

25th ANNIVERSARY

NEW YORK FOOTBALL GIANTS

1925

1949



OFFICIAL PROGRAM • TWENTY-FIVE CENTS

GAME | POLO GROUNDS 157th Street and Eighth Ave., N.Y.C.

GAME

6

SUNDAY

DEC. 4

1949-2:05 p.m.

POLO GROUNDS 157th Street and Eighth Ave., N.Y.C.

SILVER ^{25th} JUBILEE ANNIVERSARY

N. Y. FOOTBALL GIANTS

VS

PHILADELPHIA EAGLES

Upper Box Seat Est. Price \$3.33 Federal Tax .67 **\$4.00**

FOOTBALL - 1949
GAME | POLO GROUNDS SUNDAY

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6

DEC. 4

1949 2:05 P.M.

UPPER BOX SEAT **\$4.00**

This ticket may not be resold or offered for resale at a premium in excess of 75 cents plus lawful taxes

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

TON KELLER

LUCKIES PAY MORE

to give you a finer cigarette!

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

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

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



COPR., THE AMERICAN TOBACCO COMPANY

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

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

The Perfect Rose to Remember
MELROSE

Symbol of Gracious Living

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

MELROSE RARE



"TREAT YOURSELF TO THE VERY BEST"



MELROSE EXPORT

EXclusive but not **EX**pensive.
The unusual dimple decanter bottle is
your guide to superb value. The quality
in the bottle is your guide to whiskey
enjoyment! For superb flavor and bouquet,
EXperts call for **EX**port!

Melrose and Company, Inc., Cedarhurst, Md.
Successors to Records and Goldsborough, Established 1885

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

Sure to be "on the ball"

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

Say Seagram's and be *Sure*



LOOKING AHEAD WITH THE GIANTS

1950 Prospects Bright as Offense Clicks

This afternoon's meeting of the Giants and the Philadelphia Eagles marks the end of the home season of the New York club's silver jubilee year.

The 1949 campaign will come to a close for the Maramen next Sunday, in Philadelphia, when they tackle the Eagles for the second time in eight days.

Looking back at this interesting campaign, from the August 4 opening of training at Saranac Lake to this very moment, Giant fans find much over which to feel happy now, and optimistic for the immediate future.

It is pleasant to look beyond the several disappointments and defeats which struck the New York club when it least expected them. It has won six, with two to go. In 1948, it won 4, in 1947, only 2.

As a club which defeated the best, but failed against also-rans, the Giants comported themselves as young football squads will.

The Giants established themselves around the National League as the team to be watched most intently for 1950.

Of course, football championship machines and gridiron heroes are not built in one year, or even two seasons.

Examination of the histories of onetime Giant champion clubs, of the Eagles, Bears and Cardinals, and analysis of the records of Sammy Baugh, Tommy Thompson, and Paul Christman impress on us the fact that success is born of hard work over a long stretch of play. There is no royal road to triumph, even on the gridiron.

At Saranac Lake, the coaching staff of the Giants, composed of Steve Owen, Red Smith, Al Sherman and Jim Lee Howell, recognized their chief problem for 1949. The club needed a new system. They lost no time in installing the T.

Charley Conerly, master passer, was elected the T quarterback, and to him went the job of calling the signals.

In college football, at Mississippi, Conerly never



CHARLEY CONERLY

played anywhere but at halfback. Never before had he called signals.

Just how brilliantly Chuckin' Charley has risen to the demands of his new job, and his fresh opportunities, all you Giant fans know. He did not let the new task retard him one bit, as he went on from the spectacular showing he had made in his freshman season of 1948.

Conerly has made himself the leading passer of the National League. He goes into today's battle with the Eagles with a record of 129 completions and 17 touchdowns.

Just how well the Giants have done with the T in its first season may be appreciated from Choo-Choo Roberts being the top scorer of the league, and Conerly's 1915 yards and 52.7 percent success rating as a pitcher.

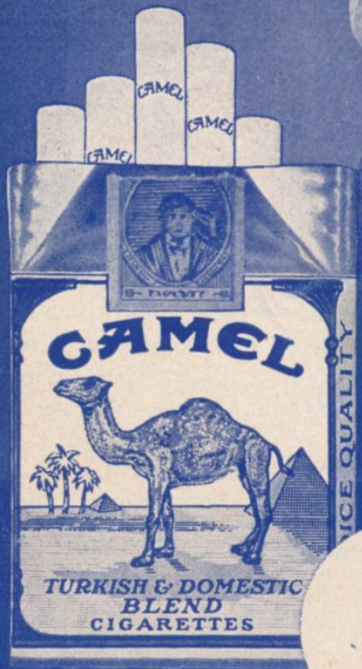
The New York club needs polishing. It will get it for 1950. This is a fine team as it stands. It is going to be a truly great one.

The management extends to all Giant patrons the season's greetings. It thanks them for their fine, unwavering support.

