

SEPTEMBER 25, 1960

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TOTAL PRICE

25¢

SAN FRANCISCO
FORTY NINERS

vs.

NEW YORK
GIANTS

R. Korman



Bumptious and bright, Mr. Sherwood remains the best thing that happens every morning, precisely from 6 to 9, on San Francisco's most listened-to station, the Sound of the City, KSFO/560 on everybody's dial.

National League Begins 41st Campaign

The National Football League begins its 41st year today and 13 cities in these great United States are praying for a championship team.

This unique recognition has been achieved by 10 present members of the NFL; the lovely hysteria of the crown jewels has been denied to Pittsburgh, San Francisco and, of course, the Dallas Cowboys, the bouncing and rather upstart baby of the hallowed circuit.

In many a sweaty dressing room today the athletic cream of the nation's manhood will be encouraged to go out and give their all for the city they represent. The gladiators who listen to such encouragement will fully realize that the garlands of victory, week by week, also will enhance the figures on the payroll checks issued not only this autumn but on future Sundays.

Yet, professional football will remain in the realm of the "desire" sports. Emotion and that nebulous thing called "spirit" will play a major part for those who win, and those who lose, on gridirons from the Atlantic to the Pacific.

All of this can lead us to another matter: how did these NFL stalwarts fare during the preseason games? How much do these so-called "experiments" count toward a December snake dance of victory?

If you want to get a player reaction, read Alyn Beals' story in another section of this program. Beals, one of the all-time great 49ers, had to fight to win his job during the preseason contests. A few "super-stars" may have their roles nailed down each year, but most NFL players must wage a bitter battle for security each year with the hungry and generally unawed rookies who report to training camp.

Take Hugh McElhenny, certainly an all-time 49er, running, driving and weaving in a broken field like "The King" of 1953-54.

After so-so seasons in 1958-59, McElhenny has had to call upon the extra attributes of a real champion in order to maintain his starring role despite an age factor. Hugh declines the use of the obvious alibi of bothersome injuries during the past two years.

In preseason games for 1960, the surging Green Bay Packers pace the field with a 6-0 record. Cleveland, displaying its best mark since 1950, is 5-1. Philadelphia, St. Louis and Los Angeles are 4-2. San Francisco and Baltimore are 3-3. The Chicago Bears are 2-2-1, while Pittsburgh and Detroit are 2-3-1. New York is 1-3-1, Dallas, 1-5-0, and Washington, 0-6.

Here is the 49er record, preseason and league, since entering the NFL in 1950:

	Preseason Games	League Games
1950	1-4-0	3-9-0
1951	4-1-0	7-4-1
1952	5-0-0	7-5-0
1953	2-3-1	9-3-0
1954	6-0-0	7-4-1
1955	5-1-0	4-8-0
1956	3-3-0	5-6-1
1957	5-1-0	8-4-0
1958	4-2-0	6-0-0
1959	2-4-0	7-5-0
1960	3-3-0	

San Francisco 49ers vs. New York Giants

SUNDAY, SEPTEMBER 25, 1960

1:30 P.M.

KEZAR STADIUM



Smart new ways to toast your favorite pro team!

Host your football guests wearing a magnificently styled club jacket tailored by Hart Schaffner & Marx from world's finest Fortuna flannel by Forstmann. Distinctive NFL lining and buttons. Limited supply means only season ticket holders are eligible to buy this jacket, Men's \$69.50, Women's \$65. Pure silk NFL team ties are by Damen, \$2.50.

Many kinds of sparkling Weico glassware—all in team colors of your choice—can add to party fun. Eleven piece ice bucket caddy set, seen on table, \$10. Bent glass ash tray set, \$3.50. Eight piece martini set, host holds pitcher, \$6. Eight or 13 piece sets of glasses with one or all 13 team

emblems, in 5 different sizes, \$3.50 to \$9.50.

Team dolls with nodding heads, seen on back bar, are 5" high, \$1 each, by L.A. Rams Mdse. Div.

RCA Victor has captured half time excitement in a colorful album starring the NFL Marching Band playing all team fight songs, \$3.98.

Couple in doorway wear corded embossed vinyl "Stadium" coats, sleeves and hood lined with NFL rayon print. Leather buttons, flap covered patch pocket, \$8.95, by Dolphin Rainwear. This price includes carrying case with cushion.

OFFICIAL NFL TEAM MERCHANDISE IS FEATURED IN YOUR CITY AT:

Macy's

San Francisco—Macy's Hillsdale, San Mateo—Macy's Valley Fair, San Jose
And other leading department stores, men's and boys' shops and sporting goods stores.



