

1963 FOOTBALL

Jaycee Classic

SPONSORED BY NEW JERSEY JAYCEES

NEW YORK

GIANTS

PHILADELPHIA

EAGLES

A. THURLOW



OFFICIAL PROGRAM / ONE DOLLAR



now it's Pepsi-for those who think young

Sunshine brings more people out today—and more people bring out Pepsi! Light, bracing Pepsi matches your modern activities with a sparkling-clean taste that's never too sugary or too sweet. And nothing drenches your thirst like a cold, inviting Pepsi-Cola. So think young—say "Pepsi, please!"





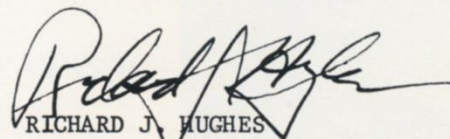
STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
TRENTON

RICHARD J. HUGHES
GOVERNOR

Once again I am grateful for the opportunity to publicly commend the Jaycees for their sponsorship of this outstanding Football Classic.

The fact that this event has already proved so successful is a fitting tribute to the Jaycees and their tireless, unselfish efforts in the interest of our less fortunate fellow-citizens.

I hope that this afternoon's game will be most enjoyable for those in attendance and that the Jaycees will continue to meet with success in all of their future projects for the good of New Jersey.



RICHARD J. HUGHES
GOVERNOR OF NEW JERSEY



who are the Jaycees ?

This game today is run by Jaycees. Who are they?

The Jaycee who sold you this program may be a lawyer.

The Jaycee over there selling hot dogs could be a dentist.

The Jaycee outside directing parking might be a stock-broker.

The Jaycee making announcements in the press box might be a realtor.

In short, Jaycees come from all walks of life. They can be anything from accountants to production foremen, from teachers to salesmen.

And they all have one thing in common. They are men who intend to go places, men of action.

Their organization is dedicated to community service and leadership training. Membership is limited to those young men between the ages of 21 and 35 years.

"Jaycees" is the popular name for Junior Chamber of Commerce. There is no connection or affiliation with the "Chamber of Commerce" except in similarity of names.

There are almost 7,000 Jaycees in more than 200 New Jersey communities.

There are 250,000 Jaycees in 3,700 communities in the United States.

There are 300,000 Jaycees around the globe, coming from seventy-five free world countries.

Yes, the Jaycees is the fastest growing young men's association in the world. Why? Because this group offers every young man of good character opportunity at leadership training through service. A Jaycee trains by doing. He participates in civic improvement and youth welfare projects. And in doing—and being a young man of action—he gains confidence, poise, organizational experience and learns to handle responsibility. And, as a Jaycee acquires these priceless qualities, his community, New Jersey, America, and the world benefit.

If you are between the ages of 21 and 35, you are eligible to be a Jaycee. It's the opportunity of a lifetime—and it may shape your life. You can inquire about being a member by contacting the Jaycee chapter in your community. Or you can contact the New Jersey Jaycee state headquarters, 73 Broad Street, Red Bank (SHadyside 7-0600). They'll be happy to put you in touch with a chapter in your area.

Young men can change the world. You'll see how when you become a Jaycee. You'll be helping change it for the better, too.

JAMES A. SKIDMORE, PRESIDENT N. J. JAYCEE

jim skidmore is headed straight for the top. At age 30, he is President of the New Jersey Jaycees, a job to which he was elected three months ago.

James A. Skidmore, Jr., has been a Jaycee for six years. He helped found the Point Pleasant chapter, and when he moved to Brick Township, he helped form that Jaycee group. He was treasurer, vice president, and president in Point Pleasant, and as a state officer, was vice president, and last year, a national director of the U. S. Junior Chamber of Commerce. At the state convention he was named outstanding national director, and at the national Jaycee convention he was named one of ten outstanding national directors.

Skidmore, an ex-Marine captain, is a graduate of Muhlenberg College. One of his non-Jaycee credits was a tryout with the New York Football Giants of the NFL.

After his Marine discharge, he joined Bell Telephone as a customer sales representative, is now a Marketing Area Sales Manager.



JACK LIEBERMAN, CHAIRMAN 1963 NEW JERSEY CLASSIC

jack lieberman, General Chairman of the Classic, is a man with a most unlikely background for the job. He's a research chemical engineer. But, he's handled the Classic like a pro.

Lieberman, who is responsible for today's game, has had to deal with a gross budget close to \$300,000. He admits it is "the biggest business I have ever been in, but that's what happens when you're in the Jaycees."

A Jaycee for seven years, Lieberman finds dealing with men from all over the state "no problem." His experience as Metuchen Jaycee president, a state chairman and a past national director of the U. S. Jaycees, stands him in good stead on the assignment.

But does this fit in with a 1956 B.S. Degree in chemical engineering from Penn State, and being in charge of a research laboratory pilot plant for E. R. Squibb & Sons in New Brunswick?

"Frankly, it doesn't. But it's been a terrific challenge," Lieberman concludes.



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NEW YORK GIANTS

vs

PHILADELPHIA EAGLES

September 7, 1963

PALMER
STADIUM

Princeton, New Jersey

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WOODBIDGE, NEW JERSEY



The king size check—\$120,000—went to 212 New Jersey charities in 1962 as a result of proceeds from the Classic. New Jersey's Governor Hughes is shown on the right center during the check presentation. Also shown on second from right is John E. Farrell of P. Ballantine and Son and Jerome U. Burke 1962-63 N. J. Jaycee State President, far right.

What is the New Jersey Jaycee Classic?



The 1963 N. J. Jaycee Football Classic is the biggest pro gridiron event ever held in the Garden State. Its purpose is to raise money for N. J. charities.

The Classic is a massive volunteer effort by the Jaycees of New Jersey. It is conceived, organized, promoted and run by Jaycees. There are about 7,000 young men in this state group coming from 163 local chapters in 21 counties.

Thirteen hundred of them are working in and around Palmer Stadium today. You bought this souvenir program from a Jaycee. The ushers are Jaycees. The vendors are Jaycees. The parking attendants are Jaycees. The announcers are Jaycees. In short, the Classic would not be held today if it were not for the Jaycees of New Jersey.

Proceeds from today's game are expected to exceed \$150,000. This money will go back to N. J. communities.

Thousands of Jaycees and hundreds of thousands of Jaycee man-hours go into the Classic. There are a million details to producing this afternoon's event. Things like: starting a year ago to coordinate the New York Football Giants and the Philadelphia Eagles schedules; printing 47,000 separately numbered tickets; selling the tickets in three states; getting press, radio and TV coverage; putting up 250 billboards in three states; parking and studying the problems of handling 7,500 cars, arranging to run buses and trains to the game; organizing platoons of workers to usher and vend refreshments; selling ads and producing this souvenir program; and counting all the nickels, dimes and quarters that will produce \$150,000 for charities this year. Yes, the Classic is an enormous amount of work. But it's worth it. Look at what happened last year.

proceeds from the '62 classic

The first N. J. Jaycee Classic was held here in Palmer Stadium, September 8, 1962. The New York Football Giants and the Philadelphia Eagles played then, too.

The first classic was a roaring success in every way: 44,966 tickets sold netted about \$150,000 for state charities. Part of this went to 196 educational, welfare, youth and charitable groups designated by 124 local Jaycee chapters. Sixteen groups were picked by the state Jaycee organization for large donations. The remainder went to state Jaycee youth fitness and community service activities.

Here's a breakdown of the division of proceeds from the '62 Classic:

I. 196 Local Chapter Charities: \$63,936

II. 16 Large State Gifts:

1. N.J. Area Council, Boys' Clubs of America	22,184
2. Mercer County YMCA's	2,500
3. Princeton Area Charities	2,000
4. Muhlenberg Hospital, Plainfield	1,300
5. Fitkin Hospital, Neptune	1,300
6. Monmouth Medical Center, Long Branch	1,300
7. Friendly Neighborhood House, Newark	750
8. Boys' Club of Paterson	1,550
9. Walter D. Matheny School for Cerebral Palsied Children	2,000
10. Ocean County Unit, N.J. Association of Retarded Children	2,000
11. Betty Bachrach Home for Afflicted Children, Longport	2,750
12. Evanoff Guidance Center-Retarded Children, Vineland	2,250
13. Frost Valley YMCA, Newark	2,000
14. N. J. Boystown	750
15. Deborah Hospital, Brown's Mills	4,340
16. American Cancer Society of N.J., Div., Inc.	4,340
	<hr/>
	56,064
	<hr/>
	120,000

III. Youth Fitness and Community Development Programs of New Jersey Jaycees 30,000

JAYCEE TOTAL GAME RECEIPTS..... \$150,000

Palmer Stadium was donated by Princeton University for this event.

WHAT HAPPENED

New York Giants 24, Philadelphia Eagles 10.

Temperature in the 80's, with clear skies.

The use of Palmer Stadium and all its facilities was FREE. (Same this year.)

Largest crowd to ever see a professional football game in New Jersey.

First professional football game at Palmer Stadium.

