

(Includes Tax)

25c

FRIDAY, AUGUST 23, 1957 - 8:30 P. M.

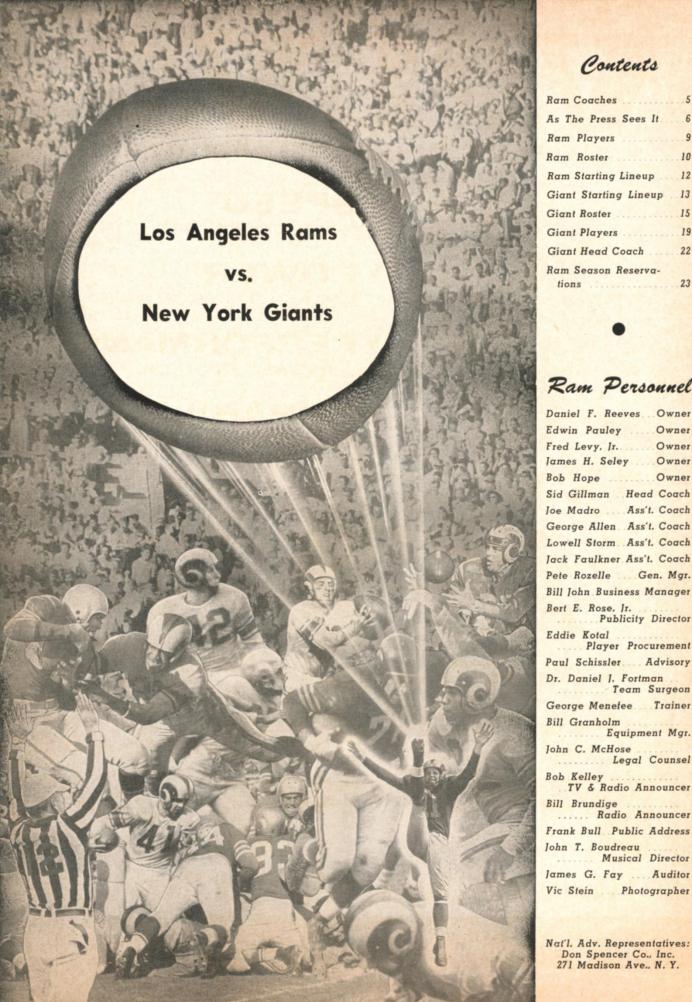




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| | |

Ram Personnel Daniel F. Reeves Owner

Edwin Pauley Owner Fred Levy, Jr. Owner

| dames H. Seley Owner |
|--------------------------------------|
| Bob Hope Owner |
| Sid Gillman Head Coach |
| loe Madro Ass't. Coach |
| George Allen Ass't. Coach |
| Lowell Storm Ass't. Coach |
| lack Faulkner Ass't. Coach |
| Pete Rozelle Gen. Mgr. |
| Bill John Business Manager |
| Bert E. Rose, Jr. Publicity Director |
| Eddie Kotal Procurement |
| Paul Schissler Advisory |
| Dr. Daniel J. Fortman |
| Team Surgeon |
| George Menetee Trainer |
| Bill Granholm |
| Equipment Mgr. |
| John C. McHose |
| Legal Counsel |
| Bob Kelley |
| Bill Brundige |
| Frank Bull Public Address |
| ohn T. Boudreau |
| Musical Director |

Nat'l. Adv. Representatives: Don Spencer Co., Inc. 271 Madison Ave., N. Y.

Vic Stein ... Photographer

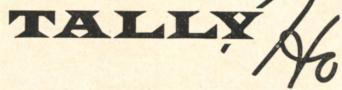
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At first glance you may not catch the full meaning of this splendid action photo of Eric Erickson, owner of the famed Tally-Ho. But if you are one of the many who delight in the delicate nuances of superb food, it will pay you to observe it carefully!

For this is no idle snack-time. This is food-tasting of the highest order. From the brittle snap of the tiniest cracker to the heady aroma of Beef ala Strogonoff... from the Fresh Cracked Crab to the sensational Tournedos Henry IV...

everything served at Tally-Ho
must be perfection. Waistline
or no waistline... Eric Erickson
will continue to nibble to
insure this being so. Let this
sacrifice not be in vain.
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there is nothing
finer anywhere.