CHARLIE KRUEGER, E



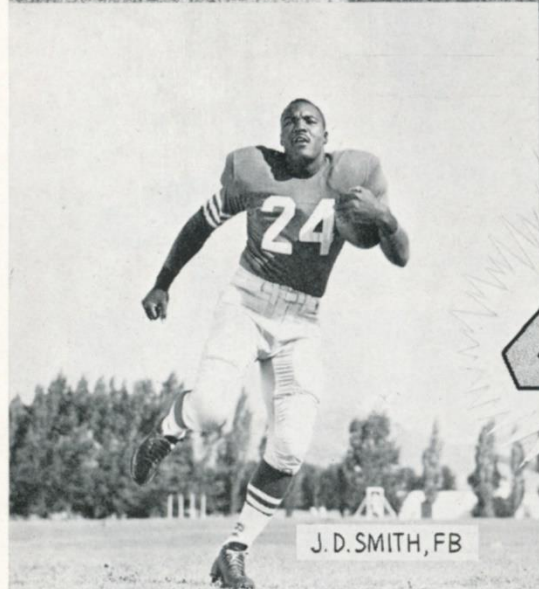
ABE WOODSON, HB



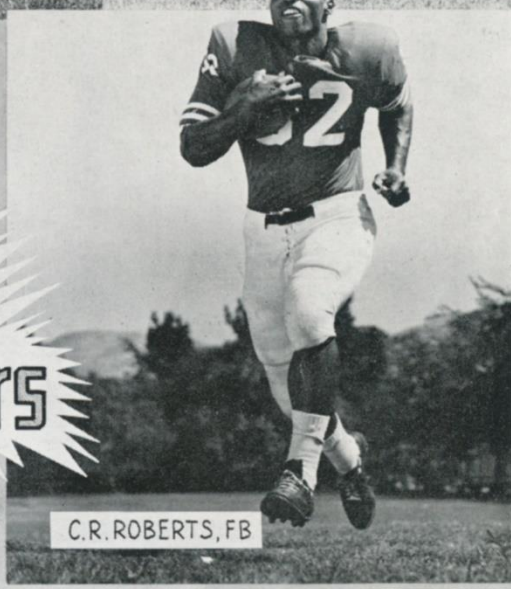
EDDIE DOVE, HB



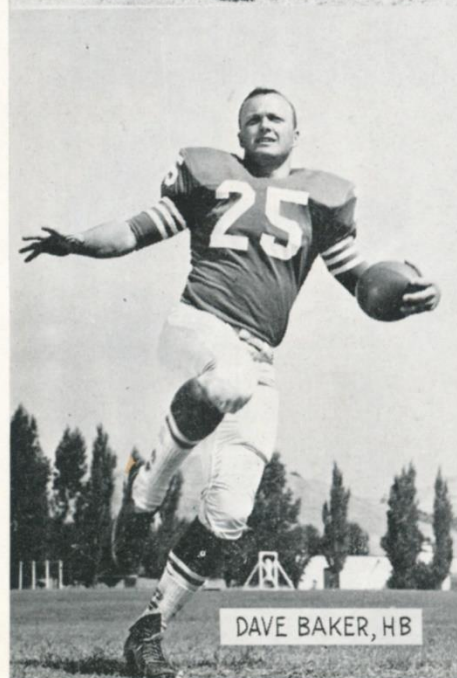
LEO NOMELLINI, T



J.D. SMITH, FB



C.R. ROBERTS, FB



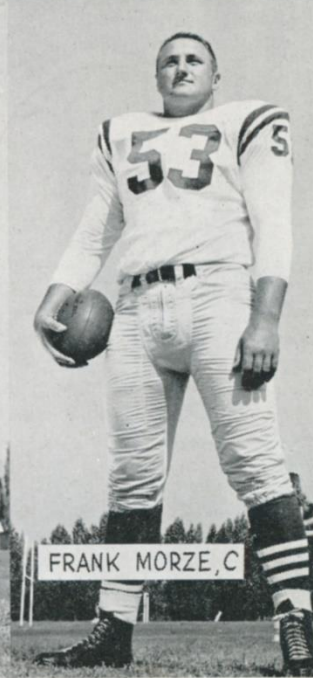
DAVE BAKER, HB



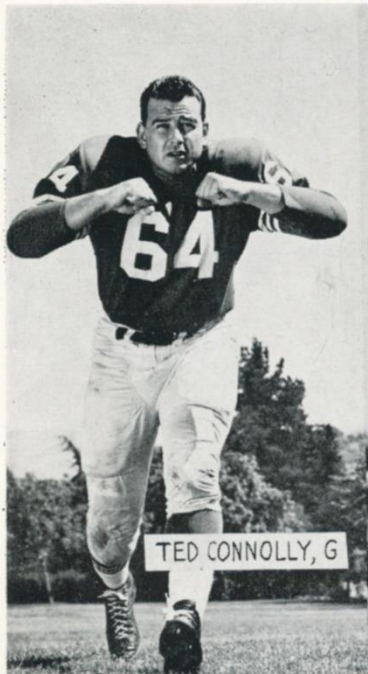
ED HENKE, E



JERRY MERTENS, HB



FRANK MORZE, C



TED CONNOLLY, G



GORDON KELLEY, L-B



JOHN BRODIE, QB



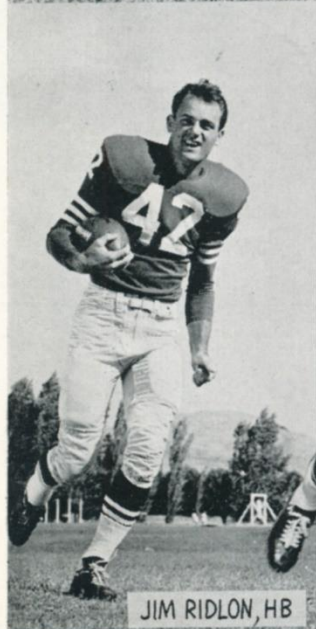
BOB HARRISON, L-B



KARL RUBKE, C



JOHN THOMAS, T



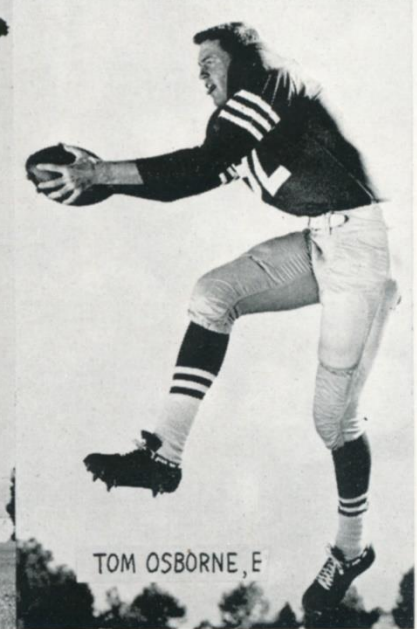
JIM RIDLON, HB



LENNY LYLES, HB



MONTE CLARK, T



TOM OSBORNE, E

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THREE



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**THE PUBLIC ADDRESS SYSTEM
AND ELECTRIC SPORTS TIMER
USED IN THIS GAME
IS ANOTHER
FLYING  SERVICE**

