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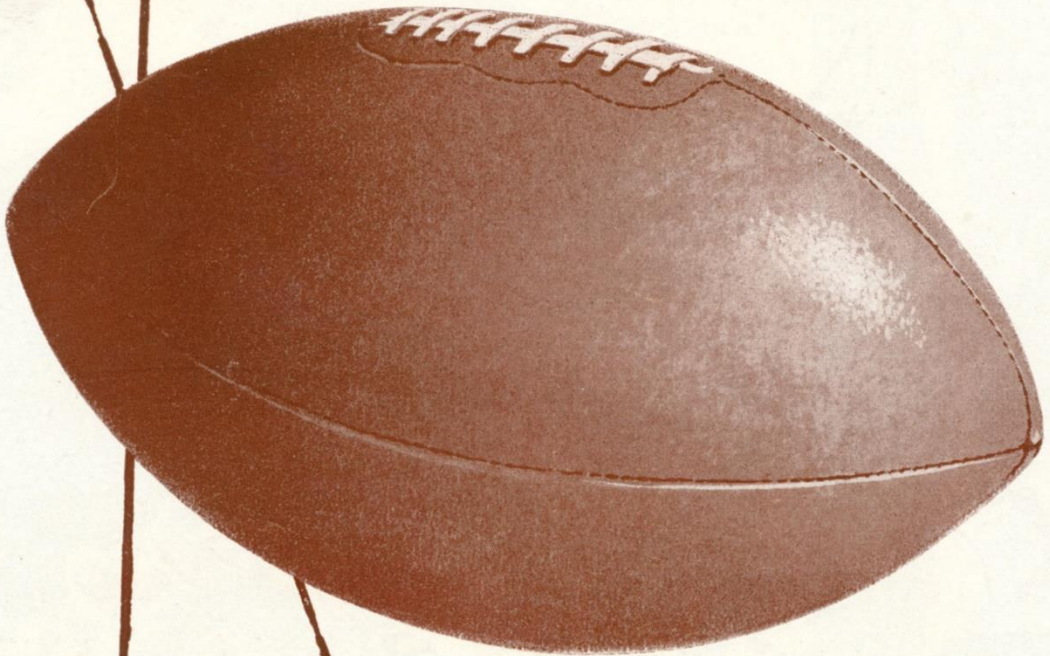
**BROWNS**

vs.

NEW YORK

**GIANTS**

October 31, 1954



THE **Press**



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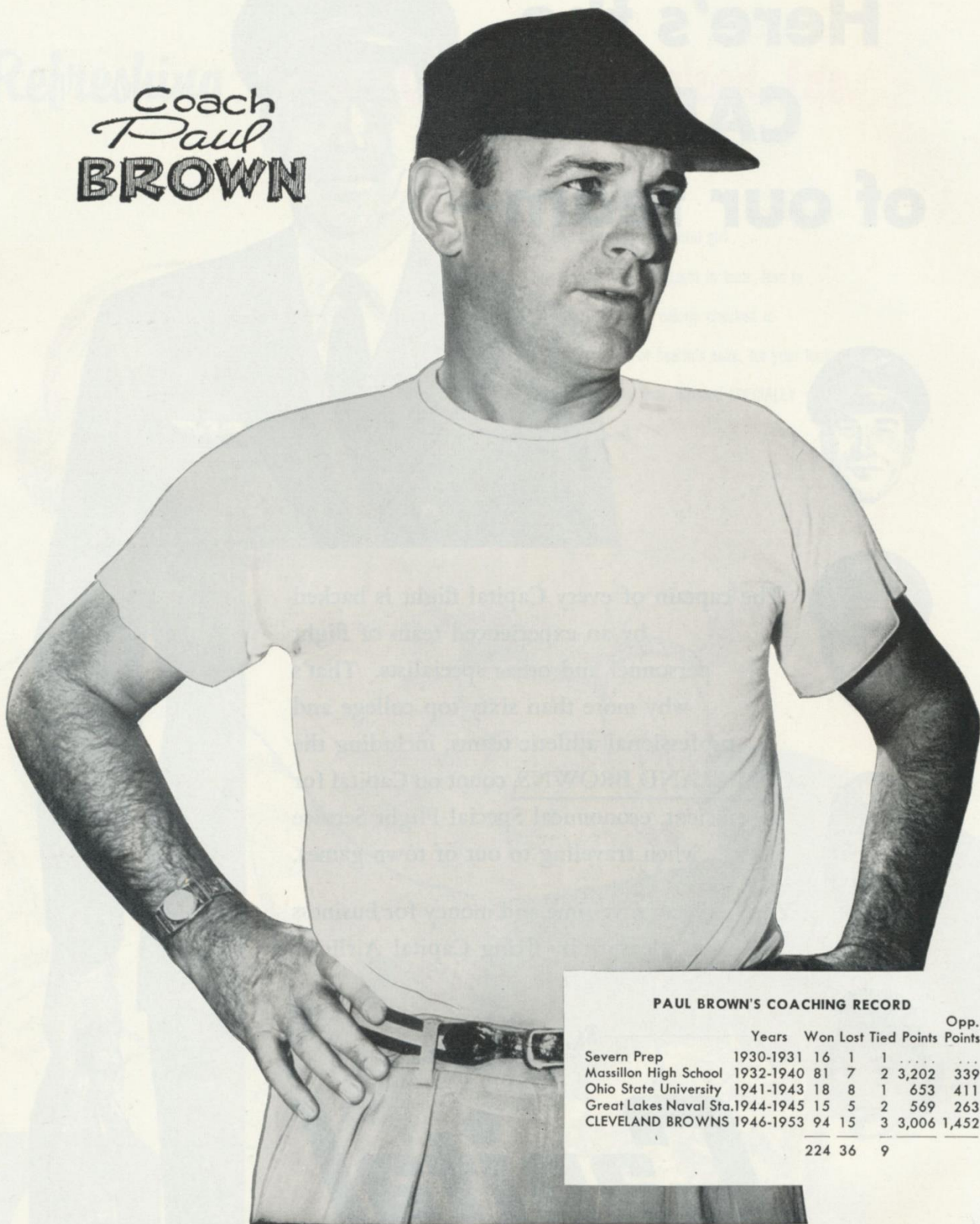


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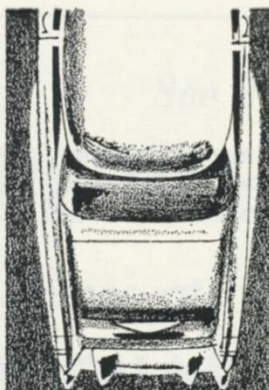


## PAUL BROWN'S COACHING RECORD

	Years	Won	Lost	Tied	Points	Opp. Points
Severn Prep	1930-1931	16	1	1	.....	....
Massillon High School	1932-1940	81	7	2	3,202	339
Ohio State University	1941-1943	18	8	1	653	411
Great Lakes Naval Sta.	1944-1945	15	5	2	569	263
CLEVELAND BROWNS	1946-1953	94	15	3	3,006	1,452
		224	36	9		