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RAM COACHES-left to right: Joe Madro, George Allen, Head Coach Sid Gillman, Jack Faulkner, Lowell Storm.

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HUNTINGTON PARK 6700 Pacific Boulevard INGLEWOOD
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637 South Hill Street
8035 South Vermont Avenue
111 South La Cienega Boulevard
5421 Whittier Boulevard
LAKEWOOD
5101 Lakewood Boulevard
LONG BEACH
650 Pine Avenue
NORTH HOLLYWOOD
12112 Victory Boulevard
NATIONAL CITY
1201 Highland Avenue

PASADENA
33 South Lake Street
POMONA
395 East Second Street
SAN BERNARDINO
400 Fifth Street
SAN DIEGO
3943 30th Street
1165 2nd Avenue
SANTA ANA
1415 South Main
SANTA MONICA
1529 Wilshire Boulevard
VAN NUYS
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N. Y. RAM ALUMNI MEET TONIGHT

By JACK DISNEY Herald-Express Sports Writer

The New York Branch of the Los Angeles Rams Alumni Association—six strong—holds court at the Coliseum tonight. And they really mean business

They are six New York players acquired from the Rams via trades or waivers. Namely: End Andy Robustelli, Linebacker Harland Svare, Defensive Halfback Ed Hughes, Kicker Ben Agajanian, Halfback Corky Tharp, and Tackle Charley Toogood.

After the Giants' "reserves" were defeated by the San Francisco 49'ers, 24-15, last Sunday in the Bay Area, Svare told me:

"There'll be no letting up against the Rams next Friday. We'll be going all out to win that one—particularly, six of us."

Giant Coach Jim Lee Howell sparingly used many of his veterans—those he did use—against the 49'ers. Seven vets were injured. Three of them played very little. The other four were just spectators.

The New York squad is at near-full strength tonight. And Howell has indicated that he will go with his top men. Thus, the sextet of ex-Rams should see plenty of action.

Robustelli, Svare, Hughes and Agajanian played key roles last season in the Giants' quest

of the World Championship.

Robustelli, Svare and Hughes went to New York in trades during the past two seasons. Ancient Aggie was picked up on waivers in 1953. Tharp was signed as a free agent last year. And Toogood was swapped this year for a draft choice.

Just which team, the Rams or Giants, got the best of the player deals remains to be seen. Two of the draft choices involved, Del Shofner and Lamar Lundy, are rookies this season—thus, untested. A third won't be coming until the next draft.

But up to the present, the Giants can boast of

better results from the deals.

Six players from a single club being acquired by the Giants may sound unusual. One might compare the situation to that of the Kansas City Athletics picking up so many New York Yankee baseball 'cast-offs'.

However, the Rams aren't a Giant 'farm club'. In addition to the six players from Los Angeles, New York has similarly acquired eight players from other teams.

This leads us to one conclusion:

THE GIFTED MR. GIFFORD

By MAXWELL STILES
Mirror-News Football Writer

Early in his coaching days at UCLA Mr. Henry (Red) Sanders, who had some mighty fine men of his own, was beating the tom-toms on behalf of a well-built, handsome cross-town rival named Frank Gifford of Southern California.

Sanders made no bones about it. He would give almost anything to have Gifford playing tailback in his own single wing style of play. Red, perhaps more than anybody in Los Angeles, realized the true worth, and the potential, of Frank Gifford.

Gifford, as a New York Giant, grew on everybody during his first four years in the National Football League. Everybody could see him coming, just as Red had seen years before.

Last year Frank arrived. He won the award as Pro Player of 1956. He is now recognized as just about the best all-around player in the game.

Frank was No. 2 in the Eastern Division and No. 5 in the league as a rusher, No. 2 in the East and No. 10 in the league for total points scored. He was No. 1 in the East and No. 3 in the league (behind Billy Wilson and Bill Howton) in number of passes caught (51).

In the world championship game Gifford set up the first New York touchdown by catching a 21-yard pass from Don Heinrich on the Chicago Bears' 17.