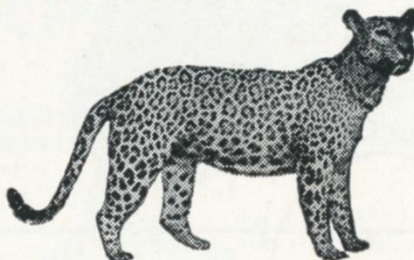


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SAN FRANCISCO FORTY NINERS

No.	Name	Pos.	Ht.	Wt.	Age	Year in NFL	College
11	WATERS, Bobby	QB	6.2	184	22	1	Presbyterian
12	BRODIE, John	QB	6.1	186	25	4	Stanford
14	TITTLE, Y. A.	QB	6.1	195	33	13	Louisiana State
23	NORTON, Ray	HB	6.2	184	22	1	San Jose State
24	SMITH, J. D.	FB	6.1	201	27	5	North Carolina A&T
25	BAKER, Dave	HB	6.0	193	23	2	Oklahoma
26	LYLES, Lenny	HB	6.2	202	24	3	Louisville
27	OWENS, R. C.	E-HB	6.3	190	26	4	College of Idaho
32	ROBERTS, C. R.	FB	6.3	197	24	2	Southern California
33	OSBORNE, Clancy	LB	6.3	217	25	2	Arizona State University
34	PERRY, Joe	FB	6.0	206	33	13	Compton Junior College
36	DAVIS, Tommy	K	6.0	212	25	2	Louisiana State
39	McELHENNY, Hugh	HB	6.1	198	31	9	Washington
40	WOODSON, Abe	HB	5.11	188	25	3	Illinois
42	RIDLON, Jim	HB	6.1	177	25	4	Syracuse
44	DOVE, Eddie	HB	6.2	180	23	2	Colorado
52	RUBKE, Karl	C	6.4	239	24	4	Southern California
53	MORZE, Frank	C	6.4	264	27	4	Boston College
54	HARRISON, Bob	LB	6.2	220	23	2	Oklahoma
55	HAZELTINE, Matt	LB	6.1	220	27	6	California
62	MAGAC, Mike	G	6.2	240	22	1	Missouri
63	CLARK, Monte	T	6.6	260	23	2	Southern California
64	CONNOLLY, Ted	G	6.3	242	28	6	Santa Clara-Tulsa
66	WITTENBORN, John	G	6.2	230	24	3	Southeast Missouri
70	KRUEGER, Charlie	E	6.4	245	23	2	Texas A&M
73	NOMELLINI, Leo	T	6.3	262	28	11	Minnesota
74	SCHMIDT, Henry	T	6.4	260	23	2	U.S.C.-Trinity
75	HENKE, Ed	E	6.4	221	32	8	Southern California
76	ROHDE, Len	E	6.4	240	22	1	Utah State
77	BOSLEY, Bruce	G	6.2	240	26	5	West Virginia
78	THOMAS, John	T	6.4	246	25	3	College of Pacific
79	ST. CLAIR, Bob	T	6.9	265	29	8	U.S.F.-Tulsa
80	MERTENS, Jerry	HB	6.0	183	24	3	Drake
83	KELLEY, Gordon	LB	6.3	231	22	1	Georgia
84	WILSON, Billy	E	6.4	190	33	10	San Jose State
85	STICKLES, Monty	E	6.4	240	22	1	Notre Dame
86	COLCHICO, Dan	E	6.4	236	23	1	San Jose State
87	MACKAY, Dee	E	6.5	236	24	1	East Texas State
88	CONNER, Clyde	E	6.2	190	27	5	College of Pacific

COACHING STAFF

Head Coach—Howard "Red" Hickey (Arkansas)

Assistants—Mark Duncan (Denver); Bill Johnson (Tyler J.C.); Jack Christiansen (Colorado State).

Director of Personnel—Lynn "Pappy" Waldorf (Syracuse).

Trainer—Henry Schmidt.

Equipment Manager—Chico Norton.



WANDA RAMEY
The Noon News

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BILL TRACY
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VAN AMBURG
11th Hour Sports

JOHN WESTON
The Noon News

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KPIX CHANNEL 5!**

49ers



Bob Sr. Clair

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PACIFICA: 1299 San Francisco Blvd., FLanders 5-4144

SAN FRANCISCO 49ER INDIVIDUAL CAREER RECORDS

Rushing— Joe Perry (12 seasons) — 1,607 carries for 8,496 yards, including two seasons in All-America Conference. (Perry also holds the all-time NFL record of 1,415 carries for 7,151 yards in 10 seasons.)

Passing— Y. A. Tittle (12 seasons) — 1,627 completions in 2,960 attempts for 21,937 yards and 142 touchdowns. (Includes Tittle's two seasons in the All-America Conference. Yardage total exceeded only by Sammy Baugh (22,085) in all-time pro records.)

Receiving— Billy Wilson (9 Seasons) — 404 catches for 5,851 yards (second only to Don Hutson in all-time pro records).



