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-The Choice of Experience YANKS

ROCCO CANALE GUARD

CARROLL R. VOGELAAR TACKLE

PAUL GOVERNALI BACK

WILLIAM D. GODWIN CENTER

RALPH C. CALCAGNI TACKLE

Owner Ted Collins Still In There Swinging

By Arthur G. Sampson

Undismayed by the countless handicaps which have retarded his efforts to provide Boston with a winning professional football team during his first three years as owner of the Boston Yanks, Ted Collins spent most of his time during the off-season and many fresh dollars trying to strengthen the team.

With trades and outright purchases he acquired the rights of such experienced National League players as Monk Maznicki, formerly with the Chicago Bears; Frank Seno, formerly with the Chicago Cardinals; Steve Sucic, formerly with the Los Angeles Rams; Bill Kennedy, formerly with the Detroit Lions, and Ralph Foster, a first string tackle with the Cardinals last year who unfortunately decided to retire just before the training season opened.

He succeeded in signing Bill Godwin, considered one of the best centers in the country, after this talented member of the great University of Georgia Rose Bowl team of a few years ago had turned his back to countless

offers.

He acquired such talented stars from the college gridirons of last year as Joe Golding of Oklahoma, considered the top back in the Southwest; Bill Chipley, an outstanding end who had starred at Clemson, on a strong Navy team, and finally at Washington and Lee; Jim Mello, Notre Dame's talented full-



TED COLLINS

back of last year; Fritz Barzilauskas, Yale's outstanding guard of a year ago; Al Sidorik of Mississippi State, rated among the top tackles in the country; Spot Collins of University of Texas and Sid Wright of Southern Methodist, guards who played in the East-West All-Star game in San Francisco last year; Bob McClure of Nevada, a tackle good enough to be picked for the East-West game two years; Carroll Vogelaar, a huge tackle from San Francisco, and numerous others.

By adding such talented newcomers to the strongest players of a year ago such as Paul Governali, Boley Dancewicz, Hal Crisler, Nick Scollard, Sam Goldman, Don Currivan, Tom Dean, Don Deeks, Johnny Badaczewski, Rocco Canale, Joe Domnanovich, Johnny Grigas, Mike Micka, Rudy Romboli, and others, Collins provided his new coach, Clipper Smith, with 50 players of recognized

ability.

He knew that such an array of talent couldn't be moulded into a smooth team in a few weeks. It was obvious, that with a new coaching staff, drastic measures would be necessary to get such a combination of old and new players into a workable unit by the time the National League season opened. So he took the bull by the horns and arranged the most difficult schedule of exhibition games a new professional team has ever attempted.

On the theory that a new coach could only intelligently select the most talented 33 players from more than 50 operatives he had never seen in action before by observing them against the stiffest opposition the National League provides, Collins booked exhibition games with all five members of the Western

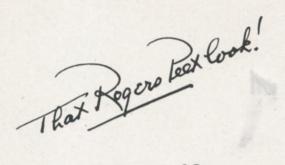
Division.

These five games with the Detroit Lions, the Chicago Bears, the Los Angeles Rams, the Green Bay Packers, and the Chicago Cardinals were played within a period of three weeks. It was necessary to tackle this stiff assignment with an offense only partly learned and little or no time to make special preparations for each opponent. And the purpose of the tour would have been defeated had not Coach Smith attempted to get a look at as many candidates for the team as possible in these contests.

Even experienced National League teams which had played together as units for years would have found it difficult to face such powerful clubs as the Bears, the Rams, and

the Packers within one week.

But that's what these new Yanks with a new coaching staff did between September 7 and September 14. And it is the hope of Collins that such drastic measures and such a gamble will pay dividends in the form of a stronger team before the 1947 season is far advanced.





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



TREMONT ST. at Bromfield St. BOSTON 8, MASS.

