

YANKEE STADIUM

OFFICIAL PROGRAM • 50 CENTS



N.Y.

GIANTS

VS.

BALTIMORE

COLTS

NOVEMBER 9, 1958



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OFFICIAL PROGRAM

NEW YORK

GIANTS



vs. BALTIMORE COLTS

YANKEE STADIUM • Nov. 9, 1958

Volume 33

Number 3

CONTENTS

Hail to the Giants!	3
Giant Profile: Cliff Livingston	5
Giant Album	7 and 13
Coming Attractions	9
Jottings on the Giants	11
Giants' 1958 Statistics	15
Colts' Roster and Line-up	16
Giants' Roster and Line-up	17
Looking Over the Colts	19
Yankee Stadium Services	21
Colt Stars	23
Giant-Colt Series	25
N. F. L. Officials' Signals	27
Giant Blackboard: About "Automatics"	29
N. F. L. Team Statistical Leaders—1932-57	31
Today's N. F. L. Pairings, Team Records	32
N. F. L. 1958 Standings, Leaders	32

NEW YORK FOOTBALL GIANTS

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Vince Lombardi	Offensive Coach
Tom Landry	Defensive Coach
John Dell-Isola	Line Coach
Ken Kavanaugh	End Coach

John Johnson, Sid Moret and John Dziegol	Trainers
Dr. Francis Sweeny	Physician
Dr. Arthur Croker	Dentist

Robert Daley	Publicity Director
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The "All-American" Team

The brands all America selects
for its smoking pleasure



CHARLEY CONERLY

OUR Giant Killers, who committed classic murder on the Browns' all-winning record in Cleveland last Sunday, now direct their homicidal tendencies at the National League's lone remaining unbeaten team—the Baltimore Colts. Here's hoping the knife is sharp, the gun is true, the cord is strong and the poison is deadly!

They all were before that huge crowd in Cleveland. The 21-17 victory over the Browns must be annullized as one of the great triumphs in Giant history. To borrow an old saw, the final score told only part of the story.

In no game this season did the Giants dominate an opponent as they dominated the "invincible" Browns. Our boys made 22 first downs to Cleveland's 11, outgained football's "greatest offensive team ever" from scrimmage by 284 yards to 201 and had equally decisive advantages in other significant departments.

Hats off to Head Coach Jim Lee Howell and his staff of Vin Lombardi, Tom Landry, Johnny Dell Isola and Ken Kavanaugh for a magnificent job of preparation! And hats off to a gallant fighting Giant team that proved that it still is one of the superior forces in football's rough, tough big league!

The victory over Cleveland was the product of such a well-coordi-



JIM PATTON

nated team effort that one hesitates to single out heroes. However, a few observations can be made with justice.

Fans who have let their voices rise against Charley Conerly on his rare bad days owe this great, game quarterback a rousing ovation.

Without a supporting replacement against a big, rough team committed to storming him relentlessly, Chuck stuck by his guns unflinchingly.

Not only did Conerly throw three touchdown passes, two of them picture pitches to closely-covered receivers, and maintain second-half ball-possession to an

Hail to the Giants!

extent that the Browns got to run only 18 plays.

Charley also—and this is a key to a big man's character—called his own signal for the game's last, clock-killing play, although battered and bruised, he knew the desperate Browns would be belting extra hard.

Mel Triplett, a bucking, blocking terror; Alex Webster, with two touchdown receptions and a dazzling run for the winning score on the second, the fleet rookies Phil King and Don Maynard; big Bob Schnelker at end and a line that blocked savagely throughout were also true Giants on attack.

It was a defensive victory, too, also teamwise. Sam Huff's vigilant coverage all but neutralized Jimmy Brown. Andy Robustelli and his fellow rush-liners harried Milt Plum unflaggingly and Jim Patton, in another great game, picked off two passes. The linebackers and the halfbacks contained fleet Bobby Mitchell outside. In short, every man did his job.



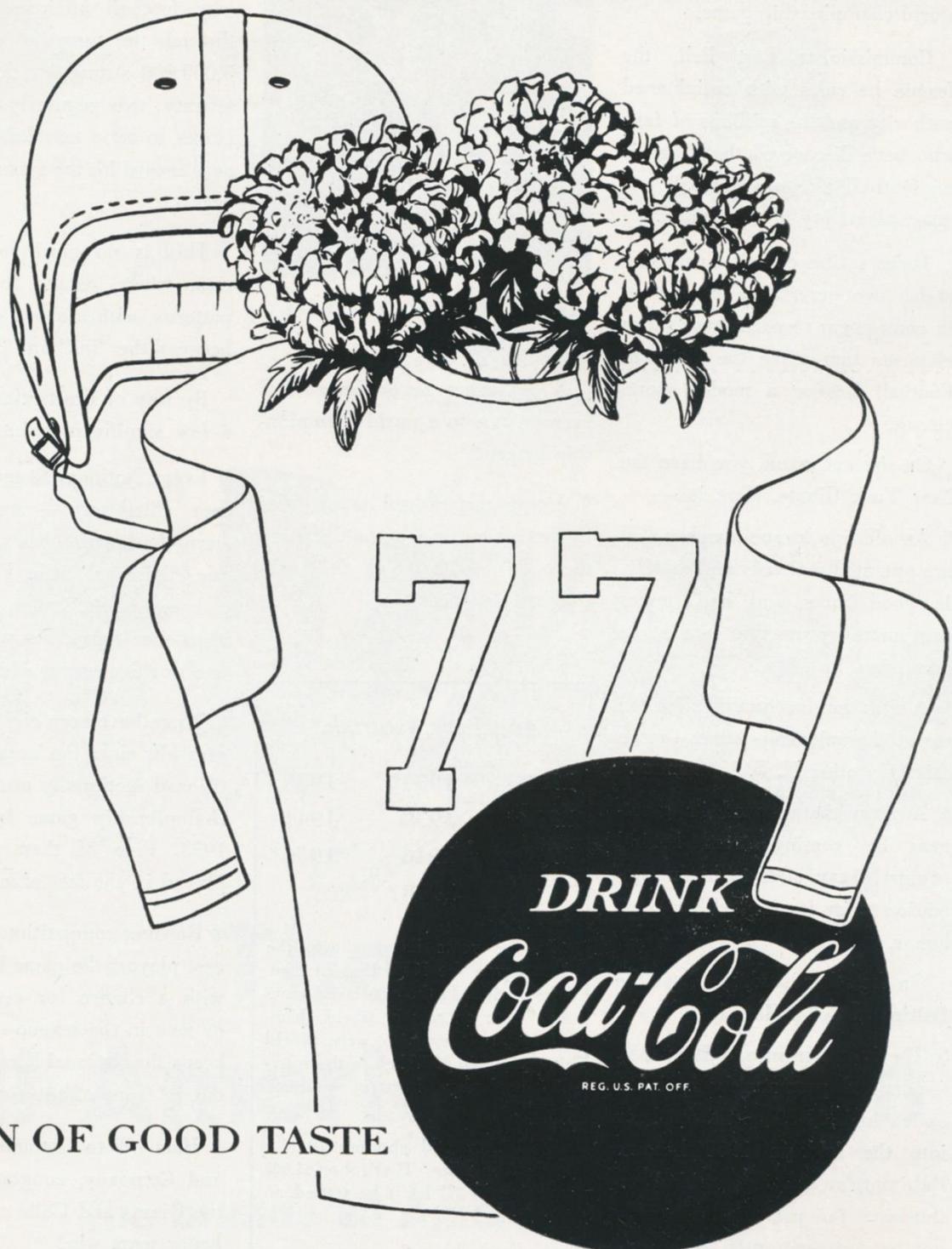
GIANT STAFF: Back row—Tom Landry, defensive coach; Jim Lee Howell, head coach; Ken Kavanaugh, end coach. Front row—Vin Lombardi, backfield and offensive coach; John Dell Isola, line coach.

GIANTS AT STADIUM

Nov. 9.....Baltimore Colts
Nov. 23.....Washington Redskins
Nov. 30.....Philadelphia Eagles
Dec. 14.....Cleveland Browns
Kick-Off Time—2:05 P.M.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

All-America favorite ... ice-cold Coke



"Coke" is a registered trade-mark.

Cliff Livingston—Kick-Blocker

Rival Place-Kickers and Punters Have Learned to Hate this Giant

IN this age of specialization in pro football, the Giants' Cliff Livingston is unique. His esoteric specialty is blocking kicks.

During five seasons of service with the Giants, the handsome Californian has smothered at least a dozen punts and place-kicks before they fairly had left the kicker's toe.

As recently as three weeks ago, Livingston gave a demonstration of his genius in this respect. In the game against the Cardinals, he stormed in to block Bobby Joe Conrad's attempt for an extra point.

It's a wonder Cliff doesn't get expelled from the pro players' union. You just aren't supposed to block kicks in football's big league, where place-kickers never miss and punters take station a country mile behind their scrimmage line.

However, a challenge of this type simply screams for acceptance to a fellow of Livingston's stripe. Cliff delights in accepting challenges.

Last season, he appeared on the quiz program "Name That Tune" and won more than \$10,000. Don't ever try to pass him on the open road. He'll just push the throttle of his Mercedes Benz 300SL down to the floorboard and feed you an acrid charge of exhaust smoke. He's also about to challenge Hollywood and white flags have begun to flutter in several leading studios.

Football presents other chal-



CLIFF LIVINGSTON

lenges to Livingston besides blocking kicks and, every gauntlet that has been flung, he has joyously scooped up. No Giant since Joe Sulaitis has served the Giants so well in so many different capacities.