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SAN FRANCISCO 49ERS

PROBABLE STARTING LINEUP (Defense)

No.	Name	Position
75	ED HENKE	LE
73	LEO NOMELLINI	LT
63	MONTE CLARK	RT
70	CHARLIE KRUEGER	RE
33	CLANCY OSBORNE	LLB
52	KARL RUBKE	MLB
55	MATT HAZELTINE	RLB
80	JERRY MERTENS	LH
40	ABE WOODSON	RH
25	DAVE BAKER	LS
44	EDDIE DOVE	RS

THE SQUAD

11 Waters, QB	40 Woodson, HB	75 Henke, E
12 Brodie, QB	42 Ridlon, HB	76 Rohde, E
14 Tittle, QB	44 Dove, HB	77 Bosley, G
23 Norton, HB	52 Rubke, C	78 Thomas, T
24 Smith, J.D., FB	53 Morze, C	79 St. Clair, T
25 Baker, HB	54 Harrison, LB	80 Mertens, HB
26 Lyles, HB	55 Hazeltine, LB	82 Osborne, Tom, E
27 Owens, E-HB	62 Magac, G	83 Kelley, LB
32 Roberts, FB	63 Clark, T	84 Wilson, E
33 Osborne, C., LB	64 Connolly, G	85 Stickles, E
34 Perry, FB	66 Wittenborn, G	86 Colchico, E
36 Davis, K	70 Krueger, E	87 Mackey, E
39 McElhenny, HB	73 Nomellini, T	88 Conner, E
	74 Schmidt, T	

OFFICIALS: Referee (23).....Harry Brubaker (Loyola) Umpire (12).....Cletus Gardner (Villanova)

See the Forty Niners on KPIX-TV Channel 5 — brought to you by Marlboro



NEW YORK GIANTS

PROBABLE STARTING LINEUP (Offense)

No.	Name	Position
44	KYLE ROTE	LE
79	ROOSEVELT BROWN	LT
62	DARRELL DESS	LG
55	RAY WIETecha	C
66	JACK STROUD	RG
72	FRANK YOUSO	RT
85	BOB SCHNELKER	RE
42	CHARLIE CONERLY	QB
16	FRANK GIFFORD	LH
24	PHIL KING	RH
40	JOE MORRISON	FB

THE SQUAD

11 Grosscup, QB	40 Morrison, FB	75 Katcavage, E
15 Shaw, QB	41 Crow, HB	76 Grier, T
16 Gifford, HB	42 Conerly, QB	77 Modzelewski, T
20 Patton, HB	44 Rote, E	78 Boll, T
21 Riley, HB	48 Stits, HB	79 Brown, T
22 Lynch, HB	52 Schmidt, T-C	81 Robustelli, E
24 King, HB-FB	55 Wietecha, C	82 Scott, LB
25 Nolan, HB	62 Dess, G	83 Simms, E
26 Sutton, HB	66 Stroud, T-G	84 Svare, LB
29 Webster, HB	70 Huff, LB	85 Schnelker, E
30 Leo, E-LB	72 Youso, T	86 Kimber, E
33 Triplett, FB	73 Jacobs, T	88 Summerall, E
34 Chandler, HB	74 Cordileone, T-G	89 Livingston, LB

Head Linesman (53).....Lon Evans (T.C.U.) Back Judge (41).....Jack Nix (U.S.C.) Field Judge (32) J. Tunney (Occidental)

See the Forty Niners on KPIX-TV Channel 5 — brought to you by Marlboro

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49ERS' FIVE YEAR RECORD VS 1960 HOME OPPONENTS

BALTIMORE COLTS

49ers		Opponent
14	1955	26
35		24
20	1956	17
30		17
21	1957	27
17		13
27	1958	35
21		12
14	1959	45
14		34

GREEN BAY PACKERS

49ers		Opponent
21	1955	27
7		28
17	1956	16
38		20
24	1957	14
27		20
33	1958	12
48		21
20	1959	21
14		36

CHICAGO BEARS

20	1955	19
23		34
7	1956	31
21		38
21	1957	17
21		17
6	1958	28
14		27
20	1959	17
3		14

LOS ANGELES RAMS

14	1955	23
14		27
33	1956	30
6		30
23	1957	20
24		37
3	1958	33
7		56
34	1959	0
24		16

DETROIT LIONS

27	1955	24
38		31
17	1956	20
13		17
35	1957	31
10		31
24	1958	21
21		35
34	1959	13
33		7