P. Ballantine & Sons Brewing Company of Newark co-operated with the Jaycees in promotion of the game, providing billboards, placards, distribution of ticket applications, plus many other aids.

Both Nassau Inn and Princeton Inn ran out of food and refreshments after the game.

WHAT WAS SOLD

11,300 programs.

24,917 hot dogs, four times more than Princeton ever sold at a game, and were sold out by half-time.*

Twice as many souvenirs and four times as much food as ever before.

45,000 soft drinks in cups and cans.

WHAT CHAPTERS DID

112 Jaycee Chapters had four or more men working at the game.

112 Chapters supplied 1,130 Jaycees for the game.

Parked 7,349 cars, 1,500 more than Princeton ever parked for a game.

143 chapters sold 23,000 tickets.

TICKETS & ATTENDANCE

13 chapters sold 13,400, or over 50%.

Top five chapters in ticket sales: Princeton (5,657); Trenton (2,063); Red Bank (865); New Brunswick (653); Hightstown (647).

Boys' Clubs of Newark sold 3,578. Boys' Clubs of New Jersey sold 6,500.

44,966 paid patrons; crowd was over 47,000 including working Jaycees, press and other official workers.

\$269,424 was the gross take.

Paterson had 53 men working; Levittown 45 and Elizabeth 44.

*Incidentally, 83 hot dogs went unsold on one side of the stadium while 83 rolls remained on the other side.

some more

facts of

the 1962 game

The New Jersey Jaycees wish to thank P. Ballantine and Sons for their generous cooperation in making the Classic a success.

The real appreciation for the success of the Classic goes to you, the fans, who have supported this charity game and New Jersey Jaycees thank you.

The New Jersey Jaycees wish to express their appreciation to the New Jersey Outdoor Advertising Association who donated 244 billboards throughout the State of New Jersey and the Philadelphia Metropolitan area for the Classic promotion.



Robert F. Goheen
President
Princeton University



Edgar M. Gemmell
Administrative Vice-President
Princeton University



R. Kenneth Fairman
Director of Athletics
Princeton University

“Old Nassau”

Your Host For Today's Game

Today's football game in beautiful Palmer Stadium—the second ever played here by professionals—could not have been possible without the gracious co-operation of Princeton University.

To the Trustees of Princeton, and to its President, Dr. Robert F. Goheen, for their cooperation in making available to the New Jersey Junior Chamber of Commerce these magnificent athletic facilities, the Jaycees extend their deepest gratitude.

To Edgar M. Gemmell, Administrative Vice President of the University, the Jaycees offer their special thanks for his close cooperation and guidance from the very beginning . . . when the Classic was but an idea. He has worked side by side with us, guided us in our deliberations, and helped us to establish the charitable principles upon which the Classic has been built.

And, finally, to Kenneth Fairman, Director of Athletics, and all of the many other officials and employees of the University who have been of invaluable assistance in the planning and carrying out of this event—the biggest undertaking in our organization's history—we say another heartfelt, “Thank you.”

Old Nassau—the Jaycees of New Jersey, almost seven thousand strong, salute you!

The Classic Committee started meeting regularly 6 months in advance of the game. Shown above are the chairmen during one meeting: (left to right, bottom row): Bill Flemming (Secretary); Marv Greenberg (Publicity and Public Relations); John Lasley (Vice Chairman); Jack Lieberman (General Chairman); Bill Meyer ('62 Classic Chairman); Jim Vance (Ticket Sales); (Top row, left to right): Stan Tannenbaum (Legal Counsel); Frank Hawkinson (Program Book); Sam Bahadurian (Grounds & Security); John Hodnett (Treasurer); Tilt Kurtz (Manpower); Greg Hogan (Program and Souvenir Sales); Tom Jamieson (Princeton Liaison).

A.W.O.L. FOR PICTURE TAKING WERE: Jerry Okoniewski (N. J. Jaycee Liaison); Ed Edenfield (Ticket Distribution); Sam Rock (Special Events); Mickey Bressler (Food Concessions); Jim Carlucci (Parking).

here are the chairmen of the classic

JOHN LASLEY, President of the Princeton Jaycees in '58-'59, vice-president in '56-'57, is the Classic Committee Vice Chairman for Ticket Sales and Distribution. John is Production Manager, Opinion Research Corporation, Princeton.

The Classic Committee Secretary is WILLIAM W. FLEMMING, a real estate and insurance broker with Flemming & Company, Camden. Bill has held local Jaycee offices in the Greater Camden Jaycees as corresponding secretary, recording secretary, vice-president, and chairman of the board. Currently he is a member of the board of directors of his chapter. Bill has also served as N. J. State Jaycee secretary, vice-president and U. S. Jaycee national director ('60-'61).

Treasurer is JOHN F. HODNETT, who has a background of banking experience serving the Boardwalk National Bank of Atlantic City as Assistant Comptroller. He has been treasurer and di-

rector of the Mainland Jaycees. John was assistant treasurer of the N. J. Jaycees in '62-'63.

WILLIAM H. MEYER, JR., Immediate Past Chairman of the Classic, is serving as advisor and consultant to the present committee. Bill has held offices in the New Providence-Berkeley Heights Jaycees as vice-president ('56-'57) and president ('57-'58). His state Jaycee offices include N.J. Jaycee vice-president, membership chairman and Junior Olympics Chairman.

Legal counsel for the Classic Committee is STANLEY TANNENBAUM. Stan, a former president of the New Providence-Berkeley Heights Jaycees ('61-'62) and secretary of the Summit Jaycees ('60-'61), is an attorney and partner in the firm of Reibel, Isaac and Tannenbaum, Elizabeth.

THOMAS C. JAMIESON, JR., an attorney, of Jamieson, Walsh & McCordell of Trenton and Princeton, holds

the chairmanship of the Liaison Committee between the Classic and Princeton University. Tom was vice-president of the Princeton Jaycees in '62-'63.

JEROME E. OKONIEWSKI, a U. S. Jaycee national director is Liaison Chairman with the N.J. Jaycees for the Classic Committee. An attorney with the firm of Rogovoy, Porreca and Okoniewski, Jerry was president of the Salem Jaycees in '60-'61, served as N.J. State Jaycee Assistant Legal Counsel ('61-'62) and the following year was elected State Legal Counsel.

Ticket Sales Chairman for the Classic is JAMES F. VANCE. Jim, an engineering "Leader" on the R.C.A. Minuteman Project in Somerville, is a former director of the South Plainfield Jaycees ('60-'61) and president ('61-'62). He was N.J. Jaycee State vice-president in '62-'63.

EDWARD J. EDENFIELD, vice-president of the Princeton Jaycees in



committee

'62-'63, and a director in '61-'62, is Ticket Distribution Chairman for the Classic Committee. Ed is an administrator at the Plasma Physics Laboratory of Princeton University's Nuclear Research and Development.

SAMUEL ROCK, JR., an Engineering Statistician for E. R. Squibb & Sons in New Brunswick, holds the Special Events Chairmanship for the Classic Committee. Sam is a past president of the Metuchen Jaycees ('59-'60), and has held the offices of vice-president ('60-'61) and assistant secretary ('61-'62) for the N.J. State Jaycees.

Chairman of the Food Committee for the Classic is MICKEY BRESSLER, a past president of the Ocean Township Jaycees ('60-'61). Mickey was involved in last year's Classic as Sub-Chairman. He has his own business, Bressler Enterprises of Oakhurst. He is active in the United States Army Reserve 11th Special Forces (Airborne).

SAMUEL BAHADURIAN is Grounds and Security Chairman for the Classic. Sam, owner of E. Bahadurian & Son in Princeton and a charter member of the Princeton Jaycees, is past treasurer ('54-'55) and director ('55-'56) of that organization. He also holds the Princeton Jaycee "Distinguished Service Award" for 1957.

Serving as Chairman of Manpower for the Classic is N. TILT KURTZ, who held every office in the Newton Jaycees ('56-'62). Tilt was vice-president of the N.J. Jaycees in '62-'63, and is presently a U. S. Jaycee national director. He is president of Tilt Drugs, Inc. and president of Tilt Enterprises, Inc. of Newton.

The Executive Director of the Boys' Club of Trenton, JAMES CARLUCCI, is in charge of the Parking Committee for the Classic. Jim is on the board of directors of the Trenton Jaycees.

The Public Relations Chairman of the

Classic, MARVIN GREENBERG, is with the Department of Public Relations at Rutgers University, Newark. Marv is a senator—a great Jaycee honor—of Junior Chamber International ("Life Member") and is a former U. S. Jaycee national director ('61-'62). He was president of the Newark Jaycees in '60-'61.

Chairman of the Program/Souvenir Sales is GREGORY E. HOGAN. Greg, current corresponding secretary of the Brick Township Jaycees, is a Sales Representative for G. Burwell, Inc. of Clifton.

FRANK B. HAWKINSON, Chairman and Editor for the Program Book Committee of the Classic, is a member of two chapters: North Newark Jaycees and (downtown) Newark Jaycees, where he is currently on the board of directors. Frank is Director of Community Relations for the Boys' Clubs of Newark.