In any case, a supreme effort was made to give Boston a team which could hold its own with the older and more established teams in the National League. And the best indication that Collins has finally acquired some of the essentials of a successful professional football organization is illustrated by the way some of the rival owners are now angling for some of the current members of the Yanks.

Two years ago Collins had to field a team from players other owners had discarded or rookies who hadn't been drafted or held in reserve by clubs which had been in the league for years. Boston now owns some of the most highly sought individuals in the league as well as the rights to some of the players who will be winning All-America honors on collegiate gridirons this fall and perhaps following a professional career in another year or two.

Thus the picture of the Yanks is rapidly taking a brighter hue even though the building of a title-winning outfit is still going on

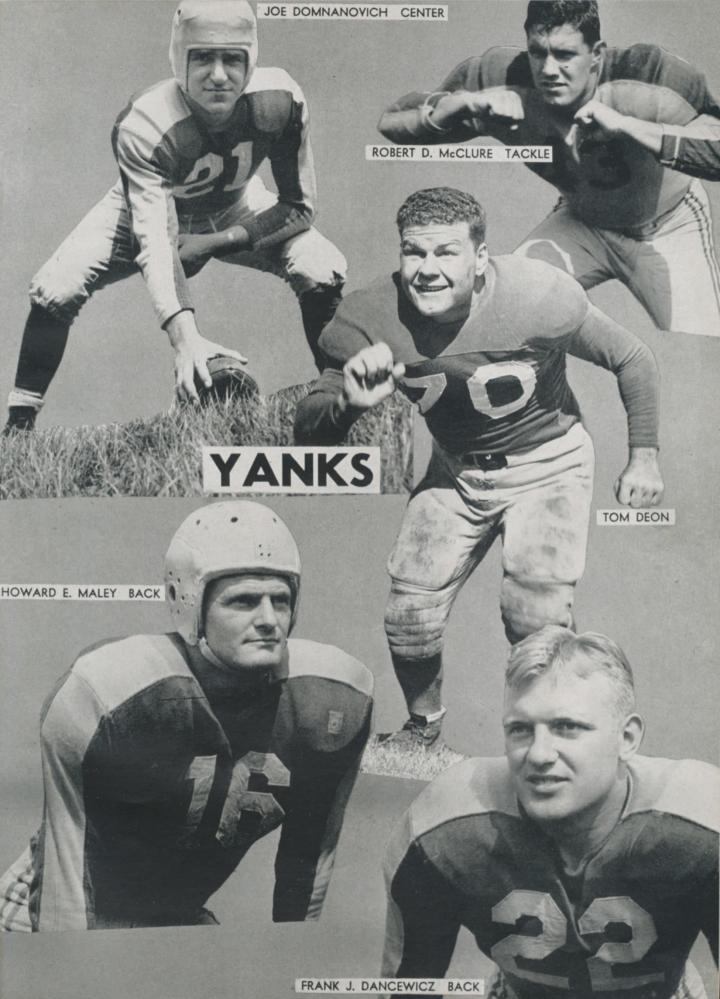
and still far from completion.

The time will come when the Yanks, like the older organizations in the league, will be able to field a team of experienced players who have played together the previous season and use the new blood that is added each year as substitutes.

Teams such as the Chicago Bears, the Green Bay Packers, the New York Giants, and the Washington Redskins have been operating on this basis for years. That's why they have ruled the National League for more than two decades.

There's a gap between college and professional football which cannot be hurdled in a few games or even a year. An outstanding college player or two can be fitted into an established professional organization without impairing its efficiency because the older members of the organization can sometimes cover up the weaknesses of one or two new men. But when a professional organization which has been operating as a unit year after year faces a team which has been pieced together with a cluster of new operatives year after year it unquestionably has a distinct advantage.

There are more first and second year players on the current Yanks than on any team in the league. Most of these talented individuals are going to improve until they reach the peak of their professional playing ability two or three years from now. If 15 to 20 of the members of this team can be kept together for two or three years and some talented new replacements in the form of outstanding players now on college gridirons can be added for substitute roles during the next year or two, the Yanks will then be no victims of growing pains at the start of each season.





