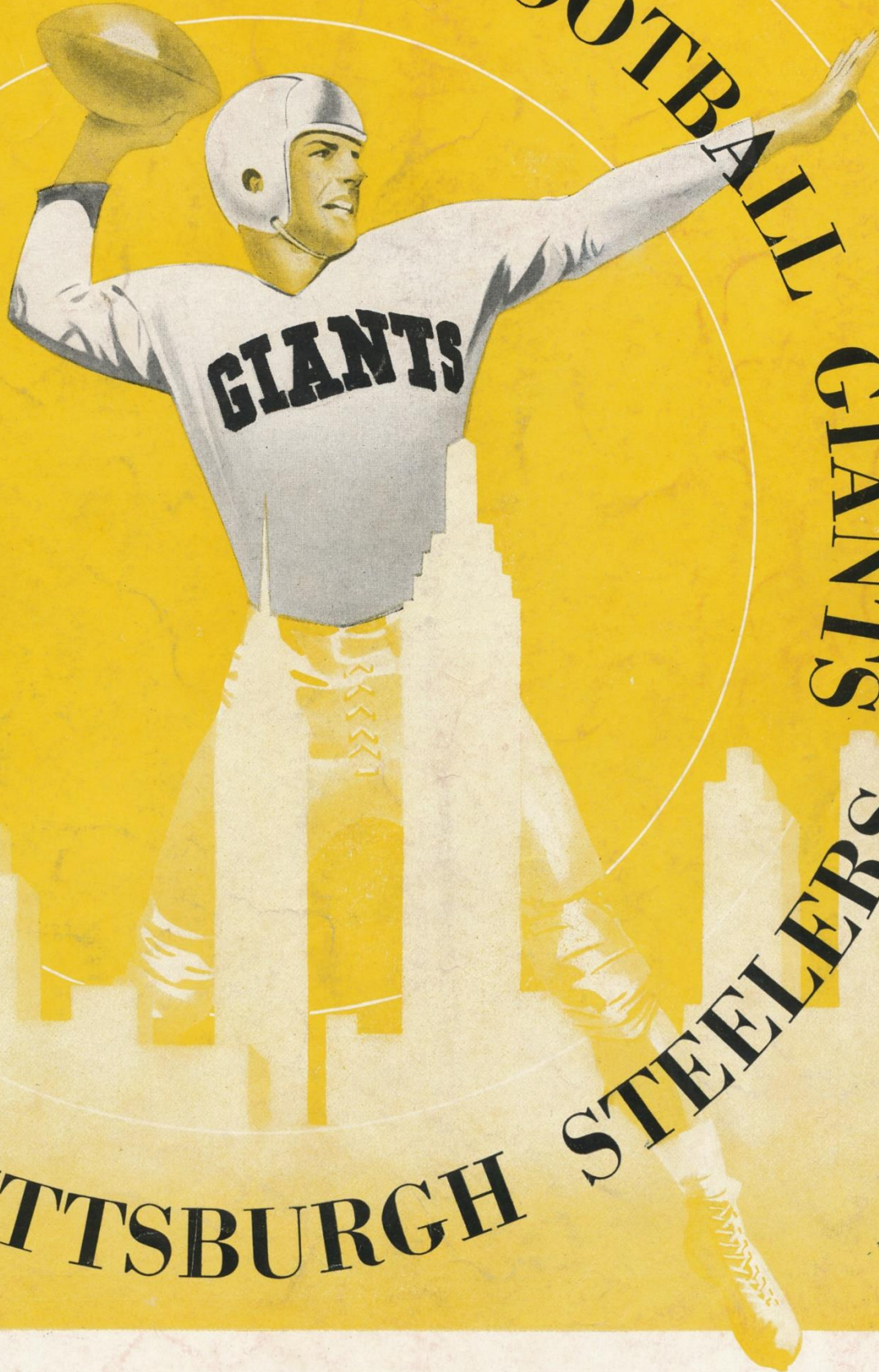


NEW YORK FOOTBALL



GIANTS

STEELERS

PITTSBURGH

OCTOBER 24 • 1948 • POLO GROUNDS

TWENTY-FIVE CENTS

EON KELLER



Yes, L.S./M.F.T.

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means Fine Tobacco



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So Round, So Firm, So Fully Packed — So Free and Easy on the Draw

For a LONG GAIN in PLEASURE...



Taste today's **THREE FEATHERS!**

- Made from the world's choicest reserves of rare whiskies...
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- Blended under the direct supervision of the most famous craftsman of the blending art. Try today's *Three Feathers!*

THREE FEATHERS

Blended whiskey, 86 proof, 65% grain neutral spirits.
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Sure to Please the Crowd!

Attention all you arm-chair quarterbacks. Don't fail to try the Number 7 Pass Play. Pass around a tray of drinks made with Seagram's 7 Crown and watch the pleasure your friends receive from its glorious pre-war quality.

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

THE LONG VIEW ON THE GIANTS

“What’s the matter with the Giants?”

This has been the cry ever since Steve Owen’s young squad, which made such a fine impression in its pre-season exhibition victory over the mighty Chicago Bears and then beat Boston decisively in its National League opener, suddenly went into a tailspin and lost to Washington, Philadelphia and the champion Chicago Cardinals.

The answer should be fairly obvious. Basically, it is “an excess of youth.”

For immediate purposes, perhaps, this may be regarded as a fault. However, with an organization like the Giants, who have been doing business at their Polo Grounds stand, through many good seasons and a few bad ones, for twenty-four years, it is the long view that counts most and they prefer to consider this shortcoming of the present squad as a virtue that will be well-rewarded in the not-too-distant future.

With a young team, operating under a new system of play, to boot, early defeats must be accepted as inevitable. The Mara Family, Steve Owen and his aides and the players themselves are not happy about them, of course. No one likes to lose.

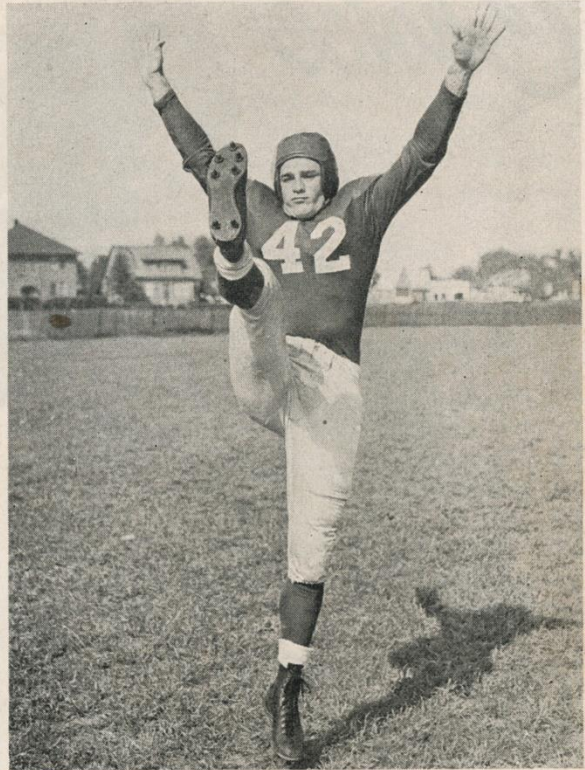
However, as every one close to the situation is well aware, this is merely a passing phase in the development of a worthy successor to the great Giant teams of the past. The confidence of the organization in this squad remains unshaken. Losses can be endured when you know the pendulum soon will swing the other way.

The twenty rookies and the young veterans who make up the Giant squad have their future ahead of them. It is bound to be bright, for these players possess all the natural attributes that go into football success. They have speed, power, strength, deftness, combativeness and keen reactions. They have spirit and they want to win.

GIANTS' HOME SCHEDULE

Oct. 24.....Pittsburgh Steelers
Nov. 7.....Philadelphia Eagles
Nov. 14.....Los Angeles Rams
Nov. 28.....Boston Yanks
Dec. 12.....Washington Redskins

All Sunday afternoon games at Polo Grounds; starting time, 2:05 P.M.



