a Lions' cheering section, filling every lull with martial music, to the vast and enthusiastic approval of spectators. Between halves Overgard's musicians provide a show in themselves as they wheel through amazingly complicated designs to create a series of colorful, pictorial designs that are the product of long and careful rehearsals.

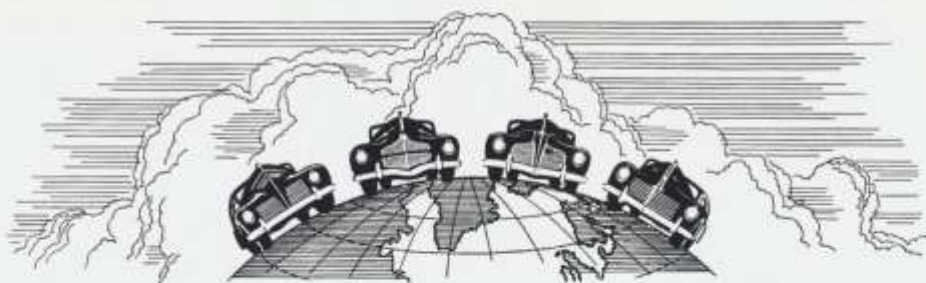
Always seeking to outdo himself in providing new thrills, Director Overgard this year introduces several innovations as part of his generous entertainment program. Two sensational novelty performers march with the Wayne band now. They are Bill Garrison, who displays the ancient Swiss art of flag-tossing. Garrison tosses a 48-inch staff

bearing a 39-inch square of China silk in Lions' colors in a performance that is as amazing as it is colorful. The other twirler is Wilbur Davis, a jaunty drum major from Hammond, Indiana, also new to the Wayne organization. Davis leads the band's marching formations with a 32-inch baton,

An immense amount of work is necessary to attain the perfection that makes the Wayne band's performances consistently excellent. Overgard himself designs on paper the tricky formations which finally emerge as colorful, living pictures. Then come rehearsals at least three times weekly at the Balch school, where Overgard directs operations like a Hollywood director supervising an epic. Each musician must not only learn his musical score but also his place in a puzzling succession of marching formations which turn magically into spinning wheels, waving flags and giant moving letters and words.

This year Overgard's program is more ambitious than ever. The Wayne band will play and march at all Lions' home games at Briggs stadium, at all Wayne football games at home and several out of town, and at band concerts in process of arrangement for Wayne students.

From the first Director Overgard, with his show-wise gifts and his enthusiasm, has received the fullest support and cooperation from George A. (Dick) Richards, president of the Detroit Lions. More than any single factor, the Wayne University band is credited with stimulating the pep and enthusiasm that makes crowds at Lions home games the most colorful in professional football. The Wayne band has proved itself the ultimate in musical showmanship, truly in keeping with the spirit displayed on the field by this year's Detroit Lions.



Four Great Cars

And the Real Secret of Their Greatness

ASK ANY owner of a Chrysler Corporation car why he bought it and he will probably describe to you certain of its characteristics which particularly appeal to him.

For instance, almost certainly the Plymouth owner will tell you that his car is roomy, luxurious and powerful—and that it compares in quality and riding features with higher-priced cars.

Dodge owners will "talk till the cows come home" about Dodge economy—how this great car saves money on gas and oil—how its world-famous Dependability means longer life, lower upkeep costs, fewer repair bills.

Ask the DeSoto owner, and he will unquestionably regale you with praise of DeSoto's style leadership—its breath-taking beauty, its power, its almost effortless ease of handling.

Owners of the Chrysler car will be just as enthusiastic. They will tell you that in no other car could they obtain such matchless luxury, such stately beauty and such performance for so little money.

But these are *individual* differences. They are the "choice" variants, if you will, which influence car buyers to select one or

another of the four great cars that have the Chrysler Corporation seal of authorship.

But if you look for something common to all Chrysler Corporation cars . . . if you seek the one great underlying factor which is equally present in every Plymouth, Dodge, DeSoto and Chrysler car, you cannot fail to come face-to-face with Chrysler Corporation Engineering.

Here is the real secret of the greatness of these "Four Great Cars"—Chrysler Corporation Engineering, the brilliant genius and driving force which has pioneered so many of the great advancements of the automobile industry. They are so well known that even a child can name them: All-Steel Body, Hy-

draulic Brakes, Floating Power Engine Mountings, Fluid Drive, Scientific Weight Distribution, Superfinish, Functional Design, and many more.

So, whether your taste dictates that you select Plymouth, Dodge, DeSoto or Chrysler, you may make your choice, secure in the knowledge that you will be getting, over and above their individual characteristics, a quality which makes them all great—Chrysler Corporation Engineering.

PLYMOUTH

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DODGE

PASSENGER CARS AND TRUCKS

DE SOTO

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Chrysler Corporation

Chrysler Marine and Industrial Engines • Oilite Oil Cushion Bronze Bearings • Airtemp—Air Conditioning