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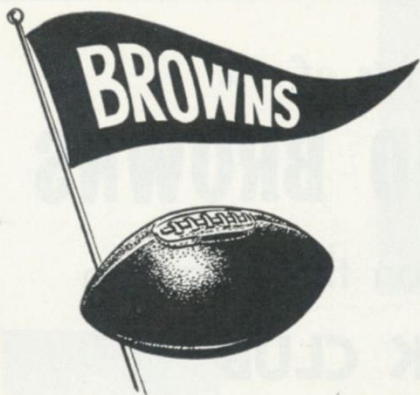
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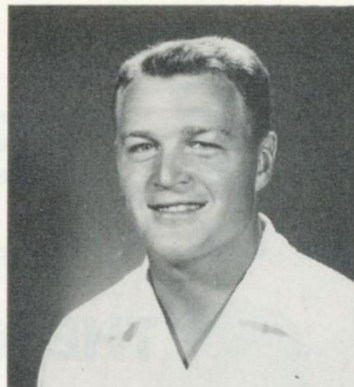
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CHARLES NOLL—Guard

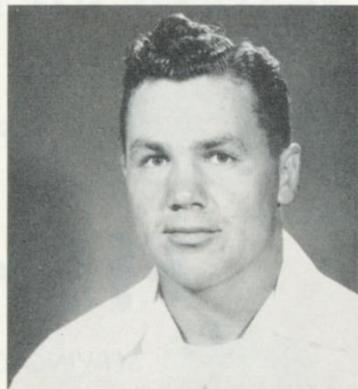


OTTO GRAHAM—Quarterback



JOHN SANDUSKY—Tackle

WALT MICHAELS—Fullback



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*My Life in Sport*

By **GRANTLAND RICE**

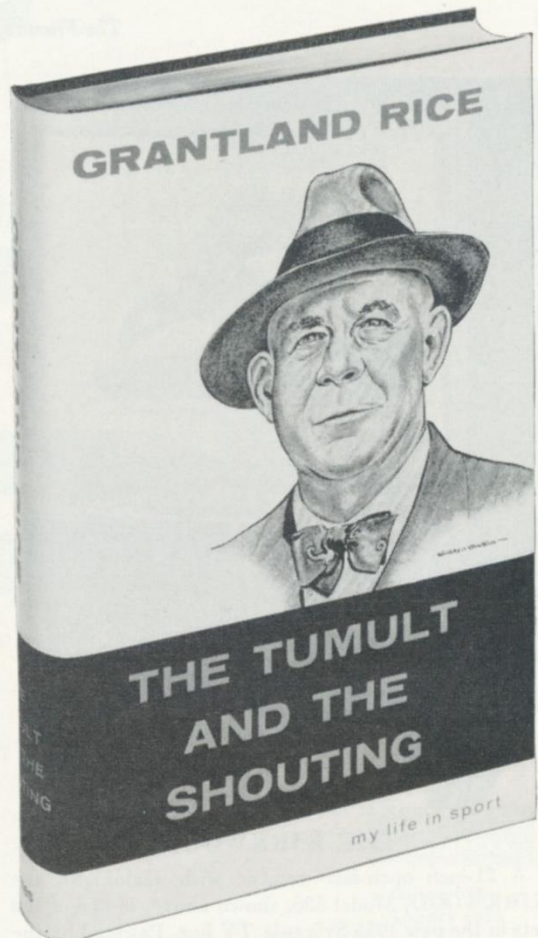
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# When The BROWNS Have The Ball

## BROWNS' OFFENSIVE DEPTH

Bassett (30)  
Morrison (32)

### FULLBACKS

Reynolds (46)  
Jones (40)

### RIGHT HALFBACKS

Renfro (26)  
Hanulak (44)

### LEFT HALFBACKS

Graham (14)  
Rafterman (16)

### QUARTERBACKS

Lavelli (86)  
Gillom (84)

Sandusky (78)  
McCormack (74)

Noll (65)  
Bradley (60)

Gatski (22)  
Catlin (50)

Gibron (64)  
Forester (62)

Groza (76)  
King (79)

Brewster (88)  
Massey (82)

### RIGHT ENDS

### RIGHT TACKLES

### RIGHT GUARDS

### CENTERS

### LEFT GUARDS

### LEFT TACKLES

### LEFT ENDS

### LEFT ENDS

Knight (34)  
Poole (78)

### LEFT TACKLES

Krouse (70)  
Shipp (74)

### MIDDLE GUARDS

Albright (75)  
Carroccio (65)

### RIGHT TACKLES

Collins (71)  
Shipp (74)

### RIGHT ENDS

Livingston (89)  
Knight (34)

### LINEBACKERS

Svoboda (30)  
Wietecha (55)

### LINEBACKERS

Cannady (52)  
Wietecha (55)

### LEFT HALFBACKS

Landry (49)  
Berry (24)

### RIGHT HALFBACKS

Nolan (25)  
Landry (49)

### LEFT SAFETIES

Tunnell (45)  
Landry (49)

### RIGHT SAFETIES

Rich (27)  
Landry (49)

## GIANTS' DEFENSIVE DEPTH

When the Giants have the ball, turn to page 28

### OFFICIALS FOR TODAY'S GIANTS-BROWNS GAME

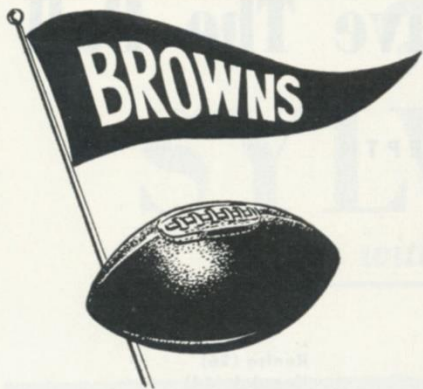
Referee—Ronald Gibbs (5) St. Thomas  
Umpire—James Beiersdorfer (17)

Headlinesman—Dan Tehan (26) Xavier  
Back Judge—James Crowe (50) Indiana

Field Judge—William F. McHugh (28) De Paul

The Official Watch for Timing Today's Game is Longines . . . "The World's Most Honored Watch."





DUB JONES—Halfback



MIKE McCORMACK—Tackle



CARLTON MASSEY—End



DON COLO—Tackle (Captain)



TONY ADAMLE—Fullback







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NEW COACH...

NEW STYLE...

NEW YORK

by Chuck Heaton, Cleveland Plain Dealer

Since the Cleveland Browns entered National Football League competition five years ago, they have found the New York Giants one of their most stubborn foes.

It was Steve Owen's team which handed Cleveland its first defeat in the initial season of 1950 and the Giants dished out another in the second meeting that fall. It wasn't until the playoff game for the Eastern Division title that the Browns finally came through with an 8-3 victory.

Now New York, which has a 4-4 record with Cleveland over regular season games for the past four years, comes into the stadium with a new coach, a new offense and somewhat changed personnel but still the same in the ruggedness department.

Jim Lee Howell, first new boss of the Giants since 1931, is no stranger to grid followers of the team from the Polo Grounds having been an outstanding end for the Giants before serving three years as assistant coach.

New York clubs of the past were more noted for stubborn defensive play than touchdown tendencies but Howell, product of the Southwestern Conference "aerial circus" days, already has made many changes.

"Where I come from we like to throw the ball around," Howell told reporters after his appointment last year. "We want to get the touchdowns."

To further step up the Giants' point production, Jim Lee got himself an attack-minded assistant in Vince Lombardi who gained renown as one of Fordham University's "Seven Blocks of Granite."

"He's on the style I like—daring," Howell explained in naming the former top assistant at Army as his first aide.

The pair have added some Split-T as adapted to professional football and have made some revolutionary changes in signal calling and blocking.

Howell has one of the most diversified backgrounds of any coach in professional football. In college he was both a basketball and football star and campus leader as well. Later he served as a state senator in

his native Arkansas and as a Marine company commander and was branching out as a farming and ranching baron when the Giants called him back to football.