"The Kick-Blocker," as his teammates have come to call him, never has been an official regular, unless you choose to accede him first-string status on the basis of his mandatory membership on the so-called "suicide teams" that take

His Older Brother, Howie, Was a Giant Defensive Stalwart Before Him

the field for and against kick-offs and punts.

However, though he may not often start, Livingston generally winds up a season having played as many minutes as most regulars.

He's likely to bob up anywhere in the line-up—at any one of the three line-backing positions, at defensive halfback, at offensive end or wherever circumstances and Coach Jim Lee Howell dictate.

There's always room on a football team for a big, strong, fast guy who likes to block, tackle and mix it. That description fits Livingston to a T.

The Giants' "one-man bench," who played his college football at U. C. L. A., was signed by the Giants as a free agent in 1954 on the strength of his showing on the Fort Ord team while he was in military service.

Acquisitive eyes in the Giant front office had been following him for some time on advice from a respected source.

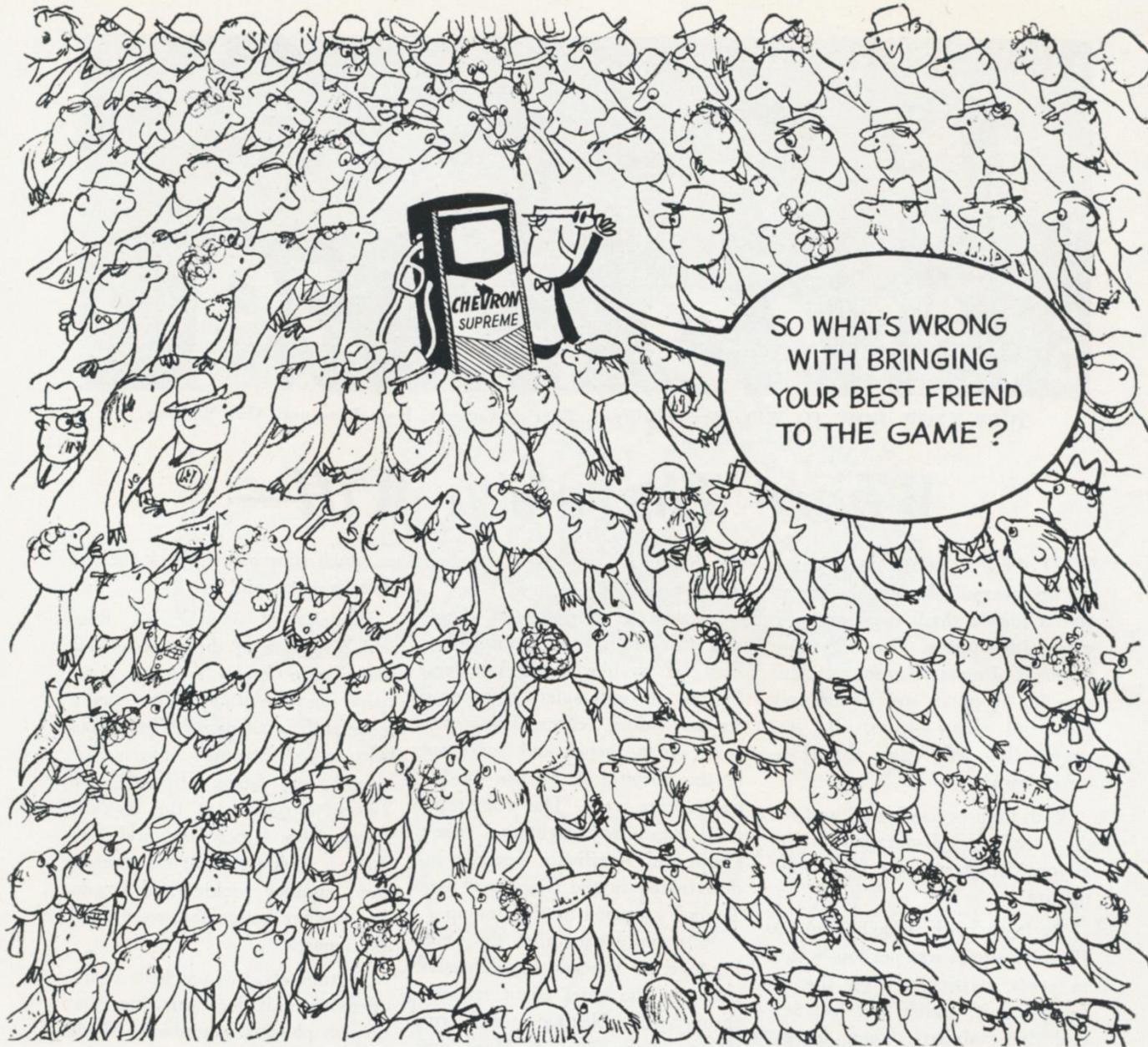
The source: Howie Livingston, Cliff's older brother, who as a Giant defensive back once held the incomparable Don Hutson to no catches in an entire game.

"If you think I did a fairly good job," wrote Howie to the Giants when Cliff was just a stripling, "Just wait until you see my kid brother."

At the first opportunity, the Giants looked. They liked what they saw and the Cliff view continues as a scenic item in the over-all Giant picture.



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It's certainly O.K. with *us*, Hy Finn! Matter of fact, *most* of the American Motorists who've tried new CHEVRON Supreme Gasoline feel that way. So if *you* haven't discovered this outstanding super-premium gasoline yet, don't wait any longer. Make friends with CHEVRON Supreme and its great teammate, RPM Supreme Motor Oil, *yourself* — at any CALSO Station.

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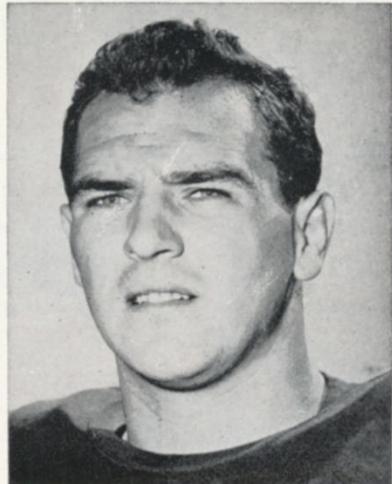
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Giant Album



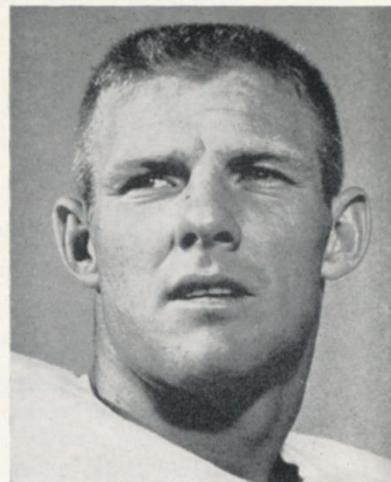
Al Barry

Al Barry (68), obtained from the Packers in a pre-season trade, has done a splendid job for the Giants at guard, a position dogged by injuries this year. This is the 235-pound USC graduate's third pro season. He was drafted by Green Bay in '53 but stayed an extra year in college and put in a service hitch before joining them.



Ray Wietecha

Ray Wietecha (55), who played half a dozen positions well for the Giants as a rookie in 1953, was installed as offensive center the following year and has since been a fixture there ever since. The Giants rate him as the best pivotman in the NFL. At Northwestern, Ray also was an outstanding baseball player.



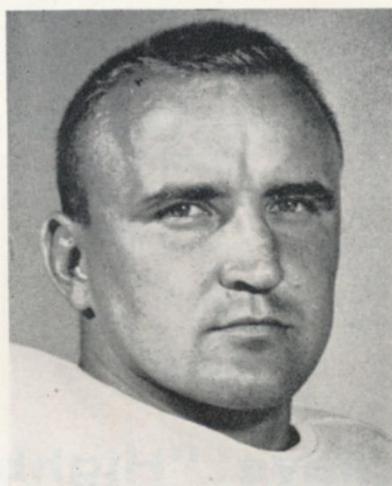
Billy Lott

Billy Lott (22). This fleet, nifty 195-pound halfback, a No. 6 choice in last winter's draft, has been showing rare rookie poise on both offense and defense. Hailing from Ole Miss doesn't hurt Billy's chances. That's the school that started Charley Conerly, Jim Patton and the various Poole's on the road to Giant glory.



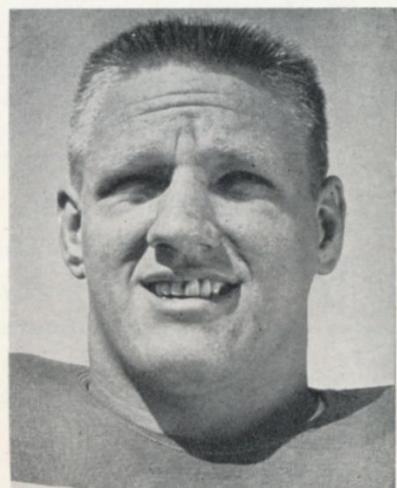
Ed Hughes

Ed Hughes (48), who played his college football for the U. of Tulsa, joined the Giants in 1956 after having put in a couple of seasons with the Los Angeles Rams. Fast afoot and a sure tackler who has the knack of being in the right place at the right time, he has been a valuable addition to the defensive secondary.



Bob Mischak

Bob Mischak (62), a crack end for Army a few years back, has bobbed up as an offensive guard with the Giants and looks like a good one. A first-year pro but technically not a rookie since he trained briefly with the Browns in 1957 after finishing his service hitch. Has good speed and, at 230 pounds, the power to make his blocks stick.



