

AL PROGRAM

15c

N.F.L
World Championship
Packers - 0 14 00 - 14
Giants - 0 0 07 - 7
At Polo Grounds
New York City
Dec. 17, 1944

1944



NEW YORK

Giants



NATIONAL FOOTBALL LEAGUE
WORLD'S CHAMPIONSHIP

GREEN BAY PACKERS

DECEMBER 17, 1944

Designed for Your
PLEASURE



Where Skill really Counts . . .

It takes more than a football suit to make a star half-back . . . and it takes more than a distilling plant to make a truly great whiskey like Seagram's 7 Crown.

Yes . . . and it takes even more than treasured reserves of many different fine whiskeys . . . even more than ample stocks of genuine neutral grain spirits. *Most of all, it takes skill, and craftsmanship, and experience,* to achieve the exquisite flavor and

bouquet and mellow *lightness* of Seagram's 7 Crown to keep its rare excellence unchanged in wartime.

Today, as always, Seagram's 7 Crown is one of the world's great whiskeys . . . every drop 100% pre-war quality. True, it's scarcer now than usual . . . but there's still enough for you to enjoy in moderation. Sip it slowly . . . savor its excellence . . . and be thankful that Seagram's 7 Crown is still to be had!

MOST PLEASING
TODAY, TOMORROW
AND ALWAYS

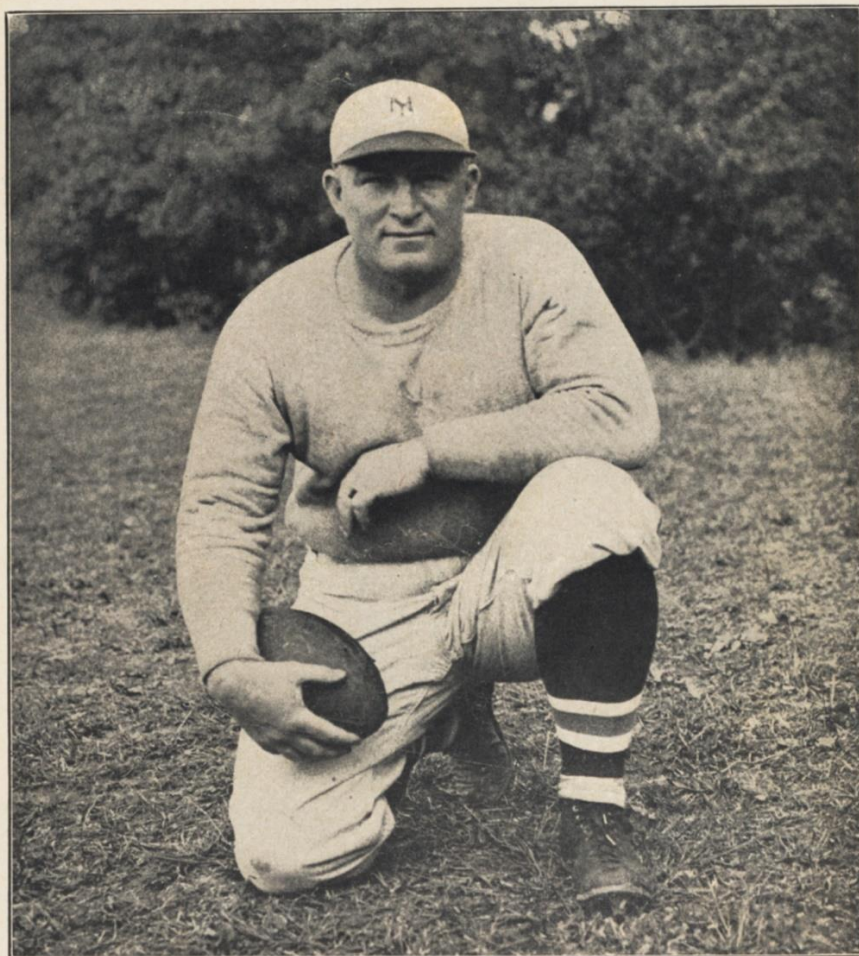
Say Seagram's
and be Sure of
Pre-War Quality



Seagram's *Seven* **7** *Crown*

Seagram's 7 Crown Blended Whiskey. 65% grain neutral spirits. 86.8 Proof. Seagram-Distillers Corporation, Chrysler Building, New York

Steve Owen, Coach of Giants, Football's Miracle Man of 1944



STEVE OWEN
Giants' Master Mentor

ALL sorts of nominations for the Football Coach of the Year have been made from coast to coast. Ohio State's Widdoes, Army's Red Blaik, Yale's Howie Odell and a dozen others from Los Angeles to the broad Atlantic have been advanced as the master mentors of another wartime gridiron campaign.