All they lack is experience. That has to come the hard way. The seasoning process in a football circuit as fast and as tough as the established National League is severe. But when the quality is there, as it certainly is with the Giants, the finished product will be a good one.

Jack Mara, the Giant president, hit it pretty well the other day when he drew a comparison between the 1948 Giants and the Eagles and Cardinals of a couple of years back. The 1947 divisional champions, with less obligation than the Giants to string along with holdover talent, launched their rebuilding projects right after the war. They were slapped down hard before they fought to the top.

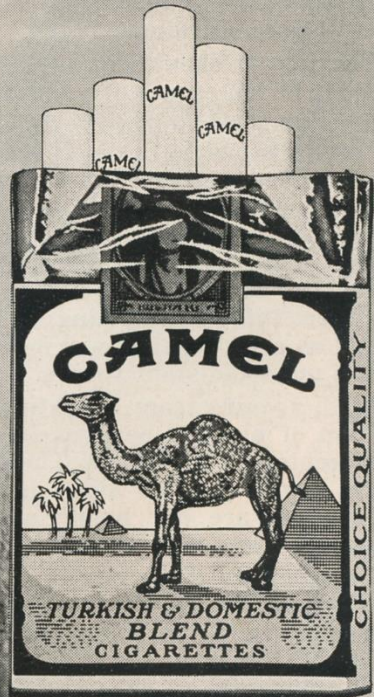
That’s the way it has to be when a team starts all over from scratch like the Giants did this year. Young teams get knocked down and crucify themselves with the mistakes of inexperience, but young teams also get up off the floor swinging and lay favored rivals low.

Don’t sell the 1948 Giants short. One of these Sunday afternoons, there will be a big explosion at the Polo Grounds and some unhappy foe of the Giants will be blown clear to the top of Coogan’s Bluff. It may happen today.

1920—29th Year, National Football League—1948

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

Choice of Experience!



CAMELS

GIANT OFFENSE ROLLING NOW

Last Sunday the Giants were beaten by the Cardinals, 63 to 35. It would appear that a score of that size would leave little to gloat over for the beaten side.

However, those who have been following the varied fortunes of the New York team see in the 35 points rolled up against Jimmy Conzelman's defense reason for satisfaction. There is some balm in the gridiron Gilead, after all.

Now that Steve Owen has got his scoring machinery functioning, the Old Master may be depended on to start producing on the defensive side, as well. For when it comes to defense, Stout Steve has enjoyed a reputation quite his own among the coaches of the National League.

Let us run over developments of last Sunday in this circuit. While the Giants were snagged in their scoring battle with the Chicago Cardinals, Philadelphia defeated Washington by 45 to 0; Boston won from Pittsburgh, 13 to 7; the Chicago Bears shut out Detroit, 28 to 0; and Green Bay's Packers blanked Los Angeles, 16 to 0.

Adding up the points totalled by the four losing teams other than the Giants, we find that they made seven points. The New York club got 28 more than the four other losing clubs put together.

The captious critic may say that there is small consolation for the Giants in this arithmetical point in favor of Stout Steve.

However, the close student of football knows his trends. They prove something definite, and this accumulation of 35 points by the Giants is an important indicator.

Standing out in the New York offensive against the Cardinals was Bill Swiacki, former Columbia end playing his first season of professional football.

The pass catching magic which Swiacki demonstrated under Lou Little, particularly in that memorable victory over the Army eleven last Fall, is being capitalized by Bill under Owen.

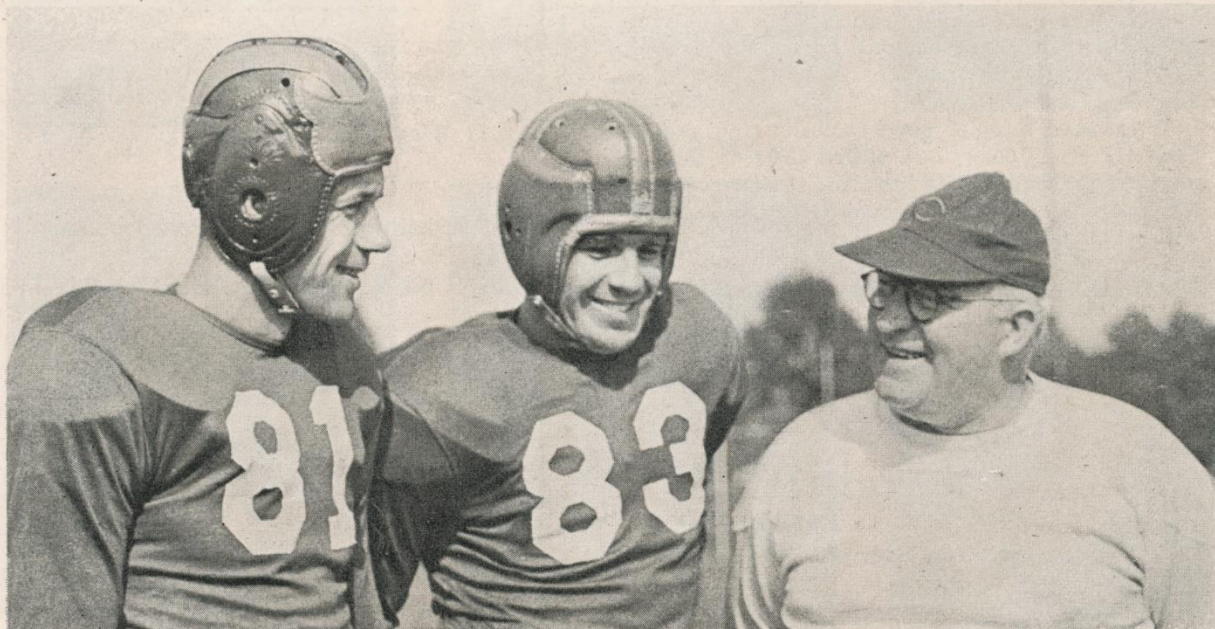
Opposing teams are getting into the habit of paying Swiacki the high compliment of assigning two defenders to take care of him. They used to do that only against Don Hutson of the Packers.

The Columbia colony on the Giants has grown to be a sizeable entity. In addition to Swiacki, there are Bruce Gehrke and Paul Governali.

Governali has been slow in developing his old pitching talents, but this department is being taken care of in brilliant fashion by Charley Conerly.

In scoring those 35 points against the Cardinals, the Giants profited from the skills of Joe Johnson, Ray Poole, and Conerly, as well as the twice effective Swiacki.

The 35,342 football fans who saw the scoring fight with Conzelman's team left the Polo Grounds with the impression that the Giants finally had begun to go ahead.



Bill Swiacki, Bruce Gehrke, and Steve Owen.



FOOTBALL *and* ROGERS PEET

Although the first professional football game was played 53 years ago in 1895 (when Rogers Peet had just come of age—21 years old that same Fall) . . . it wasn't until 1921 that the foundation of the National League gave the game the tremendous impetus that culminated 2 years ago in the formation of the All-America Conference.

With 18 major teams now playing in two leagues that pack the Polo Grounds, Yankee Stadium, and Ebbets Field here in Greater New York, and Fenway Park in Boston . . . and countless other good teams playing elsewhere...Professional Football has become, in a little more than a decade, one of the greatest of all sports.

We've seen a lot of good football! And so have Rogers Peet customers . . . attired *correctly* through all the style changes of 74 years, and *comfortably* from the first warm early-season openers to the last cold-weather climax games on the schedule.

Good Taste, Good Materials, Good Workmanship—and Good Faith—go hand in hand with Good Sportsmanship.

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Makers of fine clothes

In New York: Fifth Avenue at 41st Street Thirteenth Street at Broadway

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Seats for all 1948 home games
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NEW YORK FOOTBALL GIANTS

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Monday thru Friday 9 - 5 Saturdays 9 - 1

and at

NEW YORK BASEBALL GIANTS

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New York, N. Y.