The 40-year-old coach played his collegiate football at Arkansas in the years when Sammy Baugh and Co. were putting the pass into the pigskin and the liking for the wide open style attack never left him. Standing six-four since his high school days, Howell has moved from "lanky" to "big" over the years, going from 167 pounds as a college freshman to his present 240.

In college, Jim was just as prominent in basketball as in football and developed superb coordination while practicing the cage sport, a talent which was to serve him so well as a pass receiver. The 1936 Razorbacks, captained by Howell, went to the Olympic finals before losing to an industrial team.

His collegiate football companions included such famed receivers as Jim Benton and Ray Hamilton and those fine pitchers of the pigskin—Dwight Sloan and Jack Robbins. Benton will be recalled by Cleveland fans for his pass receiving with the Cleveland Rams.

Along with a bumper crop of rookies, Howell came to the Giants in 1937. The following year that team won the championship in a 23-17 thriller with Green Bay and Howell had one of his brightest afternoons.

After his Pacific service, Howell came back to New York for three more seasons as a player and in 1949 was named end coach. That fall he also tutored the Wagner College squad on Staten Island to a 7-1 record, best in that small school's history.

Before the return to the Giants as head coach, Jim spent two years as a rice farmer and cattle raiser back in Arkansas. However, he is a full time football coach now with a home only a short drive from the Polo Grounds.

As the athletes and the politicians back in Arkansas and the Japs from Saipan to Okinawa found out previously, Howell is a worthy antagonist. National League coaches are in the process of making that discovery.



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## BROWN PACE SETTERS

		STANDING IN LEAGUE	1954 RECORD
Ground Gaining	Bassett	12th	183 Yds. gained
Passing	Graham	2nd	876 Yds. gained
Pass Receiving	Lavelli	5th	356 Yds. gained
Scoring	Lavelli	11th	24 Total points
Punting	Gillom	5th	44.3 Av. distance
Punt Returns	Reynolds	15th	4.5 Av. distance
Kickoff Returns	Reynolds	4th	29.3 Av. distance

*a treat worth  
repeating*

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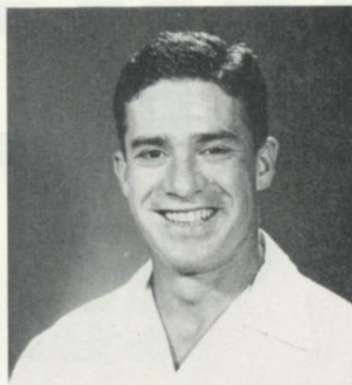
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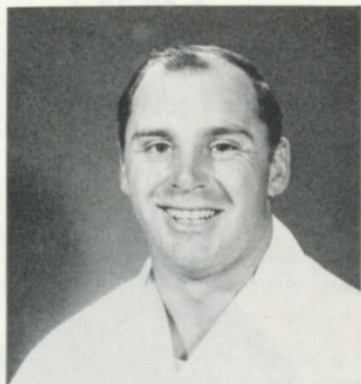




WARREN LAHR—Halfback



DARRELL BREWSTER—End



FRANK GATSKI—Center

DON KING—Tackle



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**good luck to the Cleveland Browns**

from

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# • 1954 NATIONAL FOOTBALL LEAGUE SCHEDULE •

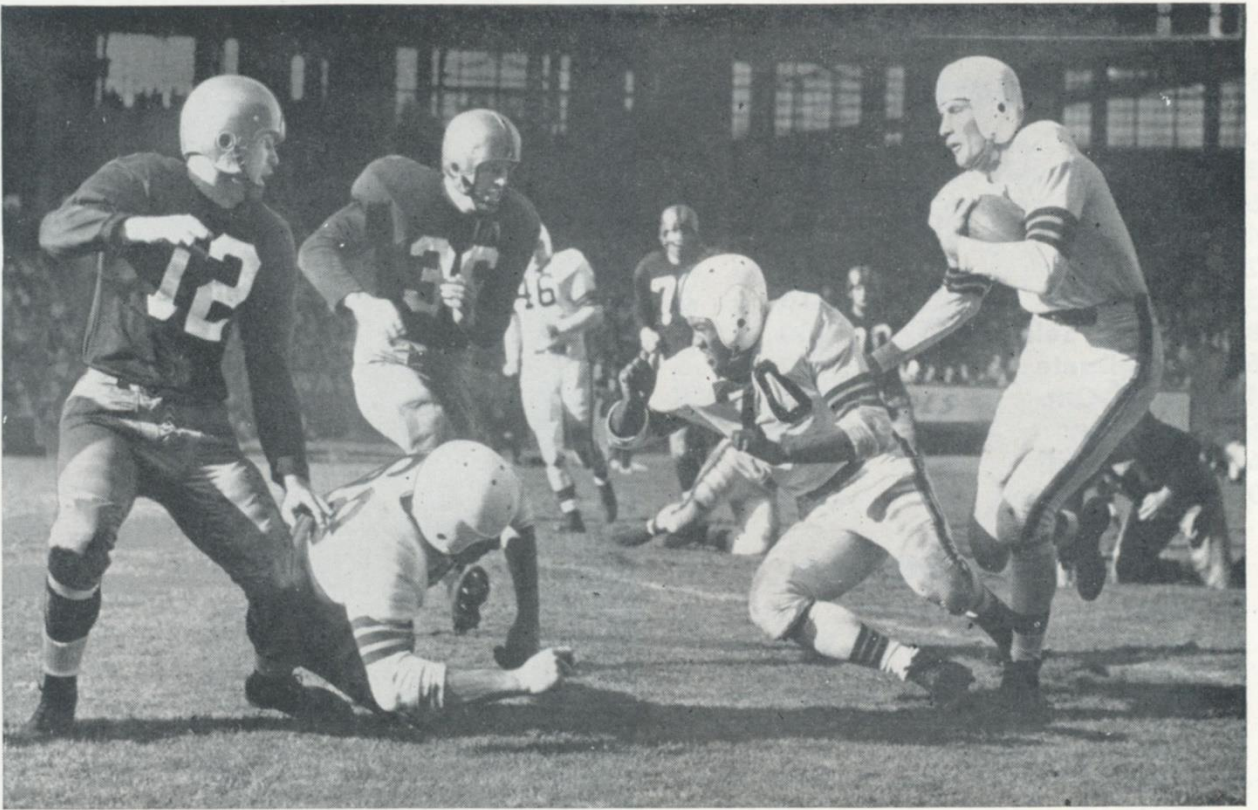
Sept. 26	Chi. Bears	23	at Detroit	48	7	Los Angeles	--	at San Francisco	--
26	Cleveland	10	at Philadelphia	28	7	New York	--	at Pittsburgh	--
26	Los Angeles	48	at Baltimore	0	7	Washington	--	at Cleveland	--
26	New York	41	at Chi. Cardinals	10	*13	Baltimore	--	vs. Green Bay	--
26	Pittsburgh	21	at Green Bay	20				at Milwaukee	--
26	Washington	7	at San Francisco	41	14	Chi. Cardinals	--	at Los Angeles	--
Oct. *2	New York	14	at Baltimore	20	14	Cleveland	--	at Chi. Bears	--
*2	Washington	7	at Pittsburgh	37	14	Philadelphia	--	at New York	--
*3	Chi. Bears	10	at Green Bay	3	14	Pittsburgh	--	at Washington	--
3	Philadelphia	35	at Chi. Cardinals	16	14	San Francisco	--	at Detroit	--
3	San Francisco	24	at Los Angeles	24	*20	San Francisco	--	at Pittsburgh	--
*9	Pittsburgh	22	at Philadelphia	24	21	Chi. Bears	--	at Baltimore	--
10	Baltimore	9	at Chi. Bears	28	21	Detroit	--	at Green Bay	--
10	Chi Cardinals	7	at Cleveland	31	21	Los Angeles	--	at New York	--
10	Los Angeles	3	at Detroit	21	21	Philadelphia	--	at Cleveland	--
10	New York	51	at Washington	21	21	Washington	--	at Chi. Cardinals	--
10	San Francisco	23	vs. Green Bay		**25	Green Bay	--	at Detroit	--
			at Milwaukee	17	28	Chi. Cardinals	--	at Pittsburgh	--
*16	Baltimore	0	at Detroit	35	28	Cleveland	--	at New York	--
17	Chi. Cardinals	17	at New York	31	28	Los Angeles	--	at Chi. Bears	--
17	Cleveland	21	at Pittsburgh	55	28	San Francisco	--	at Baltimore	--
17	Los Angeles	17	vs. Green Bay		28	Washington	--	at Philadelphia	--
			at Milwaukee	35	Dec. *4	Baltimore	--	at Los Angeles	--
17	Philadelphia	49	at Washington	21	5	Chi. Bears	--	at Chi. Cardinals	--
17	San Francisco	31	at Chi. Bears	24	5	Cleveland	--	at Washington	--
*23	Philadelphia	7	at Pittsburgh	17	5	Green Bay	--	at San Francisco	--
24	Chi. Bears	38	at Los Angeles	42	5	Philadelphia	--	at Detroit	--
24	Cleveland	35	at Chi. Cardinals	3	5	Pittsburgh	--	at New York	--
24	Detroit	31	at San Francisco	37	*11	Baltimore	--	at San Francisco	--
24	Green Bay	7	at Baltimore	6	12	Chi. Cardinals	--	at Washington	--
24	Washington	7	at New York	24	12	Detroit	--	at Chi. Bears	--
*30	Green Bay	--	at Philadelphia	--	12	Green Bay	--	at Los Angeles	--
31	Baltimore	--	at Washington	--	12	New York	--	at Philadelphia	--
31	Chi. Bears	--	at San Francisco	--	12	Pittsburgh	--	at Cleveland	--
31	Detroit	--	at Los Angeles	--	19	Detroit	--	at Cleveland	--
31	New York	--	at Cleveland	--					
31	Pittsburgh	--	at Chi. Cardinals	--	Dec. 26	World's Championship Playoff Game in home city of Eastern Conference Champion.			
Nov. *6	Detroit	--	at Baltimore	--		*Indicates Night Games			
7	Chi. Cardinals	--	at Philadelphia	--		**Thanksgiving Day Game			
7	Green Bay	--	at Chi. Bears	--					