NEW YORK GIANTS

14	1952	23
21	1956	38
27	1957	17

THE COCA-COLA BOTTLING COMPANY OF CALIFORNIA
SAN FRANCISCO, CALIFORNIA

NEW YORK GIANTS

No.	Name	Pos.	Ht.	Wt.	Age	Year in NFL	College
11	GROSSCUP, Lee	QB	6.1	185	23	1	Utah
15	SHAW, George	QB	6.0	180	27	6	Oregon
16	GIFFORD, Frank	HB	6.1	200	30	9	Southern California
20	PATTON, Jimmy	HB	5.10	180	28	6	Mississippi
21	RILEY, Lee	HB	6.1	190	27	5	Detroit
22	LYNCH, Dick	HB	6.1	200	24	3	Notre Dame
24	KING, Phil	HB-FB	6.4	225	24	3	Vanderbilt
25	NOLAN, Dick	HB	6.1	185	28	7	Maryland
26	SUTTON, Ed	HB	6.1	205	24	4	North Carolina
29	WEBSTER, Alex	HB	6.3	220	29	6	North Carolina State
30	LEO, Jim	E-LB	6.1	215	22	1	Cincinnati
33	TRIPLETT, Mel	FB	6.1	215	28	6	Toledo
34	CHANDLER, Don	HB	6.2	205	25	5	Florida
40	MORRISON, Joe	FB	6.1	194	22	2	Cincinnati
41	CROW, Lindon	HB	6.1	205	27	6	Southern California
42	CONERLY, Charles	QB	6.1	185	39	13	Mississippi
44	ROTE, Kyle	E	6.0	200	32	10	Southern Methodist
48	STITS, Bill	HB	6.0	195	28	8	U.C.L.A.
52	SCHMIDT, Bob	T-C	6.4	245	24	3	Minnesota
55	WIETECH, Ray	C	6.1	225	31	8	Northwestern
62	DESS, Darrell	G	6.0	235	25	3	North Carolina State
66	STROUD, Jack	T-G	6.1	235	31	8	Tennessee
70	HUFF, Sam	LB	6.1	230	25	5	West Virginia
72	YOUSO, Frank	T	6.4	260	24	3	Minnesota
73	JACOBS, Proverb	T	6.5	255	25	2	California
74	CORDILEONE, Lou	T-G	6.0	240	23	1	Clemson
75	KATCAVAGE, Jim	E	6.3	230	25	5	Dayton
76	GRIER, Roosevelt	T	6.5	285	27	5	Penn State
77	MODZELEWSKI, Dick	T	6.0	260	29	8	Maryland
78	BROWN, Roosevelt	T	6.3	245	27	8	Morgan State
81	LIVINGSTON, Cliff	LB	6.3	215	30	7	U.C.L.A.
81	ROBUSTELLI, Andy	E	6.1	230	32	10	Arnold
82	SCOTT, Tom	LB	6.2	220	30	8	Virginia
83	SIMMS, Bob	E	6.1	210	22	1	Rutgers
84	SVARE, Harland	LB	6.0	215	29	8	Washington State
85	SCHNELKER, Bob	E	6.4	215	30	8	Bowling Green
86	KIMBER, Bill	E	6.2	190	24	2	Florida State
88	SUMMERALL, Pat	E	6.4	235	30	9	Arkansas
78	BOLL, Don	T	6.2	280	32	8	Nebraska

COACHING STAFF

Head Coach—Jim Lee Howell (Arkansas).

Assistants—Al Sherman (Brooklyn College); Ed Kolman (Temple); Ken Kavanaugh (Louisiana State).

"THE SAN FRANCISCO 49ERS"

By Dan F. McGuire

The thrilling story of one of professional football's most exciting teams.

Some of the chapters you don't want to miss:

"The Runaway Rookies of 1948"

"The Tough Guys of 1951"

"Folly on the Fourth Down"

"The Cliff-Hangers of 1957"

—O—

Special autograph nights, featuring 49er stars, will be held at the White House,

San Francisco, Sept. 26, and at Macy's, San Francisco, and H. C. Capwell's,

Oakland, Oct. 3.

—O—

Published by Coward-McCann—Available at local department and book stores Sept. 24.

—O—

(Also published by Coward-McCann—"The New York Giants" by Don Smith)