Jim Kateavage

At Dayton University, **Jim Kateavage (75)** did not have much chance to capture the spotlight. But Giant scouts had him tabbed as a great prospect. A No. 4 draft choice in 1956, he was a key rusher on the championship team of that year. A rugged 230-pounder who likes to mix it, he does a capable job anywhere up front, on defense or offense.

AUTOGRAPH COLLECTORS: Giant Album is a weekly feature

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--- Guess which drink is better for you? ---

Fizzless highball



1. Big feature, easy to make. Turn the tap, fill the glass. No longer socially acceptable, lacking in good taste.



2. What happened to the flavor of the liquor? A lifeless, bland drink.



3. Flat'er than a pancake! Wishy-washy... Your very best bet... start afresh.



4. Sparkling mixers save you money and trouble. Every drink tastes great... better for you too.

Sparkling highball



1. Big feature... delectable taste. Costs more than tap water... but worth 5 times as much... Why?



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Research says: "Highballs with

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Only Canada Dry Mixers have exclusive "Pin-Point Carbonation"—livelier, *longer-lasting* bubbles. Also superior flavor, from secret formulas, improve the taste of any liquor.



Redskins Here on November 23

The Giants go to Pittsburgh (and we mean Pittsburgh this time) next Sunday for a return game with the Steelers. Then, two weeks from today, they will return to the Stadium to meet their old rivals—the Washington Redskins.

Most of you undoubtedly watched the first 1958 game between the Giants and the Redskins on television. It was a real thriller, as you will recall, that saw the Giants stage a scorching rally in the second half to win, 21-14.

More of the same can be expected on Nov. 23 when Eddie

JIM PODOLEY



EDDIE LE BARON

LeBaron and Company invade New York on their mission of vengeance. The 'Skins will be out for blood—you can bet on that.

One of the most improved teams in the league, the 'Skins also are one of the most interesting to watch. LeBaron alone is worth the price of admission. The pint-sized Washington quarterback has the nerve of a burglar, as they say.

In support of LeBaron, the 'Skins have a riproaring collection of fast, elusive running backs.

Jim Podoley, Don Bosseler and Ed Sutton, last year's stellar trio, have been joined by Johnny Olszewski, of Cardinal fame.

Other bright feathers in the Redskin war bonnet are John Carson, a mercurial pass-receiving end; Chuck Drazenovich, a bruising middle line-backer; Gene Brito, who has been paired with the Giants' Andy Robustelli as All-League defensive end the last few years, and Sam Baker, a long-range punter and place-kicker.

Don't miss the Giants-Redskins game! It should be a dilly!

ED SUTTON



Coming Giant Attractions at Stadium

GAME	WASHINGTON REDSKINS	TICKET PRICES:	\$5.00	BOX SEATS	\$4.00	RESERVED SEATS
4 NOV. 23	with Eddie LeBaron Jim Podoley Ed Sutton					
5 NOV. 30	PHILADELPHIA EAGLES with Norm Van Brocklin Clarence Peaks Bill Barnes					
6 DEC. 14	CLEVELAND BROWNS with Jimmy Brown Bobby Mitchell Milt Plum					

Here's Where to Buy Tickets in Person

YANKEE STADIUM
161st St. and River Ave.
Bronx, N. Y.
Mon.-Sat. 9-5 P.M.

YANKEE TICKET OFFICE
North Mezzanine
Grand Central Station
Mon.-Fri., 10-6 P.M.; Sat., 10-4

OR DAVEGA STORES

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Newark—110 Market Street

Hackensack—325 Main Street
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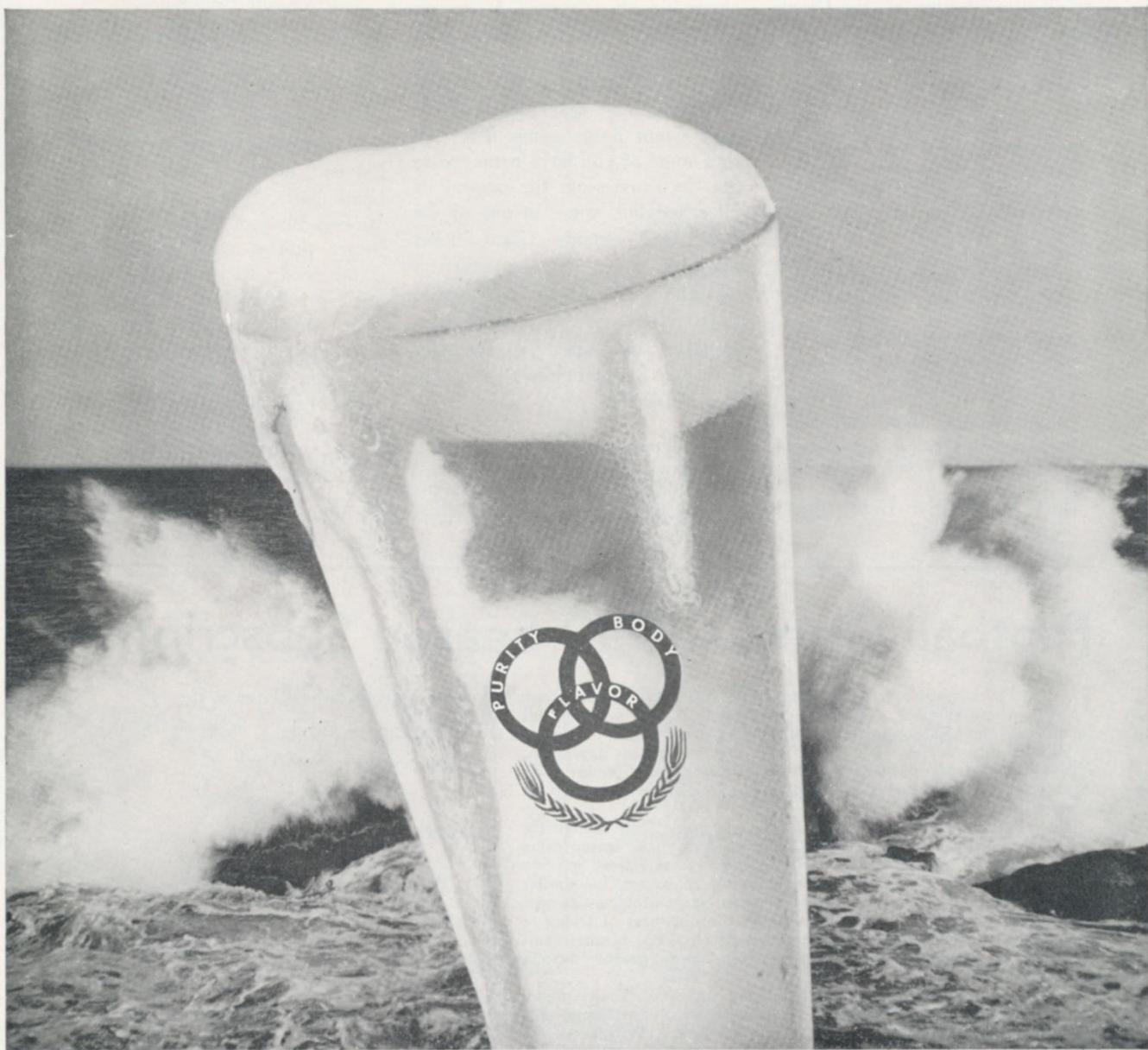
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refresher**

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**Ballantine
beer**



Jottings on the Giants

The Baltimore Colts will be here in force. Besides a very fine football team, they are bringing along a couple of trainloads of fans and the justly famed Baltimore Colts marching band. They take their pro football seriously in Baltimore. There's a real rah-rah-rah touch to the Colts, who have their own cheerleaders and everything.

A number of Giant players plan to remain in New York the year round and will be available for post-season employment. There are a lot of talented young men on the New York roster and anyone who's interested in a hustling salesman, a personable public relations representative or an unafraid-of-work specialist in some other line will do well to investigate the possibility of hiring a Giant. Please direct inquiries to the Giant office, 10 Columbus Circle, New York 19, N. Y., JU 2-7272.

Before today's game, Roosevelt Brown will receive a special award from the Jewish Consumptive Relief Society for being the outstanding Giant performer in the game with the Cardinals here a few weeks back. . . . Starting with today's game, the Longines-Wittenauer Watch Company will present watches to the Giants who do

the best jobs on offense and defense in games at the Stadium.

Listen to the "Giant Radio Huddle," a lively inside-football show that goes on the air via CBS each Thursday night at 10 P.M. . . . Another "must" program for pro football fans is Pro Football Highlights on WPIX-TV, Channel 11, at 10 P.M. Tuesdays. Film clips of the key plays of the NFL games of the previous Sunday are shown with explanatory narrative.

If you'd like to meet the Giants close-up, sign up for the Section Five Club dinner in honor of Coach Jim Lee Howell. All the Giant players, coaches and officials will attend this gala affair at the Concourse Plaza Hotel on Nov. 30, after the return game with the Philadelphia Eagles. Tickets may be obtained at Section Five Club headquarters in Room 229 of the Concourse Plaza.

a day
to be
proud of . . .

When you receive your commission . . . and pin on the bars . . . of an officer in the Naval Reserve. If you are a college graduate, between 19 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.



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AT EIGHTH AVENUE • JUDSON 2-0300

I'VE ALWAYS TOLD
YOU, DOBERMAN, THE
BEST TOBACCO MAKES
THE BEST SMOKE!

BUT SARGE,
THAT WAS
MY LAST CAMEL
YA TOOK!