In the third period he took one from Charlie Conerly for a gain of 67 yards that set up another touchdown. And it was Frank who scored the final touchdown of the 47-7 victory on a 14 yard pass from Conerly.

That was coming through under pressure when the stakes were big.

Gifford has that "coming through" habit. It is a pleasure to welcome him back to his homeland today. Inglewood, Los Angeles, Hollywood Park where he was once a summertime mail boy, and the University of Southern California are proud of him not only as a football star, in which occupation he is currently No. 1, but also as an outstanding citizen and sportsman.

Take a band of NFL 'cast-offs'. Mix in a world championship. And you'd have to surmise that Jim Lee Howell is one of the finest teachers in the game today.

These Are The Places Where Ram Fans Meet & Eat

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Bogie Bogart Johny Bullock

NO DRINKING PERMITTED IN COLISEUM

Los Angeles City Ordinance Number 92812 (amending Section 40.27 of the Los Angeles Municipal Code) prohibits the drinking of intoxicating beverages (beer, wine and whiskey) in the Memorial Coliseum. This ordinance was passed to protect the morals of children attending the Coliseum events and also to protect against automobile accidents due to excessive drinking in the after-game traffic rush. It is sincerely requested that you abide by the ordinance not only for your protection and health, but also for those of your neighbors.



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LOS ANGELES RAMS 1957 SCHEDULE

Non-Conference Schedule

Sat. Aug. 10-Service Game, Long Beach

Fri. Aug. 16-WASHINGTON REDSKINS, L.A.

Fri. Aug. 23—NEW YORK GIANTS, L.A.

Sat. Aug. 31-Chicago Cardinals, Portland, Ore.

Fri. Sept. 6—CLEVELAND BROWNS, L. A.

Fri. Sept. 13—SAN FRANCISCO 49ers, L.A.

Thu. Sept. 19-Wash, Redskins, Mobile, Ala.

Conference Schedule

Sun. Sept. 29—PHILADELPHIA EAGLES, L.A.

Sun. Oct. 6—San Francisco 49ers, San Fran.

Sun. Oct. 13-Detroit Lions, Detroit

Sun. Oct. 20-Chicago Bears, Chicago

Sun. Oct. 27—DETROIT LIONS, L.A.

Sun. Nov. 3-CHICAGO BEARS, L.A.

Sun. Nov. 10-SAN FRANCISCO 49ers, L.A.

Sun. Nov. 17-Green Bay Packers, Milwaukee

Sun. Nov. 24-Cleveland Browns, Cleveland

Sun. Dec. 1-Baltimore Colts, Baltimore

Sun. Dec. 8-GREEN BAY PACKERS, L.A.

Sun. Dec. 15—BALTIMORE COLTS, L.A.
(Note: Capital letters indicate home games)



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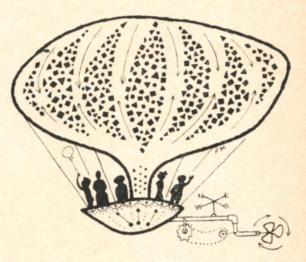
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the Paul Cummins



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HUDDLE LAKEWOOD Lakewood Center

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HUDDLE SANTA MONICA Wilshire at Third