KYLE ROTE, FB



JOE MORRISON, HB



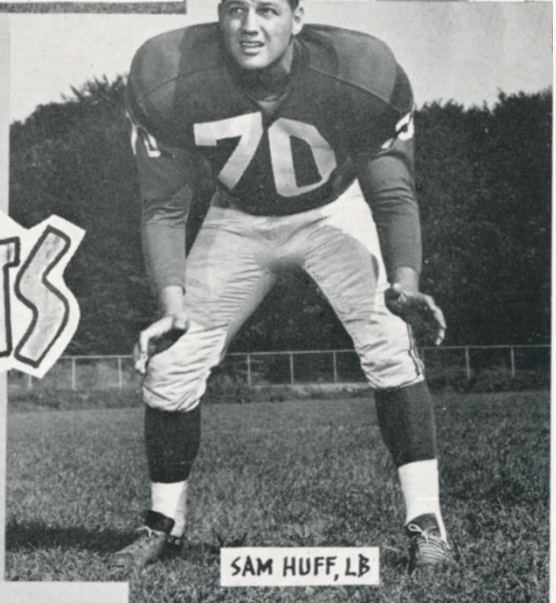
DICK LYNCH, HB



ANDY ROBUSTELLI, E



RAY WIETCHA, C



SAM HUFF, LB



GEORGE SHAW, QB



MEL TRIPLETT, FB



DON CHANDLER, HB



DICK MODZELEWSKI, T

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JIMMY PATTON, HB



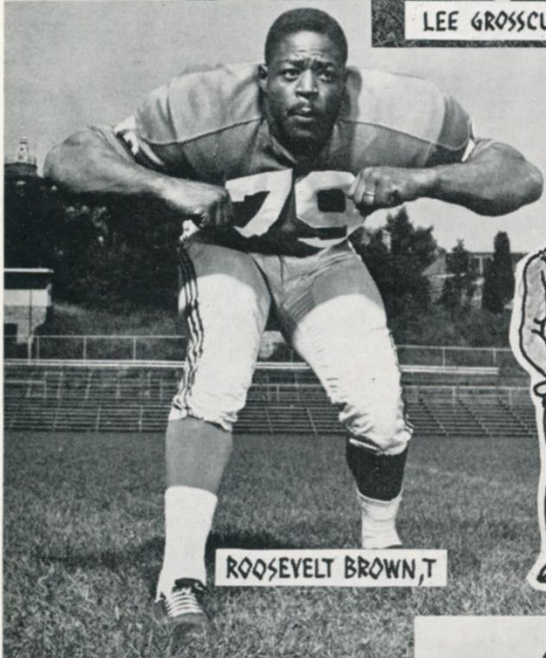
LEE GROSSCUP, QB



PAT SUMMERALL, E



JIM KATCAVAGE, E



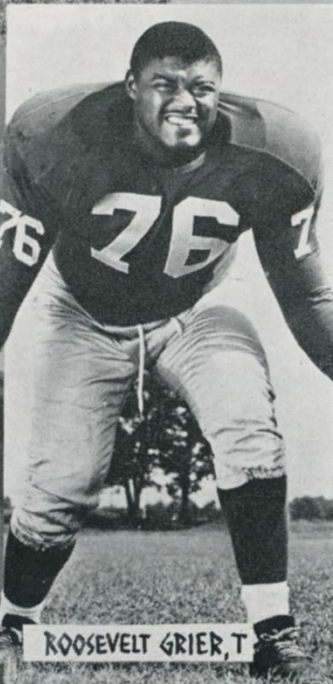
ROOSEVELT BROWN, T



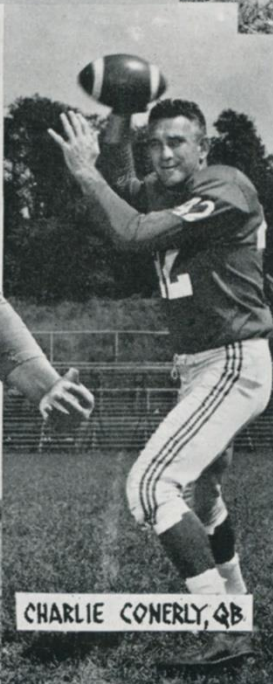
JACK STROUD, T-G



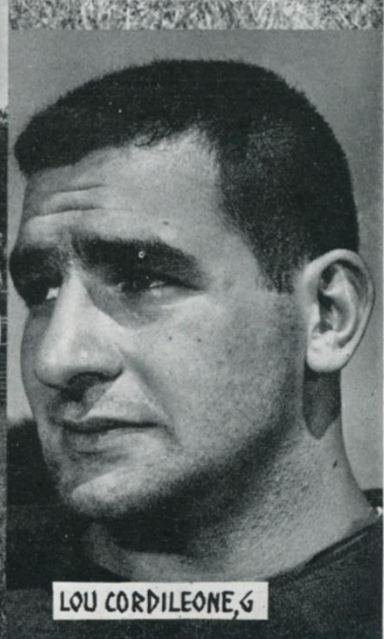
BOB SCHNELKER, E



ROOSEVELT GRIER, T



CHARLIE CONERLY, QB

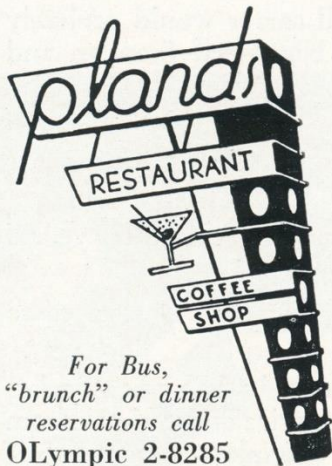


LOU CORDILEONE, G

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Left to right: Walt Yowarsky—Ed Kolman—Jim Lee Howell, Head Coach
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"The Afternoon I'll Never Forget"

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(Former 49er stars have been asked to tell us of their most memorable game. Some of the selections may surprise San Francisco fans. We know that Alyn Beals' story will. A Santa Clara graduate, Alyn won commendations on European battlefields with the U.S. Army and was an original 49er in 1946. He led the All-America Conference in scoring during its four years of existence—1946-49. Alyn is a partner in the Welch Realty Company in Redwood City.)

THERE were a lot of games that gave me a personal thrill and made me proud to be a 49er. But the game that I'll always remember wasn't one that affected the standings or meant a great deal to many people. It was Sunday, Sept. 1, 1946—a preseason game against the Chicago Rockets at Kezar Stadium.

I didn't get home from Germany until three days before the 49ers opened camp at Menlo College. I had played some service football in Europe after the war ended, but I knew the competition in U.S. pro football would be tough. I was worried about my chances of making the club and my morale hit the bottom when we beat the Los Angeles Dons at San Diego and I wasn't used for even one play.

My thought was that if Coach Buck Shaw didn't use me against the Dons, what chance did I have of playing against the Rockets? They were loaded with talent—"Crazy Legs" Hirsch, Bob Hoernschmeyer and Billy Hillenbrand, among others.

I had attended high school at Polytechnic, right across the street from Kezar, and I kept

thinking my football career would probably end right where it began—at Stanyan and Frederick Sts.

Huddled in misery on the bench, I heard someone call my name midway during the first quarter.

"Hey," one of the other substitutes yelled, "Shaw wants you to go in."

My knees were shaking, but I managed to get on the field.

I almost fainted in the huddle when Parker Hall, the great All-America quarterback from Mississippi, called a pass play. I was the intended receiver. In all honesty, no football ever descended into shakier hands. I somehow clutched it to my chest and the 49ers had a touchdown.

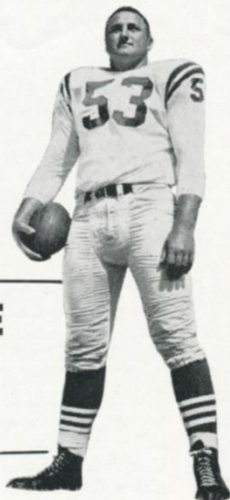
Later in the game, Frankie Albert also threw a touchdown pass to me and I know I was the happiest guy that ever put a cleat on the Kezar turf.