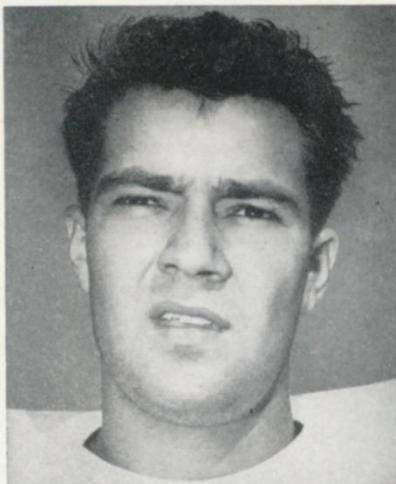
Have a real cigarette - **CAMEL**



CAMELS taste so rich and smoke so mild
they outsell every other brand today!

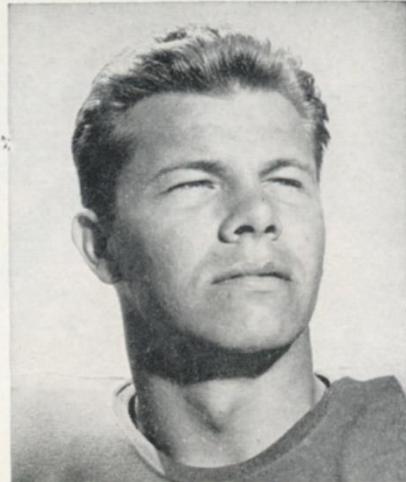
Watch Phil Silvers as Sgt. Bilko (with Pvt. Doberman) on "The Phil Silvers Show" CBS-TV

Giant Album



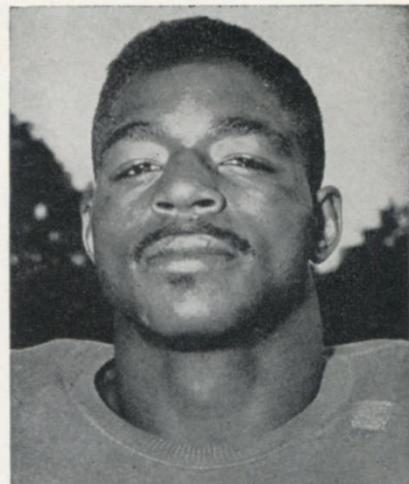
Don Heinrich

Don Heinrich (11), who set all manner of passing records at the U. of Washington in 1950-52, has been a highly effective lead-off quarterback for the Giants. A master tactician and superb ball-handler, he has a gift for finding weak spots in opposing defenses. By using him alternately with Charley Conerly, the Giants get an extra lift on attack.



Kyle Rote

Kyle Rote (44), offensive captain of the Giants, is sharper than ever in his eighth pro season. An All-America halfback at SMU, Kyle was a bonus choice in the 1951 draft. When knee injuries cut his ball-carrying effectiveness, he shifted to end and now ranks as one of the best. Through 1957, he had caught 168 passes for 2636 yards and 28 TDs.



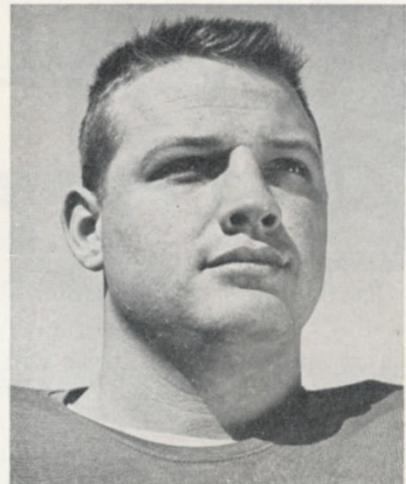
Roosevelt Brown

Roosevelt Brown (79) qualifies as one of pro football's greatest "finds." A speculative No. 27 draft choice in 1953, the big Morgan State graduate crashed the Giant line-up as rookie and has developed into the NFL's top-rated offensive tackle, a fleet 245-pounder, he's a lethal blocker. Also reinforces the defensive on goal line stands.



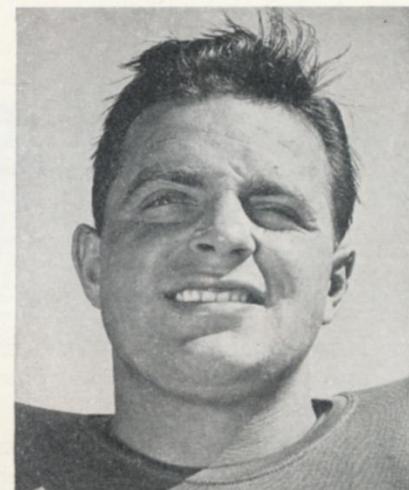
Andy Robustelli

Andy Robustelli (81), perennial All-Pro end, shifted allegiance from the Rams to the Giants in 1956 in order to be closer to his Stamford, Conn., home. A big, bruising ruction-raiser who terrorizes rival passers, he gave the Giants a big boost toward their 1956 world title and, in his eighth pro season, looks just as good as ever.



Robert Lee Huff

Robert Lee Huff (70), who answers more readily to Sam, took over as the Giants' middle-linebacker as a rookie in 1956. Nobody, foe or friend, has been able to budge him out of the job since. The baby-faced 230-pound West Virginian, who played tackle in college, is a rock-and-sock play-wrecker and an uncanny ball hawk.



Harland Svare

Harland Svare (84), acquired from the Los Angeles Rams in a 1954 trade, has been a key defense player for the Giants ever since. His darting sallies into rival backfields from his right linebacker post has provided many a bright moment for Giant fans. Washington State was his school.

AUTOGRAPH COLLECTORS: Giant Album is a weekly feature

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1440	120	60
2880	240	120
4920	410	205

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1958 Giant Statistics

SIX-GAME TEAM RECORD

GIANTS	OPPONENTS	
53	First downs, rushing	40
37	First downs, passing	45
10	First downs, penalty	3
100	Total first downs	88
1680	Total yards gained	1816
953	Net yards gained, rushing	667
727	Net yards gained, passing	1149
233	Number of rushing attempts	204
121	Number of passing attempts	165
52	Passes completed	81
11	Passes intercepted by	8
123	Yards on interceptions	99
35	Number of punts	28
43.5	Punting average	42.1
21	Punts returned	23
3.5	Punt return average	7.5
20	Kick-off returns	20
20.9	Kick-off return average	21.6
17	Number of penalties	16
145	Yards lost, penalties	174
13	Number of fumbles	18
10	Opponents' fumbles recovered	5

INDIVIDUAL RECORDS

PASSING

	Att.	Comp.	Int.	Yds.	L.G.	TDs.	Pct.
Conerly	90	43	7	643	41	6	.447
Heinrich	25	7	0	101	41	1	.280
*Dublinsky	3	1	0	14	14	0	.333
Gifford	2	0	1	0	0	0	.000
Chandler	1	1	0	27	27	0	1.000

SCORING

	TD-R	TD-P	TDs.	PAT.	FG.	Pts.
Gifford	4	1	5	0	0	30
Summerall	0	0	0	15-17	3-7	24
Webster	2	2	4	0	0	24
Schnelker	0	2	2	0	0	12
King	1	0	1	0	0	6
Triplet	1	0	1	0	0	6
MacAfee	0	1	1	0	0	6
Rote	0	1	1	0	0	6
Heinrich	1	1	1	0	0	6
Karilwacz	1	0	1	0	0	6

RUSHING

	Att.	Yds.	L.G.	Avg.
Triplet	66	305	24	4.6
Webster	75	299	54	4.0
Gifford	40	211	33	5.3
King	34	128	18	3.8
Maynard	7	22	14	3.1
Lott	2	11	6	5.5
Heinrich	5	—4	6	0.0
Conerly	5	—27	1	0.0

RECEIVING

	No.	Yds.	TDs.	L.G.
Webster	15	174	2	37
Gifford	11	185	1	41
Schnelker	10	225	2	41
Maynard	4	76	0	31
MacAfee	3	37	1	22
Rote	3	33	1	16
Triplet	2	10	0	7
Mischak	1	27	0	27

PUNT RETURNS

	No.	Yds.	L.G.
Crow	8	46	34
Maynard	9	27	18
Tunnell	4	0	0

INTERCEPTIONS

	No.	Yds.	L.G.
Patton	5	45	39
Crow	3	40	34
Karilwacz	1	15	15
Huff	1	15	15
Tunnell	1	8	8

KICK-OFF RETURNS

	No.	Yds.	L.G.
King	9	184	31
Maynard	5	155	44
Lott	2	41	24
Triplet	1	15	15
Brown	1	0	0

PUNTING

	No.	Avg.	Lgst.
Chandler	35	43.5	63

*No longer with team.

"He tried to take my
Drake's
COOKIES"



Colts on Offense

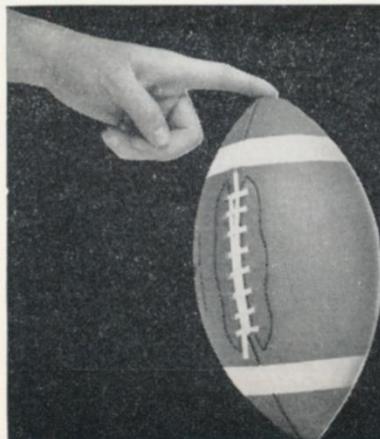
KICK-OFF
2:05 P.