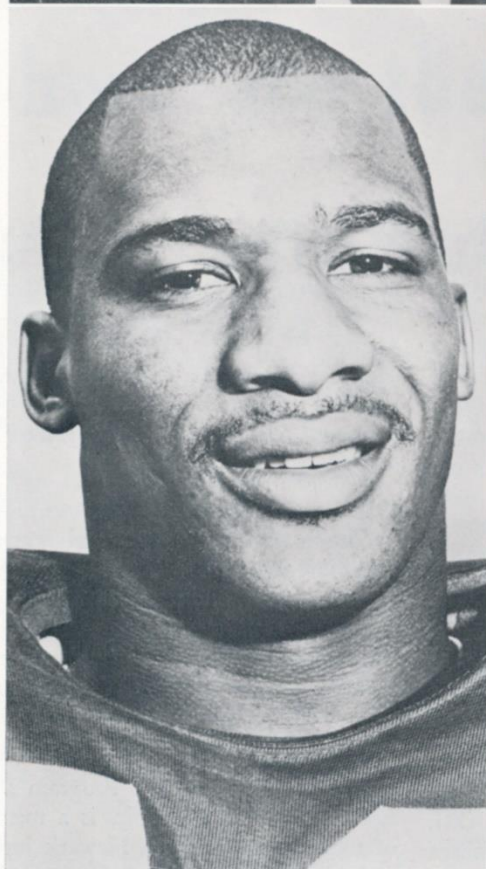
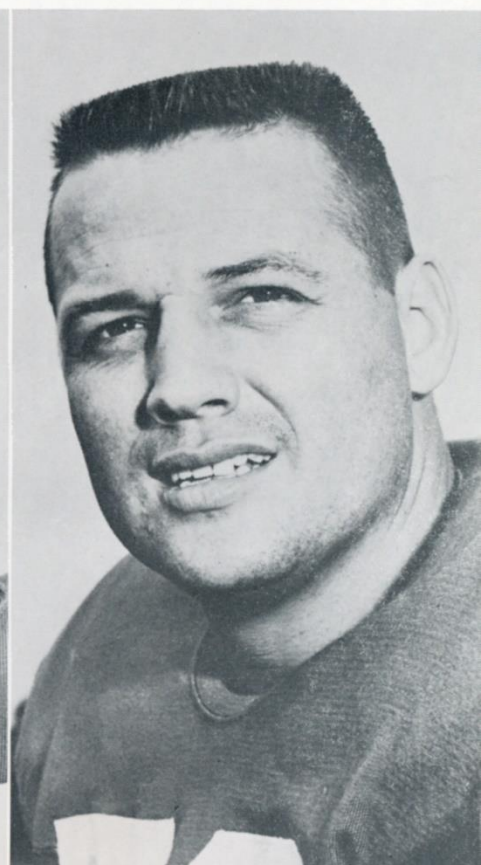
Y. A. Tittle