OFFSIDE, ENCROACHING or FREE KICK VIOLATION



CRAWLING, PUSHING or HELPING RUNNER



No.

21

22

28

39

24

31

34

35

36

37

30

8

26

41

42

44

47

48

49

Name

Henry Haines

Charles Gault

Charles F. Berry

Joseph McKenney

John G. Fox

Yans Wallace

Sam Pecoraro Clarence B. Savage

Eugene E. Miller

Norman D. Duncan Robert C. Austin Claude T. Grigsby

John M. Highberger

James E. Hamer

Dan Tehan

Carl Rebele

Ray Richards

Charles A. Sweeney

William H. Grimberg

William F. McHugh

ILLEGAL MOTION or FORMATION AT SNAP Horizontal arc with either hand.



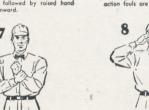
ILLEGAL FORWARD PASS Intentional Grounding of Pass-Same as above followed by raised hand flung downward.



UNSPORTSMANLIKE CONDUCT Arms outstretched, palms down.



INTERFERENCE WITH FAIR CATCH or FORWARD PASS Pushing hands forward from shoulder with hands vertical.



HOLDING ILLEGAL USE of

HANDS or ARMS Holding Signal followed by Interference Signal.



UNNECESSARY ROUGHNESS

UNNECESSARY ROUGHNESS
Military solute.
Clipping — Salute followed by striking back of knee with hand.
Running lanto or Roughing the Kicker —
Salute followed by swinging leg.
Running lanto Passer—Salute followed by roised arm swung forward.
Tripping — Salute followed by hooking foot behind opposite ankle.



DELAY OF GAME or EXCESS TIME-OUT

Folded arms.

TOUCHDOWN, FIELD GOAL or SUCCESSFUL TRY

Both arms extended above head.

THE SIGNALS ON THESE PAGES ARE THOSE MORE COMMONLY USED BY THE OFFICIALS TO FACILITATE INFORMATIVE COMMUNI-CATION.

THE RULES COMMITTEE.



FIELD JUDGES

HEADLINESMEN

BACK JUDGES

ALTERNATES Earle G. Holmes University of Nevada

College

Penn State

Notre Dame Villanova

DePaul Univ.

U. of Southern Calif.

Muhlenberg

Lafavette None

Illinois

None

Penn State Penn State

Boston College

Xavier University Dallas University

U. of Calif. (L.A.)

St. Ambrose

Carnegie Tech.

California St. Tchrs.

Georgetown

together over head.

LOSS OF DOWN (Follows signal for foul.)
Tapping both shoulders



DEAD BALL or NEUTRAL ZONE

ESTABLISHED One arm aloft, open hand (With fist closed - Fourth Down)

PENALTY REFUSED, INCOM-PLETE PASS, PLAY OVER. or MISSED GOAL

Sifting of hands in horizontal plane.



NO TIME-OUT or TIME-IN WITH WHISTLE

Full arm circles to simulate winding clock.



FIRST DOWN

raised, then pointed toward defensive team's goal.

TIME-OUT Hands criss-crossed over head. TOUCHBACK Time-Out Signal follow by arm swung at side

H. L. Ray, Dol.

No. Name Samuel Weiss Assistant to Commissioner

College Duquesne

William Downes

Illinois Tech. Holy Cross

Thomas Dowd Ronald Gibbs 5 7 John Glascott

4

St. Thomas U. of Pennsylvania

9 Emil Heintz U. of Pennsylvania

Rawson Bowen

U. C. L. A.

UMPIRES

..Officials ..