R. H. MOORE (24)	F. B. AMECHE (35)	Q. B. SHAW (14)	L. H. DUPRE (45)
R. E. MUTSCHELLER (84)	R. T. PREAS (60)	R. G. SANDUSKY (68)	C. NUTTER (50)
L. W. HUGHES (48)	L. T. MODZELEWSKI (77)	M. L. B. HUFF (70)	L. G. SPINNEY (63)
L. E. KATCAVAGE (75)	L. L. B. SVOBODA (30)	L. S. CROW (41)	R. T. GRIER (76)
R. E. ROBUSTELLI (81)	R. W. KARILIVACZ (21)	R. S. PATTON (20)	R. L. B. SVARE (84)

BALTIMORE COLTS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
14	Shaw, George	QB	190	6:00	25	Oregon	4
17	Brown, Raymond	QB-HB	195	6:02	22	Mississippi	1
18	Horn, Dick	QB	195	6:01	28	Stanford	1
19	Unitas, John	QB	190	6:01	25	Louisville	3
20	Davis, Milt	HB	190	6:01	29	U. C. L. A.	2
21	DeCarlo, Art	HB	196	6:02	27	Georgia	4
23	Taseff, Carl	HB	190	5:11	30	John Carroll	7
24	Moore, Lenny	HB	190	6:01	25	Penn State	3
25	Call, John	HB	200	6:01	23	Colgate	2
26	Lyles, Leonard	HB	198	6:02	22	Louisville	1
31	Pricer, Billy	FB	210	5:10	23	Oklahoma	2
35	Ameche, Alan	FB	220	6:01	25	Wisconsin	4
36	Pellington, Bill	LB	230	6:02	31	Rutgers	6
44	Rechichar, Bert	HB	210	6:01	28	Tennessee	7
45	Dupre, L. G.	HB	190	5:11	26	Baylor	4
47	Sample, John	HB	203	6:01	21	Maryland State	1
50	Nutter, Madison	C	235	6:04	27	Virginia Polytechnic	5
52	Szymanski, Dick	C	230	6:03	26	Notre Dame	3
55	Sanford, Leo	LB	230	6:01	29	Louisiana Tech	8
60	Preas, George	T	245	6:02	25	Virginia Polytechnic	4
63	Spinney, Art	G	230	6:01	31	Boston College	7
65	Myhra, Steve	G	235	6:01	24	North Dakota	2
66	Shinnick, Don	LB	230	6:00	23	U. C. L. A.	2
68	Sandusky, Alex	G	235	6:03	26	Clarion	5
70	Donovan, Art	T	270	6:03	33	Boston College	9
76	Lipscomb, Gene	T	288	6:06	27	Miller (Detroit) H. S.	6
77	Parker, Jim	T	270	6:03	24	Ohio State	2
78	Krouse, Ray	T	275	6:03	31	Maryland	8
79	Plunkett, Sherman	T	265	6:04	25	Maryland State	1
80	Nelson, Andy	HB	180	6:01	25	Memphis State	2
81	Braase, Ordell	E	215	6:04	26	South Dakota	2
82	Berry, Raymond	E	190	6:02	25	Southern Methodist	4
83	Joyce, Don	E	255	6:03	29	Tulane	8
84	Mutscheller, Jim	E	215	6:01	28	Notre Dame	5
89	Marchetti, Gino	E	240	6:04	31	San Francisco	7

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Here's to the winning point!

CLEAR HEADS AGREE

GIANT SPECIALISTS
PAT and FG—Summers
Chandler (3)
Punting—Chandler (3)
Kick-Offs—Summers
Chandler (3)

OFFICIALS
Referee—John Pace (55)
Umpire—James Beiersdorfer
Head Linesman—Daniel Tahan (36),
Back Judge—Samuel Giangreco (1)
Field Judge—Herman Rohrig (27)

COLT SPECIALISTS
PAT and FG—Myhra (65)
Punting—Brown (12)
Kick-Offs—Rechichar (6)

CK-OFF
5 P.M.

Giants on Offense

R. H. WEBSTER (29)	F. B. TRIPPLETT (33)	Q. B. HEINRICH (11)	L. H. GIFFORD (16)			
R. E. SCHNELKER (85)	R. T. YOUZO (72)	R. G. STROUD (66)	C. WIETECHA (55)	L. G. MISCHAK (62)	L. T. BROWN (79)	L. E. ROTE (44)

Colts on Defense

L. E. MARCHETTI (89)	L. T. DONOVAN (70)	M. L. B. SHINNICK (66)	R. T. LIPSCOMB (76)	R. E. JOYCE (83)	
L. W. TASEFF (23)	L. L. B. PELLINGTON (36)	L. S. NELSON (80)	R. S. BROWN (17)	R. L. B. SANFORD (55)	R. W. DAVIS (20)

NEW YORK GIANTS ROSTER

No.	Player	Position	Weight	Height	Age	College	Yrs. Pro
11	Heinrich, Don	QB	180	6:00	27	Washington	5
13	Maynard, Don	HB	178	6:00	22	Texas Western	1
16	Gifford, Frank	HB	205	6:01	28	Southern California	7
20	Patton, Jim	HB	180	5:10	26	Mississippi	4
21	Karilivacz, Carl	HB	190	6:01	27	Syracuse	6
22	Lott, Billy	HB	195	6:00	23	Mississippi	1
24	King, Phil	FB	225	6:04	22	Vanderbilt	1
29	Webster, Alex	HB	210	6:03	27	North Carolina State	4
30	Svoboda, Bill	LB	215	6:00	29	Tulane	9
33	Triplett, Mel	FB	215	6:01	26	Toledo	4
34	Chandler, Don	HB	205	6:02	23	Florida	3
41	Crow, Lindon	HB	200	6:01	25	Southern California	4
42	Conerly, Charley	QB	185	6:01	37	Mississippi	11
44	Rote, Kyle	E	205	6:00	30	Southern Methodist	8
45	Tunnell, Emlen	HB	200	6:01	33	Iowa	11
48	Hughes, Ed	HB	180	6:01	28	Tulsa	4
55	Wietecha, Ray	C	225	6:01	29	Northwestern	6
60	Guy, Melwood	G-T	248	6:03	23	Duke	1
61	Jelacic, Jon	G-E	230	6:03	22	Minnesota	1
62	Mischak, Bob	G	230	6:00	25	Army	1
66	Stroud, Jack	G	235	6:01	29	Tennessee	6
68	Barry, Al	G	230	6:02	26	Southern California	3
70	Huff, Sam	G	230	6:01	23	West Virginia	3
71	Brackett, M. L.	T	250	6:05	25	Auburn	3
72	Youso, Frank	T	260	6:04	22	Minnesota	1
75	Katcavage, Jim	T	230	6:03	23	Dayton	3
76	Grier, Roosevelt	T	270	6:05	25	Penn State	3
77	Modzelewski, Dick	T	260	6:00	27	Maryland	6
79	Brown, Roosevelt	T	245	6:03	25	Morgan State	6
80	MacAfee, Ken	E	215	6:02	29	Alabama	5
81	Robustelli, Andy	E	230	6:01	30	Arnold	8
84	Svare, Harland	LB	215	6:00	27	Washington State	6
85	Schnelker, Bob	E	215	6:04	28	Bowling Green	6
88	Summerall, Pat	E	235	6:04	28	Arkansas	7
89	Livingston, Cliff	LB	215	6:03	28	UCLA	5

SPECIALISTS

Summerall (88),
Candler (34).
Conerly (34), Conerly (42).
Summerall (88),
Candler (34).

OFFICIALS

Referee
McGee (55), Illinois

Umpire
Siersdorfer (17)

Linesman
(36), Xavier (Ohio)

Block Judge
Reeco (10), Manhattan

Field Judge
Hrig (27), Nebraska

SPECIALISTS

Myhra (65), Rechichar (44).

Own (17), Horn (18).

Rechichar (44), Myhra (65).

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THE GIANT OF TROTTING

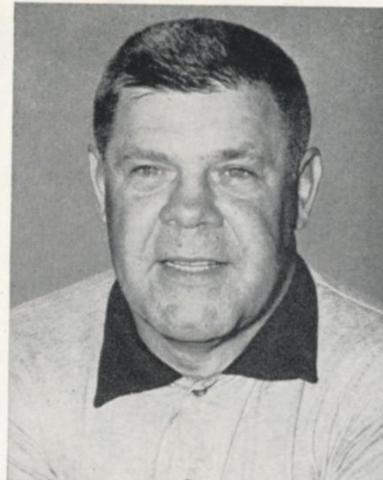
Looking Over the Colts

COLORFUL is the name for the frisky Colts of Baltimore. There may be better teams in the rough-tough National League (although you will get heated arguments on that score in the Crab Cake Capital). Few are more interesting.

After three years of painstaking, and sometimes painful, building effort, Weeb Ewbank appears to have hit upon a blend of personnel that not only is capable of playing winning football but also has the knack of turning that trick in exciting fashion.

The Colts have one of the genuinely explosive teams of a league that is packed with offensive dynamite.

Johnny Unitas, the quarterback they salvaged from the junk heap a couple of years ago when George Shaw, who now is sound again, suffered a knee-injury, has been a sensational passer. Johnny was hurt last Sunday, so George may take over today. The Giants can take no comfort in this development.



WEEB EW BANK

In support of their rubber-armed flingers, the Colts have a collection of thoroughbred runners. Lenny Moore, the former Penn State will-o'-the-wisp; L. G. (Long Gone) Dupre, from Baylor, and the appropriately named Alan (The Horse) Ameche all have getaway speed and staying power.

Joining them in the well-stocked Ewbank stable this season is a mercurial rookie flyer from Louisville named Leonard Lyles. Every time you pick up a newspaper, it seems, he's in the headlines for returning a kick-off 100 yards for a touchdown.

Ray Berry, Jim Mutscheller and Art DiCarlo are fleet, shifty ends who field Unitas' and Shaw's passes with the aplomb of Willie Mays. And a hulking North Dakotan named Steve Myhra has joined Bert Rechichar as a field goal-kicking threat.