YOU GET THE GOOD THINGS FIRST FROM CHRYSLER CORPORATION

DETROIT LIONS

SQUAD LIST

No.	Name	Position	School	Height	Weight
3	CARDWELL, LLOYD	HB	University of Nebraska	6' 3"	200
4	TULLY, DARRELL DEAN	QB	E. State Tex. Teach.	6' 1½"	200
5	WEISS, HOWARD	FB	University of Wisconsin	6'	210
6	RYAN, KENT	QB	Utah Aggies	6' 2"	195
8	SZAKASH, PAUL	FB	Montana University	6'	215
9	SHEPHERD, WILLIAM L.	FB	Western Maryland	5' 9"	205
10	GORE, GORDON	HB	Okla. S. W. Teach.	6' ½"	215
11	MOSCRIP, JAMES L.	E	Stanford University	6'	195
12	HANNEMAN, CHARLES B.	E	Michigan State Normal	6'	212
14	GEORGE, RAYMOND E.	T	Southern California	6'	230
15	TONELLI, TONY	G	Southern California	6'	210
16	JOHNSON, JOHN DENVIL (Capt.)	T	Utah University	6' 3"	220
17	STOKES, LEE J.	C	Centenary	6'	205
18	ROGERS, WILLIAM C.	T	Villanova	5' 11"	240
20	MCDONALD, JAMES ALLEN	FB	Ohio State University	6' 1"	195
22	VANZO, FRED	HB	Northwestern Univ.	6' 2"	230
26	FELDHAUS, WILLIAM	G	Univ. of Cincinnati	6'	225
28	RADOVICH, WILLIAM	G	Southern California	5' 9"	225
29	AUSTIN, JAMES L.	E	St. Mary's	6' 2½"	200
30	WOJCIECHOWICZ, ALEX	C	Fordham University	6'	200
32	DIEHL, DAVID DOUGLAS	E	Michigan State	5' 11"	190
34	MARTINOVICH, PHIL	HB	College of the Pacific	5' 11"	220
35	MOORE, WILLIAM J.	E	No. Carolina Univ.	6' 1½"	195
36	SLOAN, DWIGHT	QB	Arkansas University	5' 10"	180
37	PINGEL, JOHN S.	QB	Michigan State	6'	180
42	HAMILTON, RAY	E	Arkansas University	6' 4"	215
55	CLEMONS, RAY	G	Okla. Cent. Teach.	6'	215
64	MARONIC, STEVE JESSE	T	No. Carolina Univ.	6' 1"	225
66	CALVELLI, ANTHONY J.	T & G	Stanford University	5' 10"	190
75	THOMAS, CALVIN	T	Tulsa University	6' 2"	210
78	WIETHE, JOHN	G	Xavier U. (Cinn.)	6'	195

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For All Games the Only Official Program Is Sold Within the Stadium

DETROIT LIONS

R. E. □ 12—Hanneman	L. E. □ 11—Moscrip
R. T. □ 14—George	L. T. □ 16—Johnson
R. G. □ 26—Feldhaus	L. G. □ 78—Wiethe
C. □ 30—Wojciechowicz	Q. B. □ 4—Tully
L. H. □ 22—Vanzo	R. H. □ 3—Cardwell
F. B. □ 9—Shepherd	

REFEREE: Bobie Cahn, Chicago

UMPIRE: William T. Halloran, Brown

PROBABLE LINE-UP

NEW YORK GIANTS

R. E. □ 21—Howell	L. E. □ 23—Poole
R. T. □ 44—Parry	L. T. □ 50—Widseth
R. G. □ 42—Tuttle	L. G. □ 2—Isola
C. □ 7—Hein	Q. B. □ 4—Leemans
L. H. □ 10—Barnum	R. H. □ 14—Cuff
F. B. □ 28—Falaschi	

HEADLINESMAN: J. J. Ritter, Purdue

FIELD JUDGE: Carl Brubaker, Ohio State



Big

Now is the time to go into a huddle with your family. And the play to call for is a quick dash to the nearest Ford dealer's to see the great new De Luxe Ford V-8 for 1940—with 22 important improvements!

The striking grace of the new exterior . . . The colorful, rich interior done in a two-tone treatment . . . Finger-Tip Steering Post Gearshift . . . Sealed-Beam Headlamps . . . Controlled Ventilation . . .

De LUXE FORD



Gain

These advancements you can see immediately.

But many of the 22 improvements aren't intended to be looked at—some of them are for action! The new Ride-Stabilizer, for instance, the easier shifting transmission and the improved spring suspension. Why not take a 1940 De Luxe Ford V-8 out on the highway and give yourself a treat? The nearest Ford dealer will be glad to oblige with a demonstrator. Just telephone him.