REFEREES

Joseph G. Crowley 11 Muhlenberg Carl H. Brubaker 14 Ohio Wesleyan

15 Harry D. Robb 19

Penn State Samuel M. Wilson Lehigh James Beiersdorfer None

17 Cletus Gardner

Villanova

YANKS START NEW ERA UNDER "CLIPPER" SMITH

By Frank Fallon WMEX Sports Commentator

It has often been said that a new broom sweeps clean. If such is the case, the Boston Yanks of 1947 will be an entirely different organization than the one to have represented this city for the past three years. From the time Ted Collins decided to go into the football business back in 1944, he has been striving constantly to bring a winning club to the city of Boston. In three previous National Football League campaigns, the Yanks took the worst of it from older and more experienced outfits. It was Ted Collins's original plan to have Sleepy Jim Crowley as his football pilot, but the war and Jim's desire to serve his country somewhat upset those plans. Therefore Ted settled on his second choice, Herb Kopf, who a season previous had coached the Manhattan College eleven.

During the three years Herb Kopf coached, the club showed progress and while their won and lost record was not the most impressive in the league, it should be remembered that the Boston Yanks were starting at a time when many promising football players were in the service, and many subject to draft, were on their way in. Therefore it was a mountainous job that any man faced in accepting the Boston coaching position. At the end of the 1946 season, owner Ted Collins became convinced that a new deal all-around might be for the betterment of all concerned.

As the first move in revamping the Yanks to make them contenders for the National League title, Collins signed a new coach. His name was Maurice J. Smith, better known as "Clipper". Clipper was the man who was mentioned for the Boston College job when Frank Leahy decided to accept the offer as head coach of Notre Dame. He had been an outstanding athlete in high school and college, and was second string for probably the greatest football player who ever lived, a

gent named George Gipp. Smith had starred at baseball, track and basketball, but his specialty was football. So versatile was the Clipper that Knute Rockne shifted him from a backfield berth at Notre Dame to a guard slot. He proved to be just as efficient there as he had been in the backfield. His first job as a coach was with a prep school team, but it wasn't long before he was on the up grade and he took the coaching job at Gonzaga University. He had four successful seasons there, when he moved to other fields. His latest job before joining the Boston Yanks was a head coaching berth at San Francisco University. He was so much sought after by that school that he was signed to a five year coaching contract at the end of the war. However, conditions that weren't conducive to the best interests of the coach and the school, forced Smith to resign last fall.

He is now the new head coach of the Boston Yanks, a team that is playing in the roughest and toughest football league in the land. And if he can be taken at his word he is ready.

Clipper has brought along with him two new assistant coaches. One of the gentlemen is well known to all New England sport fans. The other is a former competitor in the National Football League as a player with the New York Giants. Doggie Julian will be the Boston line coach, and although he guided the Holy Cross basketball team to the championship of the country, he is a football man at heart. Julian is probably the most versatile coach in the league. He not only has been a star at basketball, but he has played in the International baseball league, in addition to attracting outstanding attention as a grid mentor. For the last two years he has been the backfield coach of the Holy Cross football team in addition to his other chores with the hoop brigade.

(Continued On Page 16)

PROBABLE NEW YORK GIANTS LINE-UP

SULAITIS 21	COULTER 79	DOBELSTEIN 67	GLADCHUCK 51	WHITE 77	YOUNCE 60	POOLE 82
Left End	Left Tackle	Left Guard	Center	Right Guard	Right Tackle	Right End
			IVERSON			
			22			
			Quarterback			
	LIVINGSTON		STRONG		BROWN	
	10	4115	50		12	
	Left Halfback		Fullback		Right Halfback	