Defensively, the Colts also pack a heavy kick. Their four-man frontal firing line includes Gino Marchetti; Art Donovan, a perennial All-League tackle; the monstrous Gene (Big Daddy) Lipscomb, acquired a couple of years ago from the Los Angeles Rams, and Don Joyce.

Bill Pellington, Don Shinnick and Leo Sanford are a formidable trio of line-backers and a deep secondary that features Milt Davis and Carl Taseff has been fortified by the addition of Ray Brown, one of 1957's foremost college stars at Ole Miss.

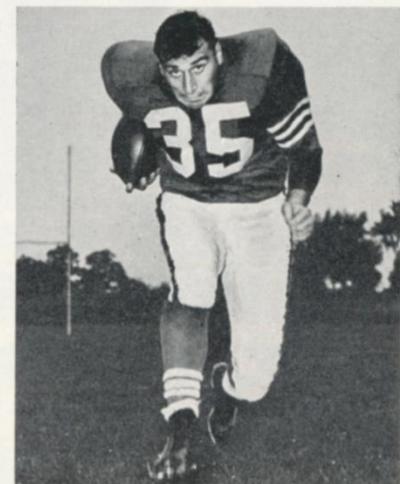
Facing a team like this, a week after playing the Browns, is quite an assignment for the Giants.



LENNY MOORE



JOHNNY UNITAS



ALAN AMECHE

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

Touchdown!



KING-SIZE

FILTER

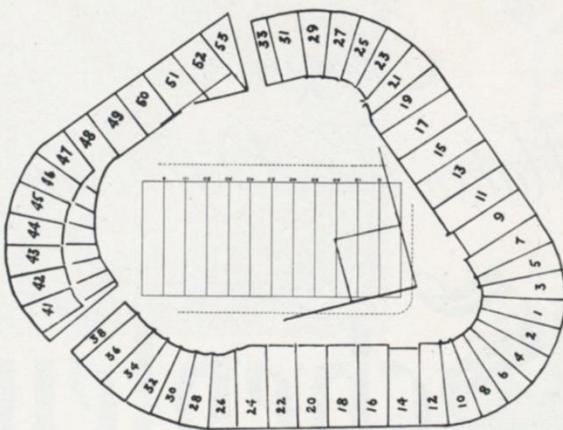
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KOOLS taste *clean* and *fresh* and *light* . . . the *Snow Fresh Filter* makes the menthol *right*! So put yourself on the winning team . . . the KOOL team! For a cleaner, fresher taste all through the day . . . switch from "hots" to KOOLS!

Yankee Stadium Services & Facilities



LOST AND FOUND—Direct inquiries and reports to James K. Thomson, the Stadium Manager. Any attendant will direct you to his office.

REST ROOMS—**Men**: Gate 2, Press Gate, Stadium Club (lower, upper), Gate 6; Lower Sections 34, 8, 6, 15, 21, 27; Mezzanine Sections 27, 15, 5, 18, 28; Upper Sections 34, 20, 6, 15, 21; Bleacher Sections 43, 47, 52. **Women**: Gate 2, Gate 4, Stadium Club (lower, upper), Gate 6; Lower Sections 28, 20, 5, 15, 27; Mezzanine Sections 21, 15, 6, 18, 34; Upper Sections 28, 20, 5, 15, 29; Bleacher Sections 47, 52.

PUBLIC TELEPHONES—Gate 2, Gate 4, Press Gate, Stadium Club (lower, upper), Gate 6, Lower Sections 24, 14, 12, 11, 17, 27; Mezzanine Sections 27, 17, 7, 8, 22; South side 157th St., Ruppert Pl. to Cromwell Ave. Upper Sections 34, 20, 12, 8, 9, 19, 27; Bleacher Sections 41, 49, 51.

PARKING AREAS

YANKEE LOTS

South side 157th St., Ruppert Pl. to Cromwell Ave. Between Cromwell and River Aves., on 153rd St. 163rd to 164th Sts., between River and Gerard Aves. 151st St. and River Ave., opposite Bronx County jail.

PRIVATELY-OWNED LOTS

West side Ruppert Pl., between 157th and 158th Sts. West side River Ave., between 151st and 153rd Sts. West side River Ave. and 157th St. East side River Ave., North of 153rd St. East side River Ave., North of 151st St. East side River Ave., 164th to 165th Sts. East side River Ave., South of 162nd St. Farmer's Square—Cromwell Ave. Roadway, and West of 151st St. Viaduct, opposite Bronx County Jail.

GARAGES

Cromwell Ave. and 157th St. East side of River Ave., South side of 158th St. East side of River Ave., North side of 157th St. East side of River Ave., South side of 157th St. North side of 158th St., between River and Gerard Aves. Also, the Polo Grounds lot again will be in service for all Giant games at the Stadium.

SOUVENIR PRICE LIST

Rooter Badge (All Teams)	.25	Giants Bracelet	1.40
Picture Set (12 Players)	.35	Player Doll (small)	.75
Pennant (All Teams)	.50	Doll (large)	1.50
Giants Pen and Pencil Set	.75	Stadium Cap (ear laps)	2.00
Giants Player Trophy	1.00	Football (small)	1.50
Plastic Cushion	1.00	Football (large)	3.00

Souvenir Stands located at Gates 2, 4, 6: Lower Sections 2, 18; Mezzanine Sections 20, 23; Upper Sections 18, 21; Bleacher Sections 43, 50.

These items also are available by mail from Harry M. Stevens, Inc., Souvenir Dept., Yankee Stadium, Bronx 51, N. Y.

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whiskey value—it's
a good rule to buy
REPUTATION



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OF QUALITY
SINCE 1840

4 33
4/5 QUART

5 34
QUART

2 72
PINT

BLENDED WHISKEY. 65% GRAIN NEUTR/L SPIRITS. 86 PROOF. PARK & TILFORD, N.Y.

WITH MEN WHO KNOW THE SCORE...

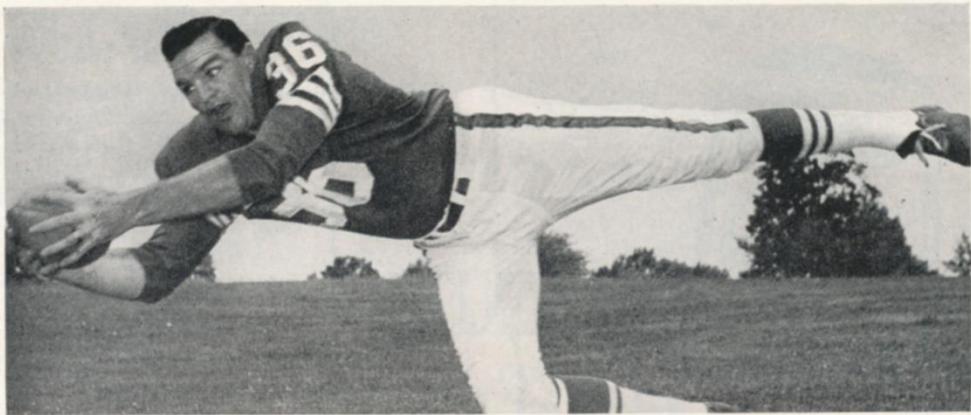
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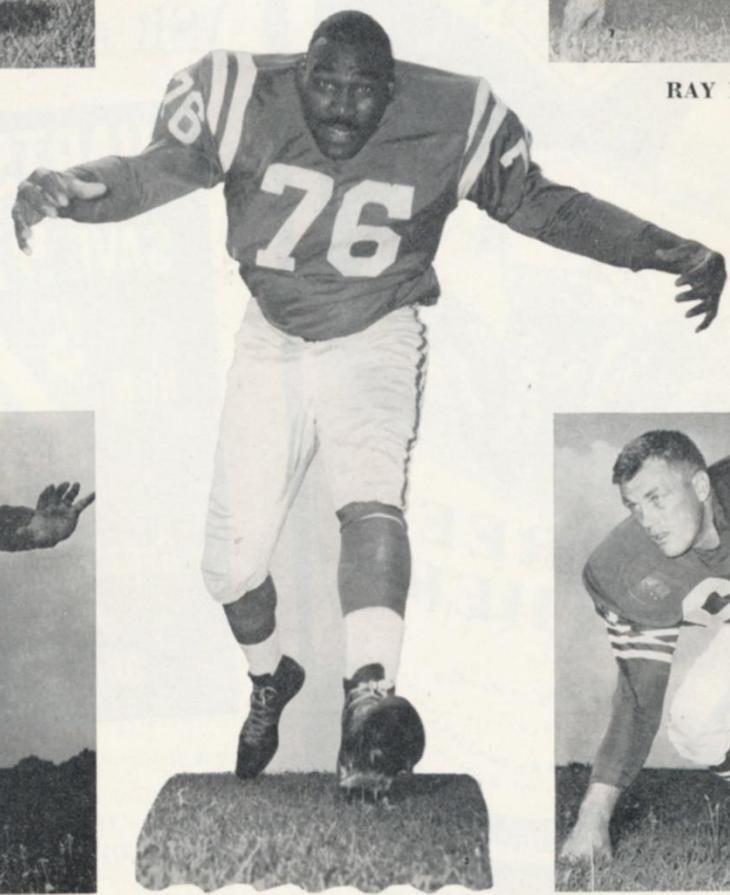
BILL PELLINGTON



L. G. DUPRE



RAY BERRY



GENE LIPSCOMB



ART DONOVAN



ART SPINNEY

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GIANT LEADERS

Rushing	Triplet: 66-305 yds.
Passing	Conerly: 43 of 90
Receiving	Gifford: 11-185 yds.
Scoring	Gifford: 30 pts.
Punting	Chandler: 43.5 avg.
Punt Returns	Crow: 8-46 yds.
Kick-Off Returns	King: 9-184 yds.
Interceptions	Patton 5-45 yds.