However, New York today sounds the accolade for Stout Steve Owen, boss of the Giants. The presence of the Polo Grounders in the playoff for the National League championship today shouts the praises of Steve louder than they ever before have been boomed.

In manpower, the Giants did not enjoy the blessings of other teams in the National League. But in coaching skill, the New York club proved predominant.

Not only in coaching ability has Owen shone this Fall. His psychology, his morale building superlatives, played tremendous roles in the rise of the Giants from the pack to the peak.

All through the years, Owen has stood for the soundest type of football. He has been the greatest advocate of defensive groundwork. He has built machinery capable of coping with all styles of offensive. And he has constructed a human agency with which the New York club today is out to achieve a title the pre-season sizeup did not give it a chance to attain.

Football today doffs its chapeau to Owen, and to the fine things for which he stands in this great game of ours.

* * *

**BUY AN EXTRA BOND IN THIS
SIXTH WAR DRIVE**



HERE'S JUST WHAT
YOU'VE BEEN
LOOKING FOR!

Been looking for a cigarette that hasn't let down on flavor? Then Raleigh is your answer! For Raleighs are still made from *fully aged*, golden domestic leaf, blended with rich, aromatic Turkish tobaccos from ample stocks of vintages that are now irreplaceable.

Yes, and Raleighs are double-fresh too. They're kept that way by the best known moistening ingredient, and by an exclusive laminated inner wrap. Get fresher Raleighs today—they taste better *naturally!* Quality is never rationed in a Raleigh.



PLAIN OR TIPPED

UNION MADE

Raleighs

If your cigarette tastes "different"... smoke Raleigh

TUNE IN: Hildegard Tuesdays, Henny Youngman Show Wednesdays, "People Are Funny" Fridays, NBC Network.

Paschal Tops Ground Gainers for Second Successive Season

GAINING 57 yards in the 31 to 0 rout of the Redskins in Washington last Sunday, Bill Paschal, of the Giants, won the ground gaining championship of the National League for the second straight year. He landed the title as a recruit in 1943, and retained it brilliantly through the 1944 campaign.

Paschal came here with only scant experience as a freshman at Georgia Tech. It did not take him long to prove that he was another of those finds, another of those unknowns, it has been Steve Owen's merry habit to discover right through his long career as coach of the Giants.

The National League figured it had curbed Owen's faculty for finding great players where the rest of the circuit did not know they existed, when it adopted the draft system.

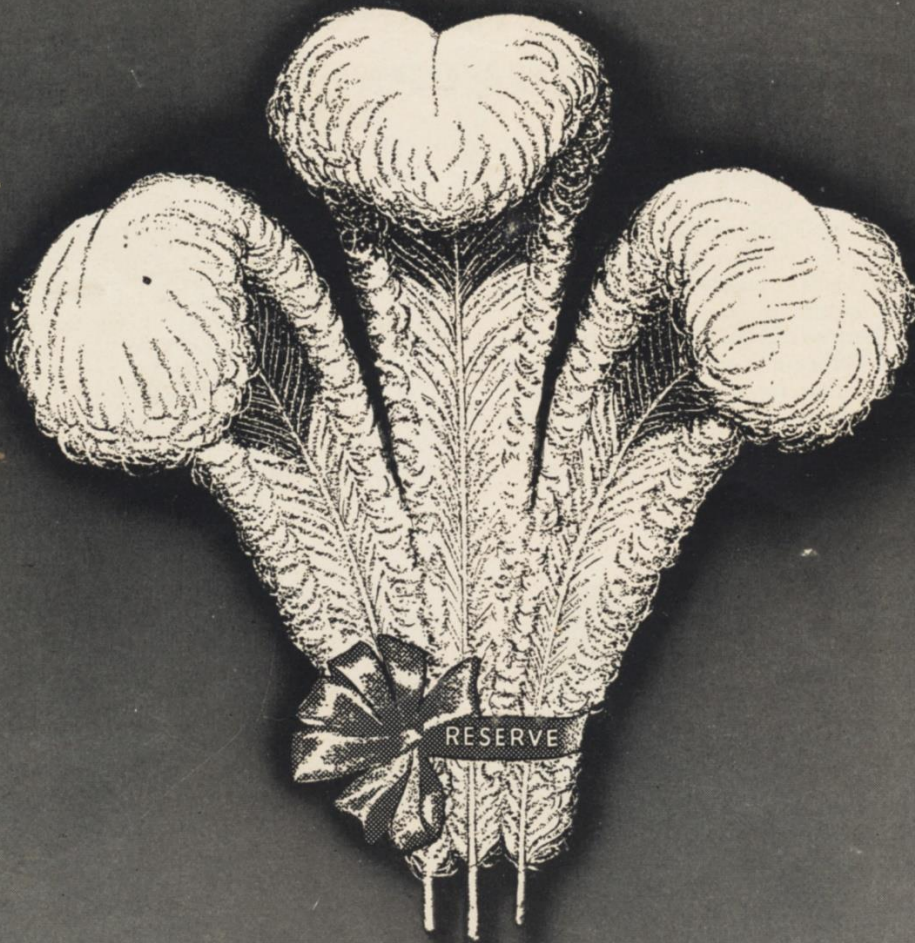
However, draft or no draft, Stout Steve manages to dig them up, and Paschal and this year's brilliant rookie Howie Livingston, have stressed that uncanny ability.