V - 8 f o r 1 9 4 0

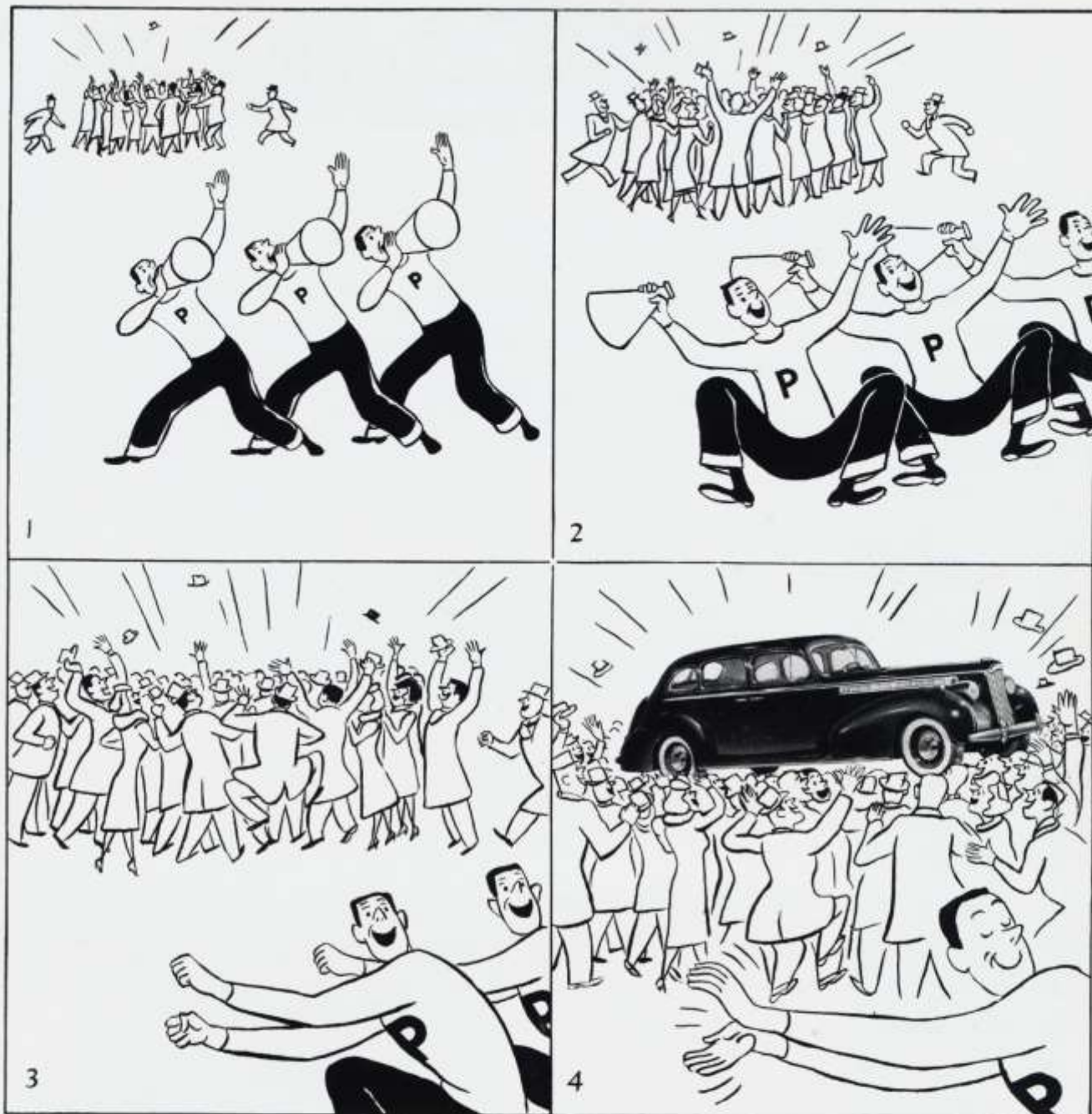


NEW YORK GIANTS

SQUAD LIST

No.	Name	Position	School	Height	Weight
2	ISOLA, JOHN DELL	Guard	Fordham	5' 11"	199
4	LEEMANS, TUFFY	Back	G. Washington	6'	195
5	LUNDAY, KAYO	Guard	Arkansas	6' 3"	215
6	OWEN, AL	Back	Mercer	6'	188
7	HEIN, MEL (c)	Center	Wash. State	6' 3"	225
9	MILLER, EDDIE	Back	New Mex. State	5' 10"	165
10	BARNUM, LEN	Back	W. Va. Wesleyan	6' 1"	198
11	KARCIS, JOHN 'BULL'	Back	Carnegie Tech	5' 9"	225
13	RICHARDS, KINK	Back	Simpson	6'	195
14	CUFF, WARD	Back	Marquette	6' 1"	185
15	SOAR, HANK	Back	Providence	6' 2"	210
18	BURNETT, DALE	Back	Emporia	6' 2"	186
20	SHAFFER, LELAND	Back	Kansas State	6' 2"	205
21	HOWELL, JIM LEE	End	Arkansas	6' 5"	200
22	DANOWSKI, ED	Back	Fordham	6' 1"	198
23	POOLE, JIM	End	Mississippi	6' 2"	215
24	WALLS, WILL	End	T. C. U.	6' 2"	212
27	KLINE, JIGGS	End	Emporia	6'	195
28	FALASCHI, NELLO 'FLASH'	Back	Santa Clara	6'	195
29	GELATKA, CHUCK	End	Miss. State	6'	180
30	STRONG, KEN	Back	N. Y. U.	6'	200
31	JOHNSON, LARRY	Center	Haskell	6' 4"	225
33	MELLUS, JOHN	Tackle	Villanova	6'	220
36	COPE, FRANK	Tackle	Santa Clara	6' 2"	215
39	OLDERSHAW, DOUG	Guard	Santa Barbara	6' 1"	195
42	TUTTLE, ORVILLE	Guard	Okla. City	5' 9"	202
44	PARRY, OX	Tackle	Baylor	6' 3"	230
50	WIDSETH, ED	Tackle	Minnesota	6' 1"	220
55	COLE, PETE	Tackle	Trinity (Tex.)	6'	223
66	WHITE, TARZAN	Guard	Alabama	5' 8"	216

For All Games the Only Official Program Is Sold Within the Stadium



Model illustrated is Packard One-Twenty Touring Sedan \$1146* (white sidewall tires extra)

ALL THE CHEERING isn't being done for elevens these days . . .

There's one *eight* that's stepping up pulses all over America. Yes, you've guessed it—it's the new Packard One-Twenty.

When this big, newly-styled straight eight takes to the highways, other eights give way . . . and give up!

For this stunning, 120 horsepower comet gets away like an arrow from the bow! That's the thrill of *more power per pound of car weight!* And when traffic snarls, you'll agree that this speed-streamed flier is a perfect lamb to handle.

Compare this Packard's dazzling new lines with other cars. You'll agree that here is style to make you cheer—modern, without a hint of the freakish.

And when you've "Oh'd" and "Ah'd" over the scores of new features, look at the car's amazing price tag—the *lowest price in this Packard's history!*

A final suggestion: one brief jaunt in the 1940 Packard One-Twenty will do more to convince you than one million words from anyone else. It will also show you why the One-Twenty is selling like hot-cakes!

ASK THE MAN WHO OWNS ONE

PACKARD 120

as much as \$162 less
than a year ago

\$1038

AND UP,* delivered in Detroit
State taxes extra

Prices subject to change without notice

Detroit LIONS 1939



*Anthony J. Calvelli
Center and Guard*

ANTHONY J. CALVELLI: This stocky little center and guard is from Stanford University. Tony, a first year man with the Lions, in 1938 earned All-Pacific coast center awards, All-American honorable mention and a place on this fall's College All-Star squad.

Pacific coast experts lavished praise on Calvelli as the spark plug of the Stanford eleven with his tireless pep and drive. Used to play fullback—and well.

Calvelli is 23, stands five feet ten inches, weighs 190 pounds, has the speed of a back. He was also a javelin thrower at Stanford, has one term left to complete his college physical education course, then plans to go into coaching.



*Wilfred Gordon Gore
Halfback*

WILFRED GORDON GORE: Gore is 26, six feet tall, weighs 215 pounds.