*Best of Luck*

**TO THE BROWNS  
IN THE 1954  
SEASON**

**WALTER D. DAVIS**





Dub Jones, Cleveland Browns' halfback, follows his interference around left end to gain yardage in a Cleveland Browns-Washington Redskins game at Cleveland Stadium.

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# Cleveland BROWNS

## Probable Starting Lineup

No.	Name	Height	Weight	Pos.
88	Brewster, Darrell	6'4"	210	E
76	Groza, Lou	6'3"	235	T
64	Gibron, Abe	5'11"	240	G
52	Gatski, Frank	6'3"	240	C
65	Noll, Charles	6'1"	210	G
78	Sandusky, John	6'1"	250	T
86	Lavelli, Dante	6'	190	E
14	Graham, Otto	6'	205	QB
26	Renfro, Ray	6'1"	190	HB
46	Reynolds, Bill	5'10"	190	HB
30	Bassett, Maurice	6'1"	230	FB

## BROWNS SQUAD

No.	Name	Height	Weight	Pos.	School
14	Graham, Otto	6'	205	QB	Northwestern
15	Gorgal, Ken	6'2"	200	QB	Purdue
16	Ratterman, George	6'1"	185	QB	Notre Dame
20	Paul, Don	6'	190	HB	Washington State
22	Konz, Ken	5'10"	180	HB	L. S. U.
24	Lahr, Warren	5'11"	190	HB	Western Reserve
26	Renfro, Ray	6'1"	190	HB	N. Texas State
30	Bassett, Maurice	6'1"	230	FB	Langston
32	Morrison, Fred	6'1"	215	FB	Ohio State
34	Michaels, Walter	6'	225	FB	Washington & Lee
40	Jones, Dub	6'4"	200	HB	Tulane
42	James, Tom	5'10"	185	HB	Ohio State
44	Hanulak, Chester	5'10"	180	HB	Maryland
46	Reynolds, Bill	5'10"	190	HB	Pittsburgh
50	Catlin, Tom	6'1"	210	C	Oklahoma
52	Gatski, Frank	6'3"	240	C	Marshall
54	Adamle, Tony	6'	215	C	Ohio State
60	Bradley, Harold	6'2½"	230	G	Iowa
62	Forester, Herschel	6'	230	G	S. M. U.
64	Gibron, Abe	5'11"	240	G	Purdue
65	Noll, Charles	6'1"	210	G	Dayton
70	Colo, Don	6'3"	260	T	Brown
72	Kissell, John	6'3"	238	T	Boston College
74	McCormack, Mike	6'4"	248	T	Kansas
76	Groza, Lou	6'3"	235	T	Ohio State
78	Sandusky, John	6'1"	250	T	Villanova
79	King, Don	6'3"	259	T	Kentucky
80	Ford, Len	6'4"	250	E	Michigan
82	Massey, Carlton	6'2"	215	E	Texas
83	Atkins, Doug	6'8"	250	E	Tennessee
84	Gillom, Horace	6'1"	225	E	Nevada
86	Lavelli, Dante	6'	190	E	Ohio State
88	Brewster, Darrell	6'4"	210	E	Purdue

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## New York GIANTS

### Probable Starting Lineup

No.	Name	Height	Weight	Pos.
85	Schnelker, Bob	6'4"	215	E
79	Brown, Roosevelt	6'3"	245	T
60	Austin, Bill	6'1"	225	G
55	Wietecha, Ray	6'1"	225	C
67	Kennard, George	6'	215	G
72	Yelvington, Dick	6'2"	230	T
80	MacAfee, Ken	6'2"	205	E
42	Conerly, Charlie	6'1"	185	QB
16	Gifford, Frank	6'1"	195	HB
44	Rote, Kyle	6'	195	HB
31	Price, Eddie	5'11"	190	FB