There is nothing a football back should be able to do that is lacking in the Paschal repertoire. And that includes the ability to come back after seemingly bad injuries.



BILL PASCHAL
Chief Ground Gainer

★
BUY THAT EXTRA WAR BOND WHILE SIXTH DRIVE IS ON
★



First among fine whiskies
THREE FEATHERS

Reserve

Yours to enjoy
AT ITS PRE-WAR BEST

With its rare basic whiskies* drawn from precious pre-war stocks, Three Feathers is skillfully blended with the choicest of American grain neutral spirits. Three Feathers, at its pre-war best, is deservedly termed "First Among Fine Whiskies"!



FEATHER YOUR NEST...HOLD THE WAR BONDS YOU BUY!... Three Feathers Distributors, Inc., New York. Blended Whiskey, 86 proof. *The straight whiskies in this product are 5 years or more old. 40% straight whiskey, 60% grain neutral spirits. 12½% straight whiskey 5 years old, 12½% straight whiskey 6 years old, 15% straight whiskey 7 years old.

Four Giants Achieve Places On All-National League Team



FRANK COPE



LEN YOUNCE

Not all the all-National League teams have been chosen as yet. Many of the experts have been waiting for the playoff. However, quite a few already have spoken, and they have done very well by our New York players.

The all-league selections announced by the United Press show four Giants on the first eleven. The four are Frank Cope, tackle; Len Younce, guard; Bill Paschal, and Ward Cuff, backs.

The honor paid to Cuff in his eighth season with the Giants is a truly amazing one. Ward came here from Marquette. Cope, from Santa Clara, is in his seventh season with Owen, while Younce, product of the University of Oregon, is playing his third campaign at the Polo Grounds. Len is not only a great guard, but comes out of the line to kick.

ALL-NATIONAL LEAGUE TEAMS

FIRST TEAM

ENDS—Don Hutson, Green Bay, and Joe Aguirre, Washington.

TACKLES—Frank Cope, New York, and Albert Wistert, Philadelphia.

GUARDS—Riley Matheson, Cleveland, and Leonard Younce, New York.

CENTER—Clyde Turner, Chicago Bears.

BACKS—Leroy Zimmerman, Philadelphia; Frank Sinkwich, Detroit; Ward Cuff, New York, and Bill Paschal, New York.

SECOND TEAM

ENDS—George Wilson, Chicago Bears, and Jim Benton, Cleveland.

TACKLES—Frank Kinard, Brooklyn, and Buford Ray, Green Bay.

GUARDS—Agostino Lio, Boston, and George Zorich, Chicago Bears.

CENTER—Charles Brock, Green Bay.

BACKS—Sid Luckman, Chicago Bears; Steven Van Buren, Philadelphia; Frank Filchock, Washington, and John Grigas, Car-Pitts.

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Important Jobs!

"I'm here," said a customer the other day, "because I understand that Rogers Peet tailoring confers that quiet distinction required by men who move in important circles".

We invite you too, to "get to know the *modern* Rogers Peet".

Our roster of important names reads like a Blue Book of Success.

Styles for young men, and men who never grow old.

The correct accessories, too.

Rogers Peet
Company

"Service ... with a smile."

In New York:
Fifth Avenue
at 41st Street

13th Street
at Broadway

Warren Street
at Broadway

And in Boston:
Tremont St.
at Bromfield St.



By Peter Arno

"She says she likes you 'cause you don't have '5 o'clock Shadow'."

"Gee, I guess underneath it all she's just like the girls back home, huh?"