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... SAYS THE OLD PRO

LOS ANGELES RAMS 1957 ROSTER



| | | D - | 6-1-1 | TT | Wt. | Yr. | |
|-----|------------------|----------|----------------------------|--------|------|-------|------|
| No. | Name | Pos. | School Southern California | Ht. | | Age N | .1 |
| 20 | Amett, Jon | пь | Loyola of Los Angele | - 6 2 | 202 | 20 | |
| 82 | Boyd, Dob | UD | California Poly | 60 | 105 | . 26 | 1 |
| 21 | Bravo, Alex | OB | Southern California | G 1 | 101 | 25 | 3 |
| 10 | Bukich, hudy | UD | Colorado A & M | C 4 | 172 | 26 | . 3 |
| 25 | Clarific Loop | пь | Southern California | G / | 220 | | 2 |
| 84 | Clarke, Leon | ED | Mississippi | E 11 | 105 | 21 | 1 |
| 36 | Cothren, Paige | CID | Oregon | J-11. | 200 | 28 | . 5 |
| 50 | Daugherty, Dick | COLD | Mississippi | 0-1 | 225 | | 1 |
| 55 | DeLoe, Ken | CELD | . Mississippi | C O | 200 | 24 | 1 |
| 57 | Dougherty, Bob | COLD | Kentucky | O-U | 220 | 25 | 3 |
| 60 | Ellena, Jack | Gd | Southern California | 0-1 | 220 | 22 | . 1 |
| 64 | Enright, Dick | Ga | Louisiana State | C O | 220 | 25 | |
| 68 | Fournet, Sid | Ga | Louisiana State | C / | 225 | | 1 |
| 83 | Freeman, Jim | T | Kentucky | C 4 | 200 | 26. | 3 |
| 75 | Fry, Bob | T | . Kentucky | C / | 242 | 28 | 4 |
| 71 | Fuller, Frank | CIID | Kentucky | 0-4 | 243 | 28 | |
| 58 | Griffin, Bob | COLD | Arkansas Xavier | 6.0 | 220 | | 3 |
| 65 | | | | | | | 12 |
| 40 | Hirsch, Elroy | Cd | Wisconsin Santa Clara | 6.0 | 131 | | . 12 |
| 63 | Hock, John | T | . North Texas State | 6.2 | 2/0 | 26. | 3 |
| 79 | Holtzman, Glenn | I | Redlands | 6.0 | 220 | 21 | . 1 |
| 87 | Houser, John | E | Purdue | C 7 | 225 | 22 | i |
| 85 | Lundy, Lamar | ED | West Virginia | 0-/ | 220 | 22 | . 2 |
| 34 | Marconi, Joe | гв | Louisiana State | 6-2 | 220 | 20. | 4 |
| 81 | Miller, Paul | <u>F</u> | Arizona State | 6.2 | 215 | 25 | . 1 |
| 86 | Mitcham, Gene | CSIP | Arizona State | 0-Z | 220 | 22 | . 3 |
| 31 | Morris, Larry | COLD | Georgia Tech | 0-4 | 100 | 07 | 3 |
| 28 | Myers, brad | пь | Purdue | 0-1 | 130. | 00 | 0 |
| 73 | Panil, Ken | CSIP | Texas A & M | 0-0 | 210 | 21 | 1 |
| 32 | Paraee, John | COLD | College of Pacific | 6.0 | 221 | 20 | |
| 61 | Putnam, Duane | Gd | California | 0-0 | 242 | 26 | 0 |
| 48 | Richter, Les | LID. | Fresno State | 6.0 | 100 | 20 | . 1 |
| | Rogers, Darryl | LID | St. Mary's | 6.0 | 200 | 27 | 1 |
| 43 | Sherman, Bill | ир | . Miami (Fla.) | 6.0 | 100 | 25 | 4 |
| 29 | Shiver, hay | пр | Baylor | 6.2 | 105 | 21 | 1 |
| 80 | Shofner, Del | пв | Arkansas | C 4 | 225 | | . 1 |
| | Smith, Billy Rdy | <u>F</u> | Texas | 5 11 | 170 | | 1 |
| 41 | Smith, Dean | ED | Trinity (Conn.) | 5 11 | 105 | 24 | . 1 |
| 46 | Sticka, Charles | тг | | J-11 . | 245 | 22 | . 1 |
| 77 | Stugar, George | OP. | Oregon | C 1 | 200 | 31 | 9 |
| 9 | Van Brocklin, No | OP | Vanderbilt | 6.0 | 102 | 26 | . 4 |
| 27 | | | Maryland | | | 24 | . 3 |
| 44 | | | Texas Western | | | 23 | . 2 |
| 24 | Wilson To- | пр | No College | 6.0 | 107 | 24 | 4 |
| 20 | Walfandan Dal | UP | Virginia Poly | 6.0 | 105 | 22 | |
| 35 | Vounger Dani | FR. | Grambling | 6.3 | 226 | 20 | 1 |
| 00 | rounger, ruul | I D | Grambing | 0-0 | | | |