Played his college football at Southwestern State Teachers' College, in Oklahoma, winning letters also in basketball, baseball and track, and All-State and All-Conference awards in football. In college Gore averaged 44 yards on his punts for four years, scored as high as 75 points in a single season.



*Fred (Chopper) Vanzo
Halfback*

FRED (CHOPPER) VANZO is one of the greatest blocking backs ever developed in the Big Ten. He came to the Lions in 1938 from Northwestern University, via New York Giants, who drafted him and later sold him to the Lions.

Vanzo is 24 years of age. He was born in Universal, Indiana, January 8, 1916 of American-Austrian parentage and still lives in Universal. Fast, rugged and spirited Vanzo is one of the greatest blockers of all time and a splendid defensive back.



*John Spencer Pingel
Quarterback*

JOHN SPENCER PINGEL: Johnny Pingel is 23, a native of Mount Clemens, Michigan and one of football's most versatile backs. He started at quarterback at Mount Clemens high school and performed also in basketball and track and earned All-State Football mention.

He made the Associated Press first All-America team in his last and greatest year at Michigan State and was nominated to the 1939 Chicago Tribune College All-Star squad also.

Right now Johnny weighs 180 pounds. He is six feet tall and can tote the pigskin with speed and a flashy change of pace, as well as pass and kick.



*Tony Tonelli
Guard*

TONY TONELLI: Veteran of three campaigns with the University of Southern California, Tony rose to his peak of performance last year as a Trojan guard. Tony hails from Wheeling, West Virginia, stands six feet and weighs 210 pounds.

Gridiron Vernacular Simplified for Patrons

EVERY football rooter knows a safety accounts for two points but many a spectator will break down and confess that he has difficulty in recognizing a safety when he sees it, or rather in distinguishing it from among the numerous touchbacks that occur in every game and do not figure in the scoring.

Touchbacks and safeties always occur in the end zone, that area bounded by the side lines, the goal line and the end line. The question of "impetus," that is, the force which caused the ball to enter the end zone, determines.

A team defends its own goal line. Hence if the ball is put into play (the impetus) and is passed back across the goal line and the runner is downed behind his own goal line it is a safety. If a kick is blocked and crosses into the end zone, it is a safety if recovered by the punting side; a touchdown if recovered by the team which blocked the kick, or an automatic safety if the ball bounds out of the end zone without either team being in possession. The team that kicked gave the ball the "impetus," not the blocker.

In the event a team attempts a forward pass from behind its own goal line and the pass is incomplete behind the goal line, it is a safety. These are the more common methods of scoring safeties.

Touchbacks usually result from punts or kicks over the goal line by the team striving to reach that goal line. Regardless of which team recovers, it is a touchback. The receiving team, however, may run with

the ball. The second incomplete forward pass in a series which lands in the end zone results in a touchback.

Unsuccessful drop kicks or place kicks are touchbacks automatically, if recovered by the kicking team or if the ball passes out of the end zone. If the defense recovers and does not run, it is a touchback. It still is unless the runner crosses the goal line and then returns to the end zone, thus giving the impetus which brought the ball back into the end zone.

If the attacking team completes a forward pass beyond the end zone, it is a touchback and not a touchdown.

On kickoffs and on place kicks, drop kicks and punts after fair catches, both teams are eligible to recover the ball. If the kicking team recovers in the end zone, it's a touchdown. If the receiving team recovers it's a touchback.

A field goal can not be scored on the kickoff even if the ball does pass over the cross-bar.

The fair catch is a catch of the opponent's kick (kickoff, free kick, or return kick) by a player who signals his intention by holding one arm full length above his head. He is not permitted to take more than two steps after the catch under penalty of the loss of five yards. If he is knocked down by his opponents they are penalized 15 yards.

(Continued on Page 30)



*After some months
of careful preparation we are glad to
announce a new
\$40 suit—higher in value—better in
style and wearing qualities
than any other suits
we know of at this price. Available
in this range are Shetlands—
flannels and worsteds—it will be a
pleasure to show them to you.*

Suits \$40

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Detroit LIONS 1939



Phil Martinovich
Halfback

PHIL MARTINOVICH; Considered one of the most gifted place kickers in football, Martinovich comes to the Lions in mid-season this year from the Cincinnati Bengals, professional club, where his talented toe scored 57 points via the kicking route last season. He played his college football under Coach A. A. Stagg at the College of the Pacific. He missed but one point after touchdown in three years of college play. Martinovich has booted placement scores from as far out as 50 yards. He kicks left-footed.



O. Kent (Rip) Ryan
Halfback

O. KENT (RIP) RYAN is playing his second year with the Lions. He was star quarterback of the Utah State Agricultural College during the seasons of 1934-1935 and 1936, was chosen All-Rocky Mountain Conference quarterback for those years, All-American in 1936. After a year in Harvard, Ryan decided to cast his lot with the Lions last year, revealed enough ability to make enthusiastic critics hail him as a great crowd pleaser—an elusive runner, a fine passer and kicker. He also showed fine defensive skill. Lives in Los Angeles. Employed by Detroit automobile concern.



Dwight Sloan
Quarterback

DWIGHT SLOAN: Sloan played his college football at the University of Arkansas, where, in 1937, he completed 78 out of 164 passes for a total yardage of 1,074. Only nine of his tosses were intercepted. Sloan at Arkansas was a teammate of "Bones" Hamilton, new Lion end and Coach Henderson is hoping to revive the former Arkansas passing combination of Sloan to Hamilton this year. He is five feet ten inches in height and weighs 180 pounds.



John (Sock) Wiethe
Guard

JOHN (SOCK) WIETHE: Wiethe played his college football at Xavier University in Cincinnati. He weighs 195 pounds is six feet tall. Played with Cincinnati's Bengals last year and coached that pro club's line. Is a baseball umpire in eastern league in off season. Is studying law at Wayne University. Hopes to practice in Cincinnati.



Howard William Weiss
Fullback

HOWARD WILLIAM WEISS was voted the No. 1 college fullback in America in the Chicago Tribune's College All-Star Players' poll. As the University of Wisconsin's All-Conference and All-American fullback in 1938 Howie also was awarded the Big Ten's "Most Valuable Player" title. Howie is 22, six feet tall and weighs 210 pounds.