There were some great moments later—especially the day in 1949 when we whipped Cleveland, 56-28—but I'll never forget that Rocket game.

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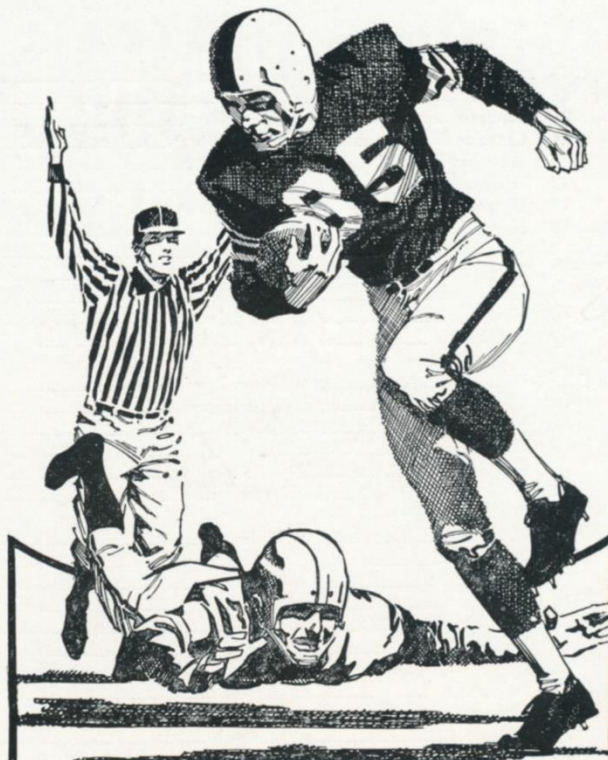
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NATIONAL FOOTBALL LEAGUE '60 SCHEDULE

Sept. 23	St. Louis	at Los Angeles	Nov. 6	Pittsburgh	at Philadelphia
Sept. 24	Pittsburgh	at Dallas	" 6	Washington	at St. Louis
Sept. 25	Chicago	at Green Bay	" 6	Chicago—Bye	
" 25	Cleveland	at Philadelphia	Nov. 13	Baltimore	at Chicago
" 25	New York	at SAN FRANCISCO	" 13	Dallas	at Green Bay
" 25	Washington	at Baltimore	" 13	Los Angeles	at Detroit
" 25	Detroit—Bye		" 13	Pittsburgh	at New York
Sept. 30	Philadelphia	at Dallas	" 13	St. Louis	at Cleveland
Oct. 2	Chicago	at Baltimore	" 13	Washington	at Philadelphia
" 2	Detroit	at Green Bay	" 13	SAN FRANCISCO—Bye	
" 2	Los Angeles	at SAN FRANCISCO	Nov. 20	Cleveland	at Pittsburgh
" 2	New York	at St. Louis	" 20	Detroit	at Chicago
" 2	Pittsburgh	at Cleveland	" 20	Los Angeles	at Milwaukee (Green Bay)
" 2	Washington—Bye		" 20	Philadelphia	at New York
Oct. 9	Baltimore	at Green Bay	" 20	St. Louis	at Washington
" 9	Dallas	at Washington	" 20	SAN FRANCISCO	at Dallas
" 9	Los Angeles	at Chicago	" 20	Baltimore—Bye	
" 9	New York	at Pittsburgh	Nov. 24	Green Bay	at Detroit
" 9	St. Louis	at Philadelphia	Nov. 27	Cleveland	at St. Louis
" 9	SAN FRANCISCO	at Detroit	" 27	Dallas	at Chicago
" 9	Cleveland—Bye		" 27	New York	at Philadelphia
Oct. 16	Cleveland	at Dallas	" 27	SAN FRANCISCO	at Baltimore
" 16	Detroit	at Philadelphia	" 27	Washington	at Pittsburgh
" 16	Los Angeles	at Baltimore	" 27	Los Angeles—Bye	
" 16	St. Louis	at Pittsburgh	Dec. 4	Dallas	at New York
" 16	SAN FRANCISCO	at Chicago	" 4	Detroit	at Baltimore
" 16	Washington	at New York	" 4	Green Bay	at Chicago
" 16	Green Bay—Bye		" 4	Philadelphia	at St. Louis
Oct. 23	Baltimore	at Detroit	" 4	SAN FRANCISCO	at Los Angeles
" 23	Chicago	at Los Angeles	" 4	Washington	at Cleveland
" 23	Dallas	at St. Louis	" 4	Pittsburgh—Bye	
" 23	Philadelphia	at Cleveland	Dec. 10	Green Bay	at SAN FRANCISCO
" 23	Pittsburgh	at Washington	Dec. 11	Baltimore	at Los Angeles
" 23	SAN FRANCISCO	at Milwaukee (Green Bay)	" 11	Chicago	at Cleveland
" 23	New York—Bye		" 11	Dallas	at Detroit
Oct. 30	Baltimore	at Dallas	" 11	New York	at Washington
" 30	Chicago	at San Francisco	" 11	Philadelphia	at Pittsburgh
" 30	Cleveland	at Washington	" 11	St. Louis—Bye	
" 30	Detroit	at Los Angeles	Dec. 17	Green Bay	at Los Angeles
" 30	Green Bay	at Pittsburgh	Dec. 18	Baltimore	at SAN FRANCISCO
" 30	St. Louis	at New York	" 18	Chicago	at Detroit
" 30	Philadelphia—Bye		" 18	Cleveland	at New York
Nov. 6	Detroit	at SAN FRANCISCO	" 18	Philadelphia	at Washington
" 6	Green Bay	at Baltimore	" 18	Pittsburgh	at St. Louis
" 6	Los Angeles	at Dallas	" 18	Dallas—Bye	
" 6	New York	at Cleveland			

MONDAY, DEC. 26 or SUNDAY, JAN. 1st, 1961—World's Championship Playoff in Home City of the Eastern Conference Champions.
SUNDAY, JAN. 15, 1961—ALL STAR PRO-BOWL GAME AT LOS ANGELES.