Giant-Colt Series

Because of the geographical quirk whereby Baltimore was assigned to the Western Division on the reorganization of the National League a few years back, the Giants and Colts have met only twice before.

They broke even in their two previous games. The Colts won 20-14 in a riotous contest at Baltimore in 1954. The Giants evened the count, 17-7, at the Polo Grounds the following year.

Six Giants played in last January's Pro Bowl game. They were Em Tunnell, Roosevelt Brown, Jack Stroud, Ray Wietecha, Frank Gifford and Andy Robustelli. Tunnell has played in all seven Pro Bowl games.

Among the former Giant players who are distinguishing themselves as college coaches are Art (Pappy) Lewis at West Virginia, John McLaughry at Amherst, Paul Governali at San Diego State and Frank Reagan at Villanova. Jim Tatum of Oklahoma, Maryland and North Carolina fame, also put in some time with the Giants.

GIANT RECORDS—Charley Conerly, Frank Gifford, Kyle Rote and Em Tunnell, of the current

Opponent	GIANTS vs. ALL OPPONENTS					Opp. Pts.
	W.	L.	T.	Pts.		
Baltimore	1	1	0	31	27	
Chicago Bears	13	20	2	404	547	
Chicago Cards	26	8	0	785	537	
Cleveland Browns	6	11	1	257	346	
Detroit Lions	4	8	1	158	268	
Green Bay Packers	14	14	2	405	393	
Los Angeles Rams	0	5	0	91	155	
Philadelphia Eagles	31	17	1	909	724	
Pittsburgh Steelers	26	17	2	822	611	
San Francisco 49ers	2	1	0	78	62	
Washington Redskins	27	16	1	863	727	

Giants, have rewritten a lot of lines in the book of Giant records.

However, there still are a number of marks that have resisted assault. For instance: Mel Hein's fifteen seasons remains the longevity record for a player...Ken Strong's 351 points, Eddie Price's 3292 yards gained and Ben Agajanian's 157 extra points and 46 field goals are other hold-over career records.

Single-season marks that date back to previous Giant player generations include Gene Roberts' 102 points of 1949; Agajanian's 13 field goals of 1954; Price's 971 yards gained of 1951; the 10 touchdown passes caught by Frank Liebel in 1945 and Bill Swiacki in 1948 and the 11 interceptions by Otto Schnellbacher in 1951.

Enjoy 'em at the Game and at Home

Here at Yankee Stadium, reach for MRS. WAGNER'S delicious individual pies. At home, enjoy the fresh-baked goodness of MRS. WAGNER'S family-size pies. Both ways, you're in for real enjoyment.

Why bake when you can buy

Mrs. Wagner's Pies

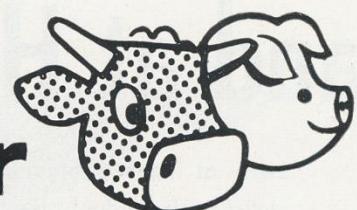


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NATIONAL LEAGUE OFFICIALS' SIGNALS



Offside



Crawling, Pushing,
Helping Runner



Illegal Motion



Illegal Pass



Unsportsmanlike
Conduct



Pass Interference



Holding, Illegal
Use of Hands



Personal Foul
(indication of
offense follows)



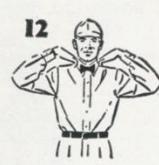
Delay of Game,
Excess Time-Out



Touchdown, Field
Goal, Extra Point



Safety



Loss of Down



Penalty Declined,
Incomplete Pass,
Missed Goal



First Down



Dead Ball



No Time-Out or
Time In with Whistle



Time-Out



BY APPOINTMENT
TO THOSE
WHO THOUGHTFULLY
JUDGE WHISKEY
BY EXPERIENCE

MELROSE

THE VINTAGE WHISKEY

Vintage Blended Whiskey, 90 Proof, 60% Grain Neutral Spirits. Melrose Distillers Co., N.Y.





Before they call
that 4th down kick
Stand up, brother . . .

Sing out for Knick



Knickerbocker

NEW YORK'S FAMOUS BEER

Jacob Ruppert, N. Y. C.

Giant Blackboard: About "Automatics"

From time to time in accounts of football games, you hear a lot about "automatics." They were a big part of the story of the last Giant home game against the Steelers, when Don Heinrich's skillful use of them contributed heavily to the Giant victory.

"Automatic" is the football trade name for the extemporaneous changing by the quarterback on the line of the play he had called in the huddle.

The "automatic" is designed primarily to counter defensive overloading that threatens the effectiveness of the original play.

In modern football, most teams change defenses from play to play. The offensive quarterback has no sure way of knowing in advance what particular defense he must attack at any given time.

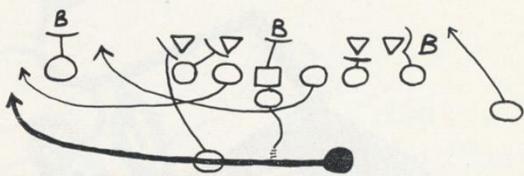
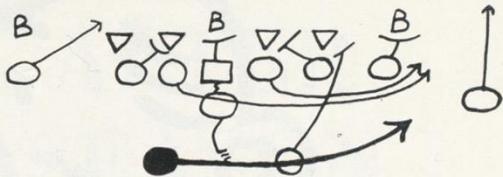
From the habit patterns indicated in scouting reports and by studying films of previous games, he may have a fair idea of what to expect.

However, it's too easy to get caught in the switches to proceed inflexibly with any plan.

So, on taking his position under center, the first thing a quarterback does is to inspect the defense.

If he judges that the deployment presents abnormal obstacles to the play he had first called, he signals an "automatic" that he believes has a better chance against the defense he is facing.

It's part of a team's offensive organization to have several "automatics" ready for use. The word as to the alternative play to be run is passed by the barking of a key number, letter, color or even by a change in intonation as the quarterback rattles

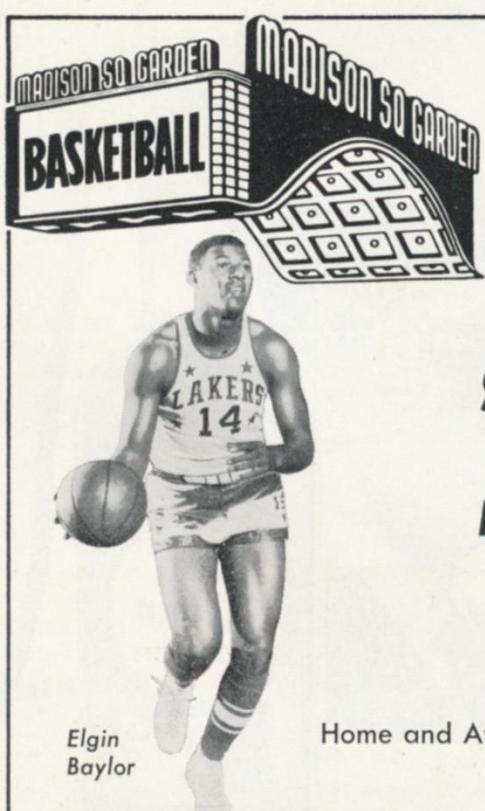


off his signals.

The accompanying diagrams give a rough idea as to how an "automatic" might work. The Giant quarterback has called for a sweep to the right from balanced formation. The expectation had been that the defense would line up and that the play would be run as shown in the top diagram.

On the line, the quarterback discovers that the defense has overshifted to the side to which the play was to have been run (note in the lower diagram how the defensive left tackle and end are playing wide to the left).

So an "automatic," sending the same type of sweep to the left against less concentrated defensive opposition, is called.



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for that
TIP-TOP
feeling"

Tip-Top Bread and Cakes...just a teeny bit better!

"Tip-Top" Reg. U. S. Pat. Off., Ward Baking Company

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NFL Team Statistical Leaders—1932 to 1957

TOTAL YARDS GAINED

1957—Los Angeles	4,143	1944—Chicago Bears	3,239
1956—Chicago Bears	4,537	1943—Chicago Bears	4,045
1955—Chicago Bears	4,316	1942—Chicago Bears	3,900
1954—Los Angeles	5,187	1941—Chicago Bears	4,265
1953—Philadelphia	4,811	1940—Green Bay	3,400
1952—Cleveland	4,352	1939—Chicago Bears	3,988
1951—Los Angeles	*5,506	1938—Green Bay	3,037
1950—Los Angeles	5,420	1937—Green Bay	3,201
1949—Chicago Bears	4,873	1936—Detroit	3,703
1948—Chicago Bears	4,694	1935—Chicago Bears	3,454
1947—Chicago Bears	5,053	1934—Chicago Bears	3,750
1946—Los Angeles	3,763	1933—NEW YORK	2,970
1945—Washington	3,549	1932—Chicago Bears	2,755

YARDS RUSHING

1957—Los Angeles	2,142	1944—Philadelphia	1,663
1956—Chicago Bears	2,468	1943—Phil-Pitt	1,730
1955—Chicago Bears	2,388	1942—Chicago Bears	1,881
1954—San Francisco	2,498	1941—Chicago Bears	2,156
1953—San Francisco	2,230	1940—Chicago Bears	1,818
1952—San Francisco	1,905	1939—Chicago Bears	2,043
1951—Chicago Bears	2,408	1938—Detroit	1,893
1950—NEW YORK	2,336	1937—Detroit	2,074
1949—Philadelphia	2,607	1936—Detroit	*2,885
1948—Chicago Cards	2,560	1935—Chicago Bears	2,096
1947—Los Angeles	2,171	1934—Detroit	2,763
1946—Green Bay	1,765	1933—Boston	2,367
1945—Cleveland	1,714	1932—Chicago Bears	1,770