1920—30th Year National Football League—1949

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

*So Mild-
and they
Taste
so good!*

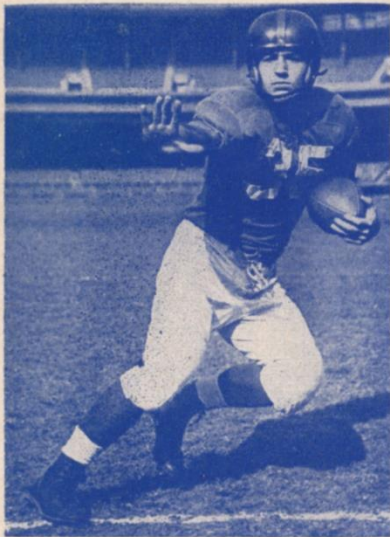


Camels

GIANT



EMLLEN TUNNELL



GENE ROBERTS



JOE SCOTT

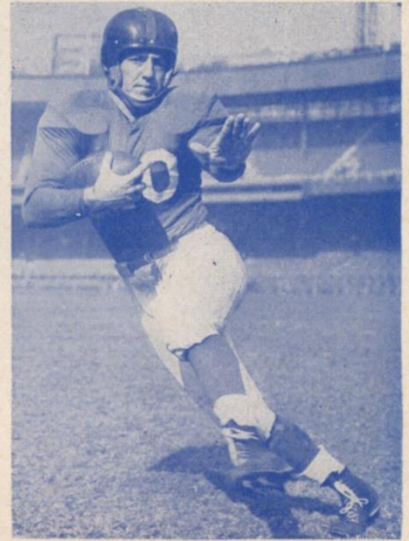


RAY MALLOUF

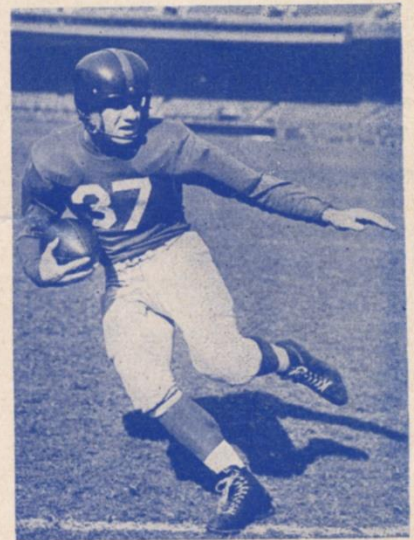


BOB GREENHALGH

BACKS



JACK SALSCHIEDER



CLETUS FISCHER



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

VACATION SETTING OF YOUR DREAMS

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

FREE GOLF!

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

FREE TENNIS

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

SWIM IN THE MAYFAIR'S PRIVATE POOL

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

FUN AFTER DARK

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

GREYHOUND RACING

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

LUXURY LIVING AT ITS FINEST

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

FOOD FOR A KING

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

ALL-YEAR RATE: \$10.00

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

AN AFTERNOON HOP BY NATIONAL AIRLINES

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

MAKE YOUR RESERVATION NOW

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

THE
NEW
YORK
Giants
Mayfair Inn
SANFORD, FLORIDA

FOLLOW THE GIANTS IN STYLE!

**Season Subscription Insures You Good Seats for 1950
Easy Deposit Plan Available to Hold Choice Locations**

It looks like a big year for the Giants in 1950, when the Maramen will be striking for gold with their finest team in years. The schedule is only tentative at this time, but we can tell you it will have games you just can't afford to miss.

Buying season tickets is the best answer to your football enjoyment for 1950. Season Subscribers receive the same choice box or reserved seats for all home games (and also have first call on tickets for exhibition or championship games).

Seats are available in all sections of the upper and lower grandstand and locations will be assigned as applications are received. So if you have your eyes on a favorite location (and you are not already a Giant Subscriber) now is the time to stake your 1950 claim.

No money has to be paid down now—but act quickly and assure yourself of the seats you want. Billing will be made by the Giant office late in the Spring with the option open to you of paying for your seats in full by the deadline date or paying a \$5.00 deposit to hold your location intact.

Reserved seats are \$3.00 each and Box seats \$4.00, including Federal taxes.

Act now to secure your Season tickets for 1950 by calling at the New York Football Giants office, 11 West 42nd Street, New York 18, N. Y. If you cannot call at the office, simply fill in the handy subscription blank below and mail to the Giant office at once.

New York Football Giants
11 West 42nd Street
New York 18, N. Y.

1950
SEASON SUBSCRIPTION
APPLICATION

I am interested in Reserved
(No. of seats) Box Seats for 1950 under the Season

Subscription plan. Please submit the best location available in the

Upper
 Lower Grandstand

Name

Street

City Zone

Please Place My Name on the Official Giant Mailing List.

AN IDEAL CHRISTMAS GIFT

AN ORDER FOR 1950 GIANT SEASON TICKETS WILL PROVE TO BE ONE OF THE MOST APPRECIATED GIFTS ON YOUR CHRISTMAS LIST. IDEAL FOR THE FAMILY OR FOR BUSINESS AND APPROPRIATELY DECORATED FOR PRESENTATION FOR XMAS.