NEW YORK GIANTS 1947 FOOTBALL ROSTER

				1	*** (Years in
No.		Pos.	Age	Hgt.	Wgt.	School	Giants
1	Cope, Frank	T	31	6.2	240	Santa Clara	10th
10	Livingston, Howie	В	25	6.1	190	Fullerton	4th
12	Brown, Dave	В	28	5.11	190	Alabama	3rd
17	Cheverko, George	В	26	6.2	195	Fordham	1st
20	Cannady, John	В	23	6.1	220	Indiana	1st
21	Sulaitis, Joe	В	26	6.2	210	Dickinson, HS.	4th
22	Iverson, Chris	В	27	6.2	210	Oregon	1st
31	Miklich, William	В	26	6.	208	Idaho	1st
33	Paschka, Gordon	В	27	6.	219	Minnesota	1st
35	Roberts, Gene	В	23	5.11	188	Chattanooga	1st
37	Franck, George	В	28	6.	189	Minnesota	4th
38	Paschal, William	В	25	6.	205	Georgia Tech.	5th
41	Nix, Emery	В	27	5.11	180	T. C. U.	3rd
42	Blumenstock, Jim	В	28	5.10	190	Fordham	1st
44	Reagan, Francis X.	В	27	6.	180	Pennsylvania	3rd
46	Niles, Jerry	В	27	6.1	195	Iowa	1st
50	Strong, Ken	В	40	6.	210	N. Y. U.	9th
51	Gladchuk, Chet	C	30	6.4	255	Boston College	3rd
55	DeFilippo, Lou	C	30	6.1	230	Fordham	4th
57	Palazzi, Lou	C	26	6.	200	Penn State	2nd
60	Younce, Len	G	30	6.1	210	Oregon State	5th
62	Tobin, George	G	26	5.10	205	Notre Dame	1st
65	Lunday, Ken	G	33	6.3	220	Arkansas	7th
66	Hachten, William	G	22	6.	210	Stanford	1st
67	Dobelstein, Robert	G	25	5.11	210	Tennessee	2nd
71	Ragazzo, Phil	T	31	6.2	220	Western Reserve	3rd
75	Schuler, William	T	25	6.	215	Yale	1st
77	White, James	T	26	6.2	228	Notre Dame	2nd
79	Coulter, Tex	T	22	6.4	262	West Point	2nd
81	Howell, Jim Lee	E	31	6.6	215	Arkansas	8th
82	Poole, Ray	E	25	6.3	215	Mississippi	1st
83	Weiss, John	Ē	25	6.3	205	H. Snyder	4th
85	Mead, John	Ē	25	6.3	210	Wisconsin	2nd
88	Liebel, Frank	$\tilde{\mathbf{E}}$	28	6.1	224	Norwich	6th
90	Carroll Victor	T	33	6.4	230	Nevada	4th

Head Coach—Steve Owen, Phillips U. Assistant Coach—Richard (Red) Smith, Notre Dame Line Coach—Bill Owen, Phillips U. Backfield Coach—Mike Palm, Penn State Trainers—Gus Mauch, Charley Porter Physician—Francis J. Sweeney, M.D.

Next Home Game - YANKS vs.

SHAEMAS O'SHEEL has switched to Calvert because Calvert is smoother ... CLAYTON (of 44 West 8th Street, New York, N. Y.)

to Calvert because Calvert tastes better . . . CARL SCHRAIBMAN has switched to Calvert becaus

Manhattan . . . WILLIAM F. SCHOFIELD has switched to Calvert because Calvert makes a (of 801 W. Market St., Scranton, Pa.)

Fashioned . . . A. J. HASSON has switched to Calvert because Calvert is smoother . . . Mo (of 12 Henry Street, Brookline, Mass.)

switched to Calvert because Calvert is lighter . . . PRESTON COOK has switched to Calvert bec

PROBABLE BOSTON YANKS LINE-UP

SCOLLARD 27	CANALE 45	Barzilauskas 36	Domnanovich 32	Badaczewski 35	VOGELAAR 51	CURRIVAN 29
Left End	Left Tackle	Left Guard	Center	Right Guard	Right Tackle	Right End
			GOVERNALI			
			4			
			Quarterback			
	MAZNICKI		GOLDING		GRIGAS	
	17		10		15	
	Left Halfback		Fullback		Right Halfback	