Please Keep the Field Clear

The Recreation and Park Board, the police department and the 49ers sincerely request your cooperation in keeping the playing field clear—before, during and after the game.

Game officials are under instructions from Commissioner Pete Rozelle of the National Football League to halt play when spectators go on the field or mill around the sidelines.

This rule is primarily for the protection of the fans. Several years ago a young boy narrowly escaped serious injury or even death when he was caught beneath an avalanche of people—adults as well as children—racing onto the field.

Parents, in particular, are urged to warn their children of the danger involved in leaving their seats and going on the field.

All of us are here because we enjoy football. Let's make sure that this enjoyment is not wiped out by a serious tragedy.

THANK YOU

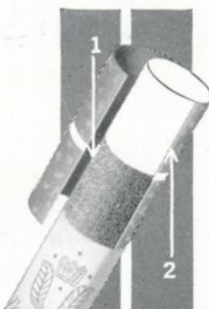
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Tareyton has the taste— DUAL FILTER DOES IT!

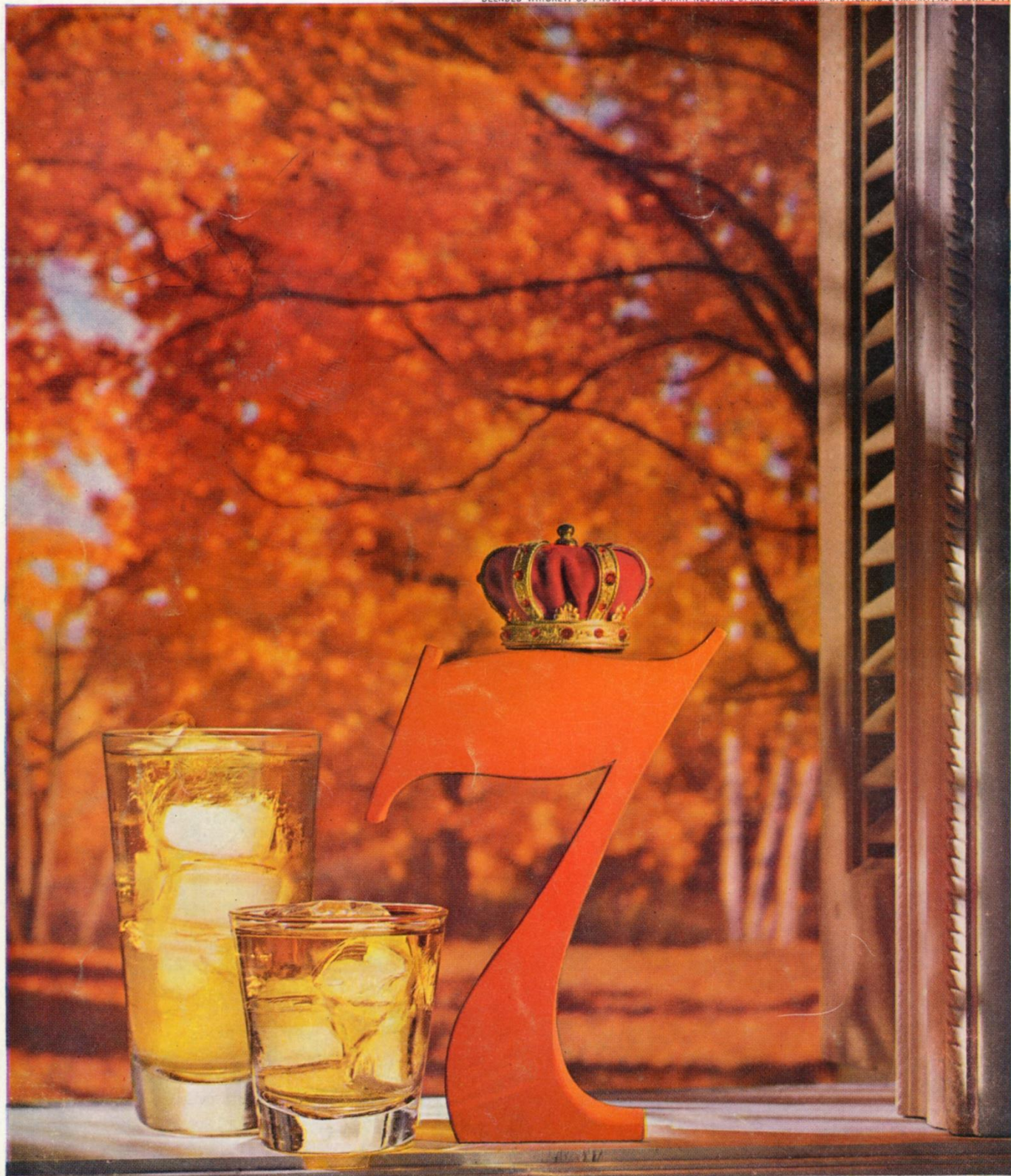
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clarity and character of taste surpassing any other. **SAY SEAGRAM'S AND BE SURE**