WRITE OR DROP IN AND SEE US ABOUT THIS POPULAR GIFT FOR ALL SPORT FANS.

ESTABLISHED 1853

CORN EXCHANGE BANK TRUST COMPANY

HEAD OFFICE

William and Beaver Streets

New York

o

75 BRANCHES CONVENIENTLY LOCATED IN
GREATER NEW YORK

Member Federal Deposit Insurance Corporation



TODAY—say

Make Mine
RUPPERT

for that

**SMILE OF
PLEASURE!**



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

KICKING STAR OF THE GIANTS



Roberts Breathing on Van Buren's Neck

As this game between the Giants and the Eagles gets under way, the Giants' Choo-Choo Roberts is breathing hard on Steve Van Buren's neck. . . . Roberts tops the touchdown statistics of the National League, with 17. . . . Van Buren holds the league mark with the 18 he got in 1947. . . . Come on, you Chattanooga Choo-Choo! . . . Roberts has made himself a member of the First Five Rushers Club of the circuit, with 544 yards in 124 carries, for an average of 4.4. . . . Not even the veteran Van Buren has a better average, but the Eagle's yardage is greater. . . . He has moved 997 yards in 225 efforts. . . . Now let us take a look at the Conerly-Thompson pass situation. . . . Chuckin' Charley of the Giants leads

in completions, with 129, out of 245 pitches. . . . His average is a beautiful 52.7 percent. . . . He has thrown for 1915 yards and 17 touchdowns. . . . Thompson, 1948 league champ, has a 54.5 percent rating. . . . But he has completed 33 fewer than Conerly. . . . Tommy has thrown 176, found the target 96 times, and gained 1452 yards. He has pitched 14 touchdown passes. . . . Columbia Bill Swiacki, who grabbed nine passes last Sunday, in a splendid victory over the Redskins, now stands fifth in the catching statistics, with 41 for a total of 546 yards, and 4 touchdowns. . . . Ben Agajanian, New York kicker, stands seventh in the league scoring with 53 points, all accomplished with his toe. . . .

PHILADELPHIA EAGLES—THREE DEEP

STARTING
2:05 P

L. E. FERRANTE (83) **L. T.** SEARS (79) **L. G.** PATTON (65) **C.** LINDSKOG (52) **R. G.** KILROY (76) **R. T.** WISTERT (70) **R. E.** PIHOS (35)
 Armstrong (80) Savitsky (75) Giannelli (64) Wojciechowicz (53) Barnes (74) MacDowell (88) Humbert (81)
 Skladany (82) Magee (67) Bednarik (60) Maronic (61) Jarmoluk (78)

Q. B.
THOMPSON (11)
 Mackrides (39)

L. H. B.
VAN BUREN (15)
 Ziegler (41)
 Craft (33)
 Reagan (40)

R. H. B.
PRITCHARD (30)
 Farmer (43)
 McHugh (49)
 Scott (27)

F. B.
MUHA (36)
 Myers (32)
 Kish (44)

PHILADELPHIA EAGLES ROSTER

No.	Player	Position	Weight	Height	Age	College	Years in N.F.L.
11	Thompson, Tommy	QB	195	6:01	31	Tulsa	8
15	Van Buren, Steve	HB	200	6:00½	28	L. S. U.	6
27	Scott, Clyde	HB	175	6:00	25	Arkansas	1
30	Pritchard, Bosh	HB	163	5:11	28	V. M. I.	5
32	Myers, Jack	FB	200	6:02	24	U. C. L. A.	2
33	Craft, Russ	HB	172	5:09	28	Alabama	4
35	Pihos, Pete	E	210	6:01	25	Indiana	3
36	Muha, Joe	FB	205	6:01½	28	V. M. I.	5
39	Mackrides, Bill	QB	182	5:11½	24	Nevada	3
40	Reagan, Frank	HB	180	5:11	30	Pennsylvania	5
41	Ziegler, Frank	HB	175	5:11	25	Georgia Tech	1
43	Farmer, James	HB	190	6:00	22	Okla. A. & M.	2
44	Kish, Ben	FB	207	6:00	32	Pittsburgh	9
49	McHugh, Pat	HB	165	5:11½	29	Georgia Tech	3
52	Lindskog, Vic	C	200	6:01½	33	Stanford	6
53	Wojciechowicz, Alex	C	235	5:11½	34	Fordham	12
60	Bednarik, Charles	C	230	6:03	24	Pennsylvania	1
61	Maronic, Duke	G	215	5:09½	28	None	6
64	Giannelli, Mario	G	265	6:00	28	Boston College	2
65	Patton, Cliff	G	240	6:02	25	T. C. U.	4
67	Magee, John	G	222	5:10	26	Rice	2
70	Wistert, Al	T	218	6:01½	28	Michigan	7
74	Barnes, Walter	G	241	6:01½	31	L. S. U.	2
75	Savitsky, George	T	242	6:02	25	Pennsylvania	2
76	Kilroy, Frank	G	248	6:02	28	Temple	8
78	Jarmoluk, Mike	T	245	6:05	26	Temple	4
79	Sears, Vic	T	225	6:03½	30	Oregon State	9
80	Armstrong, Neill	E	186	6:02½	23	Okla. A. and M.	3
81	Humbert, Dick	E	186	6:01½	30	Richmond	6
82	Skladany, Leo	E	222	6:02	22	Pittsburgh	1
83	Ferrante, Jack	E	205	6:01	32	None	7
88	MacDowell, Jay	T	222	6:02½	29	Washington	4