BOSTON YANKS 1947 FOOTBALL ROSTER

		-		***	XXX - 4	6.1	Season in
No		Pos.	Age	Hgt.	Wgt.	School	League
4	Paul Governali	В	26	5.11	195	Columbia	2nd
10	Joseph G. Golding, Jr.	В	26	6	180	Oklahoma Univ.	1st
11	Robert A. Long	В	25	5.91/2	190	Tennessee	1st
14	Michael Micka	В	26	6	193	Colgate	4th
15	John J. Grigas	В	27	6	205	Holy Cross	5th
16	Howard E. Maley	В	24	5.11	185	S. M. U.	2nd
17	Frank S. Maznicki	В	27	5.9	180	Boston College	3rd
19	Rudolph Romboli	В	24	5.10	215	No College	2nd
20	Frank Seno	В	26	6	195	George Washington	5th
21	Joseph E. Sabasteanski	C	26	6	210	Fordham	1st
22	Frank J. Dancewicz	В	22	5.10	185	Notre Dame	2nd
23	Sam Goldman	E	30	6.3	235	Howard College	3rd
24	Harold J. Crisler	E	23	6.4	215	San Jose State	2nd
26	Walter Williams	В	26	6.1	195	Boston Univ.	1st
27	Nicholas M. Scollard	E	27	6.4	215	St. Joseph's	2nd
29	Don Currivan	E	26	6	192	Boston College	5th
30	John P. Poto	В	21	5.10	197	No College	1st
31	William J. Kennedy	G	27	5.11	210	Michigan State	2nd
32	Joseph J. Domnanovich	C	28	6	205	Alabama	2nd
34	Sam Bailey	E	23	6.21/2	196	Georgia	1st
35	John W. Badaczewski	G	25	6.1	235	Western Reserve	2nd
36	Francis Barzilauskas	G	26	6.1	228	Yale	1st
38	William A. Chipley	E	27	6.3	200	Washington & Lee	1st
39	Steve Sucic	В	26	6	210	Illinois	2nd
40	William D. Godwin	C	28	6.3	240	Georgia	1st
41	Donald P. Deeks	T	24	6.4	245	Univ. of Washington	3rd
43	Robert D. McClure	$\hat{\mathbf{T}}$	23	6.1	225	Nevada	1st
44	Thomas E. Dean	Ť	24	6.21/2	255	S. M. U.	2nd
45	Rocco P. Canale	Ĝ	27	5.11	253	Boston College	5th
51	Carroll R. Vogelaar	Ť	27	6.3	235	San Francisco	1st
55	Jim S. Wright	Ĝ	26	6.2	232	S. M. U.	1st
56	Joseph C. Watt	B	26	5.11	185	Syracuse	1st
59	Thomas E. Rodgers	Ť	24	6	170	Bucknell	1st
61	Alexander T. Sidorik	Ť	27	6.1	230	Mississippi State	1st
65	William H. Collins	G	25		195		
66		B	26	5.8½ 5.11	190	University of Texas	1st
00	James A. Mello	ь	20	5.11	190	Notre Dame	1st

ETROIT - Sunday, October 5

ELLO has switched to Calvert because Calvert is lighter... JOHN WODNIK has switched (of 610 East 6th Street, Pueblo, Colorado)

Calvert is mellower . . . PAUL JONAS has switched to Calvert because Calvert makes a smoother (of 253 Birchwood Rd., West Englewood, N. J.)

r highball . . . JACK A. BERG has switched to Calvert because Calvert makes a mellower Old (of 4912 No. Clark St., Chicago, Ill.)

FRIEDMAN has switched to Calvert because Calvert tastes better . . . BOB GREENEY has (of 31 Grandview Ave., Stamford, Conn.)

Se Calvert is mellower... GUS PETERS has switched to Calvert because Calvert is smoother...

Calvert "Reserve" Blended Whiskey, 86.8 Proof, 65% Grain Neutral Spirits. Calvert Distillers Corp., N.Y.C.