Monday thru Friday 9 - 5 Saturdays 9 - 12

All Reserved Seats.....\$3.00 each
(Tax included)

Lower Box Seats.....\$4.00 each

Bleachers\$1.25

(Tax included)

*Send Mail Orders to N. Y. Football Giants,
11 West 42nd Street, N. Y. 18, N. Y.*

Remaining Games at Polo Grounds

SUN., NOV. 7—PHILADELPHIA EAGLES

Sun., Nov. 14—Los Angeles Rams

Sun., Nov. 28—Boston Yanks

Sun., Dec. 12—Washington Redskins

*Tickets for the November 7 game with the
Philadelphia Eagles are on sale today at the
booth in the rear of Section 16 of the Lower
Grandstand.*

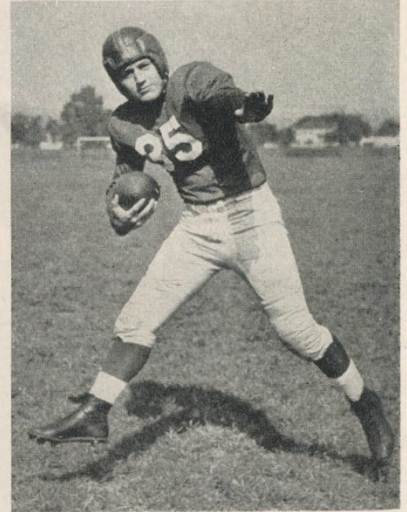
VETERANS OF THE GIANTS



LEN YOUNCE



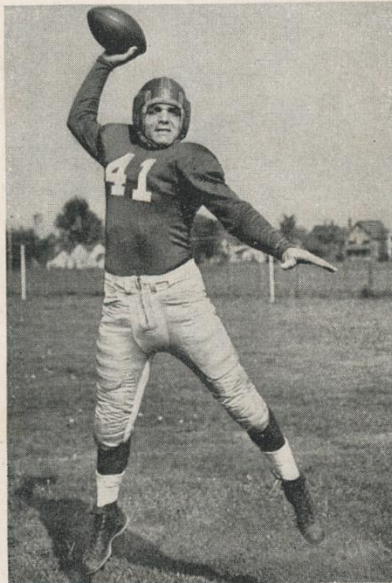
JIM WHITE



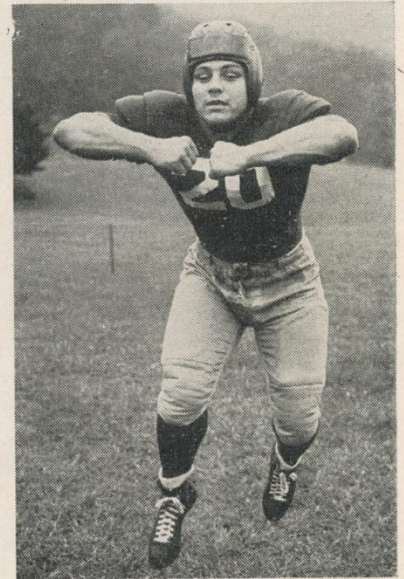
GENE ROBERTS



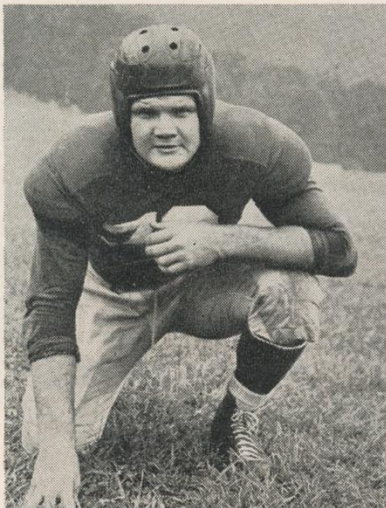
RAY POOLE



PAUL GOVERNALI



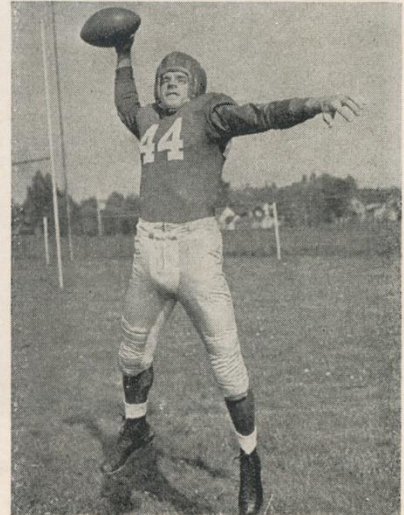
JOHN CANNADAY



TEX COULTER



BOB DOBELSTEIN

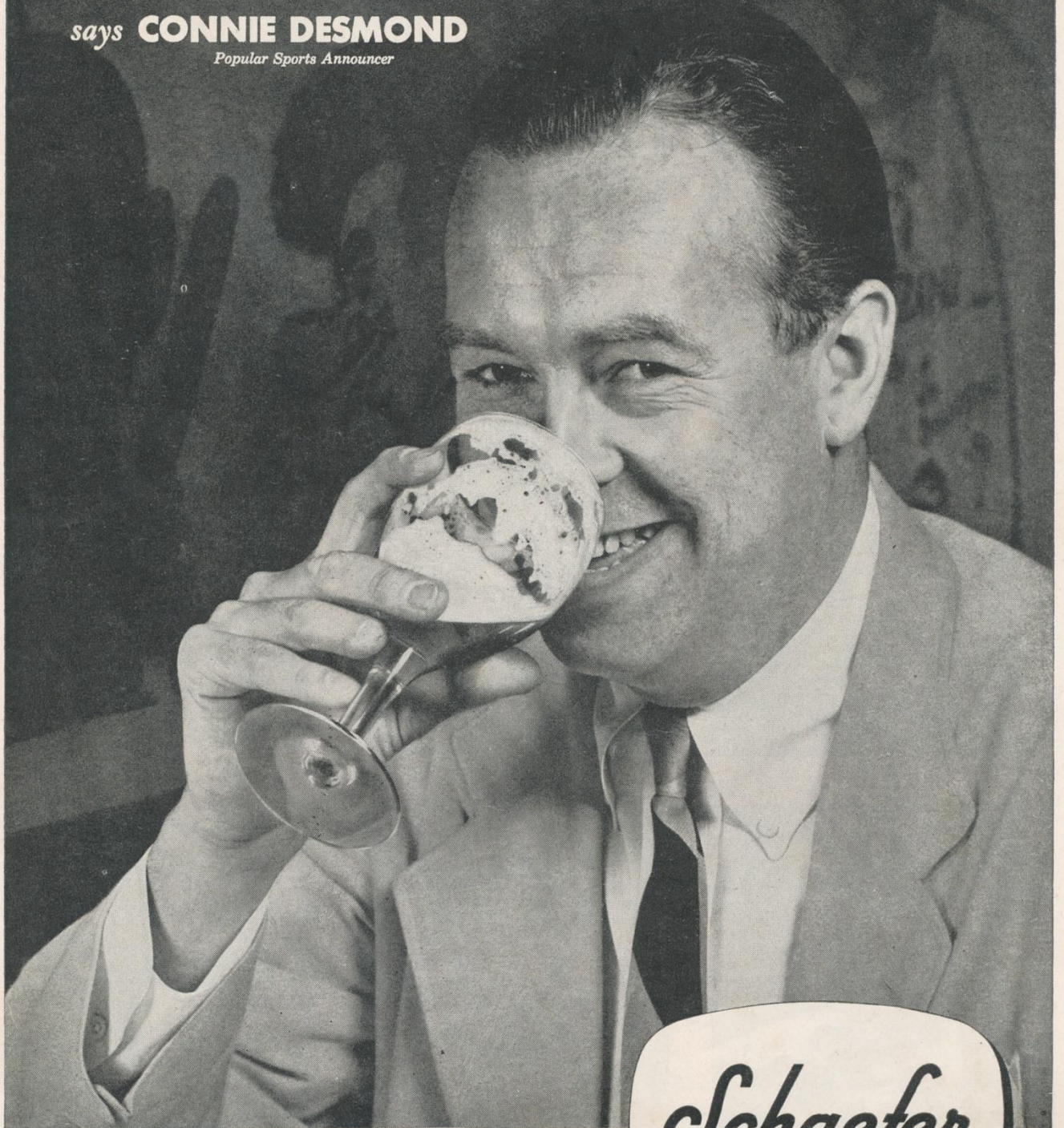


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- Connie Desmond and Bert Lee will bring you *all* Giant football games over WMGM . . . Dial 1050.