From the

LION'S MOUTH

DID YOU KNOW...

HOWIE WEISS, prize Lion rookie from Wisconsin, plans to go into the automobile business. Until he was persuaded to accept a Lions' contract, he had intended to accept a good offer from the General Tire & Rubber Co. But now that he has had a chance to become acquainted with Detroit, he wants to stay here and make it his home.

Howie's mother still lives up in Fort Atkinson, Wisconsin. She saw him play in the Green Bay game, after which he accompanied her home to enjoy some of mother's cooking.

Incidentally, Weiss was robbed of a spectacular touchdown against Green Bay by one of his best friends, Eddie Jankowski, a former teammate at the University of Wisconsin. Howie had taken a kickoff and slammed his way through the entire Green Bay team. Just as he thought he was in the clear and had the touchdown already counted, Jankowski caught him from behind with a long, diving tackle.

"Fine way to treat a pal," complains Howie.

One of Trainer Aid Kushner's major headaches is trying to find out when "Bashing Bill" Shepherd needs attention. Bill, when hurt, tries to keep it a secret. He suffered a "Charley Horse" in the first few minutes of last Sunday's game with the Chicago Bears, but no one knew about it until half time... A Chicago radio announcer last Sunday compared John Wiethe with an ant, "the only form of life that can carry four times its weight," which Wiethe appeared to be doing against Musso, the Bears' barrel-like and punishing guard. Musso had a "punishing" reputation, anyhow, before Wiethe started "riding him out of the park"...

Chuck Hanneman had two "seconds" against the Bears

...kicked his second field goal of the season and had his second tooth knocked out for 1939... Douglas G. Mode, secretary of the Michigan boxing commission; and Harry Wismer, WJR's thrilling sports commentator and Lion executive, share a swank bachelor apartment...

Things to Look Forward To Department: *The Times'* Monday Downtown Quarterback luncheons, where you can hear coaches take bows and alibi for the week-end's victories or defeats and enjoy the most entertaining luncheon club oratory in town, especially when Harry Kipke, Ty Tyson, Gus Dorais and Wallie Weber are present and in talkative moods, which they usually are. Consult Edgar Hayes, *The Times'* promotion-minded football expert, for details.

G. A. (Dick) Richards, Lions' president, was so enthusiastic after the Lions' 10 to 0 triumph over the Bears he congratulated every member of the squad via telephone from his home in Palm Springs, where, he said, the win "did me more good than four doctors"...

Good Reading Department: The "human side" column written for *The Times* about Mr. Richards by genial Leo Fitzpatrick, vice-president of WJR... the recent editorial in *The News* about Bill Shepherd, "man of the people"...

Today's pleasant thoughts (with apologies to *The News* and Harry Leduc for grand larceny): the fiery and spirited tackle play of Captain Jack Johnson... the unruffled calm of Lew Cromwell, Lions' ticket manager, as he goes expertly and cheerfully about the business of solving everybody's ticket problems... the inventiveness and showmanship of Graham T. Overgard, whose colorful Wayne University band provides such spirited and spectacular musical entertainment for Lions' home games.

(Continued on page 30)



YOUR TOPCOAT, Sir, is ready.

It is one of a group of fine imported Scotch and Irish homespun tweeds, hand woven in the natural colors of

the wools, and tailored by Samuel Martin, Ltd., of London, England. It is light, warm and distinctly individual. Price\$58.50



If it has the HARPUR label it's correct

HARPUR Inc.

FISHER BUILDING — DETROIT

Detroit LIONS 1939



*William C. Rogers
Tackle*

WILLIAM C. ROGERS: As a member of the fine Villanova College teams of 1935-36-37, Rogers made an enviable reputation as a guard and tackle. Although weighing 240 pounds he ran the 100 yards in 11-1/5 seconds and in high school at Westboro, Mass., was fast enough to play fullback.

It's Bill's second year in a Lion uniform. He is 26, married.



*William J. Moore
End*

WILLIAM J. MOORE: Like his fellow Lion end, Monk Moscrip, Bill Moore started his athletic career at Kiski prep school in Pennsylvania playing football, basketball, baseball and tennis.

A rangy six-footer weighing 195 pounds. Bill was an outstanding end at the University of North Carolina in 1933, '34 and '35. His ability as a pass receiver helped materially in bringing North Carolina a Southern Conference championship.

At North Carolina Bill starred also in baseball and basketball. He is 27 and a member of Delta Kappa Epsilon fraternity. Bill's home is in Wheeling, West Virginia.



*Calvin Thomas
Tackle*

CALVIN THOMAS: "Cal" Thomas, new tackle recruit, played his college football at Tulsa University. He weighs 210 pounds and is six feet two inches tall and 24 years old.

In 1938 Thomas won All-Conference honors, and All-America honorable mention in Liberty Magazine's players' poll. Football is his favorite and only sport. He is single and is a member of Pi Kappa Alpha fraternity.



*Steve Jesse Maronic
Tackle*

STEVE JESSE MARONIC: 225-pound tackle from North Carolina University. Steve is six feet tall, 23 years old.

He played both guard and tackle at North Carolina, winning All-State, All-Conference and All-America honors. He is an expert place-kicker and scored 16 points after touchdown in his last year, 1938, at North Carolina. Steve is single.



*David Douglas Diehl
End*

DAVID DOUGLAS DIEHL: Dave is 21, five feet eleven inches tall and weighs 190 pounds. As chief target for the passers of All-American Johnny Pingel, also with the Lions this year, Dave was the best pass-grabber of the 1938 Spartan squad, catching all passes for 181 yards and two touchdowns.



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Tailor and Friend of the Detroit Lions

They say a Mason & Mason suit or overcoat tailored to your individual measure is tops in quality and value.