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Enjoyment is everybody's goal, whether it be at the game - or after the game, sipping your favorite drink...made with Three Feathers pre-war quality whiskey blended with finest grain spirits. Try this smoother, lighter, richer whiskey today!

THREE FEATHERS

Reserve

SINCE 1882 ... FIRST AMONG FINE WHISKIES





FINER FLAVOR OF SEEDLESS HOPS



National Pro Football League Schedule for 1947

SUNDAY ... OCTOBER 5

Detroit at Boston New York at Philadelphia Pittsburgh at Washington Chicago Bears vs. Chicago Cardinals Los Angeles vs. Green Bay at Milwaukee

SUNDAY ... OCTOBER 12

Pittsburgh at Boston New York at Washington Philadelphia at Chicago Bears Chicago Cards at Green Bay Los Angeles at Detroit

SUNDAY . . . OCTOBER 19

Boston at New York Philadelphia at Pittsburgh Washington vs. Green Bay at Milwaukee Detroit at Chicago Bears Chicago Cards at Los Angeles



BERT BELL
President of National Football League

SUNDAY . . . OCTOBER 26

Boston at Chicago Cards Pittsburgh at New York Chicago Bears at Washington Los Angeles at Philadelphia Detroit at Green Bay

SUNDAY ... NOVEMBER 2

Chicago Bears at Boston New York at Detroit Pittsburgh vs. Green Bay at Milwaukee Philadelphia at Washington Los Angeles at Chicago Cards

SUNDAY ... NOVEMBER 9

Boston at Los Angeles Philadelphia at New York Washington at Pittsburgh Green Bay at Chicago Bears Chicago Cards at Detroit

SUNDAY . . . NOVEMBER 16

Boston at Philadelphia New York at Pittsburgh Washington at Detroit Chicago Bears at Los Angeles Green Bay at Chicago Cards

SUNDAY ... NOVEMBER 23

Philadelphia at Boston Green Bay at New York Pittsburgh at Chicago Bears Chicago Cards at Washington Detroit at Los Angeles

THANKSGIVING DAY . . . NOVEMBER 27
Chicago Bears at Detroit (Morning)

SUNDAY . . . NOVEMBER 30

Washington at Boston
Pittsburgh at Philadelphia
Chicago Cards at New York
Green Bay at Los Angeles

SUNDAY . . . DECEMBER 7

Boston at Pittsburgh Washington at New York Chicago Cards at Philadelphia Los Angeles at Chicago Bears Green Bay at Detroit

SUNDAY . . . DECEMBER 14

Boston at Washington New York at Los Angeles Green Bay at Philadelphia Chicago Cards at Chicago Bears

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BOSTON—Fenway Park—41,000
CHICAGO BEARS—Wrigley Field—41,500
CHICAGO CARDINALS—Comiskey Park—49,500
DETROIT—Briggs Stadium—53,433
GREEN BAY—City Stadium—24,800—State Fair Park, Milwaukee—31,000
LOS ANGELES—Coliseum—101,000
NEW YORK—Polo Grounds—52,000
PHILADELPHIA—Shibe Park—32,500
PITTSBURGH—Forbes Field—40,000
WASHINGTON—Griffith Stadium—36,000



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NEW YORK GIANTS — BOSTON YANKS FOOTBALL GAME

LONGUNCS The World's Most Honored Watch winner of 10 world's fair grand prizes, 28 gold medals, and more honors for Product of Longines-Wittnauer Watch Co.

Yanks Start New Era Under "Clipper" Smith

(Continued From Page 7)

Clipper Smith's other assistant may well turn out to be the man who will be of more help to the head coach than anyone who has been connected with the Boston Yanks. Orville "Tut" Tuttle is wise in the ways of the National Football League and is well qualified to hold his position as line coach of the Boston Yanks. But 35 years old, Tuttle has spent 18 of them either as a player or a coach. During the war he served as a lieutenant in the Marine corps and was a coach under Cliff Battles, a National Football League immortal, when the latter was coaching the Fleet Marine team at Pearl Harbor.