The F. & M. Schaefer Brewing Co., New York.

GIANTS OF THE WEEK

**Conerly Named as Schaefer Award Winner for Third Time This Season;
White Selected as Outstanding Lineman Against Cardinals**



JIM WHITE

Chuckin' Charlie Conerly, of course, was a command selection as Giant back-of-the-week for his great all-around performance last Sunday against the Chicago Cardinals. The Schaefer award for line-man-of-the-week went to Jim White for his stalwart play at tackle.

The choice of Conerly—who also was named in the road games against Boston and Washington—was dictated by the fact that he threw four touchdown passes and scored once himself, thus having a hand in every Giant score.

In the greatest performance of his young career in professional football, the 1947 All-America from Mississippi completed 17 of 26 passes for 257 yards. The experts hit it right



CHARLIE CONERLY

when they described Conerly as the new Sammy Baugh!

Besides his aerial achievements, Conerly ran the ball well and did a good job of punting. It has been a long time since the Giants have had a triple threat back of his rare ability.

That White's defensive play caught the fancy of the jury, who might have been expected to select a pass-catching end as the outstanding lineman in so wild-and-wooly a scoring battle, is a tribute to the heroic job he did in manning the dike.

This burly New York native, a Notre Dame graduate, made more than a full quota of tackles on a day when tackles that stuck were few and far between. Limited to part-time play by injuries in the early games, it was the first real chance White has had to distinguish himself this season.

The Schaefer Awards, established by the F. and M. Schaefer Brewing Company, go each week to the back and the lineman who, in the opinion of experts, contribute the most valuable services to the Giants.

After every Giant contest—at home or away—leading sports writers are polled by

secret ballot. Their selections are announced each Tuesday at the weekly Giant press luncheon and the names of the winners are carried in this program the following Sunday.

Each Schaefer Award winner receives his choice of a list of articles of merchandise from a leading store. The prizes are suitably engraved and stamped with a special insignia.

In addition to the weekly awards, Schaefer Most Valuable Player prizes will be presented at the end of the season to the Giant back and lineman who have collected the most votes for outstanding play in the six HOME games at the Polo Grounds.

These season awards will be determined by the vote of the fans attending the Giant games. For your convenience, a ballot is attached. Fill out the blanks, follow the instructions and help your favorite Giant players win handsome prizes and trophies.

The complete list of Schaefer Award winners to date:

Boston, Sept. 23—Charlie Conerly and Len Younce.
Washington, Oct. 3—Charlie Conerly and Tex Coulter

Philadelphia, Oct. 10—Ray Coates and Ray Poole.
Cardinals, Oct. 17—Charlie Conerly and Jim White.

FOOTBALL GIANTS SEASON PLAYER AWARDS BALLOT

My selections of the outstanding Giants in the Pittsburgh Steelers game are:

Back

Lineman

(Signed)

Address

(Mail to Schaefer Giants Awards, Box 830, General Post Office, Brooklyn 1, N. Y.)

PITTSBURGH STEELERS — THREE DEEP

L. E. JANSANTE (54) Mehelich (55) Ryan (46)	L. T. MASTRANGELO (65) Wiley (75) Shurtz (89)	L. G. MOORE (72) Nobile (60) Cregar (73)	C. CHERUNDOLA (21) Meeks (64) Sinkovitz (57)	R. G. SUHEY (62) Skorich (12)	R. T. WYDO (79) Samuelson (86)	R. E. B. DAVIS (28) Nickel (81) Kurrasch (51)
Q. B. SEABRIGHT (33) Garnaas (30) Gasparella (48)	L. H. CLEMENT (0) Evans (42) Mosley (11) Morales (16)	R. H. CIFERS (45) Nazum (22) P. Davis (77) Glamp (17) Fitch (59)	F. B. COMPAGNO (44) Shipkey (49) Papach (27)			

PITTSBURGH STEELERS ROSTER

No.	Player	Position	Weight	Height	Age	College	Years Pro.
0	Clement, Johnny	B	190	6:01	28	S. M. U.	4
11	Mosley, Norman	B	185	5:09	26	Alabama	1
12	Skorich, Nick	G	200	5:09	27	Cincinnati	3
16	Morales, Gonzales	B	185	6:00	26	St. Mary's	2
17	Glamp, Joe	B	185	5:11	25	L. S. U.	2
21	Cherundolo, Charley	C	220	6:01	32	Penn State	10
22	Nuzum, Jerry	B	195	6:00	25	New Mexico A. & M.	1
27	Papach, George	B	205	6:02	23	Purdue	1
28	Davis, Bob	E	190	5:11	27	Penn State	3
30	Garnaas, Bill	B	195	5:11	26	Minnesota	3
33	Seabright, Charley	B	205	6:02	29	West Virginia	4
42	Evans, Ray	B	195	6:01	26	Kansas	1
44	Compagno, Tony	B	200	5:11	27	St. Mary's	3
45	Cifers, Bob	B	195	5:11	28	Tennessee	3
46	Ryan, Ed	E	200	6:02	22	St. Mary's	1
48	Gasparella, Joe	B	220	6:04	21	Notre Dame	1
49	Shipkey, Jerry	B	210	6:01	22	U. C. L. A.	1
51	Kurrasch, Roy	E	195	6:02	25	U. C. L. A.	1
54	Jansante, Val	E	190	6:01	27	Duquesne	3
55	Mehelich, Charley	E	195	6:01	26	Duquesne	3
57	Sinkovitz, Frank	C	215	6:01	25	Duke	2
59	Fitch, Jack	B	190	6:00	24	North Carolina	1
60	Nobile, Leo	G	215	5:10	26	Penn State	2
62	Suhey, Steve	G	215	5:11	26	Penn State	1
64	Meeks, Bryant	C	195	6:02	22	South Carolina	2
65	Mastrangelo, John	T	225	6:01	22	Notre Dame	2
72	Moore, Bill	G	220	5:11	25	Penn State	2
73	Cregar, Bill	G	198	5:10	23	Holy Cross	2
75	Wiley, Jack	T	210	5:11	28	Waynesburg	3
77	Davis, Paul	B	190	6:01	23	Otterbein	3
79	Wydo, Frank	T	215	6:04	24	Cornell	2
81	Nickel	E	190	6:01	25	Cincinnati	2
86	Samuelson, Carl	T	245	6:04	25	Nebraska	1
89	Shurtz, Hubert	T	235	6:03	25	L. S. U.	1

Head Coach..... John Michelosen

Assistant Coaches: Mike Nixon (Backfield), Ken Ormiston (Line), Frank Patrick (Backfield), Harvey Rooker (End).