Head Coach: Earle (Greasy) Neale
 Line Coach: John S. Kellison

End Coach: Larry Cabrelli
 Trainer: Otis Douglas

For official National League penals

Switch to **Calvert**
 ... TASTES BETTER!

NG TIME
P.M.

NEW YORK GIANTS—THREE DEEP

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

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

OFFICIALS:

Crew
Stage 18)

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

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

multy signals, see following page.





1 OFFSIDE, ENCRUCHING 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

Here's the Signal for Perfect Smoking Pleasure!

NO CIGARETTE HANGOVER

when you smoke

PHILIP MORRIS

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

© 1949 Philip Morris & Co.

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

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



PAST-PERFORMANCE CHART

Team Statistics

	Giants	Eagles
Games Played	10	10
Won	6	9
Lost	4	1
Tied	0	0
Points scored	281	323
Points yielded	257	128
First downs	156	215
First down yielded	204	127
Total yards gained	3,189	3,968
Total yards yielded	3,577	2,399
Yards gained, rushing	1,210	2,317
Yards yielded, rushing	1,374	1,013
Passes attempted	261	213
Passes completed	132	110
Yards gained, passing	1,934	1,634
Passes had intercepted	17	13
Passes attempted against	336	242
Passes completed against	173	98
Yards yielded, passing	2,185	1,384
Passes intercepted by	21	23
Fumbles	20	26
Ball lost, fumbles	9	11
Opp. fumbles recovered	17	13
Yards lost, penalties	723	654

SERIES RECORD

ALL-TIME: Giants won 19; Philadelphia won 10; 1 tied.
 (Total points: Philadelphia, 562; Giants, 429).
 Last Score: Philadelphia 35, Giants 14 (at Polo Grounds,
 Nov. 7, 1949).

Individual Statistics

RUSHING

	League Ranking	Attempts	Yards Gained	Avg.
Roberts (35), Giants	5	124	549	4.4
Scott (30), Giants	—	70	224	3.2
Greenhalgh (12), Giants	—	61	186	3.0
Van Buren (15), Eagles	1	225	997	4.4
Pritchard (30), Eagles	6	84	506	6.0
Ziegler (41), Eagles	—	58	201	3.5
Scott (27), Eagles	—	40	195	5.0

PASSING

	League Ranking	Attempts	Complete	Yards Gained	TDs
Conerly (42), Giants	1	245	129	1915	17
Thompson (11), Eagles	4	176	96	1452	14
Mackrides (39), Eagles	—	36	14	173	2

PASS-RECEIVING

	League Ranking	Caught	Yards Gained	TDs
Swiacki (81), Giants	5	41	543	4
Poole (82), Giants	—	25	277	1
Roberts (35), Giants	—	25	667	8
Pihos (35), Eagles	3	33	486	4
Ferrante (83), Eagles	—	22	373	5
Armstrong (80), Eagles	—	20	175	3

SCORING

	League Ranking	TDs	FG	PAT	Points
Roberts (35), Giants	1	17	0	0	102
Agajanian (8), Giants	7	—	6	35	53
Scott (30), Giants	—	7	0	0	42
Van Buren (15), Eagles	4	11	0	0	66
Patton (65), Eagles	5	0	7	37	58

STATISTICAL SCORE-CARD

NEW YORK GIANTS

PHILADELPHIA EAGLES

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

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

ED SULLIVAN, noted columnist and star of the television hit "Toast of the Town," says:

"I serve finer-tasting
SCHENLEY

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



Richer
Finer
SCHENLEY



FROM
SCHENLEY
THE HOUSE OF **AGED** WHISKIES

A Schenley Mark



of Merit Whisky

RARE BLENDED WHISKY 86 PROOF. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKY. 65% GRAIN NEUTRAL SPIRITS. ©1949, SCHENLEY DIST., INC., N.Y.C.

MEET THE CHAMPION EAGLES

Coaching Staff

The Eagles, under the new ownership this year of a Philadelphia syndicate headed by James P. Clark, have retained as coach the veteran **Earle (Greasy) Neale**. Long recognized as one of the gridiron's foremost technicians, Neale has been in the game forty-one years as a player and coach. He also was a big-leaguer in baseball, having played the outfield for the Reds, Giants and Phillies. This is his ninth season at the helm of the Eagles. Before coming to Philadelphia in 1941, he held coaching posts at West Virginia Wesleyan, Marietta, W. and J., Virginia and Yale. **John Kellison**, who played tackle beside Neale at West Virginia Wesleyan, is Philadelphia's line coach. **John Cabrelli**, captain of the Eagles for four years and a pro star from 1941 to 1947, has tutored the Philadelphia ends since his retirement as a player.