AVOID '5 O'CLOCK SHADOW' WITH



GEM

© 1944, American Safety Razor Corp. RAZORS and BLADES

Packers in Brilliant Array

1944 Records, Giants-Packers

NEW YORK

22—Boston	10
14—Brooklyn	7
23—Cards-Pitt	0
17—Philadelphia	24
31—Boston	0
21—Philadelphia	21
24—Green Bay	0
7—Brooklyn	0
16—Washington	13
31—Washington	0

GREEN BAY

14—Brooklyn	7
42—Bears	28
27—Detroit	6
34—Cards-Pitt	7
30—Cleveland	21
14—Detroit	0
0—Chicago Bears	21
42—Cleveland	7
0—New York	24
35—Cards-Pitt	20



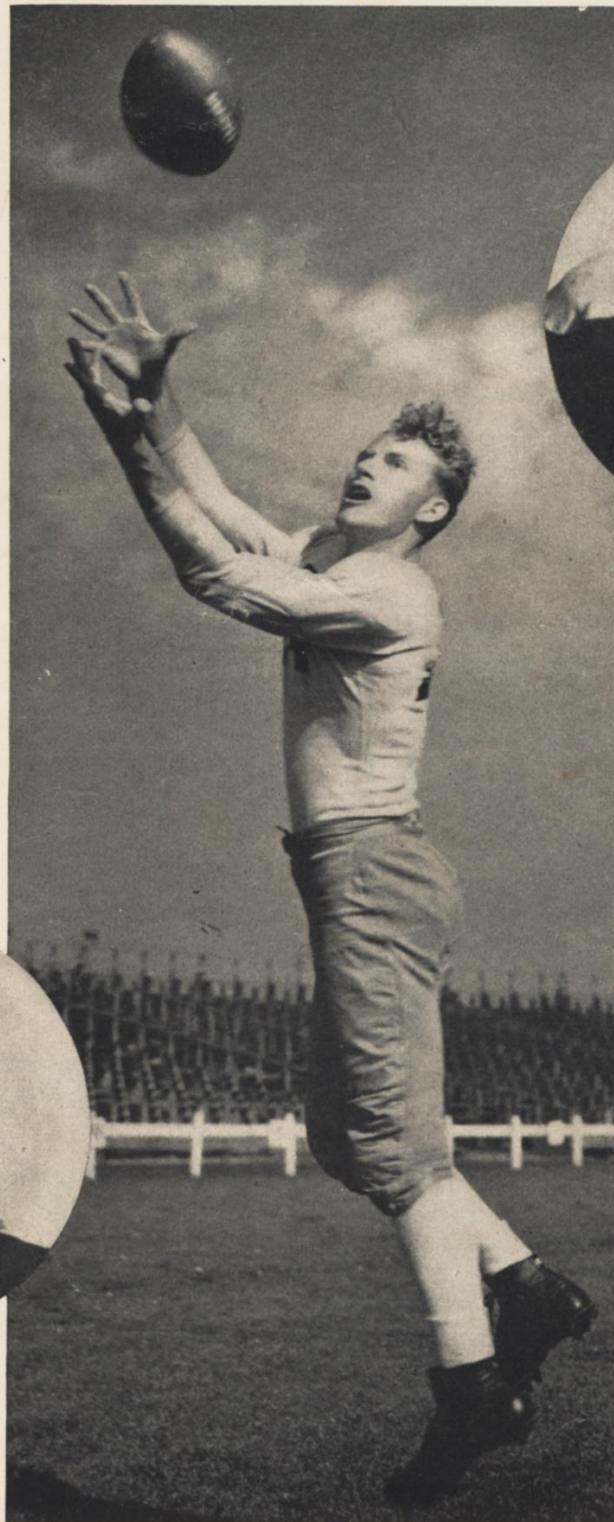
TONY CANADEO

1944 League Achievements

BOSTON	CLEVELAND
7—Philadelphia	28
10—New York	22
14—Washington	21
0—Philadelphia	38
17—Brooklyn	14
0—New York	31
7—Chicago Bears	21
13—Brooklyn	6
7—Washington	14
7—Detroit	38
30—Cards-Pitt	28
19—Bears	7
20—Detroit	17
21—Green Bay	30
21—Chicago Bears	28
10—Washington	14
7—Green Bay	42
33—Cards-Pitt	6
14—Detroit	26
13—Philadelphia	26
6—Green Bay	27
19—Brooklyn	14
17—Cleveland	20
21—Bears	21
0—Green Bay	14
27—Cards-Pitt	6
21—Cards-Pitt	7
41—Chicago Bears	21
26—Cleveland	14
38—Boston	7
28—Cleveland	30
7—Green Bay	34
7—Bears	34
0—New York	23
20—Washington	42
6—Detroit	27
7—Detroit	21
6—Cleveland	33
20—Green Bay	35
7—Chicago Bears	49
28—Boston	7
31—Washington	31
38—Boston	0
24—New York	17
21—Brooklyn	7
21—New York	21
37—Washington	7
7—Chicago Bears	28
34—Brooklyn	0
26—Cleveland	13
28—Green Bay	42
7—Cleveland	19
34—Cards-Pitt	7
21—Detroit	21
28—Cleveland	21
21—Green Bay	0
21—Boston	7
21—Detroit	41
28—Philadelphia	7
49—Cards-Pitt	7
31—Philadelphia	31
21—Boston	7
17—Brooklyn	14
42—Cards-Pitt	20
14—Cleveland	10
10—Brooklyn	0
7—Philadelphia	37
14—Boston	7
13—New York	16
0—New York	31