For Official National Football League



Clear Head Switch to

NEW YORK GIANTS—THREE DEEP

L. E. WALKER (86) Swiacki (81) Johnson (88)	L. T. WHITE (77) Coulter (79) Treadaway (70)	L. G. DOBELSTEIN (67) Garzoni (63)	C. CANNADY (52) Fennema (55) Ettinger (74)	R. G. YOUNCE (60) Royston (61)	R. T. SCHULER (75) Beil (72)	R. E. POOLE (82) Gehrke (83) Pipkin (31)
Q. B. SULAITIS (21) Governali (41) Reagan (44)	L. H. B. CONERLY (42) Coates (49) Williams (33)	R. H. B. MINISI (38) Atwood (16) Cheverko (17) Keuper (20)	F. B. SCOTT (30) Roberts (35) Siegle (34)			

NEW YORK GIANTS ROSTER

No.	Player	Position	Weight	Height	Age	College	Years Giant
16	Atwood, John	B	185	5:11	23	Wisconsin	1
17	Cheverko, George	B	195	6:02	27	Fordham	2
20	Keuper, Kenneth	B	209	6:00	29	Georgia	1
21	Sulaitis, Joe	B	210	6:02	27	Dickinson H.S.	5
30	Scott, Joe	B	194	6:01	22	San Francisco	1
31	Pipkin, Joyce	B	203	6:02	24	Arkansas	1
33	Williams, Frank	B	212	6:00	26	Utah State	1
34	Siegle, Jules	B	203	6:00	25	Northwestern	1
35	Roberts, Gene	B	188	5:11	24	Chattanooga	2
38	Minisi, Tony (Skippy)	B	190	5:11	21	Pennsylvania	1
41	Governali, Paul	B	190	5:11	27	Columbia	2
42	Conerly, Charles	B	183	6:01	24	Mississippi	1
44	Reagan, Frank	B	180	6:00	28	Pennsylvania	4
49	Coates, Ray	B	190	6:01	24	L. S. U.	1
52	Cannady, John	C	225	6:02	24	Indiana	2
55	Fennema, Carl	C	210	6:02	22	Washington	1
60	Younce, Len	G	210	6:01	31	Oregon State	6
61	Royston, Ed	G	220	6:00	25	Wake Forest	1
63	Garzoni, Mike	G	220	5:11	24	U. S. C.	1
67	Dobelstein, Bob	G	212	5:11	26	Tennessee	3
70	Treadaway, John	T	250	6:02	28	Hardin-Simmons	2
72	Beil, Larry	T	225	6:02	24	Portland Univ.	1
74	Ettinger, Don	T	210	6:02	25	Kansas	1
75	Schuler, Bill	T	215	6:00	26	Yale	2
76	Erickson, Bill	T	210	6:02	26	Mississippi	1
77	White, Jim	T	228	6:02	27	Notre Dame	3
79	Coulter, Tex	T	245	6:04	23	West Point	3
81	Swiacki, Bill	E	195	6:02	23	Columbia	1
82	Poole, Ray	E	215	6:02	26	Mississippi	2
83	Gehrke, Bruce	E	190	6:02	23	Columbia	1
86	Walker, Paul	E	210	6:03	23	Yale	1
88	Johnson, Joe	E	195	6:02	21	Mississippi	1

Head Coach..... Steve Owen, Phillips University
 Backfield Coach..... Richard (Red) Smith, Notre Dame
 Line Coach..... Bill Owen, Phillips University
 Dentist..... Arthur G. Croker, D.D.S.

End Coach..... Jim Lee Howell, Arkansas
 Trainers..... Gus Mauch, Charley Porter
 Physician..... Francis J. Sweeny, M. D.

Penalty Signals, see following page.

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



1 OFFSIDE, ENCROACHING or FREE KICK VIOLATION



2 CRAWLING, PUSHING or HELPING RUNNER



3 ILLEGAL MOTION or FORMATION or SNAP



4 ILLEGAL FORWARD PASS



10 TOUCHDOWN, FIELD GOAL or SUCCESSFUL TRY



11 SAFETY



12 LOSS OF DOWN



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



14 FIRST DOWN



15 DEAD BALL or NEUTRAL ZONE ESTABLISHED



9 DELAY OF GAME or EXCESS TIME OUT



8 UNNECESSARY ROUGHNESS



5 UNSPORTSMANLIKE CONDUCT



6 INTERFERENCE WITH FAIR CATCH or FORWARD PASS



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

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From all over America ... PHILIP MORRIS smokers report*

NO CIGARETTE HANGOVER

because

PHILIP MORRIS is definitely **LESS IRRITATING** than any other leading brand!

*Unsolicited letters on file

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



16 NO TIME-OUT or TIME-IN with WHISTLE



17 TIME-OUT Followed by arm swung at side TOUCHBACK



NEW COACH OF THE STEELERS

The Pittsburgh Steelers come to the Polo Grounds under a new coach but with all their old reputation as professional football's leading exponent of the classic "rock and sock" principles.

Entrusted with the unenviable job of filling the shoes of the late Dr. John Bain (Jock) Sutherland is John P. Michelosen. The feeling in Pittsburgh is that no one is better suited to carry on in the lofty traditions of the Steelers' idolized Silent Scot.

For the better part of his 32 years, Michelosen has been a keen and active student of football. His name has seldom appeared in the headlines but, with those who know football best, this broad-shouldered, soft-spoken fellow is considered one of the topnotch young men in the game today.

He spent ten years sharpening his already ample football knowledge under Dr. Sutherland. While he was in the background so far as the general public was concerned, he was a highly valued and trusted assistant of the Old Master, whose place he now fills.

Michelosen is a native of Ambridge, Pa., a bustling little industrial community on the Ohio River, some thirty miles west of Pittsburgh. His parents are Ukrainian immigrants, who had high hopes that their only son would grow up to be a musician. So intent were they on arranging his vocation, that they bought him a violin almost as soon as he was big enough to tuck the instrument under his chin.

Then, along came a sports-minded uncle, who gave young Michelosen a football. Although his parents failed to realize it, this gift dashed all musical ambitions their son might have had. Needless to say, Michelosen devoted more time to passing and kicking the football than fingering the violin. The result was that he became one of the outstanding high school athletes in his town. His violin probably still is gathering dust in the family attic.

He moved on to the University of Pittsburgh, where for three varsity seasons he quarterbacked some of Pittsburgh's greatest teams. He was the big bloke who handled the blocking assignments. Not often did the

"JOCK"

*The football fans of Pittsburgh
Have heavy hearts this fall.
The greatest coach they ever had
Is gone beyond recall.
His coaching reputation
Was as solid as a rock
There'll never be another
That will take the place of "Jock."*

*They called big "Jock" the silent Scot
He hadn't much to say.
He was content to show his worth
Upon the field of play.
He took each pat upon the back
Just like he would a knock.
For football was the very life
Of dour and silent "Jock."*

*It sure is hard to realize
Jock Sutherland is gone.
But though he's passed from gridiron scenes
His fame will linger on.
He's gone to join immortals
Like the Gipper and the "Rock."
But through the years we won't forget
The name of silent "Jock."*

Billy Neilan.

fans note the guy leading the way and seldom were his backbending efforts the subject of kudos by the attending press.

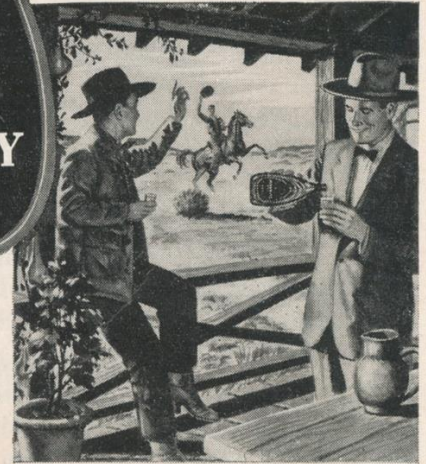
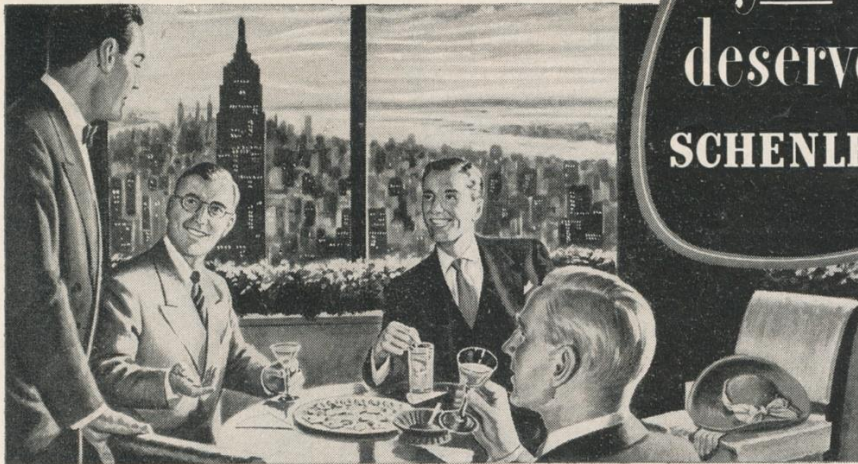
However, Dr. Sutherland, well aware of his unsung contributions, always had a warm spot in his heart for Big Mike. He drafted Michelosen as an assistant coach at Pittsburgh in 1938 and this was the beginning of an inseparable combination that was terminated only by the Old Master's death last spring.