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(PROBABLE STARTING LINEUP) No. Pos. GENE MITCHAM LE 86 BOB FRY 75 DUANE PUTNAM LG 61 BOB GRIFFIN C 58 JOHN HOCK RG 64 GLEN HOLTZMAN RT 79 LEON CLARK RE NORM VAN BROCKLIN __QB 11 TOM WILSON LH 24 BOB BOYD RH 82 PAUL YOUNGER FB 35

| No. | Name | Pos. | No. | Name | Pos. |
|-----|--------------|------|-----|-----------|------|
| 9 | Wade | OB | 50 | Daugherty | LB |
| 10 | Bukich | | 55 | DeLoe | |
| 11 | Van Brocklin | | 57 | Dougherty | |
| 20 | Wolfenden | HB | 58 | Griffin | |
| 21 | Bravo | HB | 60 | Ellena | |
| 22 | Shiver | HB | 61 | Putnam | |
| 24 | Wilson | HB | 63 | Hock | G |
| 25 | Burroughs | HB | 64 | Enright | G |
| 26 | Arnett | . HB | 65 | Hauser | T |
| 27 | Waller | HB | 68 | Fournet | G |
| 28 | Myers | HB | 71 | Fuller | T |
| 29 | Shofner | HB | 72 | Spragg | T |
| 31 | Morris | LB | 73 | Panfil | T |
| 32 | Pardee | LB | 75 | Fry | |
| 34 | Marconi | FB | 77 | Strugar | |
| 35 | Younger | FB | 79 | Holtzman | |
| 36 | Cothren | FB | 80 | Smith | |
| 37 | Hinman | FB | 81 | Miller | E |
| 40 | Hirsch | | 82 | Boyd | |
| 41 | Smith | E | 83 | Freeman | |
| 42 | Rogers | | 84 | Clarke | |
| 43 | Sherman | | 85 | Lundy | |
| 44 | Whittenton | | 86 | Mitcham | |
| AC | Cticke | EAD | 27 | Houser | F |

(See Page 10 for Alphabetical Roster)

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NEW YORK GIANTS

| | PROBABLE STARTING LINEUP | |
|-----|--------------------------|------|
| No. | Name | Pos. |
| 44 | KYLE ROTE | LE |
| 79 | ROOSEVELT BROWN | LT |
| 65 | GERALD HUTH | LG |
| 55 | RAY WIETECHA | C |
| 66 | JACK STROUD | RG |
| 72 | DICK YELVINGTON | RT |
| 80 | KEN MacAFEE | RE |
| 11 | DON HEINRICH | QB |
| 16 | FRANK GIFFORD | LH |
| 29 | ALEX WEBSTER | RH |
| 33 | MEL TRIPLETT | FB |

| No. | NAME | Pos. | No. | NAME | Pos. |
|-----|-------------|------|-----|-------------|------|
| 8 | Agajanian | E | 55 | Wietecha | C |
| 11 | Heinrich | QB | 61 | DeLuca | T |
| 12 | Clatterbuck | QB | 62 | Kennard | G |
| 16 | Gifford | В | 63 | Burnham | G |
| 20 | Patton | B | 65 | Huth | G |
| 21 | Crawford | B | 66 | Stroud | G |
| 22 | Bookman | B | 68 | Spinks | G |
| 25 | Nolan | B | 70 | Huff | LB |
| 28 | Tharp | B | 71 | Wesley | T |
| 29 | Webster | В | 72 | Yelvington | T |
| 30 | Svoboda | LB | 73 | Toogood | T |
| 31 | Deutschmann | LB | 74 | Nery | E |
| 32 | Moore | B | 76 | Kitzelman | |
| 33 | Triplett | В | 77 | Modzelewski | T |
| 34 | Chandler | B | 78 | Yowarsky | E |
| 35 | Epps | B | 79 | Brown | |
| 36 | Mangum | LB | 80 | MacAfee | |
| 40 | Filipski | B | 81 | Robustelli | _ |
| 41 | Mendyk | B | 82 | Roberts | E |
| 42 | Conerly | QB | 83 | Bennett | |
| 44 | Rote | B | 84 | Svare | |
| 45 | Tunnell | | 85 | Schnelker | - |
| 48 | Hughes | | 87 | Topp | |
| 51 | Hesse | T | 89 | Livingston | E |