### GIANTS SQUAD

No.	Name	Height	Weight	Pos.	School
8	Agajanian, Ben	6'	215	E	New Mexico
12	Clatterbuck, Bobby	6'3"	195	QB	Houston
16	Gifford, Frank	6'1"	195	HB	U. S. C.
20	Johnson, Herb	5'10"	172	HB	Army
22	Long, Buford	6'1"	195	HB	Florida
24	Berry, Wayne	6'	175	HB	Washington State
25	Nolan, Dick	6'1"	185	HB	Maryland
27	Rich, Herb	5'11"	180	HB	Vanderbilt
30	Svoboda, Bill	6'	210	FB	Tulane
31	Price, Eddie	5'11"	190	FB	Tulane
34	Knight, Pat	6'2"	200	FB	S. M. U.
35	Epps, Bobby	5'8"	195	FB	Pittsburgh
42	Conerly, Charlie	6'1"	185	QB	Mississippi
44	Rote, Kyle	6'	195	HB	S. M. U.
45	Tunnell, Em	6'1"	183	HB	Iowa
49	Landry, Tom	6'1"	195	HB	Texas
52	Cannady, John	6'2"	240	C	Indiana
53	Rapacz, John	6'4"	260	C	Oklahoma
55	Wietecha, Ray	6'1"	225	C	Northwestern
60	Austin, Bill	6'1"	225	G	Oregon State
65	Carroccio, Russ	6'1"	235	G	Virginia
67	Kennard, George	6'	215	G	Kansas
70	Krouse, Ray	6'3"	260	T	Maryland
71	Collins, Ray	5'11"	230	T	L. S. U.
72	Yelvington, Dick	6'2"	230	T	Georgia
74	Shipp, Billy	6'5"	275	T	Alabama
75	Albright, Bill	6'1"	240	G	Wisconsin
78	Poole, Barney	6'3"	240	E	Mississippi
79	Brown, Roosevelt	6'3"	245	T	Morgan State
80	MacAfee, Ken	6'2"	205	E	Alabama
85	Schnelker, Bob	6'4"	215	E	Bowling Green
88	Wilkins, Dick	6'2"	195	E	Oregon
89	Livingston, Cliff	6'3"	205	E	U. C. L. A.

## CHESTERFIELD

**LARGEST SELLING CIGARETTE  
IN AMERICA'S COLLEGES**

...THEY SATISFY MILLIONS!





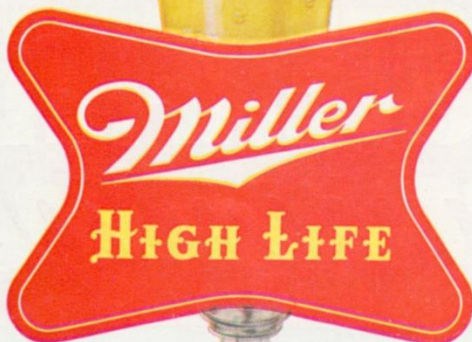
*Luchner*

*After all...*

## It's the Champagne of Bottle Beer

All through the day you've trudged the dusty fields in search of the wily pheasant. And now . . . you've bagged your limit . . . your faithful pointer has settled down for a well-deserved rest . . . and you add the fitting, final touch to your day of hunting . . . a welcome, thirst-quenching bottle of refreshing MILLER HIGH LIFE!

This is living . . . for *after all*, MILLER HIGH LIFE is the *Champagne of Bottle Beer*!



THE NATIONAL CHAMPION OF QUALITY

SINCE 1855

© Miller Brewing Company  
Milwaukee, Wisconsin





For the second time in two years the Browns welcome the 73 piece marching band of Canton South High School. Under the direction of Mr.

Edgar Heist, Canton South boasts a fine musical aggregation and seven talented baton twirlers. Head majorette is Kathleen Pollock.

## **The Browns Present:**

**MUSIC FOR THE MIDDLE MINUTES,**

**...HALFTIME HARMONY!**

Another famous Ohio band at the Stadium today is the "Marching 74," from Piqua High School. This band, noted for its precision drill and surprise designs, is under the direction of Mr. Maurice Poshart.

Out front of the Piqua performers you will see Rickey Swarts, their high-stepping drum major, The Three Majorettes—Julie Henne, Judy Sanders and Gloria Eisert, and those zany Indians, Suzanne Ross and James Shaw.





**Would you believe**

## **3 GLASSES OF MILK A DAY CAN DO SO MUCH FOR YOU?**

**1 MAKES YOU SLEEP BETTER.** A glass of milk just before bedtime relaxes you, helps you go to sleep sooner and sleep more soundly. Milk relaxes the blood vessels, aids circulation and eases the hunger that sometimes keeps you awake. If you like to drink milk warm at bedtime, that's even more relaxing.

**2 EASES NERVOUS TENSION.** Tests of a number of nervous children and adults prove that drinking three glasses of milk every day helps reduce fatigue and strain. Milk is so good, so refreshing—and, unlike other beverages, it contains no drugs that may increase your nervousness.

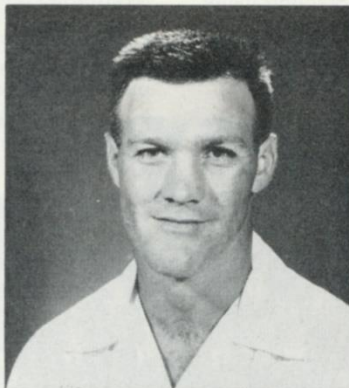
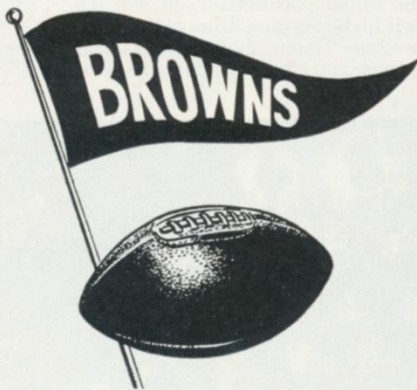
**5 IMPROVES COMPLEXION.** Milk is a rich source of riboflavin, a B vitamin that is now known to affect skin health. Drinking three glasses of milk every day is a natural beauty treatment that helps give you a fresher complexion aglow with the beauty of good health.

**3 ENDS CALCIUM STARVATION.** More Americans suffer from calcium deficiency than from any other dietary lack. We all need calcium all our lives for teeth, bones and proper body functioning. Milk is the *only* practical source of calcium. Three glasses every day provide the complete daily calcium requirement for an adult.

**4 BUILDS STRENGTH, NOT FAT.** Milk is the best source of digestible low-cost protein, vitamins and calcium, which your body needs every day. Yet milk calories are relatively *low* in fat. High protein reducing diets built around milk are comfortable and safe.

### **MILK PRODUCERS FEDERATION OF CLEVELAND**

Dairy farmers supplying milk to Greater Cleveland families  
1012 WEBSTER AVE., CLEVELAND 15, OHIO