When Jock resigned at Pitt, Johnny quit with him. When Jock accepted the head coaching job at Brooklyn, Johnny went with him. When Jock joined the Navy, Johnny followed suit. And when Jock returned to the place he loved best — Pittsburgh — to coach the Steelers, Johnny returned too.

In his brief span with the pros, Dr. Sutherland came mighty close, but never quite won the championship. Michelosen is not a maudlin guy but he hopes that within the next few years, he can win the title for the "Old Man."

When day is done...

you
deserve
SCHENLEY

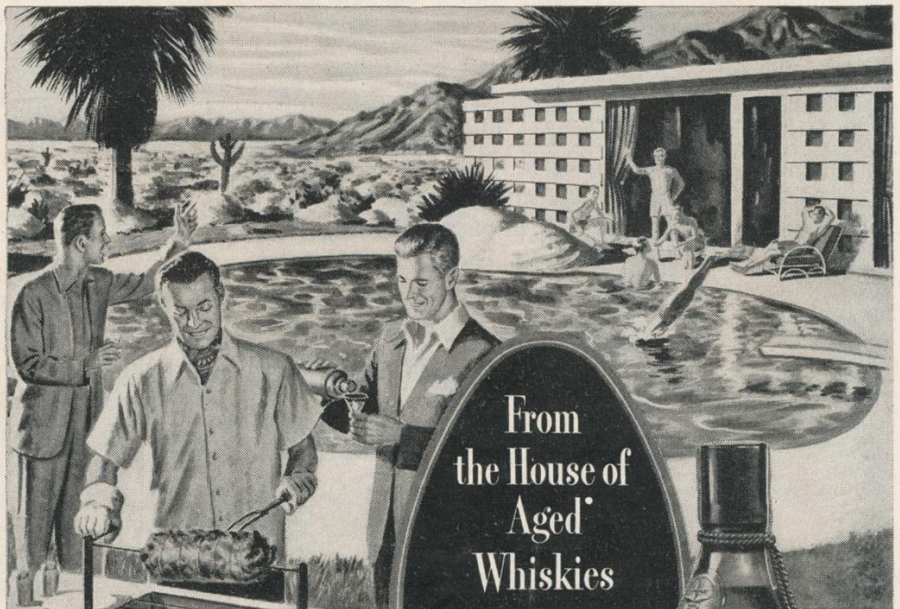


6 o'clock in New York. Ask a smart New Yorker his idea of a perfect set-up, as he catches a few moments of well-earned enjoyment. He'll tell you it's good friends, good talk—and a Manhattan made with the one whiskey you deserve when day is done—light, mild, friendly *Schenley*.

6:30 on a Texas Ranch. Now visit the hard-working Texas rancher when his day is done. He'll want his whiskey neat—the brand is richer, finer *Schenley*!



5:30 aboard the S.S. America. Join us on this famous liner, and note the preference for an amber-mellow *Schenley* highball.



Barbecue-time in Palm Springs. In luxury hotel or rustic lodge, all America agrees: When day is done, you deserve *Schenley*.

From
the House of
Aged
Whiskies
SCHENLEY



Enjoy this pre-war quality Blended Whiskey tonight!

These facts tell the story of *Schenley's* finer pre-war quality:

- The straight whiskies in this product are 5 years or more old. 35% straight whiskey. 65% grain neutral spirits. 86 proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old.

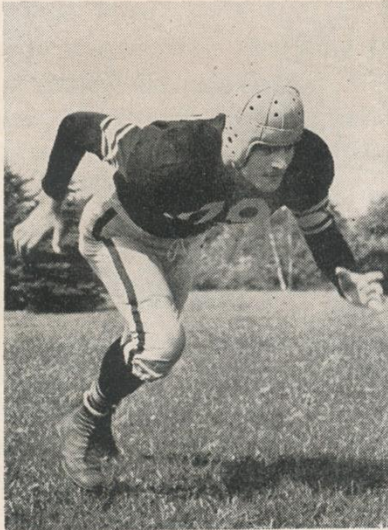
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*In distinctive decanter or familiar round bottle, traditional *Schenley* quality →*



A *Schenley*
Mark of Merit
Whiskey

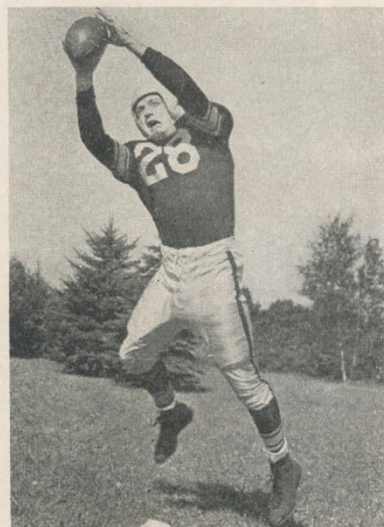
PITTSBURGH



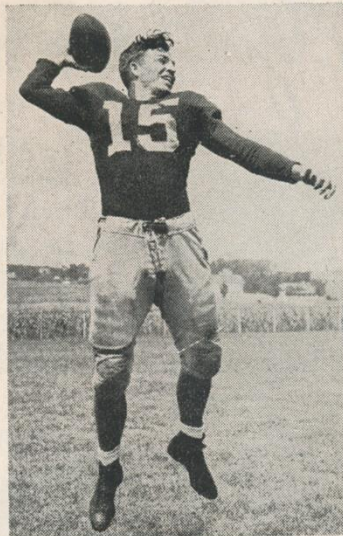
FRANK WYDO



CHARLEY SEABRIGHT



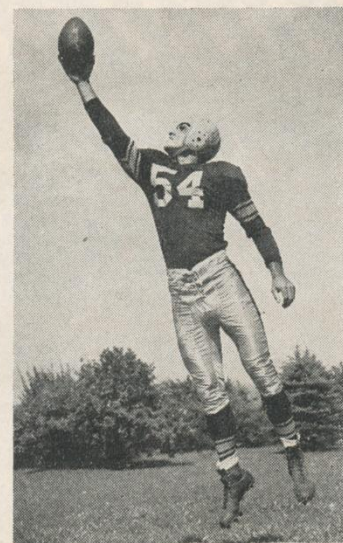
BOB DAVIS



JOHNNY CLEMENT



JOE GLAMP



VAL JANSANTE

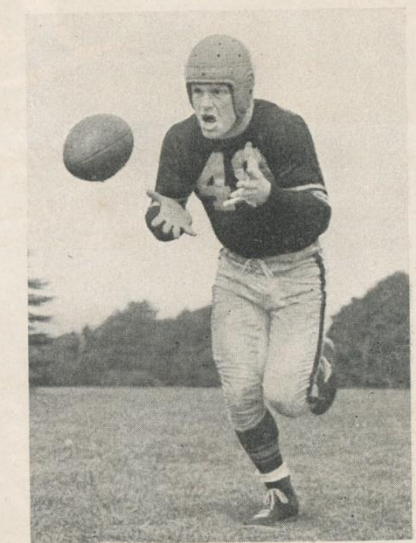
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BOB CIFERS



CHUCK MEHELICH



JERRY SHIPKEY

New York's Copacabana Girls

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It's the Great New Cigarette

Taste! Taste! Taste!