Del Shofner



Sam Huff



Erich Barnes



Alex Webster



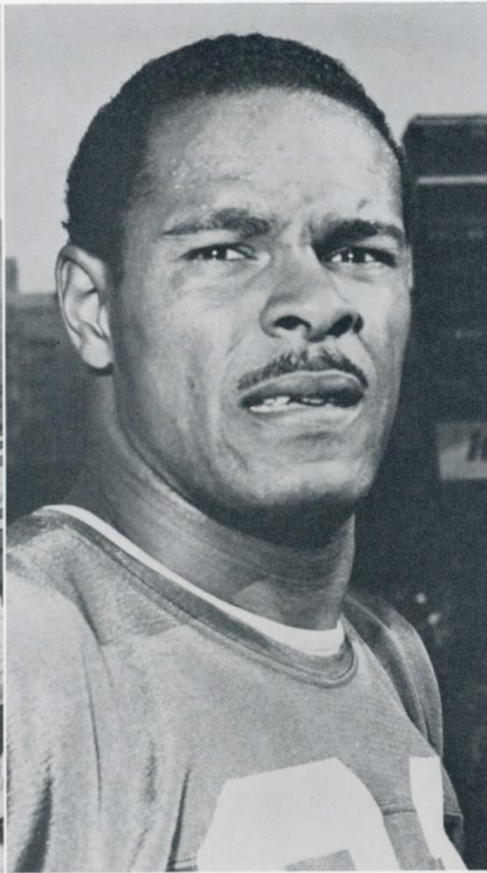
Jim Katcavage

NEW YORK GIANTS

John LoVetere



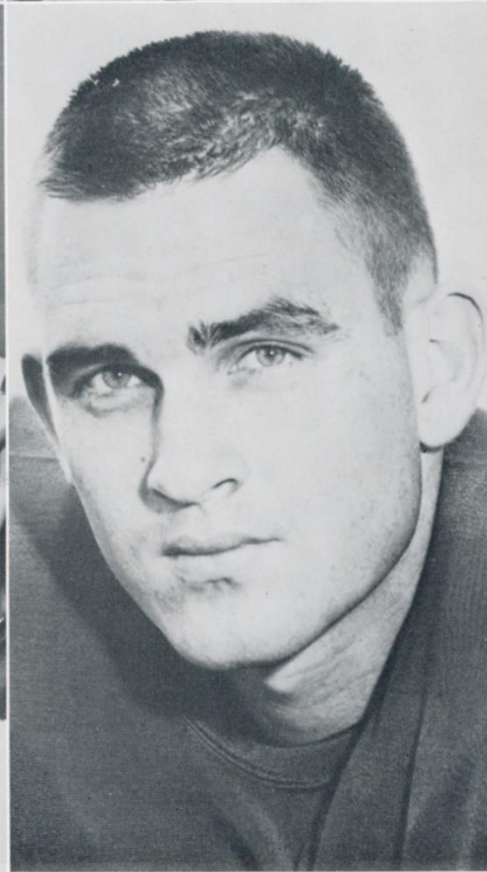
Allan Webb



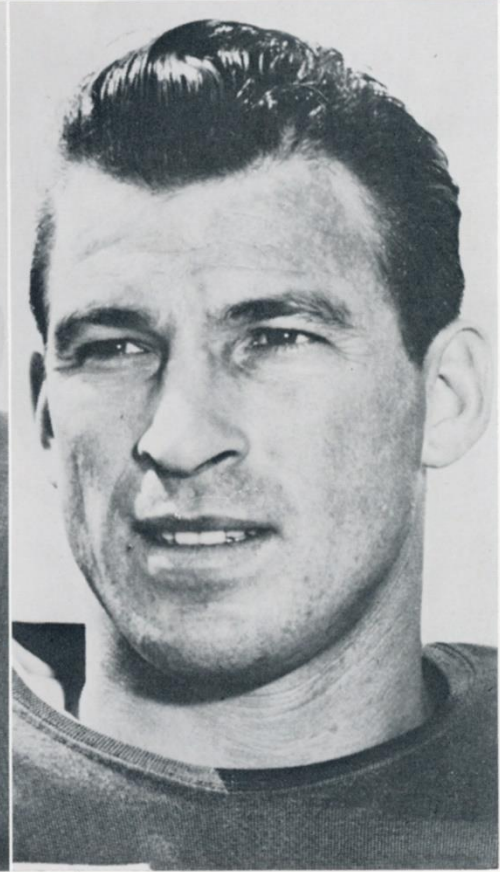
Ralph Guglielmi



Dick Lynch

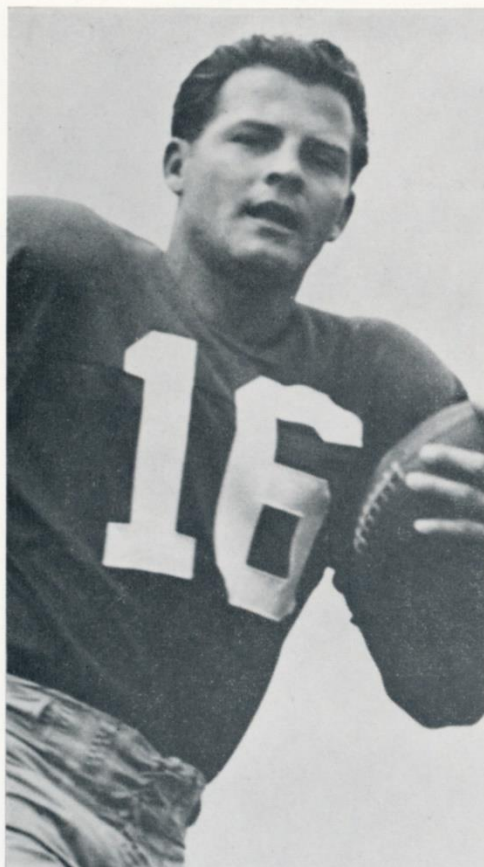


Bill Winter



Jim Patton

Frank Gifford



Andy Robustelli



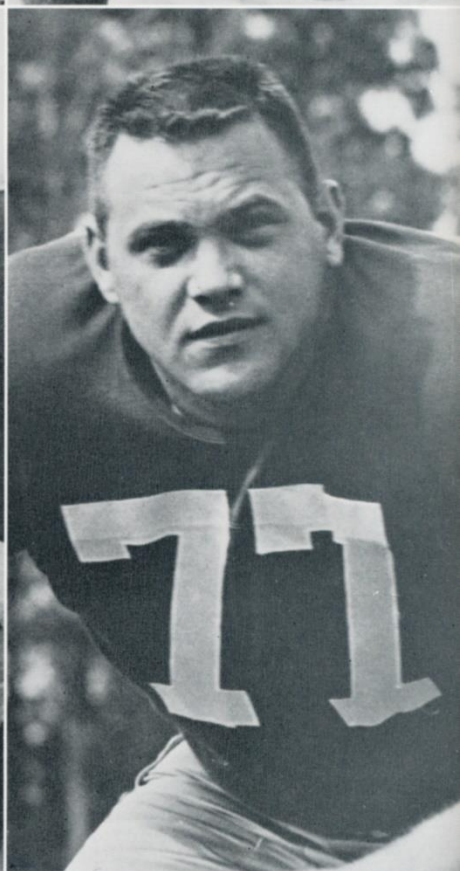
Tom Scott



Jack Stroud



Rosey Brown



Dick Modzelewski

NEW YORK GIANTS

Phil King



Hugh McElhenny



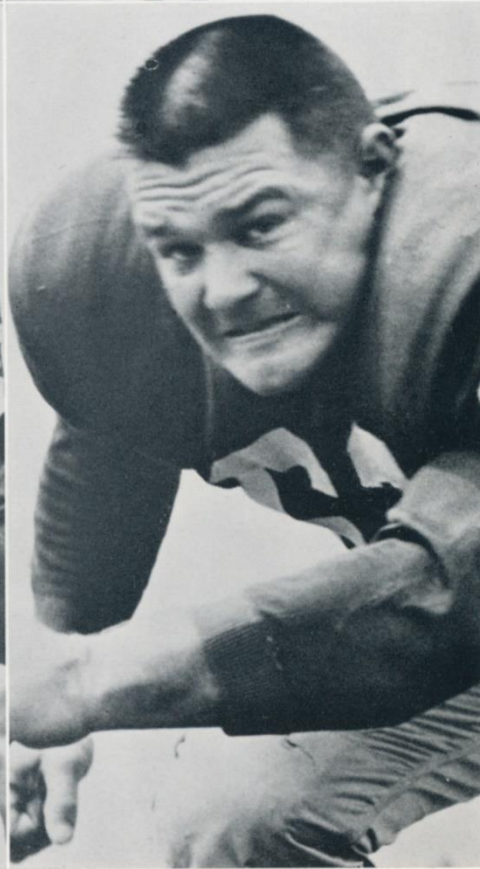
Joe Morrison



Greg Larson



Joe Walton



Darrell Dess

PHILADELPHIA EAGLES

Tim Brown



Pete Case



Jimmy Carr



Sonny Jurgensen



Jim Schrader



Bob Harrison

PHILADELPHIA EAGLES

Pete Retzlaff



Clarence Peaks



John Nocera



Riley Gunnels



Howard Keys



Ben Scotti

Don Burroughs



Bill Quinlan



Howard Cassady



Irv Cross



Ted Dean



Maxie Baughan

PHILADELPHIA EAGLES

Tommy McDonald



Joe Lewis



Dick Lucas



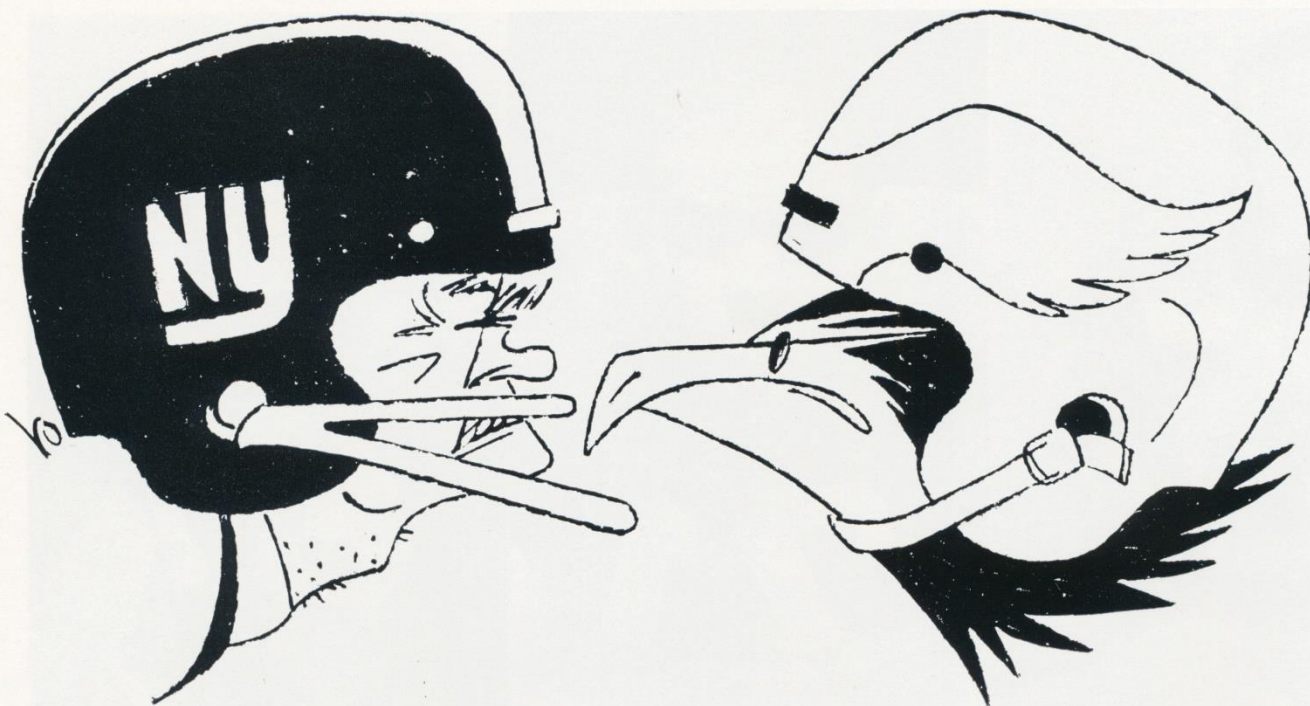
Jim McCusker



Frank Fuller



J. D. Smith



We're rooting for the
New Jersey
Junior Chamber of Commerce,
the home team
with a championship record
of service to our state.

Bamberger's
NEW JERSEY

A DIVISION OF R. H. MACY & CO., INC.

Allie Sherman—New York—In the 44-year history of the National Football League, only two coaches—Allie Sherman and Ray Flaherty—have won division championships in their first two years at the helm. For having guided the New York Giants to successive Eastern titles, the 40-year old Sherman has become the pride of New York.

Sherman accepted the challenge of restoring the Giant grid fortunes in 1961. With dedication and ingenuity, he immediately got the Mar-men into championship orbit and, in recognition of the 1961-62 division successes, received Coach of the Year honors.

The Giant coach originally served on the New York staff during 1949-1953, then returned for a second stint in 1957. As Jim Lee Howell's lieutenant, he had created and mapped offensive strategy.

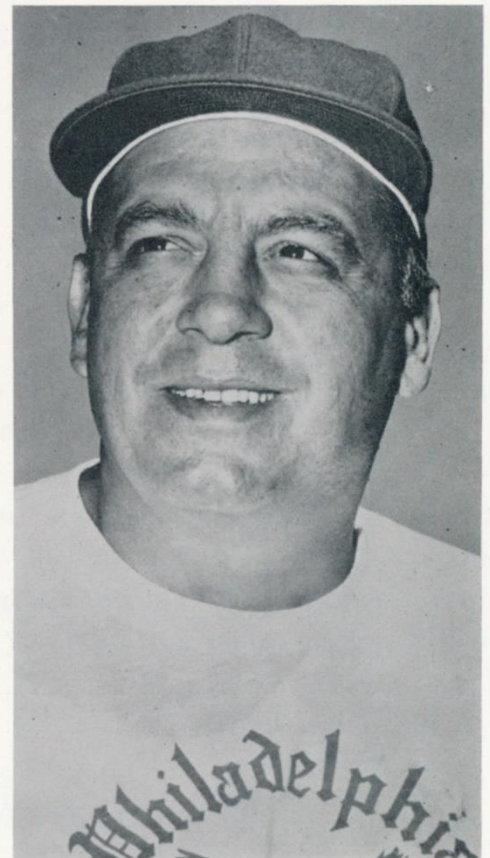
Allie's exuberant leadership and take-charge qualities have produced a winning spirit, and he has what it takes to become one of the pro game's all-time great coaches.