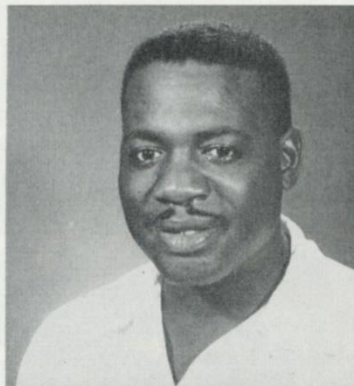
**BILL REYNOLDS—Halfback**



**DON PAUL—Halfback**



**LOU GROZA—Tackle**

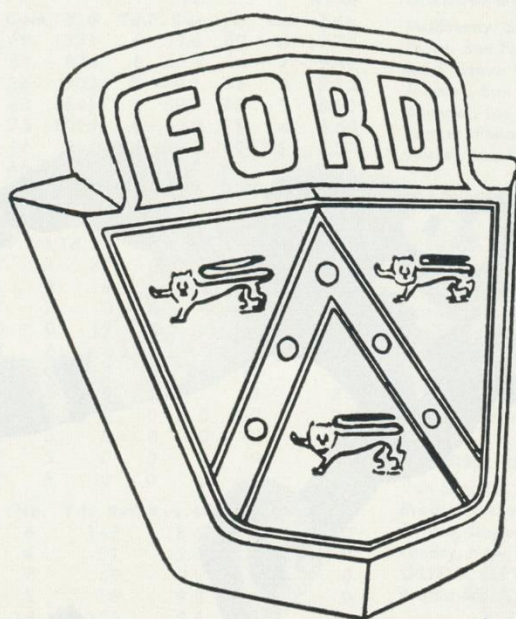


**HORACE GILLOM—End**



**FRED MORRISON—Fullback**





# FORD

**Worth more  
when you buy it . . .**

**Worth more  
when you sell it . . .**

**SEE YOUR FORD DEALER**



**Comin' at ya . . .**

# **FLYIN' GIANTS!**



**EDDIE PRICE**  
Fullback



**EM TUNNELL**  
Halfback



**KYLE ROTE**  
Halfback



**JIM LEE HOWELL**  
Head Coach



**FRANK GIFFORD**  
Halfback



# NATIONAL FOOTBALL LEAGUE STATISTICS — As of October 27th

## LEADING PASSERS

	*Stdg.	Atts.	Com.	Y. G.	Td.P.	Com.	LP	Int.	Av.G.
Van Brocklin, Los Angeles	1	124	69	1331	6	55.6	80	8	10.73
GRAHAM, CLEVELAND	2	93	61	876	8	65.6	64	7	9.42
Thomason, Philadelphia	3	55	27	503	5	49.1	63	5	9.15
Dubinski, Detroit	4	72	43	641	4	59.7	53	3	8.90
Finks, Pittsburgh	5	121	75	1029	9	62.0	78	4	8.50
Scarboth, Washington	6	41	16	343	4	39.0	60	9	8.37
Burk, Philadelphia	7	118	66	875	14	55.9	80	7	7.42
Layne, Detroit	8	63	33	461	4	52.4	45	3	7.32

\*Stdg. based on average gain per pass attempted.

## LEADING SCORERS

	Td. R.	Td.P.	Tot.Td.	XP	XPM	FG	FGA	Tot. Pts.
Walston, Philadelphia	0	8	8	20	0	1	5	71
Walker, Detroit	2	1	3	18	0	2	4	42
Schnelker, New York	0	7	7	0	0	0	0	42
Agajanian, New York	0	0	0	19	0	7	9	40
Pihos, Philadelphia	0	6	6	0	0	0	0	36
Blanda, Chicago Bears	0	0	0	15	0	6	10	33
Perry, San Francisco	4	0	4	6	1	1	3	33
Mathews, Pittsburgh	1	4	5	0	0	0	0	30
McElhenny, San Francisco	5	0	5	0	0	0	0	30
Johnson, San Francisco	5	0	5	0	0	0	0	30
Towler, Los Angeles	5	0	5	0	0	0	0	30

## PUNT RETURN LEADERS

	*Stdg.	No.	Yds.	Ret.	Ave.	Dist.	Longest	Tds.
Christiansen, Detroit	1	8	149	18.6	50	0		
Johnson, New York	2	4	51	12.8	45	0		
Moore, Chicago Bears	3	7	69	9.9	34	0		
McElhenny, San Francisco	4	8	78	9.8	32	0		
Switzer, Green Bay	5	14	134	9.6	43	0		
Johnson, Green Bay	6	4	34	8.5	9	0		
Trippi, Chicago Cardinals	7	3	25	8.3	11	0		

\*Standings computed on the basis of average return.

## KICKOFF RETURN LEADERS

	*Stdg.	No.	Yds.	Ret.	Ave.	Dist.	Longest	Tds.
Bowman, Detroit	1	15	169	33.8	100	1		
Goble, Chicago Cardinals	2	16	503	31.4	94	2		
Atkeson, Washington	3	13	396	30.5	99	1		
REYNOLDS, CLEVELAND	4	7	205	29.3	37	0		
McElhenny, San Francisco	5	7	185	26.4	51	0		
Johnson, Philadelphia	6	6	152	25.3	34	0		

\*Standings computed on basis of average return.

## LEADING GROUND GAINERS

	Atts.	Yds.	G.	L.G.	Ave.
McElhenny, San Francisco	52	457	60	8.8	
Perry, San Francisco	63	407	58	6.5	
Reid, Green Bay	51	311	69	6.1	
Johnson, San Francisco	48	284	31	5.9	
Younger, Los Angeles	51	279	34	5.5	
Parmer, Philadelphia	59	275	24	4.7	
Towler, Los Angeles	56	255	24	4.6	

## LEADING PASS RECEIVERS

	Received	Yds.	G.	L. G.	Tds.
Boyd, Los Angeles	28	686	71	2	
Pihos, Philadelphia	28	428	26	6	
Wilson, San Francisco	26	363	43	3	
Howton, Green Bay	25	444	59	2	
LAVELLI, CLEVELAND	23	356	35	4	
Mathews, Pittsburgh	22	365	78	4	
Hirsch, Los Angeles	20	342	66	1	
Williams, Philadelphia	19	358	80	2	
Walston, Philadelphia	19	315	36	8	

## LEADING PUNTERS

	Stdg.	No.	Ave.	Dist.	Longest
Van Brocklin, Los Angeles	1	16	46.6	59	
Brady, Pittsburgh	2	23	45.4	72	
Girard, Detroit	3	20	45.0	61	
Landry, New York	4	18	44.4	53	
GILLOM, CLEVELAND	5	14	44.3	53	
Bratkowski, Chicago Bears	6	23	42.9	58	

## INTERCEPTION LEADERS

	No.	Yds.	Ret.	Tds.	Longest
Stits, Detroit	5	73	0	23	
Whitman, Chicago Bears	4	90	1	38	
Cameron, Pittsburgh	4	85	0	32	
Sherman, Los Angeles	4	57	0	28	
Nolan, New York	4	31	0	17	
David, Detroit	4	26	0	18	
Craft, Pittsburgh	3	120	1	81	
Lane, Chicago Cardinals	3	96	0	64	
Berry, San Francisco	3	69	1	34	
Butler, Pittsburgh	3	64	2	41	

## NEXT SUNDAY

### RIDE

#### A



## FOOTBALL SPECIAL

TO SEE THE

# BROWNS vs REDSKINS

BUS FARE ONLY 50c ROUNDTrip

## 1954 NATIONAL FOOTBALL LEAGUE

### PRO-FOOTBALL



## YEARBOOK

50c

- ★ Rosters — Pictures of all teams
- ★ Complete statistics
- ★ All-Time record holders
- ★ Action pictures from 1953

ALL THIS AND MORE — ON SALE NOW!

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Head Trainer

FOR THE BROWNS

MORRIE KONO  
Assistant Trainer

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Hose, Jackets and Side Line Coats tailored to fit each individual.

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# CHARCOAL

*The Big Color  
this Fall*

Richman's have it, in Ivy League and other smart new suit models—in flannels, gabardine, and fine worsted fabrics—at the usual moderate Richman price,

**39<sup>50</sup>**

Also oxford cloth button-down shirts, at \$2.95; and all-silk repp ties, in new colors and stripings, at \$1.50.

For correct fashion, visit your Richman store, and get your money's worth too.