Style of Play

An offense-minded coach, Neale is one of the masters of the T-formation. His current Eagles, a veteran array which captured the NFL's Eastern Division title in 1947 and went on to win the league championship last year, are regarded as one of the most explosive teams in pro football history. Trademark of the Eagles is their tremendous running attack. They can pass as well as anybody, also, but prefer first to establish their supremacy on the ground, which most experts agree is the soundest policy. The ingenious Greasy also goes in heavily for defensive stratagems and does not hesitate to use 7- and 8-man lines, even against topnotch passing teams. He gambles a lot but the risks he takes are carefully calculated and, more often than not, pay off.

Prominent Backs

The Eagles have a truly remarkable collection of backs. . . . Heading the list is **Steve Van Buren (15)**, the No. 1 running back in football. In less than six years, the Bayou Basher has surpassed Clarke Hinkle's 10-year NFL record for ground-gaining. He's a lightning-fast 197-pounder with overwhelming power. . . . **Bosh Pritchard (30)**, running-mate of Van Buren, is fast as a whippet and just as agile. He's the Eagles' long-range weapon, a touchdown threat from any part of the field and a demon at returning punts. . . . **Tommy Thompson (11)**, a superb signal-caller, topped the NFL passers last year and ranks among the circuit's all-time aerial artists. . . . **Clyde Scott (27)**, runner-up in the Olympic high hurdles and a great back at Navy and Arkansas, and **Frank Ziegler (41)**, out of Georgia Tech, are rookie sensations who can step in and do practically as good a job at the halfbacks as Van Buren and Pritchard. . . . **Bill Mackrides (39)**, Thompson's relief, is good enough for the



GREASY NEALE

Eagles to have had no qualms about releasing Frank Tripucka. . . . Philadelphia's fullbacks, **Joe Muha (36)**, **Jack Myers (32)** and **Ben Kish (44)**, are used chiefly for blocking, but can run well, too, particularly Muha and Kish. The veteran Muha is a crackajack punter. . . . **Russ Craft (33)** and **Pat McHugh (49)** are ace pass defenders.

Outstanding Linemen

It has been said that Philadelphia has the best line in football and anyone who has seen those Eagle forwards block and tackle will not be seriously inclined to dispute this statement. . . . **Pete Pihos (35)** is a rarin', tearin' two-way end who supplies the Eagles with another back on offense. . . . **Neil Armstrong (80)** and **Jack Ferrante (83)** are a pair of slick pass-catchers. . . . **John Green (89)** is a marvelous defensive flankman. . . . **Whitey Wistert (70)**, the Eagle captain, **Jay MacDowell (88)**, **Vic Sears (79)** and **George Savitsky (75)**, the old Penn star, are a devastating tackle quartet. . . . **Frank Kilroy (76)**, **John Magee (67)**, and **Cliff Patton (65)** head Philadelphia's guard troupe, one of the strongest Eagle departments. . . . Patton doubles up as a place-kicking specialist who hardly ever misses. . . . The veterans, **Alex Wojciechowicz (53)**, a hatchet-man on defense, and **Vic Lindskog (52)**, a tremendous blocker, are supported at center by **Chuck Bednarik (60)**, one of the big-name college players of 1948.



Got a minute
Have a **Hires**

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

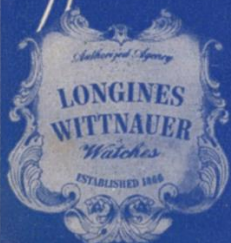
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INSIDE FOOTBALL..... WITH THE GIANTS

Scouting

By JACK LAVELLE

A football organization is an intricate machine. I doubt if the average spectator realizes how much effort goes into the preparation of a team for a game.

Certainly not the least interesting department of the setup involves scouting. Precisely how important and valuable this may be in the grand sum-up of a victory is not for me to say.

In football, scouting is a prime essential because a club must be forearmed with certain information in getting ready for an opponent.

In order to obtain this advance information on the opposition, its style and personnel, it is necessary to see it in action at least twice. Three times is even better.

The abilities of the standouts are known to everybody familiar with National League football. But the lesser-known players, cast in supporting roles, are of the utmost importance to the coach for whom you are doing the scouting.

The coach must plan against all opposition personnel, because any of them may turn the tide of the game at any time.

The scout gets certain impressions. He says to himself, "I think our B-8 formation should go well against the defensive style of our next opponent, and I will recommend it." Quite often that hunch works beautifully. Often—well, we won't go into that.

One of the jobs of the scout is to improve the quality of football competition by eliminating the old-time sparring period. Minus organized scouting,

teams used to waste a lot of time in the feeling-out process.

There is no set method, there is no standard approach, for the National League scout. Some of the "spies" make a lot of freehand notes as the game rolls along. Some never put down a word until the game is finished, and they have an over-all picture. Some get up a system of involved charts and diagrams.