SUITS AND OVERCOATS FROM

\$30

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One visit to this, Chicago's very newest Hotel, will convince you that the Hotel Knickerbocker should be your Chicago headquarters too! Facilities include 450 outside rooms, equipped with tub and shower bath, circulating ice water and servidor. Three delightful restaurants, including the popular priced Coffee Shop, serve delicious food at all hours. Despite the high character of Hotel Knickerbocker hospitality, rates are most moderate.

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Manager



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Difference in Rules Between Professional and Collegiate Football

THE National Football League Rules Committee have not made any changes in their rules for 1939, with the exception of a few clarifications of the present rules. The few collegiate rule changes made for 1939 have been adopted by the National Football League.

In professional football, the goal posts are on the goal lines; in collegiate, ten yards back of the goals on the end lines.

At the kick-off, professionals may kick from a dirt tee. Receiving players may be stationed any place on the field so long as they do not advance within ten yards of the ball before it is kicked. The college rule calls for five players to be stationed in the zone from ten to fifteen yards in front of the ball.

In professional football, passes may be thrown from any point behind the line of scrimmage. In collegiate football, they must be thrown from any point at least five yards behind the line of scrimmage.

Professional football does not recognize the "dead ball" rule. In college football if any portion of the ball-carrier's body, excepting his hands or feet, touches the ground the ball is dead at that point. This is not so in professional football.

In professional football the defensive team may recover and advance the ball on fumbles, except where a backward pass has been attempted, or a punt is being received. "All fumbled balls shall be free balls and may be advanced by either side, except those which are kicked or thrown laterally, which do not become fumbled balls until after absolute possession and advance by the receiver. A fumble in scrimmage may be picked up and advanced by the defense, but a fumbled punt or lateral pass cannot be advanced by the defense. If the ball is recovered before striking the ground it may be advanced."

Flying blocks and flying tackles are permitted in the professional game. However, the penalty against clipping, blocking an opponent from the rear, is strictly enforced. The penalty is loss of twenty-five yards instead of fifteen as in collegiate football.

Professional substitute players may communicate with their team mates immediately upon entering the game. College players must wait one play before communicating.

In professional football the offside penalty on the defense within the ten-yard limit is loss of half the distance to the goal, instead of five yards as in the college game.

In professional football defensive players are permitted wider latitude in the use of open hands on opposing players' neck and head without penalty. This rule prohibits striking but does allow use of hands to force offensive blockers off balance.

In professional football a player catching a forward pass is not allowed to lateral the ball until his feet have touched the ground after the first pass catch. In college football the primary catch of a forward pass and the ensuing lateral may be one motion while the receiver's feet are still off the ground.

In professional football a team is allowed to substitute in the fourth quarter only at the most three players who have previously played in the same quarter. This is not allowed under college rules.

LONDON CHOP HOUSE

"After Game Headquarters"

NIGHT *and* DAY

By JANE SCHERMERHORN

SOME PLACE To Go:

Try London Chop House down there in Detroit's \$\$\$ district when you're searching for authentic American chop house fare.

The place was "done" by Detroit artist, Arthur Jaeger, who now is remodeling the famous Antoine's in New Orleans. It's softly lit and roomy enough for big men to breathe.

Varied entertainment, too. Good at dinnertime and after the theater. A small orchestra, The Jolly Friars, combine semiclassical music with popular melodies. Then there are the three gal singers.

Joan Maylin, about as big as a button, does a pretty Martha Raye. Plenty swingy.

Variety Plus

Crowd is mixed. Everything from debs to artists to our dear potentates. You get the feeling down at the London Chop House that Nick Gruber, owner, has gone into the subject of eating and drinking with care.

He has a library where you will find countless cook books, volumes on wines and liquors and biographies of some of the great chefs. (Eddie Dobler, Alsatian chef, who is the master of the kitchen, doesn't need a biography.)

You can dance, too. And it's about the only place that the Left Bank Folks can get a snifter of their exotic Pernod, which makes them intellectual as the dickens.

Courtesy Detroit Times

**Sunday Dinner Starts
3:00 P. M.**

155 W. CONGRESS CLIFFORD 2239

YOUR FAVORITE CHEER LEADERS!

• Folks all over Michigan are cheering loudly and lustily for those three popular cheer leaders—Pfeiffer's Beer in regular 12-ounce size, the economical 32-ounce "Jumbo" Bottle and the brand-new 12-ounce "No-Deposit" Bottle. Try Pfeiffer's today in any of these three handy sizes and you'll see why this full-flavored, mellow brew has well earned the saying, "It's Pfeiffer's for Flavor."

PFEIFFER BREWING COMPANY
DETROIT, MICH.



FULL 32 OZ.

FULL 12 OZ.

FULL 12 OZ.

Pfeiffer's BEER

"MAKING NEW FRIENDS AND KEEPING THE OLD"

LUCKY NUMBER

No 9188

When a penalty occurs during the game kindly turn to inside back cover where Johnny of Philip Morris calls the signals.

★ The Gentleman is obviously wearing a Van Boven ENGLISH RAGLAN

There's no mistaking the extra dash and swagger that sets Van Boven Coats apart from all others. But, after all, when inspired design teams up with rich, exclusive fabrics and fine hand tailoring, something is bound to happen. It has! Come in and see for yourself.

Van Boven Coats \$35 to \$85.

Van-Boven Inc.

DETROIT
41 Adams Avenue East

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326 South State Street



EAT KOEPLINGER'S

— famous —

HEALTH BREADS



Follow the smiling Baker Boy to better health. Keep trim. Feel fit. Koeplinger's Health Bread gives you high nutrition values. It is wholesome, appetizing, delicious. It is made without sugar or fat and is low in calories. Makes dieting a pleasure.

You'll Also Enjoy

**KOEPLINGER'S RAISIN BREAD
and Thin Sliced PUMPERNICKEL**

At grocers, baked goods counters, leading hotels and restaurants

KOEPLINGER'S BAKERY

PHONE UNIVERSITY 3-2021

LUCKY NUMBER PRIZES

- (1)—\$25.00 Argus Camera
- (2)—\$15.00 Argus Camera
- (3)—\$12.50 Argus Camera
- (4)—\$10.00 Argus Camera

PRIZES AWARDED ON THE FIELD AT THE HALF

LAST GAME PRIZE WINNERS

Rob't. M. Naylor, 21914 Brech St., Dearborn—J. J. Roden, 2532 Sycamore Lane, E. Lansing—Barrie Stevens, 16345 Log Cabin.