JOE LAWS



DON HUTSON

Brilliant pass catcher of the Packers

PROBABLE GREEN BAY LINEUP - 14

GAME
2:05 P

HUTSON 14 Left End	CROFT 75 Left Tackle	SORENSEN 33 Left Guard	C. BROCK 29 Center	TINSLEY 21 Right Guard	BEREZNEY 47 Right Tackle	JACUNSKI 48 Right End
CRAIG 54 Quarterback						
COMP 51 Left Halfback		FRITSCH 64 Fullback			LAWS 24 Right Halfback	

ROSTER OF THE PACKERS

No.	Player	Pos.	Wgt.	Hgt.	Age	College
3	Roy McKay	B	200	6:	24	Texas
7	Joel Mason	E	200	6:	30	Western State
8	Bob Kahler	B	200	6:3	27	Nebraska
14	Don Hutson	E	178	6:1	31	Alabama
16	Lou Brock	B	195	6:	26	Purdue
17	Ray Wheba	E	210	6:	26	U. S. C.
18	Alex Urban	E	200	6:2	28	South Carolina
19	Mike Bucchannerri	G	215	5:10	27	Indiana
21	Pete Tinsley	G	205	5:8	29	Georgia
23	Don Perkins	B	200	6:	26	Platteville S. T. C.
24	Joe Laws	B	188	5:9	33	Iowa
29	Charlie Brock	C	210	6:2	28	Nebraska
33	Glenn Sorenson	G	225	6:2	24	Utah State
35	Bob Flowers	C	215	6:2	27	Texas Tech.
42	Paul Duhart	B	180	6:	23	U. of Florida
43	Charles Goldenberg	G	220	5:10	33	Wisconsin
44	Buford Ray	T	250	6:6	29	Vanderbilt
45	Bill Kuusisto	T	230	6:	26	Minnesota
46	Charles Tollefson	G	218	6:	27	Iowa
47	Paul Berezney	T	220	6:2	28	Fordham
48	Harry Jacunski	E	198	6:2	25	Fordham
51	Irv Comp	B	192	6:2	25	St. Benedicts
54	Larry Craig	E	208	6:	27	South Carolina
58	Ade Schwammel	T	230	6:3	31	Oregon State
63	Ben Starrett	B	215	5:11	25	St. Marys (Cal.)
64	Ted Fritsch	B	205	5:11	23	Stevens Point
72	Forrest McPherson	C	248	5:11	31	Nebraska
75	Milburn Croft	T	298	6:3	23	Ripon

E. L. "Curly" Lambeau, Coach—Don Hutson, Backfield Coach—George Trafton, Line Coach

Officials: { Referee: Ronald J. Gibbs
Umpire: C. H. Brubaker
Head Linesman: Charlie F. Berry

Field Judge: Eugene E. Miller
Official Timer: Lt. Col. Red Freissell



WHEN THE GOAL IS ENJOYMENT

BLENDED WHISKEY: 86.8 PROOF—CALVERT "RESERVE"—65% GRAIN NEUTRAL

PROBABLE NEW YORK GIANTS LINEUP

-7

TIME

M.	ADAMS, O. 30 Left End	COPE 36 Left Tackle	YOUNCE 60 Left Guard	HEIN 7 Center	SIVELL 33 Right Guard	CARROLL 26 Right Tackle	LIEBEL 22 Right End
			CALLIGARO 2 Quarterback				
	HERBER 20 Left Halfback		LIVINGSTON 24 Fullback			CUFF 14 Right Halfback	