**NOW YOU CAN  
CHARGE IT!**

## **RICHMAN BROTHERS**

NOW CELEBRATING  
75 YEARS  
OF CLOTHES MAKING  
AND VALUE GIVING





# When The GIANTS Have The Ball

## BROWNS' DEFENSIVE DEPTH

James (42)  
Konz (22)

Gorgal (15)  
Lahr (24)

### RIGHT SAFETIES

### LEFT SAFETIES

Paul (20)  
James (42)

Lahr (24)  
Paul (20)

### RIGHT HALFBACKS

### LEFT HALFBACKS

Michaels (34)  
Catlin (50)

Catlin (50)  
Adamle (54)

### RIGHT LINEBACKERS

### LEFT LINEBACKERS

Ford (80)  
Gillom (84)

Colo (70)  
King (79)

McCormack (74)  
Bradley (60)

Kissell (72)  
King (79)

Massey (82)  
Atkins (83)

### RIGHT ENDS

### RIGHT TACKLES

### MIDDLE GUARDS

### LEFT TACKLES

### LEFT ENDS

### LEFT ENDS

### LEFT TACKLES

### LEFT GUARDS

### CENTERS

### RIGHT GUARDS

### RIGHT TACKLES

### RIGHT ENDS

Schnelker (85)  
Wilkins (88)

Brown (79)  
Shipp (74)

Austin (60)  
Carroccio (65)

Wietecha (55)  
Rapacz (53)

Kennard (67)  
Carroccio (65)

Yelvington (72)  
Shipp (74)

MacAfee (80)  
Wilkins (88)

### QUARTERBACKS

Conerly (42)  
Clatterbuck (12)

### LEFT HALFBACKS

Gifford (16)  
Johnson (20)

### RIGHT HALFBACKS

Rote (44)  
Long (22)

### FULLBACKS

Price (31)  
Epps (35)

## GIANTS' OFFENSIVE DEPTH

When the Browns have the ball, turn to page 9

### OFFICIALS FOR TODAY'S GIANTS-BROWNS GAME

Referee—Ronald Gibbs (5) St. Thomas  
Umpire—James Beiersdorfer (17)

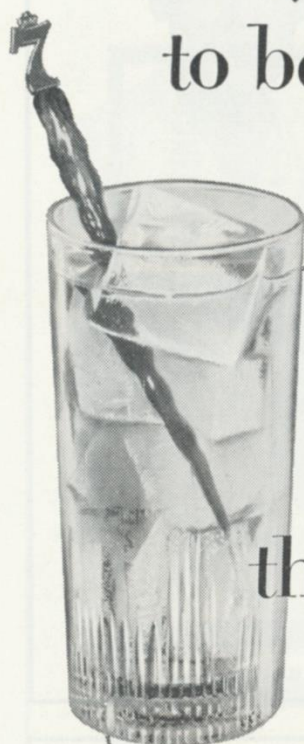
Headlinesman—Dan Tehan (26) Xavier  
Back Judge—James Crowe (50) Indiana

Field Judge—William F. McHugh (28) De Paul

The Official Watch for Timing Today's Game is Longines . . . "The World's Most Honored Watch."



Sure  
to be better



that's the long...

...and the short of it!



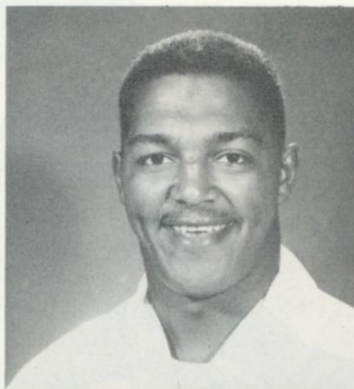
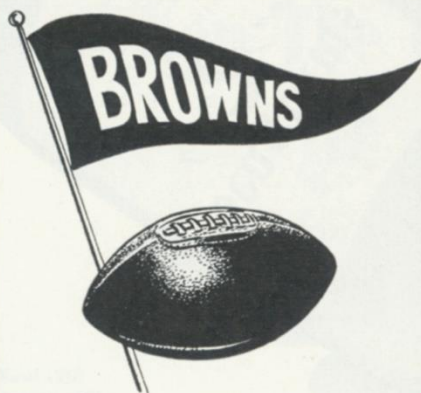
***Taste! Better Taste!*** In "short" ones or "long" ones, you'll get *more* pleasure out of the incomparable taste that made Seagram's 7 Crown the choice of more millions than any other whiskey IN HISTORY!

*That's the long and the short of it!*

Say **Seagram's** and be **Sure**

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.





**HAROLD BRADLEY—Guard**



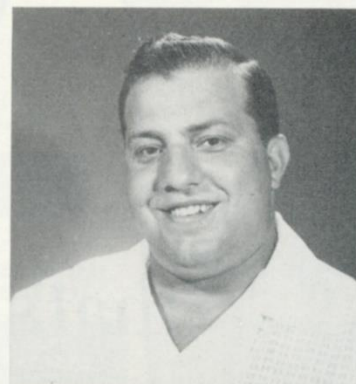
**GEORGE RATTERMAN—Quarterback**



**JOHN KISSELL—Tackle**



**KEN KONZ—Halfback**



**ABE GIBRON—Guard**



## BROWNS OUT OF TOWN TICKET AGENCIES

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### ELYRIA

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### LORAIN

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### MASSILLON

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### MANSFIELD

City News  
100 N. Main St.

### WARREN

Julius White  
501 Butler, N. E.



## DICK GALLAGHER

Dick Gallagher has returned to the Cleveland Browns' organization after an absence of four years. The Browns' end coach for three seasons, in 1947, '48 and '49, Gallagher left the team to become head coach at Santa Clara, where he served for three years.

When Santa Clara gave up football, Gallagher signed as an assistant with the Chicago Cardinals, but resigned there at the close of last season to become associated with Luria Brothers & Company, Inc., of Cleveland.

Gallagher is employed on a part-time basis with the Browns, assisting in the personnel scouting program.



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**BANQUETS • PARTIES • MEETINGS**

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STYLED WITH CHARACTER**

**A SKILLED STAFF AT YOUR SERVICE**

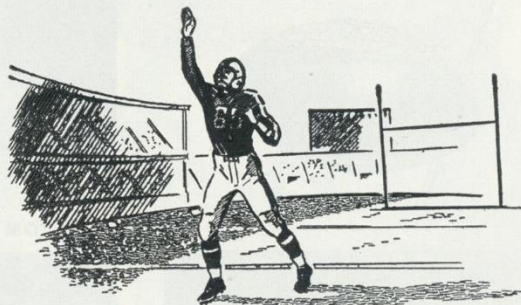
**WILEY ROBBINS — KEN HAWTHORNE**

**Prospect 1-7200**

**ALLEN JAMES LOWE, MANAGING DIRECTOR**

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A safety man downfield waiting for a punt can extend one arm in the air and signal for a fair catch! This prohibits a tackle and likely fumble. To avoid "fumbles" in the processing of engravings, trust them to . . .

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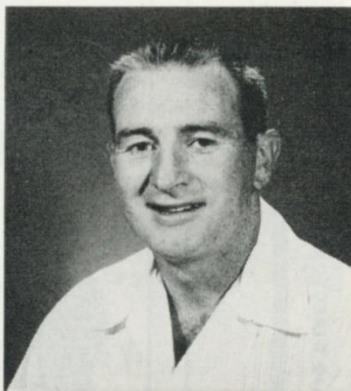
**ENdicott 1-2200**

**3727 Euclid Ave., Cleveland**

K. H. Sebelin  
J. B. John, Jr.  
J. W. Mervar  
E. S. Rogers, Jr.  
E. V. Henckel, Jr.  
H. M. Ackerman

Ellis W. Ryan  
P. D. Cousineau  
H. J. Henry  
W. E. Dean, Jr.  
R. O. Weber

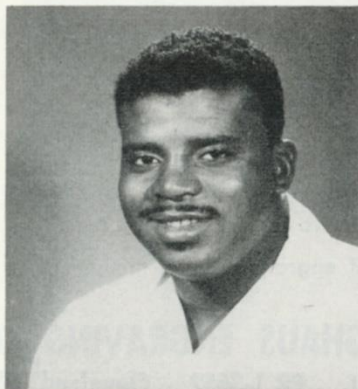




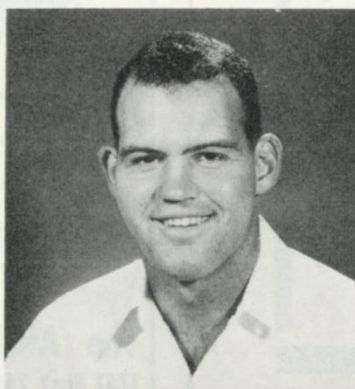
TOM JAMES—Halfback



CHESTER HANULAK—Halfback



MAURICE BASSETT—Fullback



TOM CATLIN—Center



LEN FORD—End

*Everything for the home*  
**NEW**  
**GENERAL ELECTRIC**  
**REVOLVING SHELVES**



Lakewood's largest GE Dealer . . .