AFTER THE GAME—MAKE YOUR EVENING COMPLETE!

**DELICIOUS OLDE TYME CHARCOAL BROILED STEAKS
CHICKEN AND SEA FOOD**

**FISHER'S
"666"**

*Good Food
Good Drinks
Good Fellowship*

666 LOTHROP AVE.

*"The Fisher Building is across the
Street from us"*

TRinity 2-8832—2-9149

Gridiron Vernacular Simplified for Patrons

(Continued from Page 21)

The fair catch insures possession, unless a fumble results, of course, and is most valuable in obtaining possession of short punts near opponents' goal line. After a fair catch the ball can be put into play by a place kick and thus a team has an excellent chance to score three points while the opponents are restrained by an imaginary line ten yards distant.

Usually the ball is placed in play after a fair catch by scrimmage.

Offside means transgression over a restraining line. Most common is crossing the scrimmage line before the ball is passed back. The kicking team is offside on the kickoff if any player crosses his own 40-yard line before the ball is kicked. The receiving team is offside if any player advances nearer than 10 yards to the ball before it is kicked.

A line is said to be unbalanced if four or more players are on one side of the center (ball passer) and two or less are on the other side. Seven men must be on the line of scrimmage for the offense. The offense may have more than seven on the line. There are no regulations on positions for the defense except the players cannot cross the restraining line until the ball is snapped.

Lateral passes (passes at any angle toward their own goal line, the line they defend) may be made at any time and at any place by either team. There is no limit to the number on one play. The forward pass is reserved to the offense. Only one forward pass is permitted on each "down."

A reverse play changes the direction of the attack. Double reverses bring the point of attack back to the original direction. Hence, a fake reverse is to decoy the opposition while the attack still continues at the original point. Reverse plays usually strike at the opposite side of the defensive line. The change of direction is drastic.

DID YOU KNOW . . .

(Continued from Page 23)

Paul Williams, WWJ's new sportscaster, played quarterback at Oklahoma against Gus Henderson's University of Tulsa teams and is one of the town's foremost admirers of Gus' Lion offensive tactics . . . William A. Alfs, Lions' vice-president; and P. M. Thomas, secretary-treasurer; both journeyed to Chicago to enjoy the Lions' win over the Bears . . .

The personification of "Actions Speak Louder Than Words" is Ray George, freshman Lion tackle, who is exhibiting in every game the brand of football that made him the most valuable player at the University of Southern California last year . . . Sparkling sports writing: Ed Batchelor's tribute to the Lions' "60 minute men," Shepherd, Wojciechowicz, George, Johnson, Wiethe and Hanneman for their performance against the Bears . . .

Dwight Sloan, the Lions' fast and cagey little quarterback from Arkansas, via the Chicago Cardinals is the squad's best hooper, entertains with hoe-downs and "rug-cutting" on every road trip . . . Not so bad, either at hoofing with that leather in scoring territory . . .

Joe Maniaci, leading ground-gainer of the Chicago Bears, Lions' opponents next Sunday at Briggs stadium, was stopped cold by Hunk Anderson's aggressive Detroit line last Sunday . . .

You will have only two more opportunities to see the Lions in action at home; next Sunday's return game with the powerful Chicago Bears and the season's finale December 3 against the Green Bay Packers, in what may be the game to decide the western division leadership . . . The Lions play in Cleveland November 19 and in Washington November 26, before returning home . . . Tickets for the Bears' game next Sunday and the Green Bay Packers' struggle will go on sale tomorrow in all Lion box offices . . .

f o r C O U N C I L M A N



CHARLES E. "GUS"

D O R A I S

U. of D.'s ATHLETIC DIRECTOR

PREFERRED BY DETROIT CITIZENS LEAGUE



JACK JOHNSON *and* BERNIE FRANT
SHAKE HANDS ON

MANSFIELD'S TWEEDS

Better looking tweeds in all the
smartest new patterns. Specially
priced for program readers—
Mention this ad!

\$26⁵⁰

Suits, Topcoats and Overcoats from \$26.50 to \$36.50

MANSFIELD'S SECOND FLOOR
LAFAYETTE BUILDING

Play "Safety" and Catch that Punt—
with an ARGUS Camera



Take home pictures of your favorite player *IN ACTION* with Argus . . . the world's most popular 35 mm candid camera. The original Argus changed the picture-taking habits of America in three short years. Argus offers precision-built construction, assuring good pictures with a minimum of effort. Seven models from \$7.50 to \$30.

INTERNATIONAL RESEARCH CORP.

ANN ARBOR

MICHIGAN



The fellow who knows all the fine points about football generally knows his way around in other things, too . . . for instance where to go and what to do after the game . . . You try to explain a triple lateral to the little woman but it's no go . . . but when she asks "how about a little nip or a little snack"—boy, that's where you come in . . . You hop in your old bus and in a few minutes find yourselves speeding to the spot where those who also know the fine points of living—go to live! . . . For drinks that are superb—for service that you write home about—for the coziest, friendliest, happiest place this side of heaven . . . why man alive, you are taking her to the Normandie! (but we bet she knew it all the time).

NORMANDIE BAR

ACROSS FROM THE FISHER BUILDING

Detroit LIONS 1939



*J. D. (Jack) Johnson
Tackle*

JOHN DENVIL (JACK) JOHNSON: In his sixth season as a tackle with the Lions. Jack came to Detroit from University of Utah in 1934 the year the National Professional Football League franchise was transferred from Portsmouth, Ohio.

He is nearing 30, but with the same enthusiasm and dashing ambition to produce that he had when he came out of the Utah hills back in 1934.