NEW YORK GIANTS ROSTER

No.	Player	Pos.	Wgt.	Hgt.	Age	College	Yrs. Giants
2	Calligaro, Len	B	190	5:11	22	Wisconsin	First
5	Petrilas, William	B	195	6:	27	_____	First
7	Hein, Mel	C	232	6:4	35	Wash. St.	Fourteenth
8	Paschal, Bill	B	198	6:	23	Georgia Tech.	Second
11	Weiss, John	E	195	6:3	23	_____	First
14	Cuff, Ward	B	198	6:1	30	Marquette	Eighth
20	Herber, Arnie	B	210	6:	33	Regis	First
21	Clay, Roy	B	185	6:	21	Colorado Aggies	First
22	Liebel, Frank	E	205	6:2	25	Norwich U.	Third
24	Livingston, Howard	B	190	6:1	22	Fullerton, Jr.	First
25	Kinscherf, Carl	B	185	6:	24	Colgate	Second
26	Carroll, Vic	T	236	6:4	30	Nevada	Second
28	Adams, Verlin	E	205	6:1	26	Morris-Harvey	Second
29	Piccolo, Bill	C	186	5:11	23	Canisius	Second
30	Adams, O'Neale	E	195	6:3	25	Arkansas	Third
31	Visnic, Larry	G	195	5:11	24	Kansas	Second
32	Blozis, Al	T	242	6:6	25	Georgetown	Third
33	Sivell, James (Happy)	G	215	5:8	25	Auburn	First
36	Cope, Frank	T	232	6:3	28	Santa Clara	Seventh
37	Sulaitis, Joe	B	210	6:2	23	_____	Second
39	Kane, Herbert	T	220	6:	22	E. C. Teachers	First
42	Barker, Hubeth	B	195	5:11	24	Arkansas	Third
44	Beebe, Keith	B	180	5:9	22	Occidental	First
50	Strong, Ken	B	210	6:1	37	N. Y. U.	Fifth
55	Avedisian, Charley	G	205	5:9	28	Providence	Third
60	Younce, Len	G	210	6:1	25	Oregon	Third
69	Umont, Frank	G	220	5:11	26	_____	Second
70	Caranci, Roland	T	214	6:	21	Colorado	First

Head Coach: Steve Owen, Phillips U.
 Backfield Coach: Tuffy Leemans, George Washington
 Backfield Coach: Leland Shaffer, Kansas State

Line Coach: Richard (Red) Smith, Notre Dame
 Trainers: Gus Mauch, Charley Porter
 Physician: Francis J. Sweeney, M. D.

Clear Heads Choose

Calvert



SPIRITS. CALVERT "SPECIAL" 72½% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N. Y. C.

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*The FRESHER
The BETTER!*



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**APPLE "HONEY"
HELPS KEEP
OLD GOLDS
FRESH!**



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GIANTS-PACKERS PLAYOFF CHAMPIONSHIP FOOTBALL GAME

Longines

the World's Most Honored Watch

winner of 10 world's fair grand prizes and 28 gold medal awards



Product of Longines-Wittnauer Watch Co.

National League Sets Attendance Record

THE National Football League came into today's playoff with a flock of new attendance records. It marked its twenty-fifth season of play with a total of 1,234,750 paid, a new all-time high, and five percent over the startling total for 1943. The actual increase was 57,681, with today's turnout to be added. In 1943, the league played to 1,177,069, winding up with 34,320 at the playoff in Chicago in which the Bears beat the Redskins.

The record crowd of the 1944 National League season was 56,481, on November 19, when the Giants trounced the Packers, 24 to 0. The Bears and the Packers drew 46,553 in Chicago.

The Packers show the best attendance record both at home and abroad. The Giants are the strongest home attraction in the circuit, official figures also reveal.

The Bears and the Redskins drew the biggest gate in their 1943 playoff. It came to \$109,545. This mark very likely has been eclipsed here today. The 1943 winners got \$1,146.87 apiece, while the losers collected \$765.78 each. These marks, too, are likely to be found erased after today's battle.

★ ★ ★

1943 CHAMPIONSHIP GAME

(Played in Wrigley Field, Chicago, Dec. 26.
Attendance—34,320)

Chicago Bears (41)

Washington (21)

Benton	L.E.	Masterson
Sigillo	L.T.	Rymkus
Fortmann	L.G.	Shugart
Turner	C.	G. Smith
Musso	R.G.	Slivinski
Hoptowit	R.T.	Pasqua
Wilson	R.E.	Aguirre
Snyder	Q.B.	Hare
Clark	L.H.	Seno
Magnani	R.H.	Cafego
Masters	F.B.	Farkas

Chicago Bears 0 14 13 14—41

Washington 0 7 7 7—21

Touchdowns—Clark (2), Magnani (2), Nagurski, Benton, Farkas (2), Aguirre.

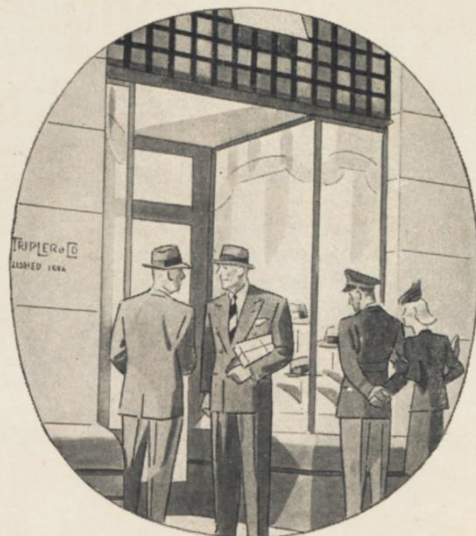
Points after touchdowns—Snyder (5), Masterson (2), Aguirre.

SUBSTITUTIONS

Washington—Ends, Piasecky, Lapka; tackle, Wilkin; guards, Zeno, Fiorentino, Leon; center, Hayden; backs, Baugh, Seymour, Moore, Gibson, Akins, Stasica.