Nick Skorich—Philadelphia Eagles—It was only a mild surprise when Nick Skorich was named to succeed Buck Shaw as the Philadelphia Eagles' head coach in 1961. He had been groomed for the role, and possessed the same qualities as the venerable Shaw—a sound knowledge of the game and a keen eye for talent.

Skorich, a graduate of the University of Cincinnati, was schooled in the Jock Sutherland tradition of hard-nosed football. A disciple of the late, famed Scot, he played under him while with the Pittsburgh Steelers from 1946 to 1948.

A restless, hard-driving technician, Skorich is confronted with a new challenge. His first team, crystal-balled for a fourth place finish, missed winning the Eastern crown by a half-game. Then, last year's edition stumbled to a cataclysmic 3-10-1 record and into last place. Nick will have to build a new façade in an effort to restore the Eagles to vigor and championship contention.



NEW YORK GIANTS

No.	Name	Position	Height	Weight	Age	College	Yr. in NFL
49	Barnes, Erich	DHB	6:3	198	28	Purdue	6
63	Bolin, Bookie	G	6:3	235	23	Mississippi	2
79	Brown, Roosevelt	OT	6:3	255	31	Morgan State	10
60	Byers, Ken	DE	6:1	240	23	Cincinnati	2
34	Chandler, Don	OHB	6:2	210	29	Florida	8
35	Craddock, Nat	FB	6:0	220	20	Parsons	1
62	Dess, Darrell	G	6:0	245	28	North Carolina State	6
16	Gifford, Frank	OHB-E	6:1	190	33	U. S. C.	11
74	Gossage, Gene	DE-G	6:3	247	28	Northwestern	4
15	Griffing, Glynn	QB	6:1	200	21	Mississippi	1
9	Guglielmi, Ralph	QB	6:1	195	29	Notre Dame	7
87	Hillebrand, Jerry	DE	6:3	240	23	Colorado	1
52	Howell, Lane	DT	6:5	255	22	Grambling	1
70	Huff, Sam	LB	6:1	230	29	West Virginia	8
75	Katcavage, Jim	DE	6:3	240	29	Dayton	8
37	Killett, Charles	OHB	6:1	205	22	Memphis State	1
24	King, Phil	OHB	6:4	225	27	Vanderbilt	6
89	Kirouac, Lou	OE	6:3	230	23	Boston College	1
53	Larson, Greg	C-G	6:2	245	24	Minnesota	3
76	LoVetere, John	DT	6:4	285	27	Compton College	5
22	Lynch, Dick	DHB	6:1	205	26	Notre Dame	6
61	McAdams, Bob	G	6:3	240	22	No. Carolina College	1
39	McElhenny, Hugh	OHB	6:1	190	34	Washington	12
77	Modzelewski, Dick	DT	6:0	260	32	Maryland	11
40	Morrison, Joe	O-DHB	6:1	212	26	Cincinnati	5
26	Pace, Jim	OHB	6:1	210	26	Michigan	4
20	Patton, Jim	DHB	5:10	185	30	Mississippi	9
25	Pesonen, Dick	DHB	5:11	190	25	Duluth (Minn.)	4
86	Reynolds, Roger	OHB	6:2	180	21	Bowling Green	1
81	Robustelli, Andy	DE	6:1	235	36	Arnold College	13
82	Scott, Tom	LB	6:2	220	33	Virginia	11
85	Shofner, Del	OE	6:3	185	28	Baylor	7
51	Slaby, Lou	LB	6:3	230	20	Pittsburgh	1
66	Stroud, Jack	OT	6:1	250	35	Tennessee	11
65	Taylor, Bob	DE	6:3	235	23	Maryland State	1
88	Thomas, Aaron	OE	6:3	208	26	Oregon State	3
14	Tittle, Y. A.	QB	6:0	195	36	Louisiana State	14
64	Walker, Mickey	LB	6:0	230	24	Michigan State	3
80	Walton, Joe	OE	5:11	200	27	Pittsburgh	7
21	Webb, Allan	DHB	5:11	180	29	Arnold College	3
29	Webster, Alex	FB	6:3	225	32	North Carolina State	9
31	Winter, Bill	LB	6:3	220	23	St. Olaf	2

1963 N. Y. FOOTBALL GIANTS SCHEDULE

	September 15	2:05 p.m.	Baltimore Colts at Baltimore
	September 22	2:05 p.m.	Pittsburgh Steelers at Pittsburgh
	September 29	1:35 p.m.	Philadelphia Eagles at Philadelphia
	October 6	2:05 p.m.	Washington Redskins at Washington
(No TV)	October 13	2:05 p.m.	Cleveland Browns at Yankee Stadium
(No TV)	October 20	2:05 p.m.	Dallas Cowboys at Yankee Stadium
	October 27	2:05 p.m.	Cleveland Browns at Cleveland
	November 3	2:05 p.m.	St. Louis Cardinals at St. Louis
(No TV)	November 10	2:05 p.m.	Philadelphia Eagles at Yankee Stadium
(No TV)	November 17	2:05 p.m.	San Francisco 49'ers at Yankee Stadium
(No TV)	November 24	2:05 p.m.	St. Louis Cardinals at Yankee Stadium
	December 1	2:35 p.m.	Dallas Cowboys at Dallas
(No TV)	December 8	2:05 p.m.	Washington Redskins at Yankee Stadium
(No TV)	December 15	2:05 p.m.	Pittsburgh Steelers at Yankee Stadium

sponsored by: P. Ballantine & Sons/Howard Clothes/L & M Cigarettes/The Great Atlantic & Pacific Tea Co.

Always On Sunday

Only on WNEW do New York's fabulous Football Giants come alive *every Sunday*, all season!

Our broadcast team: Marty Glickman, Al DeRogatis, Joe Hasel. *Wherever* you are, they make the play-by-play mean more—so keep a radio handy!

And 30 minutes before every kickoff: **"Pro Football Review"**—predictions, analysis,

interviews by two great pros, Kyle Rote and Al DeRogatis.

Don't miss: **"Locker Room Report"**—15 minutes after the final gun, Kyle and "DeRo" discuss how it happened, with the players who made it happen, direct from the locker room!

Don't you wish you had a radio with you right now?

New York's Giant Station

WNEW RADIO

1130 Kc/ 102/ 7 fm/ Metropolitan Broadcasting Radio/ Div. of Metromedia



NEW YORK GIANTS

Probable Starting Lineup

No.	Name	Position
85	DEL SHOFNER	LE
79	ROSEY BROWN	LT
62	DARRELL DESS	LG
53	GREG LARSON	C
63	BOOKIE BOLIN	RG
66	JACK STROUD	RT
80	JOE WALTON	RE
14	Y. A. TITTLE	QB
39	HUGH McELHENNY	HB
16	FRANK GIFFORD	FL
29	ALEX WEBSTER	FB

Numerical Roster

9 Guglielmi, QB	37 Killett, OHB	70 Huff, LB
14 Tittle, QB	39 McElhenny, OHB	74 Gossage, DE-G
15 Griffing, QB	40 Morrison, O-DHB	75 Katcavage, DE
16 Gifford, OHB-E	49 Barnes, DHB	76 LoVetere, DT
20 Patton, DHB	51 Slaby, LB	77 Modzelewski, DT
21 Webb, DHB	52 Howell, DT	79 Brown, OT
22 Lynch, DHB	53 Larson, C-G	80 Walton, OE
24 King, OHB	60 Byers, DE	81 Robustelli, DE
25 Pesonen, DHB	61 McAdams, G	82 Scott, LB
26 Pace, OHB	62 Dess, G	85 Shofner, OE
29 Webster, FB	63 Bolin, G	86 Reynolds, OHB
31 Winter, LB	64 Walker, LB	87 Hillebrand, DE
34 Chandler, OHB	65 Taylor, DE	88 Thomas, OE
35 Craddock, FB	66 Stroud, OT	89 Kirouac, OE