*C. B. (Chuck) Hanneman
End*

CHARLES B. (CHUCK) HANNEMAN: Grosse Pointe's gift to professional football entered the National League via Michigan State Normal College of Ypsilanti. Hanneman is in his third season and he plays end to the satisfaction of the patrons, coach, and teammates. Twenty-five years of age, weight 212, height 6 feet, Hanneman made a distinct impression in 1937, his first in a Detroit uniform.



*William (Bill) Radovich
Guard*

WILLIAM (BILL) RADOVICH: Hailing from Los Angeles, Radovich, a second year man, kept in condition working as usual in football pictures at three movie studios—Metro-Goldwyn-Mayer, Twentieth Century-Fox and Paramount.

Radovich who stands 5 feet 9 inches and weighs 220 pounds fieldside—225 when not in training—played three seasons at guard for University of Southern California.



*Paul (Soko) Szakash
Fullback*

PAUL (SOCKO) SZAKASH: Socko is six feet, weighs 215 pounds. His home is Chicago, Illinois where he was born May 5, 1914. He is single and a professional ballplayer as well as a football player and has been offered tryouts by several major league clubs, including the Detroit Tigers.

He received All-American mention in 1937 and was picked on the Pacific Coast Conference team. He made all-state mythical teams in 1935 and 1937.

Szakash punts, passes and place-kicks as well as carrying the ball and blocking. He also can call signals.



*J. H. (Monk) Moscrip
End*

JAMES HENDERSON (MONK) MOSCRIP made a career of left ending, played that position all through his high school days at Adena, Ohio, and later at Kiski School in Pennsylvania and during three seasons on the Stanford varsity.

Stanford captured the Pacific Coast Conference honors twice during Moscrip's years and in his senior season was the organization's Rose Bowl choice after Stanford finished the season in a tie with California and the University of California at Los Angeles. In 1934 and again in 1935 Moscrip was named for the All-America and All-Coast teams. He also is a good place-kicker.

WHAT THE SIGNALS MEAN



Holding. (Penalty—by offense, 15 yards; by defense, 5 yards.)



Offside or violation of kick-off formation. (Penalty, 5 yards.)



Illegal forward pass.



Crawling or pushing, 5 yards; helping ball carrier, 15 yards.



Score—touch-down, field goal, or conversion.



Unnecessary roughness, illegal defensive use of the hands, clipping, running into or roughing the kicker. (Penalty, 15 yards.)



Player illegally in motion. Penalty, 5 yards, if from shift or huddle, 15 yards.)



Penalty refused, incomplete pass, missed field goal or conversion, both sides offside, etc.



Interference with forward pass, pass touching ineligible player, or screen pass. (If penalty on offense, 15 yards and loss of down; interference by defense, ball to opponents on spot of foul as first down.)



Safety.

Delay of game or extra time-outs. (Penalty, 5 yards.)



Time out.



AND FOR TRUE SMOKING PLEASURE
THE UNIVERSAL SIGNAL IS—

“CALL FOR
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Definitely superior for your nose and throat! Complete enjoyment—unmarred by throat irritation.

CREATORS OF FAMOUS CIGARETTES FOR 91 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

**GIVE
YOUR EYES
A
SQUARE
DEAL!**

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Miller

SQUARE DEAL OPTICAL SERVICE

Grand River at Oakman

Grand River at Times Sq.

Souvenir Menu



NEW YORK FOOTBALL GIANTS

En route

DETROIT TO NEW YORK

November 5, 1939

NEW YORK



CENTRAL SYSTEM

New York Giants Football Party

Dinner

Celery Hearts

Wine Pickles

Green Olives



Clear Spring Vegetable
or
Fruit Cocktail



Lamb Chop Combination

Fresh Garden Vegetable

Lyonnais Potatoes



Combination Salad, French Dressing



Choice of . . .

French Vanilla Ice Cream

N.Y.C. Baked Apple with Cream

Liederkranz, Camembert or Gruyere Cheese with Toasted Biscuits



Tea

Grade A Pasteurized Milk (Individual Bottle)

Coffee

New York Giants Football Team

"THE STEVE OWEN SPECIAL"

Steak Dinner

Stuffed Celery Wine Pickles Radishes Rosette Green Olives

Fresh Shrimp Cocktail

Clear Spring Vegetable

Broiled Lake Superior Whitefish, Maitre d'Hotel

BROILED SIRLOIN STEAK

Baked Potato Paprika

Fresh Garden Vegetable

Combination Salad, Chef Style, N.Y.C. Salad Bowl Dressing

Choice of . . .

Chocolate Shortcake, A la Mode

French Vanilla Ice Cream

Liederkrantz, Camembert or Gruyere Cheese with Toasted Biscuits

Tea

Grade A Pasteurized Milk (Individual Bottle)

Coffee

NEW YORK FOOTBALL GIANTS

PLAYERS — 1939

John Dell Isola	Guard
Tuffy Leomans	Back
Kayo Lunday	Guard
Al Owen	Back
Mel Hein (c)**	Center
Walter Nielsen	Back
Eddie Miller	Back
Len Barnum	Back
John 'Bull' Karcis	Back
Kink Richards	Back
Ward Cuff	Back
Hank Soar	Back
Dale Burnett	Back
Leland Shaffer	Back
Jim Lee Howell	End
Ed Danowski*	Back
Jim Poole	End
Will Walls	End
Jiggs Kline	End
Nello 'Flash' Falaschi	Back
Chuck Gelatka	End
Ken Strong	Back
Larry Johnson	Center
John Mellus	Tackle
Stan Galazin	Center
Frank Cope	Tackle
Doug Oldershaw	Guard
Orville Tuttle	Guard
Ox Parry	Tackle
Ed Widseth*	Tackle
Pete Cole	Tackle
Tarzan White	Guard

*All-league, 1938.

**All-league last six consecutive years at center.

OFFICIALS — 1939

JOHN V. MARA ..	President and Treasurer
WELLINGTON T. MARA	Secretary
STEVE OWEN, Phillips U.	Coach
BO MOLENDLA, Michigan	Assistant Coach
NED IRISH	Director of Publicity