Lately, some scouts have been using recording devices. Early in my scouting experience, I used a dictaphone. In playing back the cylinder, I discovered the need of an interpreter. I also found that early opinions were not trustworthy, and that later developments in the game forced sharp revision of opinions. Now I use notes which I put down after having watched several changes of possession of the ball.

What do scouts look for? This varies from game to game, and depends on whom you are about to play. If you expect a hard contest, you develop ideas for effective defense, and the solid plays that will be thrown against it.

If the approaching game figures to be comparatively easy, you concentrate on the offensive abilities of opposition personnel.

Sometimes you want a complete picture of their passing pattern, only. Or of defensive setups in their own territory. You also note how offensive and defensive strategy changes in various situations, or on different parts of the field.

Nine Club Records Set or Tied by 1949 Giants

With Gene (Choo-Choo) Roberts and Chuckin' Charley Conerly leading the way, the 1949 Giants have broken or tied nine club records. This with two more games to go!

By scoring his sixteenth and seventeenth touchdowns of the campaign last Sunday against the Redskins, Roberts ran his point total up to 102. The old Giant record, set by Ken Strong (who made a lot of his markers on place-kicks) in 1934 and tied by Bill Paschal in 1943 was 72 points.

Choo-Choo also has hung up two new Giants pass-receiving records. His 667 yards on receptions surpasses the 593 yards netted by Frank Liebel in 1945 and his 201 yards against the Bears on Oct. 23 exceeded Liebel's single-game mark of 150 yards against Detroit in 1945.

When the Chattanooga speedster chugged across the goal line three times in the Bulldog, first Redskin, Bear and Packer games, he tied the club single-game scoring record of 18 points on each occasion. Liebel, against the Eagles in 1945, and Joe Scott, against the Rams last year, previously shared the distinction of having tallied three touchdowns in one game.

His feat of snagging three Conerly passes for touchdowns against the Bears gave Roberts a share of another Giant record. Liebel pulled this stunt against the Eagles in 1945.

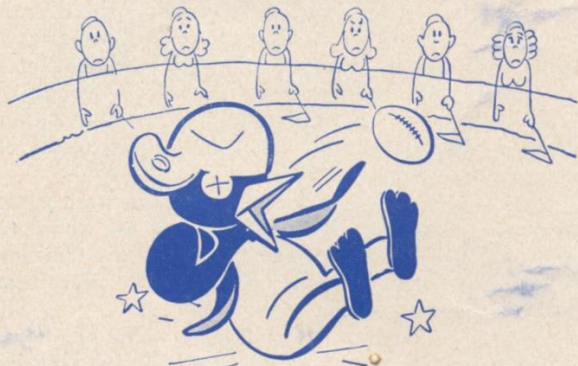
The deadly passing of Conerly has enabled him, in less than two full seasons, to surpass Ed Danowski's seven-year standard for aerial yardage. Conerly's bullet tosses have accounted for 4090 yards. Danowski threw for 3818 yards in his long stretch of service.

With a 52.7 percent efficiency mark, Conerly has moved ahead of Danowski in another passing department. Big Ed's all-time aerial average was 48.5. Chuckin' Charley also joined Danowski, Arnie Herber and Paul Governali as a record-holder by throwing four touchdown passes in a single game, turning this trick against the Bears.

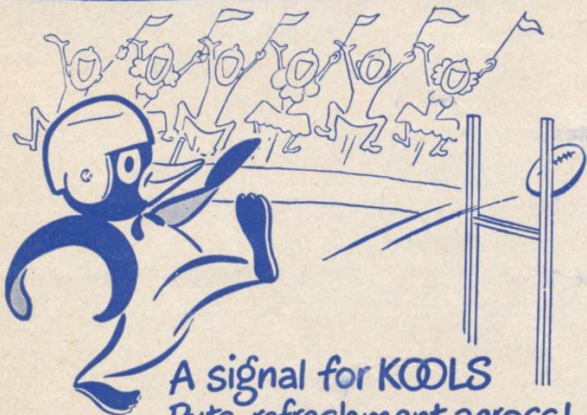
By grabbing nine passes from Conerly against the Redskins last Sunday, Columbia Bill Swiacki won himself a line in the Giant record book. His achievement tied the mark set last year against the Steelers by Ray Poole and equaled by the Mississippi wingman this season in the second tussle with the Bulldogs.