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INSURANCE FOR EVERY PURPOSE




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What makes  
a Lucky  
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**"IT'S TOASTED"**  
to taste better!

**LUCKIES TASTE BETTER**

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World's Leading Maker  
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## ALSO

Automatic Washers

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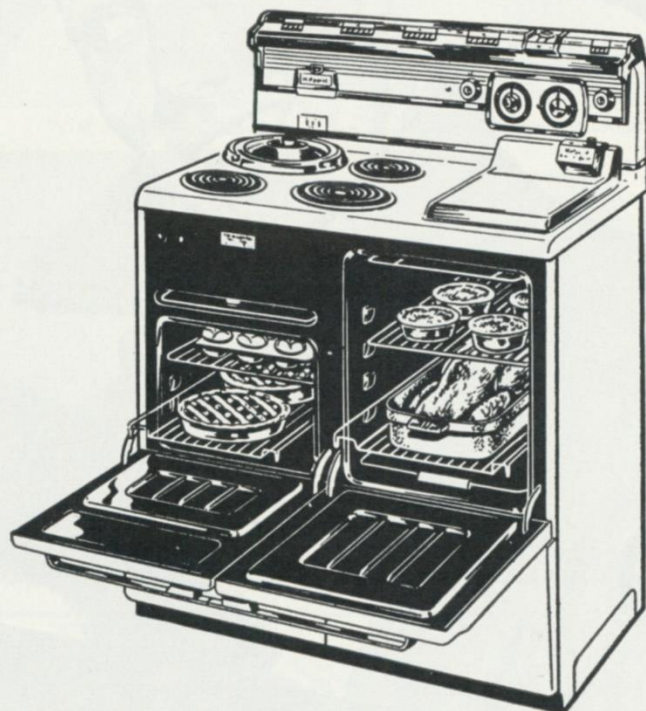
Disposals

Electric

Water Heaters

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Air Conditioning



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**A Complete Line of**

*Home Furnishings  
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**Newest, most advanced electric range  
ever built! Very newest automatic features!**

- New Dial-A-Heat Cook Control
- New Calrod® Golden Griddle
- New Lighted Pushbuttons
- New Giant Super-Oven
- New Thrift-Oven

This new 1954 Hotpoint is the finest and fastest automatic electric range on the market. This double-oven model, with both Super-Oven and Thrift Oven, will give you years of perfect cooking, baking, broiling. Come in—let us show you all its wonderful features.

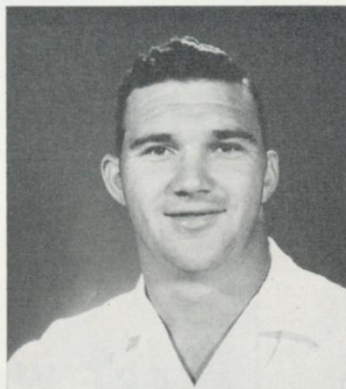
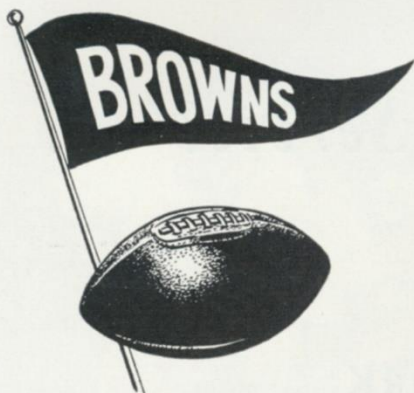
## DANTE LAVELLI SALES, Inc.

15227 TRISKETT ROAD



WINTON 1-2727





DOUG ATKINS—End



RAY RENFRO—Halfback



HERSCHEL FORESTER—Guard



KEN GORGAL—Quarterback



DANTE LAVELLI—End

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THE **TOPS** IN CONCESSION SERVICE

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PRESENTS

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Cleveland, Ohio

### *"Honey Girl Bread"*

### The French Bakery Co.

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Cleveland, Ohio

Good Food is  
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*There is nothing finer than*  
Bertman Food Products

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### SALTED-IN-THE-SHELL PEANUTS

ON SALE HERE • Also Available at Your Favorite Food Store  
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### The Pioneer Linen Supply Company

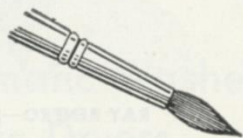
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Backfield Coach

**FRITZ HEISLER**  
Guard Coach

**PAUL BROWN**  
Head Coach

**EDWARD ULINSKI**  
Tackle Coach

**PAUL BIXLER**  
End Coach



## COACHING STAFF

When Paul Brown returned to his native Massillon to become the high school's head football coach in 1932, one of his first-string ends was a 135-pounder named Fritz Heisler. Holding down the center position was Howard Brinker, while on the coaching staff of Canton McKinley High, Massillon's traditional rival, was Paul Bixler.

Today the quartet is together on the Cleveland Browns' staff, Brown as head coach and general manager, Heisler as guard coach and talent scout, Brinker as backfield and defensive coach and Bixler as end coach and scout.

A fifth member of the Browns' staff is Ed Ulinski, former Marshall College star, who played under Brown during the team's first four years in professional football competition, 1946 through 1949.

Brown has been one of the most successful coaches the game has ever known in all classes of competition. As he headed into this season, his 25th as a head mentor, Brown's amazing record revealed 224 victories against only 36 defeats and nine ties.

Brown's record in pro football has been fantastic. In eight seasons, playing in two leagues, his Browns have won 94, lost 15 and tied three, winning eight straight division championships and five league titles.

Heisler has been with Brown through much of his football career. He played for Paul in high school, then spent four years at Miami University of Ohio, after which he

returned to Massillon as an assistant coach. He accompanied Brown to Ohio State, where he was named freshman coach. He has been separated from Paul for only three years, during the war years when he served as a lieutenant in the Navy's V-5 Cadet program.

Brinker also is a Miami graduate and served for two years as an assistant at Massillon High. But when Brown went to Ohio State, Brinker moved to Steubenville (O.) High School as line coach, taking over as head coach a year later. After spending four years in the Army, Brinker went to Ohio University, then joined the Browns three years ago as end coach and scout. He was shifted to backfield and defensive coach this season following the departure of Blanton Collier, now Kentucky's head mentor.

Bixler and Ulinski both are spending their first seasons with the Browns. Bixler brings a wealth of football experience into his assignment as end coach and scout. A native Ohioan, Bixler was an assistant to Brown at Ohio State, later became the Bucks' head coach, was head mentor at Colgate for five years and for the last two seasons was on the University of Pennsylvania staff.

Ulinski was an outstanding guard with the Browns, then went to Santa Clara University as line coach for three seasons. He was line coach at Purdue University last season and was called "home" by Brown last winter when Tackle Coach Weeb Ewbank moved to Baltimore as head coach of the Colts.



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