It's the Bestest-Tasting Yet

Size! Size! Size!

Why the Size is a Surprise



WETPROOF
MEANS
I CAN'T STICK
TO YOUR LIPS!



Official timing watch for the

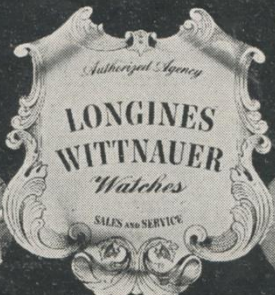
NEW YORK GIANTS VS. PITTSBURGH STEELERS GAME

Longines

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WINNER OF 10 WORLDS FAIR
GRAND PRIZES, 28 GOLD MEDALS



WINNER OF HIGHEST AWARDS AT
OBSERVATORY ACCURACY CONTESTS



SOLD BY MORE THAN 4,000 FINE JEWELERS WHO PROUDLY DISPLAY THIS EMBLEM

STEVE VAN BUREN HEADS THIS WAY

Next Sunday will find the Giants on the road, playing the Bears in Chicago. However, the following Sunday, November 7, the New York club will be back at the Polo Grounds, engaging the Philadelphia Eagles.

Meeting the Eagles will involve for the Giants the chore of stopping Steve Van Buren, one of the greatest backs in football these last few years.

Anybody who makes any pretense of following professional gridiron play knows all about Van Buren of LSU, who can move that ball with a speed and consistency which helped him set an all time league record with 1008 yards gained, and 14 touchdowns.

Last year Van Buren put on a field day against Washington, with 17 carries for 138 yards.

Last week, in a 45 to 0 triumph over the Redskins, Steve scored three touchdowns and assisted nobly in piling up 28 first downs, to match a National League record.

With the Philadelphia ensemble at the Polo Grounds also will be Cliff Patton, a great kicker, who used to be a professional baseball player and whose dad was a catcher in the Texas League.

Greasy Neale has a fine associate for Van Buren in the ball toting industry, in Bosh Pritchard, who is in his fourth season with the Eagles. Last week Bosh ran 32 yards for a touchdown. Bosh and Joe Muha were team mates at VMI.

The Eagles have that typical Neale offensive. There are forwards, there are laterals. Greasy takes advantage of every possible weapon for scoring, and his team is not adept in that alone. Its defensive qualities were stressed against the Redskins, who not only failed to score, but kept them bottled up until the last few minutes, when Washington was stopped on the 13. Previously, it had not advanced beyond Philadelphia's 46 yard mark.

Let it be noted that the week before they ran into that big surprise against the Eagles,



STEVE VAN BUREN

the Redskins held the strong Pittsburgh Steelers to a 10 to 7 score, in a fiercely fought battle.

National League history proves that competition between the Giants and the Eagles rarely is of the tender variety.

It will be recollected that in 1946, after the Eagles had taken the Polo Grounders by 24 to 14, the Giants turned around and whaled Neale's team by 45 to 17.

This season, a visit by the Giants to Philadelphia on October 10 resulted in a 45 to 0 defeat for the New York team.

Steve Owen is not one who is likely to let an affront like that go without some measure of vengeance.

POLO GROUNDS PARKING

Attention of Giant football fans is called to the new Polo Grounds parking lot, which will be in service for all Giant home games. Situated on Eighth Avenue, immediately adjacent to the Polo Grounds, this new lot provides parking accommodations for 1,500 cars at the nominal fee of 50 cents. It is operated by the management of the Polo Grounds.

**TEAM UP WITH THE WINNER!
CANADA DRY--WITH THAT
FRESHENING GINGER FLAVOR!
ASK THE BOY FOR IT!**



Let your taste be the referee... and you'll pick world-famous Canada Dry Ginger Ale... for wholesome, thirst-quenching goodness.

You can get your favorite flavor, with Canada Dry Quality, at your dealers.



CANADA DRY
WORLD FAMOUS
Beverages

NATIONAL LEAGUE OFFICIALS

CREW NO. 1

Position	Name and College	No.
Referee.....	Ronald Gibbs, St. Thomas.....	5
Umpire.....	Carl Brubaker, Ohio Wesleyan.....	14
Head linesman.....	Sam Pecoraro, Dallas.....	37
Field judge.....	Charles Sweeney, Notre Dame.....	22
Back judge.....	Claude Grigsby, Georgetown.....	46

CREW NO. 2

Referee.....	William Downs, Illinois Tech.....	3
Umpire.....	James Beiersdorfer.....	17
Head linesman.....	Dan Tehan, Xavier.....	36
Field judge.....	William McHugh, De Paul.....	28
Back judge.....	Robert Austin, St. Ambrose.....	44

CREW NO. 3

Referee.....	Emil Heintz, Pennsylvania.....	9
Umpire.....	Samuel Wilson, Lehigh.....	19
Head linesman.....	Charles Berry, Lafayette.....	31
Field judge.....	Charles Gault, Muhlenberg.....	39
Back judge.....	Eugene Miller, Penn State.....	26

CREW NO. 4

Referee.....	John Glascott, Pennsylvania.....	7
Umpire.....	Joseph Crowley, Muhlenberg.....	11
Head linesman.....	Joseph McKenny, Boston College.....	35
Field judge.....	Henry Haines, Penn State.....	21
Back judge.....	Carl Reberle, Penn State.....	8

CREW NO. 5

Referee.....	Yans Wallace.....	34
Umpire.....	Harry Robb, Penn State.....	15
Head linesman.....	James Hamer, California Teachers.....	49
Field judge.....	William Grimberg, Villanova.....	27
Back judge.....	Samuel Weiss, Duquesne.....	2

ALTERNATES

Thomas Dowd, Holy Cross (4), John Highberger, Carnegie Tech (48).

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 More than three time outs in half.....	5 yards
7 Running into kicker.....	5 yards
8 Substitute failing to report.....	5 yards
9 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 grounding of forward pass.....	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 Pass Interference by defense.....	1st down at point
20 Penalty declined	

FOR THE COMFORT OF ALL

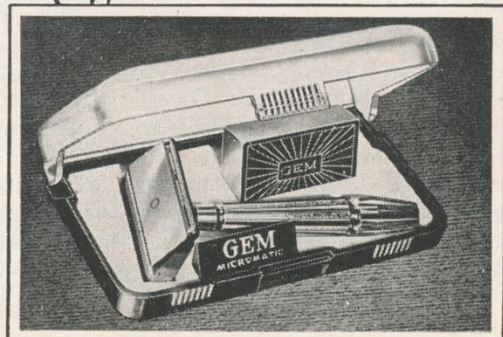
In order to insure the comfort of all our patrons attending the Giant home games, we earnestly request that all ticket holders enter their seats by way of the entrance ramp leading into THEIR OWN SECTIONS. Please avoid walking in front of other sections while going to your seats.

All entrance ramps to sections are well marked and your observation of these signs and cooperation will mean more enjoyment of the game for all of our fans.