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NATIONAL LEAGUE OFFICIALS

GIBBS CREW

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

DOWNES CREW

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

HEINTZ CREW

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

WALLACE CREW

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

GLASCOTT CREW

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

ALTERNATES

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

National League Standings

EASTERN DIVISION

	W.	L.	T.	PC.	—Points—	
					For	Agst.
Philadelphia	9	1	0	.900	323	128
New York Giants	6	4	0	.600	281	257
Pittsburgh	5	4	1	.556	176	184
Washington	3	6	1	.333	211	286
New York Bulldogs	1	8	1	.111	126	313

WESTERN DIVISION

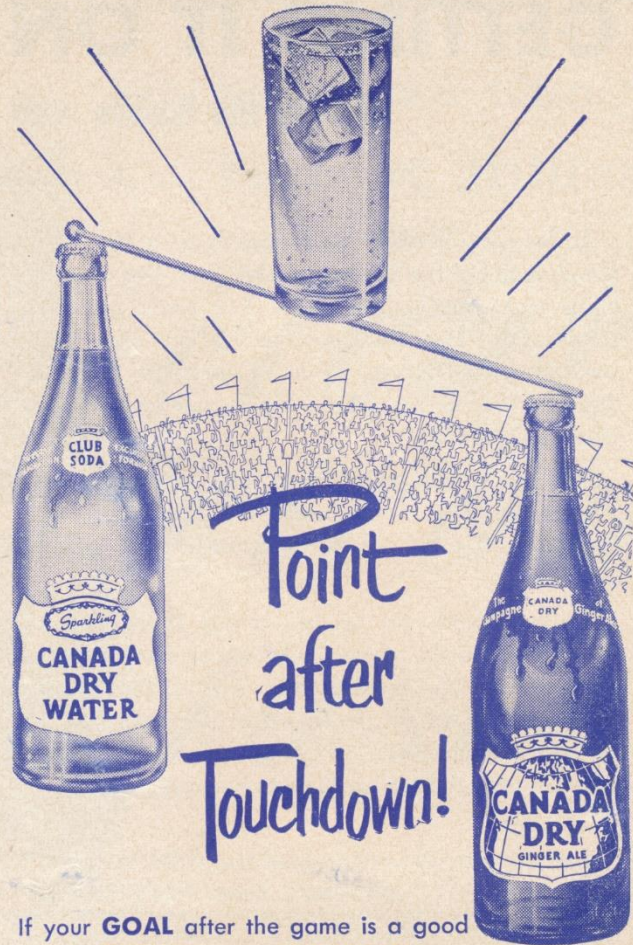
Los Angeles	7	1	2	.875	280	181
Chicago Bears	7	3	0	.700	250	176
Chicago Cardinals	5	4	1	.556	308	222
Detroit	2	8	0	.200	188	225
Green Bay	2	8	0	.200	107	278

Bulldogs vs. Steelers Here Next Sunday

The New York Bulldogs will close the National Football League's thirtieth season in New York when they oppose the Pittsburgh Steelers at the Polo Grounds next Sunday. The New York Giants will be playing the Eagles in Philadelphia on that day.

1949 NATIONAL LEAGUE SCHEDULE AND RESULTS

	SEPTEMBER 22	
7—Philadelphia at New York Bulldogs	0	
	SEPTEMBER 23	
24—Detroit at Los Angeles	27	
	SEPTEMBER 25	
7—NEW YORK GIANTS at Pittsburgh	28	
17—Chicago Bears at Green Bay	0	
	SEPTEMBER 26	
7—Washington at Chicago Cardinals	38	
	SEPTEMBER 30	
38—NEW YORK GIANTS at New York Bulldogs	14	
	OCTOBER 2	
17—Chicago Bears at Chicago Cardinals	7	
48—Los Angeles at Green Bay	7	
	OCTOBER 3	
27—Washington at Pittsburgh	14	
22—Philadelphia at Detroit	14	
	OCTOBER 7	
19—Green Bay at New York Bulldogs	0	
	OCTOBER 8	
3—Chicago Cardinals at Philadelphia	28	
7—Detroit at Pittsburgh	14	
	OCTOBER 9	
45—NEW YORK GIANTS at Washington	35	
31—Los Angeles at Chicago Bears	16	
	OCTOBER 16	
21—Pittsburgh at NEW YORK GIANTS	17	
14—New York Bulldogs at Washington	38	
21—Philadelphia at Chicago Bears	38	
21—Los Angeles at Detroit	10	
39—Chicago Cardinals vs. Green Bay at Milwaukee	17	
	OCTOBER 23	
28—Chicago Bears at NEW YORK GIANTS	35	
13—New York Bulldogs at Pittsburgh	24	
14—Washington at Philadelphia	49	
24—Detroit at Chicago Cardinals	7	
7—Green Bay at Los Angeles	35	
	OCTOBER 30	
41—NEW YORK GIANTS at Chicago Cardinals	38	
14—Washington at New York Bulldogs	14	
38—Philadelphia at Pittsburgh	7	
24—Chicago Bears at Los Angeles	27	
14—Detroit vs. Green Bay at Milwaukee	16	
	NOVEMBER 6	
31—New York Bulldogs at NEW YORK GIANTS	24	
14—Pittsburgh at Washington	27	
14—Los Angeles at Philadelphia	38	
42—Chicago Cardinals at Detroit	19	
3—Green Bay at Chicago Bears	24	
	NOVEMBER 13	
30—NEW YORK GIANTS at Green Bay	10	
65—Chicago Cardinals at New York Bulldogs	20	
7—Los Angeles at Pittsburgh	7	
44—Philadelphia at Washington	21	
24—Detroit at Chicago Bears	27	
	NOVEMBER 20	
45—Detroit at NEW YORK GIANTS	21	
0—New York Bulldogs at Philadelphia	42	
31—Chicago Bears at Washington	21	
28—Los Angeles at Chicago Cardinals	28	
30—Pittsburgh vs Green Bay at Milwaukee	7	
	NOVEMBER 24	
28—Chicago Bears at Detroit	7	
	NOVEMBER 27	
7—Washington at NEW YORK GIANTS	23	
20—New York Bulldogs at Los Angeles	42	
17—Pittsburgh at Philadelphia	34	
21—Green Bay at Chicago Cardinals	41	
	DECEMBER 4	
Philadelphia at NEW YORK GIANTS		
New York Bulldogs at Detroit		
Green Bay at Washington		
Pittsburgh at Chicago Bears		
Chicago Cardinals at Los Angeles		
	DECEMBER 11	
NEW YORK GIANTS at Philadelphia		
Pittsburgh at New York Bulldogs		
Washington at Los Angeles		
Green Bay at Detroit		
Chicago Cardinals at Chicago Bears		