Chicago—Ends, Pool, Berry; tackles, Steinkemper, Babartsky, Munde; guards, Ippolito, Logan; center, Matuza; backs, McLean, Luckman, Famiglietti, Nagurski, McNulty, Nolting, Vodicka.

Referee—Ronald Gibbs. Umpire—John Kelly. Field Judge—Eddie Tryon. Head Linesman—Charles Berry.



MADISON AVENUE AT FORTY-SIXTH STREET

DISCRIMINATING *university men, executives and sportsmen* have come to know TRIPLER as headquarters for styles of distinction and quiet individuality

Our clothes, hand-tailored especially for us by HICKEY-FREEMAN, embrace all the important details of cut and styling desired. There are no finer made

Our personalized selling and fitting services further assure you of selecting clothes, accessories and hats most suitable for you. It is your assurance of complete and lasting satisfaction

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OUTFITTERS TO GENTLEMEN

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I predict a long and sparkling life!



JUST LISTEN TO THE LIFE in a drink mixed with Canada Dry Water. "PIN-POINT CARBONATION"...millions of tinier bubbles...keeps highballs full of sparkle and zest, to the last sip.

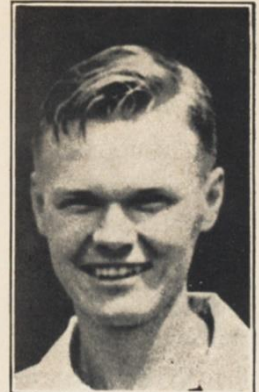
Canada Dry Water—the world's most popular club soda—is preferred in the finest bars, hotels and clubs. Its special formula points up the flavor of tall drinks. Serve sparkling Canada Dry Water in your home...it costs no more than ordinary mixers.

BIG BOTTLE
15¢
Plus deposit



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Colors: Red, White and Blue

What Happens In Playoff Tie

National League Constitution:—Article 20;
Divisional Playoff; Section 6;—

The sudden death system of determining the winner shall prevail when the score is tied at the end of the regulation playing time. Under this system the team scoring first after the end of the regulation time will become the winner.

When the regulation playing time ends there shall be a three-minute intermission, and the teams shall toss a coin for choice of kickoff or receiving, just as at the start of the game.

If neither team scores in the first extra period of 15 minutes, there shall be a two-minute intermission, and the game will continue with two-minute intermissions from the point where the ball was declared dead, until one team has scored.

GIANT-PACKER RECORD

1928—Giants, 6; Packers, 0.	1934—Packers, 20; Giants, 6.
Packers, 7; Giants, 0.	Giants, 17; Packers, 3.
1929—Packers, 20; Giants, 6.	1935—Packers, 16; Giants, 7.
1930—Packers, 14; Giants, 7.	1936—Packers, 26; Giants, 14.
Giants, 13; Packers, 6.	1937—Giants, 10; Packers, 0.
1931—Packers, 27; Giants, 7.	1938—Giants, 15; Packers, 3.
Packers, 14; Giants, 10.	1938*—Giants, 23; Packers, 17.
1932—Packers, 13; Giants, 0.	1939*—Packers, 27; Giants, 0.
Giants, 6; Packers, 0.	1940—Giants, 7; Packers, 3.
1933—Giants, 10; Packers, 7.	1942—Giants, 21; Packers, 21.
Giants, 17; Packers, 6.	1943—Packers, 25; Giants, 21.
	1944—Giants, 24; Packers, 0.

24 games. Green Bay, 12; Giants, 11; Tied, 1.
Points: Packers, 275; Giants, 245.

* Championship playoff.

THESE MEN OFFICIATE IN NATIONAL LEAGUE

The National League makes it a practice not to announce, in advance, the identity of the men who have been assigned to officiate in any contest. The list of the league's officials, however, is static. You note their numbers and identify them from this roster:

Referees

Samuel A. Weiss	2	Ronald J. Gibbs	5
Tom Dowd	4	E. F. Tommy Hughitt	7
Carl K. Rebele	8		

Umpires

John J. Schommer	12	Harry D. Robb	15
C. H. Brubaker	14	Fay Vincent	17
John B. Kelly	18		

Field Judges

Charles J. Sweeney	22	Wm. E. Downes	25
Lloyd Brazill	23	Eugene E. Miller	26
Eddie Tryon	29		

Head Linesmen

Earl Cavanaugh	30	Irv Kupcinet	32
Charlie F. Berry	31	Larry Conover	34
Louis James	35	Gordon	35