PLEASE COOPERATE

1948 NATIONAL LEAGUE SCHEDULE AND RESULTS

SEPTEMBER 17	
31—Green Bay at Boston.....	0
SEPTEMBER 22	
7—Detroit at Los Angeles.....	44
SEPTEMBER 23	
27—NEW YORK at Boston.....	7
SEPTEMBER 24	
14—Philadelphia at Chicago Cards.....	21
SEPTEMBER 26	
45—Chicago Bears at Green Bay.....	7
14—Pittsburgh at Washington.....	17
OCTOBER 3	
14—Boston at Pittsburgh.....	24
21—Detroit at Green Bay.....	33
10—NEW YORK at Washington.....	41
28—Philadelphia at Los Angeles.....	28
OCTOBER 4	
28—Chicago Bears at Chicago Cards.....	17
OCTOBER 9	
17—Boston at Detroit.....	14
OCTOBER 10	
17—Chicago Cards vs. Green Bay at Milwaukee.....	7
21—Los Angeles at Chicago Bears.....	42
0—NEW YORK at Philadelphia.....	45
7—Washington at Pittsburgh.....	10
OCTOBER 17	
63—Chicago Cards at NEW YORK.....	35
0—Detroit at Chicago Bears.....	28
0—Los Angeles at Green Bay.....	16
45—Philadelphia at Washington.....	0
7—Pittsburgh at Boston.....	13
OCTOBER 24	
Boston at Chicago Cards.....	
Chicago Bears at Philadelphia.....	
Los Angeles at Detroit.....	
Pittsburgh at NEW YORK.....	
Washington vs. Green Bay at Milwaukee.....	
OCTOBER 31	
Boston at Washington.....	
Chicago Cards at Los Angeles.....	
Green Bay at Detroit.....	
NEW YORK at Chicago Bears.....	
Philadelphia at Pittsburgh.....	
NOVEMBER 7	
Chicago Bears at Los Angeles.....	
Detroit at Chicago Cards.....	
Green Bay at Pittsburgh.....	
Philadelphia at NEW YORK.....	
Washington at Boston.....	
NOVEMBER 14	
Boston at Philadelphia.....	
Chicago Cards at Pittsburgh.....	
Detroit at Washington.....	
Green Bay at Chicago Bears.....	
Los Angeles at NEW YORK.....	
NOVEMBER 21	
Chicago Bears at Boston.....	
Los Angeles at Chicago Cards.....	
NEW YORK vs. Green Bay at Milwaukee.....	
Pittsburgh at Detroit.....	
Washington at Philadelphia.....	
NOVEMBER 25	
Chicago Cards at Detroit.....	
NOVEMBER 28	
Boston at NEW YORK.....	
Green Bay at Los Angeles.....	
Pittsburgh at Philadelphia.....	
Washington at Chicago Bears.....	
DECEMBER 5	
Chicago Bears at Detroit.....	
Green Bay at Chicago Cards.....	
Los Angeles at Washington.....	
NEW YORK at Pittsburgh.....	
Philadelphia at Boston.....	
DECEMBER 12	
Chicago Cards at Chicago Bears.....	
Detroit at Philadelphia.....	
Pittsburgh at Los Angeles.....	
Washington at NEW YORK.....	



NEW GEM RAZOR
Twist-it opens! Twist-it closes! **\$1.95**
 ALL ONE PIECE—NOTHING TO TAKE APART



AVOID '5 O'CLOCK SHADOW' WITH **GEM**

EAGLES, BEARS LEAD NFL DIVISIONAL RACES

Philadelphia's crushing victory over Washington last Sunday moved Greasy Neale's Eagles out in front of the see-sawing National League Eastern Division race. With a 2-1-1 record, Philadelphia holds a half-game edge over the Redskins and the Steelers, each of whom have won two and lost two.

Meanwhile the unbeaten Chicago Bears, the only team on the circuit that still has a spotless slate, kept their place at the top of the Western Division by downing Detroit. It was the fourth triumph in a row for Luckman, Lujack, Lane and Co.

On a day that produced three lopsided shutouts and a 13-7 game, Polo Grounds fans were lucky in having ringside seats at the wildest-scoring battle in the NFL's 29-year history. Ninety-eight points were registered as the Giants and the Cardinals produced a total of fourteen touchdowns.

As the winner of this jamboree, Jimmy Conzelman's Cards kept hot on the heels of the Bears. Last year's champions, beaten only by their Chicago rivals in a close contest, have won three and are only a half-

game behind. Green Bay, with a 3-2 record, also remains in a contending position in the West.

The mighty Bears lead the league both in offense and defense. The George Halas blend of veteran and rookie stars has piled up 143 points as against 45 for the opposition. The Eagles rank a close second in both departments with 132 for and 49 against.

NATIONAL LEAGUE STANDINGS

EASTERN DIVISION

	W.	L.	T.	PC.	Points For	Points Agst.
Philadelphia.....	2	1	1	.667	132	49
Washington.....	2	2	0	.500	65	79
Pittsburgh.....	2	2	0	.500	55	51
Boston.....	2	3	0	.400	51	103
NEW YORK.....	1	3	0	.250	72	156

WESTERN DIVISION

Chicago Bears.....	4	0	0	1.000	143	45
Chicago Cards.....	3	1	0	.750	118	84
Green Bay.....	3	2	0	.600	94	83
Los Angeles.....	1	2	1	.333	93	93
Detroit.....	0	4	0	.000	42	122

Steelers Now A Stern Rival Of Giants

There used to be a time when a meeting between the Giants and the Steelers meant that a victory for New York could be almost automatically chalked up in advance.

Relations between the clubs were inaugurated in 1933 and it was not until 1936, in the seventh game of the series, that Pittsburgh was able to break into the winning column.

Giant domination continued with three triumphs, a narrow loss in the second meeting of 1938 and another winning streak of six straight games.

Pittsburgh's first real cause to cheer was in 1942, when the Steelers took both ends of the home-and-home series against the tattered remnants of Steve Owen's fine young 1941 squad, riddled by the more pressing demands of the military services.

During the height of the war, the Pittsburgh franchise was inoperative. When relations were resumed in 1945, with the late great Jock Sutherland directing the reorganized Steelers, the Giants learned that the old order had indeed changed.

From being an easy mark, Pittsburgh became a rival of the first rank and the post-war meetings of the teams have been distinguished by some of the fiercest competition the National League has known.

In 1945, the games were divided and, al-

though the Giants won both ends of the 1946 series, the 17-14 and 7-0 scores indicate how closely fought the battles were. Last year Pittsburgh, with the best team in its history, scored by 28-21 and 24-7.

With Johnny Michelosen carrying on in the best Sutherland tradition, the Giants are figuring on another rugged afternoon with the Steelers.

The New York-Pittsburgh series record:

1933—New York 23, Pittsburgh 2. New York 27, Pittsburgh 3.
1934—New York 14, Pittsburgh 12. New York 17, Pittsburgh 7.
1935—New York 42, Pittsburgh 7. New York 13, Pittsburgh 0.
1936—Pittsburgh 10, New York 7.
1937—New York 10, Pittsburgh 7. New York 17, Pittsburgh 0.
1938—New York 27, Pittsburgh 14. Pittsburgh 13, New York 10.
1939—New York 14, Pittsburgh 7. New York 23, Pittsburgh 7.
1940—New York 10, Pittsburgh 10 (tie). New York 23, Pittsburgh 7.
1941—New York 37, Pittsburgh 10. New York 28, Pittsburgh 7.
1942—Pittsburgh 13, New York 10. Pittsburgh 17, New York 9.
1945—New York 34, Pittsburgh 6. Pittsburgh 21, New York 7.
1946—New York 17, Pittsburgh 14. New York 7, Pittsburgh 0.
1947—Pittsburgh 38, New York 21. Pittsburgh 24, New York 7.
(Points)—New York, 448; Pittsburgh, 256.)

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4/5 QUART PINT



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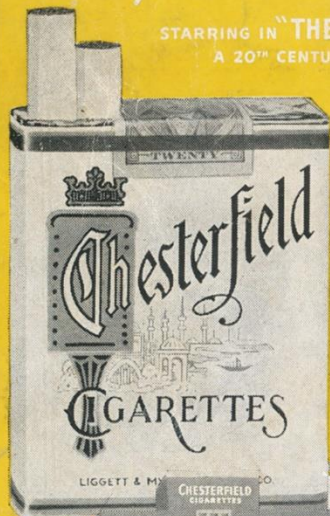
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smoke Chesterfields"

Tyrone Power

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A 20TH CENTURY-FOX PRODUCTION



AND TO KEEP PACE WITH
THE EVER-INCREASING DEMAND

Chesterfield is building another factory

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of Tobaccoland where the Chesterfield Factory
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