Marlboro

You get a lot to like

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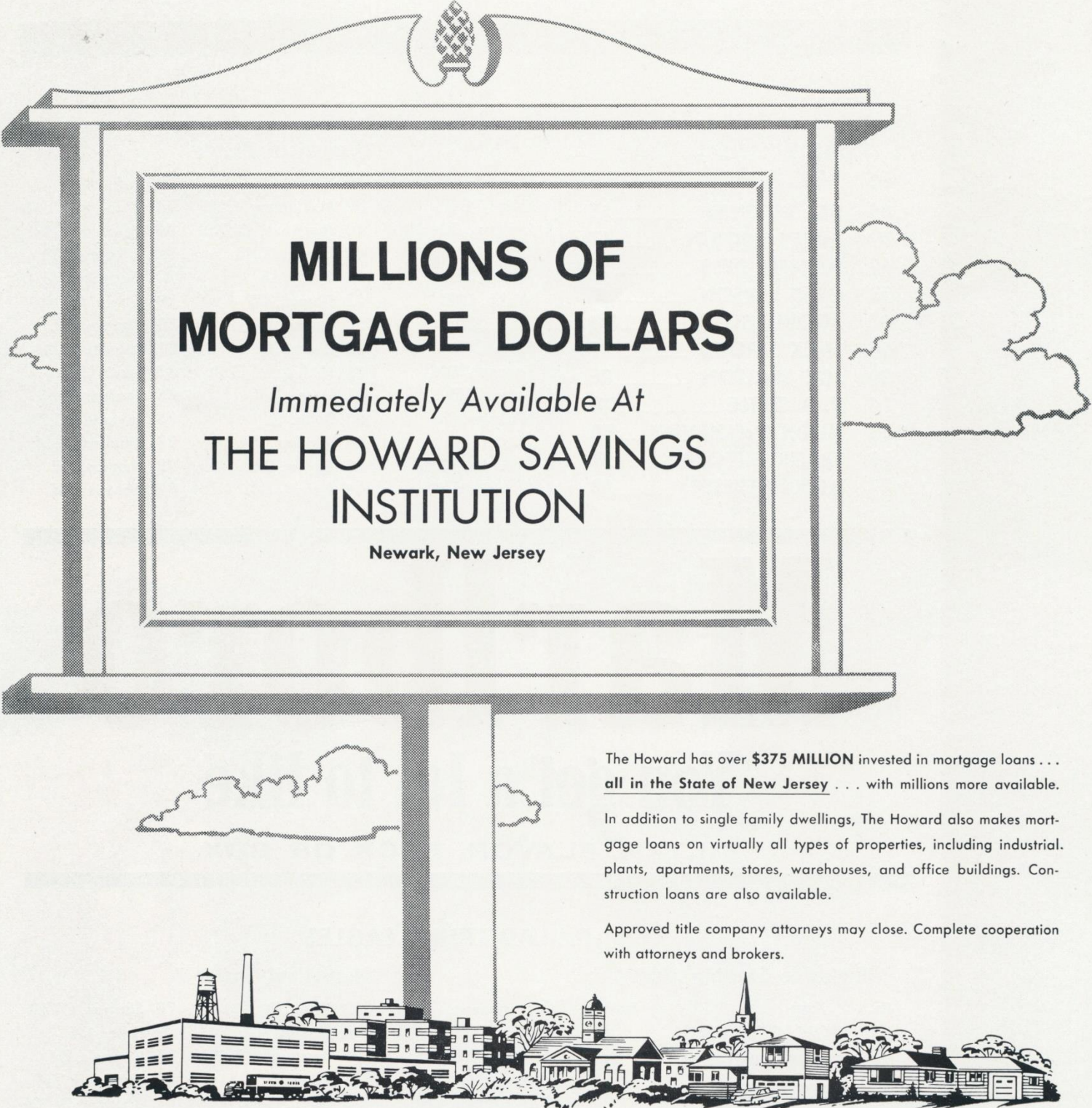
PHILADELPHIA EAGLES

Probable Starting Lineup

No.	Name	Position
81	RON GOODWIN	LE
78	DAVE GRAHAM	LT
67	PETE CASE	LG
51	JIM SCHRADER	C
70	JIM SKAGGS	RG
76	J. D. SMITH	RT
44	PETE RETZLAFF	RE
9	SONNY JURGENSEN	QB
22	TIM BROWN	HB
25	TOMMY McDONALD	FL
30	THERON SAPP	FB

Numerical Roster

9 Jurgensen, QB	43 Heck, LB	70 Skaggs, OT-LB
10 Hill, QB	44 Retzlaff, OE	72 Fuller, DT
21 Carr, DHB	45 Burroughs, DHB	74 Gunnels, DT
22 Brown, OHB	48 Scotti, DHB	75 McCusker, OT
23 McClellan, DHB	50 Lloyd, C-LB	76 Smith, J. D., OT
24 Ramsey, DHB	51 Schrader, C	77 Mansfield, C-DT
25 McDonald, FL	52 Caffey, LB	78 Graham, G-OT
26 Peaks, FB	55 Baughan, LB	80 Gregory, OE
27 Cross, DHB	61 Keys, C-G-OT	81 Goodwin, OE
28 Dudley, OHB	62 Mazzanti, O-DT	83 Quinlan, DE
30 Sapp, FB	63 Woulfe, LB	84 Clark, OE
35 Dean, FB	64 Hord, G	85 Smith, R., OE
37 Woodeshick, OHB	67 Case, G	86 Stafford, DE
42 Harrison, LB	68 Richards, DE	87 Lucas, OE



MILLIONS OF MORTGAGE DOLLARS

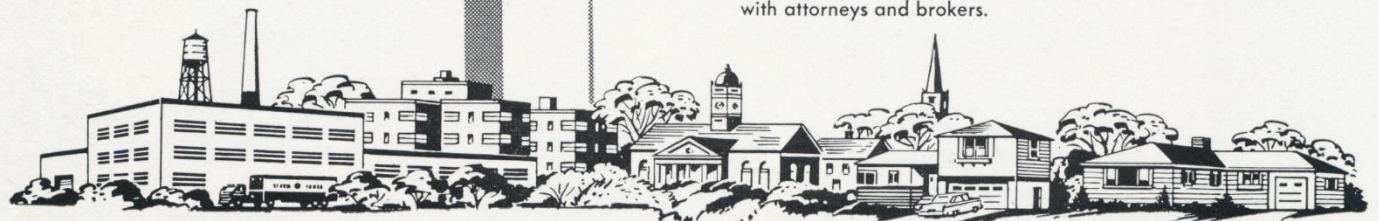
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PHILADELPHIA

EAGLES

No.	Name	Position	Height	Weight	Age	College	Yr. in NFL
55	Baughan, Maxie	LB	6:1	226	25	Georgia Tech	4
22	Brown, Tim	OHB	5:11	200	26	Ball State	5
45	Burroughs, Don	DHB	6:4	190	32	Colorado State U.	9
52	Caffey, Lee Roy	LB	6:3	230	23	Texas A & M	1
21	Carr, Jimmy	DHB	6:2	205	30	Morris Harvey	7
67	Case, Pete	G	6:3	248	22	Georgia	2
84	Clark, Mike	K-OE	6:2	200	22	Texas A & M	1
27	Cross, Irv	DHB	6:1	192	24	Northwestern	3
35	Dean, Ted	OHB	6:2	217	25	Wichita	4
28	Dudley, Paul	OHB	6:0	185	23	Arkansas	2
72	Fuller, Frank	DT	6:4	260	33	Kentucky	8
81	Goodwin, Ron	OE	5:11	177	21	Baylor	1
78	Graham, Dave	G-OT	6:3	240	24	Virginia	1
80	Gregory, Ken	OE	6:1	190	26	Whittier	3
74	Gunnels, Riley	DT	6:3	250	26	Georgia	4
42	Harrison, Bob	LB	6:2	220	26	Oklahoma	5
43	Heck, Ralph	LB	6:2	220	22	Colorado	1
10	Hill, King	QB	6:3	213	26	Rice	6
64	Hord, Roy	G	6:4	250	28	Duke	4
9	Jurgensen, Sonny	QB	6:0	200	29	Duke	7
61	Keys, Howard	C-G-OT	6:3	240	28	Oklahoma State	4
50	Lloyd, Dave	C-LB	6:3	248	26	Georgia	5
87	Lucas, Dick	OE	6:2	215	29	Boston College	6
77	Mansfield, Ray	C-DT	6:3	250	22	Washington	1
62	Mazzanti, Jerry	OT-DT	6:3	234	23	Arkansas	1
23	McClellan, Mike	DHB	6:1	185	24	Oklahoma	2
75	McCusker, Jim	OT	6:2	245	27	Pittsburgh	6
25	McDonald, Tommy	FL	5:10	172	29	Oklahoma	7
26	Peaks, Clarence	FB	6:1	220	28	Michigan State	7
83	Quinlan, Bill	DE	6:3	250	31	Michigan State	7
24	Ramsey, Nate	DHB	6:1	200	22	Indiana	1
44	Retzlaff, Pete	OE	6:1	210	32	South Dakota State	8
68	Richards, Bobby	DE	6:2	240	24	Louisiana State	2
30	Sapp, Theron	OHB	6:1	200	28	Georgia	5
51	Schrader, Jim	C	6:3	250	31	Notre Dame	9
48	Scotti, Ben	DHB	6:1	186	26	Maryland	5
70	Skaggs, Jim	OT-LB	6:2	230	23	Washington	1
76	Smith, J. D.	OT	6:5	250	27	Rice	5
85	Smith, Ralph	OE	6:2	230	24	Mississippi	2
86	Stafford, Dick	DE	6:4	260	23	Texas Tech	2
37	Woodeshick, Tom	OHB	6:1	210	21	West Virginia	1
63	Woulfe, Mike	LB	6:2	225	24	Colorado	2

AFTER the game there's no better way to relax than at the "Nass", with a friendly drink.

THE surest way to making today a memorable occasion is to complete it with a delightful meal at historic Nassau Inn . . .