YARDS PASSING

1957—Baltimore	2,388	1944—Washington	2,021
1956—Los Angeles	2,419	1943—Chicago Bears	2,310
1955—Philadelphia	2,472	1942—Green Bay	2,407
1954—Chicago Bears	3,104	1941—Chicago Bears	2,002
1953—Philadelphia	3,089	1940—Washington	1,887
1952—Cleveland	2,566	1939—Chicago Bears	1,965
1951—Los Angeles	3,296	1938—Washington	1,536
1950—Los Angeles	*3,709	1937—Green Bay	1,398
1949—Chicago Bears	3,055	1936—Green Bay	1,629
1948—Washington	2,861	1935—Green Bay	1,416
1947—Washington	3,336	1934—Green Bay	1,165
1946—Los Angeles	2,080	1933—NEW YORK	1,335
1945—Cleveland	1,857	1932—Chicago Bears	1,013

POINTS SCORED

1957—Los Angeles	307	1944—Philadelphia	267
1956—Chicago Bears	363	1943—Chicago Bears	303
1955—Cleveland	349	1942—Chicago Bears	376
1954—Detroit	337	1941—Chicago Bears	396
1953—San Francisco	372	1940—Washington	245
1952—Los Angeles	349	1939—Chicago Bears	298
1951—Los Angeles	392	1938—Green Bay	223
1950—Los Angeles	*466	1937—Green Bay	220
1949—Philadelphia	364	1936—Green Bay	248
1948—Chicago Cards	395	1935—Chicago Bears	192
1947—Chicago Bears	363	1934—Chicago Bears	286
1946—Chicago Bears	289	1933—NEW YORK	244
1945—Philadelphia	272	1932—Green Bay	152

*League record.

SEASON AFTER SEASON...



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Best Girl!**

White Rock
for sparkling fine beverages

The White Rock Girl stays so popular because the brand she represents satisfies so completely! Thanks to *superior carbonation*, a White Rock drink keeps sparkling from the first pour to the last sip. So for a lighter, livelier drink every time, don't just mix it... *White Rock it!*



Today's N. F. L. Pairings

Home Team

NEW YORK

vs.

Visiting Team

BALTIMORE

Won 6, Lost 0

37—Cards at Buffalo	7	28—Detroit	15
24—Philadelphia (a)	27	51—Chicago Bears	38
21—Washington (a)	14	24—Green Bay at Milw.	17
6—Chicago Cards	23	40—Detroit (a)	14
17—Pittsburgh	6	35—Washington	10
21—Cleveland (a)	17	56—Green Bay	0
—Baltimore		—New York (a)	
—Pittsburgh (a)		—Chicago Bears (a)	
—Washington		—Los Angeles	
—Philadelphia		—San Francisco	
—Detroit (a)		—Los Angeles (a)	
—Cleveland		—San Francisco (a)	

126 94 234 94

WASHINGTON

vs. CHICAGO CARDS

Won 2, Lost 4

24—Philadelphia (a)	14	7—New York at Buff.	37
10—Chicago Cards (a)	37	37—Washington	10
14—New York	21	28—Cleveland (a)	35
37—Green Bay	21	23—New York (a)	6
10—Baltimore (a)	35	24—Cleveland	38
16—Pittsburgh (a)	24	21—Philadelphia	21
—Chicago Cards		—Washington (a)	
—Cleveland		—Philadelphia (a)	
—New York (a)		—Pittsburgh	
—Cleveland (a)		—Los Angeles	
—Pittsburgh		—Chicago Bears (a)	
—Philadelphia		—Pittsburgh (a)	

111 152 140 147

PHILADELPHIA

vs.

PITTSBURGH

Won 1, Lost 4, Tied 1

14—Washington	24	20—San Francisco (a)	23
27—New York	24	12—Cleveland	45
3—Pittsburgh (a)	24	24—Philadelphia	3
24—San Francisco	30	10—Cleveland (a)	27
35—Green Bay (a)	38	6—New York (a)	17
21—Chicago Cards (a)	21	24—Washington	16
—Pittsburgh		—Philadelphia (a)	
—Chicago Cards		—New York	
—Cleveland (a)		—Chicago Cards (a)	
—New York (a)		—Chicago Bears	
—Cleveland		—Washington (a)	
—Washington (a)		—Chicago Cards	

124 161 96 131

NATIONAL LEAGUE LEADERS

RUSHING

1. Brown, Cleveland	131 for 928 yds.
2. Mitchell, Cleveland	66 for 479 yds.
3. Arnett, Los Angeles	66 for 381 yds.

PASSING

1. LeBaron, Washington	37 of 71 for 666 yds.
2. Reynolds, Cardinals	55 of 100 for 860 yds.
3. Parilli, Green Bay	39 of 67 for 563 yds.

RECEIVING

1. Berry, Baltimore	.29 for 478 yds.
2. Retzlaff, Philadelphia	.29 for 430 yds.
3. Shofner, Los Angeles	.27 for 532 yds.

SCORING

1. Brown, Cleveland	90 pts.
2. Galimore, Bears	60 pts.
3. Moore, Baltimore	48 pts.

PLEASE USE ENTRANCE RAMP NEAREST YOUR SEAT

Home Team

CLEVELAND

vs.

Visiting Team

DETROIT

Won 5, Lost 1

30—Los Angeles (a)	27	15—Baltimore (a)	28
45—Pittsburgh (a)	12	13—Green Bay (a)	13
35—Chicago Cards	28	28—Los Angeles	42
27—Pittsburgh	10	14—Baltimore	40
38—Chicago Cards (a)	24	41—Los Angeles (a)	24
17—New York	21	21—San Francisco (a)	24
—Detroit		—Cleveland (a)	
—Washington (a)		—San Francisco	
—Philadelphia		—Chicago Bears	
—Washington		—Green Bay	
—Philadelphia (a)		—New York	
—New York (a)		—Chicago Bears (a)	

192 122 132 171

CHICAGO BEARS

vs.

GREEN BAY

Won 4, Lost 2

34—Green Bay (a)	20	20—Chicago Bears	34
38—Baltimore (a)	51	13—Detroit	13
28—San Francisco	6	17—Baltimore at Milw.	24
31—Los Angeles	10	21—Washington (a)	37
27—San Francisco (a)	14	38—Philadelphia	35
35—Los Angeles (a)	41	0—Baltimore (a)	56
—Green Bay		—Chicago Bears (a)	
—Baltimore		—Los Angeles	
—Detroit (a)		—San Fran. at Milw.	
—Pittsburgh (a)		—Detroit (a)	
—Chicago Cards		—San Francisco (a)	
—Detroit		—Los Angeles (a)	

193 142 109 199

LOS ANGELES

vs.

SAN FRANCISCO

Won 3, Lost 3

27—Cleveland	30	23—Pittsburgh	20
33—San Francisco (a)	3	3—Los Angeles	33
42—Detroit (a)	28	6—Chicago Bears (a)	28
10—Chicago Bears (a)	31	30—Philadelphia (a)	24
24—Detroit	41	14—Chicago Bears	27
41—Chicago Bears	35	24—Detroit	21
—San Francisco		—Los Angeles (a)	
—Green Bay (a)		—Detroit (a)	
—Baltimore (a)		—Green Bay at Milw.	
—Chicago Cards (a)		—Baltimore (a)	
—Baltimore		—Green Bay	
—Green Bay		—Baltimore	

177 168 100 153

NATIONAL LEAGUE STANDINGS

EASTERN CONFERENCE

Points

	W.	L.	T.	Pct.	For	Agt.
Cleveland	5	1	0	.833	192	122
NEW YORK	4	2	0	.667	126	94
Chicago Cards	2	3	1	.400	140	147
Washington	2	4	0	.333	111	152
Pittsburgh	2	4	0	.333	96	131
Philadelphia	1	4	1	.200	124	161

WESTERN CONFERENCE

Baltimore	6	0	0	1.000	234	94
Chicago Bears	4	2	0	.667	193	142
Los Angeles	3	3	0	.500	177	168
San Francisco	3	3	0	.500	100	153
Green Bay	1	4	1	.200	109	199
Detroit	1	4	1	.200	132	171

ONCE
IN A
BLUE
MOON



Rare is the whiskey of such character and savor that it unfailingly offers complete and perfect pleasure. And if this triumph won't quite change the stars in their courses or shade a gold moon blue, at least it can win more advocates than any other whiskey in the world's history. It can . . . and *did*. Its name is 7 Crown.

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OF THE FIRST AND FINEST AMERICAN WHISKEY

BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY.



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PUFF BY PUFF...

TODAY'S L&M GIVES YOU...

Less tars & More taste

DON'T SETTLE FOR ONE WITHOUT THE OTHER!

Change to L&M and get 'em both. Yes, today's L&M gives you the unbeatable combination of less tars and more taste! L&M's taste is so full and rich . . . it's a rare mixture of the Southland's *finest* cigarette tobaccos. And you get L&M's patented* filtering process — assuring you of less tars in the smoke, puff by puff, than ever before.

* Only L&M has U. S. patent number on the side of the pack. This patent (No. 2,805,671) covers L&M's exclusive process that electrostatically adds extra filtering fibers.

Light into that **Live Modern flavor** I change to modern **L&M**