To cloud your minds with statistical information about the Boston Yanks of this year, would only serve to confuse the issue. But it can be truthfully said that the team this fall is well balanced. A sufficient number of new players have been brought in to go along with the established stars of the past three years. With such established players as Paul Governali, Boley Dancewicz, Johnny Grigas, Hal Crisler, Frank Maznicki, Joe Zeno and a few others plus the addition of name players from the leading college football teams of last fall, the Boston Yanks promise to be an improved organization as they tread the Fenway gridiron this fall.

Wide open play is the theme of the National Football League and patrons at the Yanks games this fall can expect to see that type of play capably presented by one of the best drilled teams in the league.

Clipper Smith, we wish you luck.

National Football League Coaches and Nicknames

Team	Nickname	Head Coach
Boston	Yanks	Clipper Smith
Chicago	Bears	George Halas
Chicago	Cardinals	Jimmy Conzelman
Detroit	Lions	Gus Dorais
Green Bay	Packers	Curley Lambeau
Los Angeles	Rams	Bob Snyder
New York	Giants	Steve Owen
Philadelphia	Eagles	Greasy Neale
Pittsburgh	Steelers	Jock Sutherland
Washington	Redskins	Turk, Edwards

The Beer You'll Cheer! "SLOW-AGED" BEER Ruppert Ale and Knickerbocker Beer,

Jacob Ruppert, Brewery, New York City-1947



Now We're Sure That You're Sure!

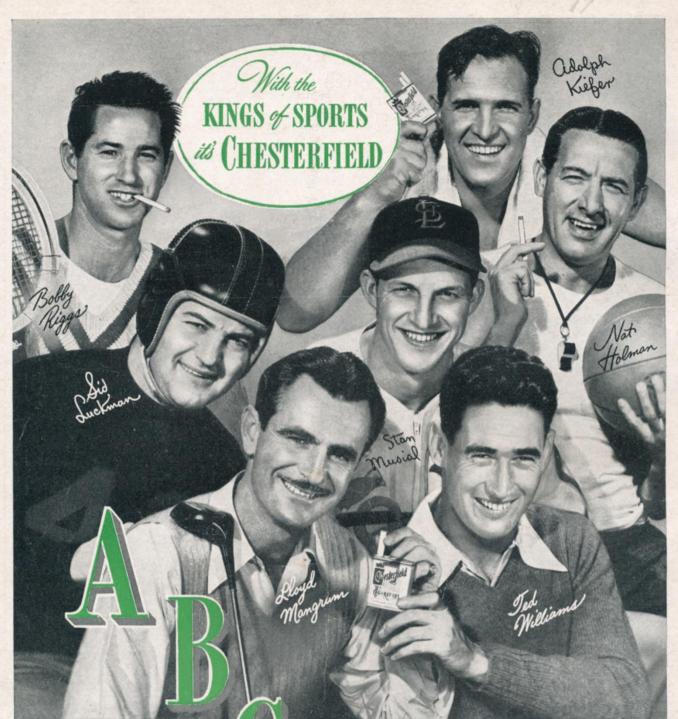
We've been sure for years...90 of them, in fact, that the homely old virtues of integrity and craftsmanship always pay off. Today we're even surer that this high tradition is well expressed in our famous motto "make finer whiskies...make them taste better."

For more people than ever before in our history are enjoying highballs and cocktails made of Seagram's 7 Crown.

Yes, now we're sure that you're sure.

Say Scagram's and be Sure ... of Pre-War Quality

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% Grain Neutral Spirits. 86.8 Proof. Seagram-Distillers Corp., Chrysler Bldg., N.Y.



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- 🗚 Always Milder
- **B** Better Tasting
- Cooler Smoking

The Sum Total of Smoking Pleasure