GAME time is your time to enjoy the Nassau Inn, but any day is the right time for business group meetings held at the Nassau Inn. Complete Conference Facilities include the new Prince William Ballroom. If you're carrying the ball for your company, or know someone who is, check into the Nassau Inn for productive business group meetings.

NASSAU INN

WILLIAM G. BOHM, MANAGER
on Palmer Square—in the Center of Princeton
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The talented vocalist singing The Star Spangled Banner today is Tommy Mercer, who has been featured with such name bands as Charlie Spivak, Eddy Duchin, Ray Anthony, Tommy & Jimmy Dorsey. Tommy Mercer has been seen in both movies and TV, currently is appearing in club dates. Listen to the national anthem closely. You won't often hear it sung so well.



Sharon J. Wanke of Metuchen, drum majorette who holds 80 trophies and 35 medals earned in only a year and a half of competition, will display her talents at half-time ceremonies. Sharon, an 18 year old beauty, is also a graduate of the Barbizon School of Modeling.



The 93-piece Bernards High School Band plays again for the Jaycee Classic.

This outstanding high school musical team has won the Youth Festival Championship at Bridgeton, N. J., three years in a row, and the Governor's Trophy three years in a row.

The Bernards Mountaineers Band has been a member of the "First Chair of America" for the past 6 years. "First Chair of America" is a national organization set up to honor the nation's leading bands.

This year at the National Cherry Blossom Festival Parade in Washington, D. C., Bernardsville placed fourth among 67 competitors—an impressive feat.

The Ballantine "Brewers", organized in February of this year, is the first new Senior Drum & Bugle Corps for New Jersey in more than three years. Most of its personnel are national champions in their own right, having earned this distinction while marching with some of the nation's finest Junior Corps.

The sixty-man "Brewers" was organized through the assistance of P. Ballantine & Sons Brewing Company.

The Corps is made up of forty-five musicians, and a fifteen-man color guard. Some of their musical selections for today will be: "Something's Coming," from "WEST SIDE STORY"; "You Are Beautiful", from "FLOWER DRUM SONG"; and their theme song, Ballantine's "Who's The Ale Man?"





Absecon
Asbury Park
Atlantic City
Greater Atlantic High-
lands

Bayonne
Belleville
Bergenfield
Bloomfield
Bloomingdale
Bound Brook
Bridgeton
Brigantine
Buena
Greater Burlington

Camden
Cape May Regional
Carteret
Chatham
Cinnaminson Twp.
Clark
Clayton
Clifton
Collingswood-Haddon
Twp.
Cranford

Greater Denville
Dover
Dunellen Area

East Brunswick
East Orange
East Paterson
Edison
Elizabeth
Elmer
Englewood

NEW JERSEY JAYCEE CHAPTERS

Fair Lawn
 Fanwood-Scotch Plains
 Flemington
 Franklin Twp.
 Freehold

Garfield
 Glen Rock
 Gloucester Twp.

Hackensack
 Hackettstown Area
 Haddonfield
 Haddon Heights
 Hamilton Turnpike
 Hammonton
 Hasbrouck Heights
 Hawthorne
 Highland Park
 Hightstown
 Hoboken
 Holmdel Twp.
 Hopewell
 Howell Twp.

Ironbound, Newark
 Jersey City

Greater Keansburg
 Kenilworth
 Greater Keyport Area

Lakewood
 Lambertville
 Lawrence Twp.
 Levittown
 Lincoln Park
 Livingston
 Lodi
 Long Branch

Madison-Florham Park
 Madison Twp.
 Manasquan Area
 Manville
 Maple Shade
 Maplewood
 Matawan
 Mays Landing
 Metuchen
 Middlesex
 Middletown
 Millburn-Short Hills
 Milltown
 Millville
 Monroe-Jamesburg

Morristown
 Mount Holly
 Mullic Twp.
 Neptune
 Newark
 New Brunswick
 New Providence-Berkeley

Heights
 Newton
 North Newark
 North Plainfield
 Nutley

Oakland
 Ocean City
 Oceanport
 Ocean Twp.

Palmyra-Riverton
 Paramus
 Passaic
 Paterson
 Greater Pennington
 Penns Grove
 Pennsauken-Merchantville
 Pennsville

Pequannock Twp.
 Perth Amboy
 Phillipsburg
 Piscataway
 Plainfield
 Point Pleasant
 Pompton Area
 Princeton

Rahway
 Raritan Bay Area
 Red Bank
 Ridgewood
 Ringwood
 Rockaway
 Roselle Park

Salem
 Greater Sayreville
 Somerset Hills
 Somers Point
 Somerville
 South Brunswick
 South Monmouth
 South Newark
 South Plainfield
 South River

Sparta
 Springfield
 Stratford
 Summit

Toms River
 Totowa
 Trenton

Union
 Union City

Verona
 Vineland

Waldwick
 Washington Area
 Wayne Twp.
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 Westfield
 West Long Branch
 West Paterson
 Wildwood
 Williamstown
 Woodbridge Twp.
 Woodbury
 Woodstown
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At Ease

Rogers Peet customers know well the connotation of those two words. Physically at ease, because of the attention our own designers, tailors and skilled fitters give to the individual being served—mentally, because of the personal assurance that one is dressed in good taste.



Makers & Merchants of Fine Clothes

Rogers Peet
 company

Fifth Avenue at 48th St. • Fifth Avenue at 41st St. • Broadway at Warren St.
 Boston: Tremont at Bromfield St. • Washington: 14th at G St., N.W.

1963-64 Jaycee Projects

YOUTH & SPORTS

BUOY (Build Up Our Youth)—a coordinated project of youth fitness through physical exercise.

AAU-NCAA—Cooperating with these amateur sports federations, bringing national competition to our State and in promoting State-wide competitions.

JUNIOR CHAMP—A local and statewide project featuring track and field competition for the youth of New Jersey.

JUNIOR BOWLING—A local and statewide competition for the youth of New Jersey.

HEALTH

VARIOUS CLINICS FOR DISEASE DETECTION.

SAFETY

SEAT BELTS—Numerous local and statewide sales and driver safety clinics.

BIKE SAFETY—Numerous local programs of bicycle safety inspection and safety instruction.

COMMUNITY DEVELOPMENT

NUMEROUS COMMUNITY PLANNING SEMINARS.

ALARM—An information program

on the evils of pornographic literature in the mails.

TERCENTENARY COMMITTEE
To participate in the three hundredth anniversary celebration of our State.

PUBLIC AFFAIRS

POLITICAL ACTIVATION

SCHOOL—A non-partisan instruction clinic in practical politics, as conducted on a local level.

POLITICAL DIGEST—Publish a quarterly non-partisan synopsis of pending State legislation.

HIGH SCHOOL DROP-OUT—A study of the high school drop-out problem and possible solutions.

BOND ISSUE—An active campaign to defeat the proposed bond issue.

GET OUT THE VOTE—Active non-partisan campaign to get out the vote at all elections.

METROPOLITAN OPERATIONS
—Realizing the metropolitan growth of this State, the New Jersey Jaycees have begun a study of how the State can meet this growth.

INTERNATIONAL RELATIONS

AMERICA WELCOMES YOU—
Hosts foreign visitors. Recently, hosted seventy-five members of the Leeds, England, Junior Chamber of Commerce.

UNITED NATIONS DAY—A project to have Jaycees and community leaders visit and learn about the United Nations.

PUBLIC RELATIONS

DISTINGUISHED SERVICE

AWARD—Annual local and Statewide project to recognize outstanding young men under thirty-five of our communities.

GOOD CORPORATE CITIZEN—
Annual Statewide project to recognize those corporations that contribute to community activities.

OUTSTANDING YOUNG

FARMER—Statewide project to recognize the achievements of the young farmers of New Jersey. Winner entered in National competition.

NATIONAL PRESIDENT'S INVITATIONAL BANQUET—
Annual event bringing together the outstanding civic leaders of New Jersey and the National and Statewide leaders of the Jaycees.

WOULD YOU PLEASE
SIGN MY PETITION?

NO!

BUT WE'RE TRYING TO HAVE
THE NEW FALCON CONVERTIBLE
DECLARED THE MOST BEAUTIFUL
CREATION IN THE WORLD!

CAN'T YOU
SEE I'M
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THAT'S TOO BAD...ALL THE WORLD'S
MOST INTELLIGENT, CHARMING, WITTY
AND BEAUTIFUL PEOPLE ARE
SUPPORTING MY RESOLUTION...

WHERE DO
I SIGN?