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—a finer cola



CANADA DRY HI-SPOT

—a delicious lemon soda

Don't let a **SUBSTITUTE** carry your high-BALL!

GETTING IT ON THE AIR

Behind the Scenes with the Giant Broadcasters

By HAROLD HOLTZ

If, for some reason, you cannot come to the Polo Grounds to see the football Giants play, you stay at home and listen to the radio. You settle yourself comfortably, turn the knob, and pretty soon you hear Marty Glickman shout, "Conerly is fading! Back he goes to the thirty. He throws to Swiacki. It's a touchdown!"

You smile with satisfaction, and settle back to listen to the rest of the battle. It's an entertaining experience, but, of course, no substitute for actual attendance.

In any event, the listener at the radio gets a dramatic, accurate, pulse-quickenning account of what is going on in the game. And he gives no thought to what goes on behind the scenes in the radio booth, he has no conception of the intensive preparation which is essential for intelligent reporting of football on the air.

Last August, when the Giants trained at Saranac, I spent two weeks with them making myself familiar with personnel, especially the new men.

It was a matter of getting a line not only on personnel, but on Steve Owen's new system of play. He was switching from his old A formation to the T.

This entailed not only observation on the field, but attendance at coaches' meetings. I listened avidly to Steve's analysis of his new plays, to his develop-

ment of a style of football the Polo Grounds never before had offered.

During the week before a game, it is necessary to talk with representatives of the team which is about to engage the Giants.

Information such as regular lineups, offensive and defensive platoons, personal material, offensive and defensive alignments, and dope on specialties must be collated.

In addition, the man who assists the play-by-play broadcaster must familiarize himself with the team standings, points scored by and against, individual statistics.

Arrangements must be made for the presentation of guest broadcasters between halves. These must be men who can offer something of interest. Old players, scouts, football personalities all fit into this category.

During the broadcast at the Polo Grounds, a lot goes on in the radio booth on the south side of the field, near the scoreboard.

Glickman sits in the center. On his left is the regular spotter who manipulates the pins on the board which shows the offensive and defensive set-ups for the visitors. He also keeps the lineup right up to the second, and that is no mean trick in these days of free and frequent substitution.

The spotter must indicate, by signal, the identity of the carrier, kicker, passer and receiver or intended catcher, and the tackler.

To Glickman's right is the home spotter, and the Giant board. Handling this is comparatively easy, as the man in charge knows the players without consulting the board.

There also is the matter of knowing the rules, and being familiar with the signals of the officials which identify the various fouls and penalties.

In addition to all this, there are statistics to be kept up to the minute, and there are commercial announcements.

It all adds up to a big afternoon for the men in the radio booth, and for your enjoyment if you must be content with the broadcast.

Program Suggestions

Several new features, including the "Inside Football" series and the "Past-Performance Chart," were introduced in the Giant program this year. The Giant management is interested in getting your reactions to these innovations and also would be pleased to receive from Giant fans ideas and suggestions as to the type of material that would serve to make this program more attractive in the future.

Please address your comments to:

**PROGRAM DIRECTOR,
New York Football Giants,
11 West 42nd Street,
New York 18, N.Y.**

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PUSH-PAK
\$1.49 VALUE
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A FRESH BLADE IN A **FLASH!** A CLEAN SHAVE IN A **FLASH!**

"Smoke MY cigarette...
Milder Chesterfield"

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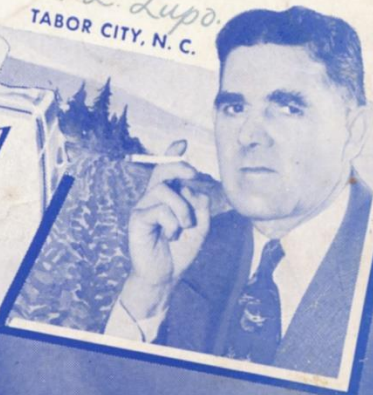
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