FINAL NATIONAL LEAGUE STANDINGS

EASTERN DIVISION

	W.	L.	T	PC.	For	Agst
New York	8	1	1	.889	206	75
Philadelphia	7	1	2	.875	267	131
Washington	6	3	1	.667	169	180
Boston	2	8	0	.200	82	233
Brooklyn	0	10	0	.000	69	166

WESTERN DIVISION

Green Bay	8	2	0	.800	238	141
Chicago Bears	6	3	1	.667	258	172
Detroit	6	3	1	.667	216	151
Cleveland	4	6	0	.400	188	224
Car-Pitts	0	10	0	.000	108	328

LAST SUNDAY'S RESULTS

New York, 31; Washington, 0
Philadelphia, 26; Cleveland, 13

IMPORTANT PENALTIES

1 Offside, both sides	No	penalty
2 Offside	5	yards
3 Holding, etc., by defensive side	5	yards
4 Man in motion—no shift	5	yards
5 Crawling	5	yards
6 Taking out time more than three times during half	5	yards
7 Running into kicker	5	yards
8 Substitute failing to report	5	yards
9 Unreasonable delay in putting ball into play	5	yards
10 Starting forward before ball	5	yards
11 Illegal use of hands and arms by offense	15	yards
12 Roughing kicker	15	yards
13 Unnecessary roughness	15	yards
14 Intentional throwing of forward pass to ground	15	yards
15 Unsportsmanlike conduct	15	yards
16 Man in motion on shift	15	yards
17 Interference on forward by passing team	15	yards
18 Clipping from behind	15	yards
19 Interference on forward by defense	1st	down at point of foul
20 Penalty declined		

pm for
Pleasant Moments

AT THE FINAL GUN,
Pour-ward March to PM! Losers
win . . . winners double their
pleasure . . . by enjoying that
Perfectly Marvelous PM flavor
in a Highball, Old-Fashioned
or PManhattan!



If it isn't PM
it isn't an Evening

National Distillers Products Corporation, New York. 86.8 Proof.
Blended Whiskey. 49% Grain Neutral Spirits.

How to pick a winner when you buy whiskey:



Choose
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...and all's well with your drinks!



Mr. Gallagher: *What a finish! What's your secret in picking a winner?*

Mr. Burton: *Just luck, Mr. Gallagher. Except when I pick a winning whiskey. Then I follow a safe and simple rule.*

Mr. Gallagher: *I know what you mean—"Choose Gallagher & Burton's and all's well"!*

Mr. Burton: *Right! And now, let's get out of here and drop in for a spot of that fine whiskey.*

All men love a winner! And all men know that continued success over a long period of years must be deserved.

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Giants, in Seventh Playoff, Seek Their Third League Championship

THIS is the seventh playoff in which the New York club has participated since the National League instituted this system of deciding its championship, back in 1933. Today, the Giants are after their third title.

Steve Owen's men won the championship playoff for the first time in 1934, when they defeated the Bears, 30 to 13. In 1935, the Giants lost to Detroit.

In 1938, the Giants won the playoff a second time, defeating Green Bay, 23 to 17. The following year the Packers returned the compliment. The 1941 playoff saw the Bears trounce the New York outfit, 37 to 9.

It is interesting to note that the Giants have not been beaten in a playoff at the Polo Grounds. Here are the playoff records:

- 1933—(Dec. 17 at Chicago)—Chicago Bears, 23; New York, 21.
- 1934—(Dec. 9 at New York)—New York, 30; Chicago Bears, 13.
- 1935—(Dec. 15 at Detroit)—Detroit, 26; New York, 7.
- 1936—(Dec. 13 at New York)—Green Bay, 21; Boston, 6.
- 1937—(Dec. 12 at Chicago)—Washington, 28; Chicago Bears, 21.
- 1938—(Dec. 11 at New York)—New York, 23; Green Bay, 17.
- 1939—(Dec. 10 at Milwaukee)—Green Bay, 27; New York, 0.
- 1940—(Dec. 8 at Washington)—Chicago Bears, 73; Washington, 0.
- 1941—(Dec. 21 at Chicago)—Chicago Bears, 37; New York, 9.
- 1942—(Dec. 13 at Washington)—Washington, 14; Chicago Bears, 6.
- 1943—(Dec. 26 at Chicago)—Chicago Bears, 41; Washington, 21.

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lower stands sections 8 to 13 and 32 to 36. The "coaches section" (upper stands section 22) also may be reserved for those fans who thrill to line maneuvers and the quick opening plays. Prices for reserved seats are \$2.50 each, including tax.

Boxes are available, four seats to a box, in sections 18 to 25. Prices for box seats are \$4.00 each, \$16.00 per box, including tax.

Call at the offices of the football Giants at 11 West 42nd Street. If you cannot do that, fill in the blank below and mail it to the club's headquarters. Do it now! The 1945 schedule will be a hummer! Don't delay until the choice locations are gone.



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