RAMS FIVE YEAR RECORD VS 1957 HOME OPPONENTS

| | DE | TROIT L | IONS | SAN | FRANCISC | O 49ers | СН | CAGO B | EARS |
|---|------|---------|----------|------|----------|----------|------|--------|----------|
| F | Rams | | Opponent | Rams | | Opponent | Rams | | Opponent |
| | 27 | 1951 | 21 | 17 | 1951 | 44 | 42 | 1951 | 17 |
| | 22 | | 24 | 23 | | 16 | 31 | 1952 | 7 |
| | 14 | 1952 | 17 | 35 | 1952 | 9 | 40 | | 24 |
| | 16 | | 24 | 34 | | 21 | 38 | 1953 | 24 |
| | 31 | 1953 | 19 | 30 | 1953 | 31 | 21 | | 24 |
| | 37 | | 24 | 27 | | 31 | 42 | 1954 | 38 |
| | 3 | 1954 | 21 | 42 | 1954 | 34 | 13 | | 24 |
| | 24 | | 27 | 24 | | 24 | 20 | 1955 | 31 |
| | 17 | 1955 | 10 | 23 | 1955 | 14 | 3 | | 24 |
| | 24 | | 13 | 27 | | 14 | 24 | 1956 | 35 |
| | 21 | 1956 | 24 | 30 | 1956 | 33 | 21 | | 30 |
| | 7 | | 16 | 30 | | 6 | | | |
| | | | | | | | | | |

| BALTIMORE COLTS | | | | | | |
|-----------------|------|----------|--|--|--|--|
| Rams | | Opponent | | | | |
| 21 | 1953 | 13 | | | | |
| 45 | | 2 | | | | |
| 48 | 1954 | 0 | | | | |
| 21 | | 22 | | | | |
| 17 | 1955 | 17 | | | | |
| 20 | | 14 | | | | |
| 21 | 1956 | 56 | | | | |
| 31 | | 7 | | | | |

| PHILAD | ELPHIA | EAGLES |
|--------|--------|----------|
| Rams | | Opponent |
| 23 | 1955 | 21 |
| 27 | 1956 | 7 |
| | | |
| | | |

| GREEN | BAY P | ACKERS |
|-------|-------|---------|
| Rams | | Opponen |
| 28 | 1951 | 0 |
| 42 | | 14 |
| 30 | 1952 | 28 |
| 45 | | 27 |
| 38 | 1953 | 20 |
| 33 | | 17 |
| 17 | 1954 | 35 |
| 35 | | 17 |
| 28 | 1955 | 30 |
| 31 | | 17 |
| 17 | 1956 | 42 |
| | | |



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NEW YORK GIANTS 1957 ROSTER

| | | - | 0-11 | Ht. | Wt. | Age |
|-----|-------------------|------|---------------------|-------|-----|-----|
| No. | Name | Pos. | School | | | 38 |
| 8 | Agajanian, Ben | E | New Mexico | C.1 | 198 | 24 |
| 83 | Bennett, Ron | E | Mississippi State | 6-1 | 175 | |
| 22 | Bookman, John | В | Miami (Fla.) | 5-11 | 045 | 24 |
| 79 | Brown, Roosevelt | T | Morgan State | 6-3 | 245 | 22 |
| 63 | Burnham, Bruce | G | Tennessee | .6-0 | 215 | 22 |
| 34 | Chandler, Don | В | Florida | 6-2 | 205 | 22 |
| 12 | Clatterbuck, Bob | .QB | Houston | .6-3 | 195 | |
| 42 | Conerly, Charley | .QB | Mississippi | 6-1 | 185 | 33 |
| 21 | Crawford, Ed | В | Mississippi | 6-3 | 185 | 23 |
| 61 | DeLuca, Sam | T | S. Carolina | .6-2 | 230 | 21 |
| 31 | Deutschmann, Lou | LB | Louisiana State | 6-0 | 230 | 22 |
| 35 | Epps, Bobby | В | Pittsburgh | 5-8 | 205 | 25 |
| 40 | Filipski, Gene | В | Villanova | 5-10 | 185 | 26 |
| 16 | Gifford Frank | В | Southern California | 6-1 | 205 | 27 |
| 11 | Heinrich, Don | OB | Washington | 6-0 | 180 | 26 |
| 51 | Hesse, Dean | T | East Texas | 6-3 | 230 | 22 |
| 70 | Huff, Sam | LB | West Virginia | 6-1 | 230 | 22 |
| 48 | Hughes, Ed | В | Tulsa | 6-1 | 180 | 26 |
| 65 | Huth Gerald | G | Wake Forest | 5-11 | 210 | 24 |
| 62 | Kennard George | G | Kansas | 6-0 | 215 | 29 |
| 76 | Kitzelman, Max | C | Nebraska | 6-4 | 235 | 24 |
| 89 | Livingston, Cliff | E | UCLA | 6-3 | 215 | 27 |
| 80 | MacAfee Ken | E | Alabama | 6-2 | 210 | 28 |
| 36 | Manaum Pete | I.B | Mississippi | 6-0 | 220 | 26 |
| 41 | Mandyk Dannis | B | Michigan State | 6-0 | 190 | 22 |
| 77 | Modzelewski Dick | T | Maryland | 6-0 | 260 | 26 |
| 32 | Moore Henry | R | Ārkansas | 6-1 | 195 | 23 |
| 74 | None Bon | F | Kansas State | 6-5 | 225 | 22 |
| 25 | Nolan Dick | B | Maryland | 6-1 | 180 | 25 |
| 20 | Datten Jim | B | Mississippi | 5-11 | 180 | 25 |
| 82 | Palanta I am | F | Georgia | 6.3 | 212 | 23 |
| 81 | Pahustelli Andr | F | Arnold | 6-1 | 230 | 29 |
| 44 | Robustelli, Andy | D | Southern Methodist | 6.0 | 205 | 29 |
| 85 | Caballan Dah | D | Bowling Green | 6-4 | 215 | 27 |
| | Schneiker, bob | | Alcorn A. & M | 6.1 | 240 | 26 |
| 68 | Spinks, Jack | | Tennessee | 6 1 | 240 | 28 |
| | Stroud, Jack | TP | Washington State | 6.0 | 215 | 26 |
| 84 | Svare, Harland | . LD | Tulane | 6.0 | 215 | 28 |
| 30 | Svobodd, Bill | . LD | Alabama | E 10 | 100 | 26 |
| 28 | Tharp, Corky | D | Alabama | 0-10. | 220 | 30 |
| 73 | Toogood, Charley | I | Nebraska | 6-0 | 105 | |
| 87 | Topp, Bob | E | Michigan | 6-2 | 195 | |
| 33 | Triplett, Mel | . В | Toledo | 6-2 | 215 | |
| 45 | Tunnell, Emlen | В | lowa | 0-1 | 200 | |
| 29 | Webster, Alex | В | N.C. State | 0-3 | 215 | |
| 71 | Wesley, Larry | T | Florida | 6-4 | 240 | 21 |
| 55 | Wietecha, Ray | C | Northwestern | 6-1. | 225 | 28 |
| 72 | Yelvington, Dick | T | Georgia | 6-2 | 240 | 28 |
| 78 | Yowarsky, Walt | E | Kentucky | 6-2 | 235 | 29 |
| | | | | | | |

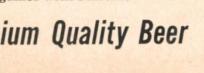


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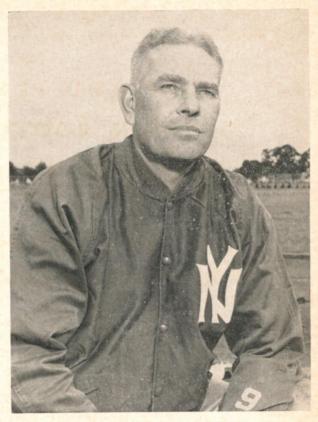
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