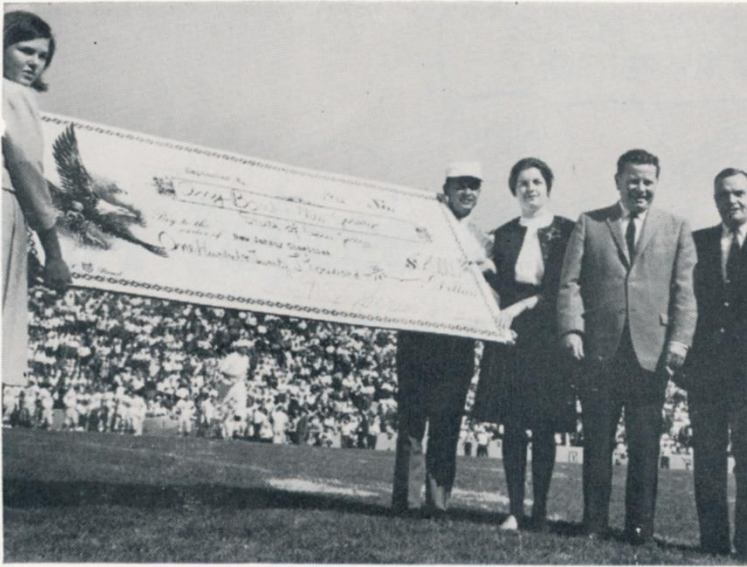
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America's liveliest, most care-free cars

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Governor Richard J. Hughes (seen with Ballantine vice president John Farrell, right) has cited Ballantine's efforts, stating "...yours was a remarkable demonstration of corporate responsibility to the community; I know I speak for all Jersey men when I thank you and your Company for the support you give the Jaycees in their public service efforts."

A Championship Team

Special announcements by sportscasters such as Jerry Coleman, helped bring news of the Classic to the attention of millions of fans in the Metropolitan area.



Ballantine's efforts on behalf of the Classic included preparation of special artwork for use in the promotion campaign; viewed here by Dick Hallenbake, advertising manager Len Faupel and Chet Johnstone. More than 20,000 posters, thousands of bumper strips, and innumerable displays of all kinds were donated by the company.



For many years now, the New Jersey Jaycees have enjoyed a close association with P. Ballantine & Sons of Newark. The aid that Ballantine has given to Jaycee-sponsored programs is well demonstrated in this year's Football Classic between the New York Giants and the Philadelphia Eagles.



Ballantine employees turn out in record numbers for the Classic, travelling in special buses to Palmer Stadium along with the Ballantine Drum & Bugle Corps who provide musical and marching entertainment for the fans.

Jaycees and Ballantines

Ballantine, which sponsors the telecasts of both the Giants and Eagles during the regular season, has cooperated closely with the Jaycees in promoting the Classic.

To help sell this year's game to the public, Ballantine contributed generously of its advertising and promotion know-how gained through years of experience in promoting major sports events.

On a year 'round basis, Ballantine works closely with the Jaycees in its community projects and for many years has sponsored the Jaycee "Roll-the-Barrel" program which helps local chapters raise funds and encourages a better exchange of ideas and cooperation for worthy events of all kinds.



"The biggest pro gridiron event ever held in the Garden State" is the way the Jaycee Classic has been described. More than \$150,000 is expected to result from this year's event, proceeds going to such organizations as the Boys Clubs of New Jersey, whose president, Joseph Abbott, (left), last year accepted a check for over \$22,000 from Jaycee president J. U. Burke (right) as Carl W. Badenhausen, Jr., Ballantine vice president, looked on.





PARKING AREAS FOR THE CLASSIC.

THE NEW YORK GIANTS

PREVIEW: 1963

- Highlights of the 5 summer exhibition games
- Filmed interviews with star players

Hosted by
CHRIS SCHENKEL

September 14 • 7:30 PM
WOR-TV9



The Jaycee Creed

We believe:

- That faith in God gives meaning and purpose to human life;
- That the brotherhood of man transcends the sovereignty of nations;
- That economic justice can best be won by free men through free enterprise;
- That government should be of laws rather than of men;
- That earth's great treasures lies in human personality;
- And that service to humanity is the best work of life.



Wilbur B. Driver Co.

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ALLOYS**

1875 McCARTER HIGHWAY, NEWARK, N. J.



PHOTO BY TERRY KOYCE



The Philadelphia Eagles will again be led by the passing magic of Sonny Jurgensen, shown here receiving perfect pass protection as he prepares to launch one of his patented scoring "bombs." The lone Eagle touchdown in last year's game, won by the Giants, 24-10, resulted from a Jurgensen to Tommy McDonald pass play. During the past two seasons, Jurgensen has pitched 54 TD passes and the far-ranging McDonald has been on the receiving end of 23 of them.

formidable Giants eye another eastern crown

The New York Giants, who make Eastern championships seem automatic, have superior personnel to create title thunder in that section for the fifth time in the last six years.

With virtually a pat hand, the Giants open Coach Allie Sherman's third season as a mature, "set" team. It will take a remarkable rookie to push out a veteran.

The Maramen again made important gains through the bartering mart. Seasoned pros obtained on the trading block were: John LoVetere, from Los Angeles, in exchange for Rosey Grier; Hugh McElhenny and Gene Gossage.

Although the LoVetere-Grier swap broke up the Fearsome Four—some, the frontier remains a destructive and fiercely resistant rushline. LoVetere, a strong pass rusher, joins the famed unit of Andy Robustelli, Dick Modzelewski and Jim Kattcavage.

There's no dissent as to the all-around excellence of the second line of defense and secondary. The linebackers are Sam Huff, Tom Scott, Bill Winter and Mickey Walker. Jimmy Patton, Allan Webb, Erich Barnes and Dick Lynch are the deep defenders.

New York's chief offensive threat is its passing and the prime movers of the attack will be Y. A. Tittle and Ralph Guglielmi. Regardless of who's under center, he'll have a talented array of receivers in Del Shofner, Joe Walton, Aaron Thomas, Jim Collier, Frank Gifford, Joe Morrison and Roger Reynolds.

A better balanced attack is expected from an improved running game with Alex Webster, McElhenny, Gifford, Morrison, Phil King and Jim Pace providing the ground wallop.

The offensive line is powerful and mobile. Flanking Greg Larson at center will be tackles Jack Stroud and Rosey Brown and guards Darrell Dess and Bookie Bolin.

As the crow flies (or perhaps, more appropriately, the eagle), Palmer Stadium is equidistant between the Statue of Liberty in New York Harbor and Independence Hall in Philadelphia.



Palmer Stadium, with a seating capacity of 46,000 is New Jersey's largest athletic field and the fourth largest college stadium in the East. Only the Yale Bowl, Franklin Field and Pitt Stadium are larger. Built in 1914, it stands in memory of Stephen S. Palmer, a Princeton trustee from 1908 to 1913, and the father of its donor, Edgar Palmer, Class of 1903, also a trustee—from 1936 to 1943.

1963 ... a BIG season coming up with THE NEW YORK FOOTBALL GIANTS

Seven BIG Games at Yankee Stadium

- Oct. 13 CLEVELAND
- Oct. 20 DALLAS
- Nov. 10 PHILADELPHIA
- Nov. 17 SAN FRANCISCO
- Nov. 24 ST. LOUIS
- Dec. 8 WASHINGTON
- Dec. 15 PITTSBURGH

All the BIG Stars of Pro Football

- JIMMY BROWN
- EDDIE LeBARON
- TOMMY McDONALD
- JOHN BRODIE
- JOHN DAVID CROW
- BOBBY MITCHELL
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A BIG Bargain for N. Y. Fans

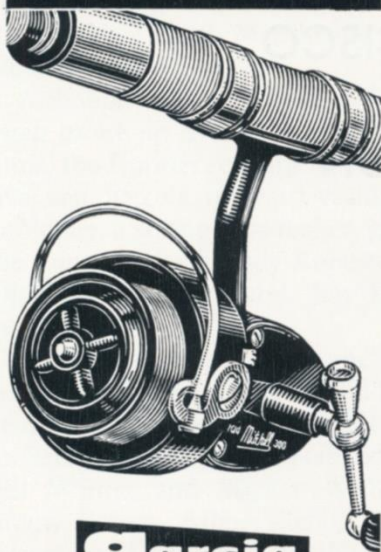
- BOX SEATS (lower) \$5.00
- RESERVED SEATS \$4.00

N. Y. FOOTBALL GIANTS, INC. 10 COLUMBUS CIRCLE, N. Y. 19, N. Y.

JUdson 2-7272

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THE FINEST NAME IN FISHING TACKLE



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MITCHELL SPINNING REELS

The name "Mitchell" on a spinning reel marks it as the standard against which all other spinning reels are judged. It is no accident that this is so. When spinning in America was in its infancy, pioneers at the sport recognized Mitchell's merit. That initial enthusiasm, plus a persistent program aimed at keeping Mitchell "away out in front," is reflected in the unequalled quality embodied in every Mitchell Reel.

No. 300 The original Mitchell Reel — favorite of the experts.

No. 302 Superb Mitchell quality in a salt-water reel.

No. 314 Mitchell quality — with expensive reel features.

NEW JERSEY

New Jersey is at or near the top in the big three elements that make the United States great—industry, agriculture and recreation. Although it is 47th in size among the 50 states, and has the second greatest density of population, New Jersey ranks first in farm income per acre, seventh in the value of manufactured products, seventh in per capita income, first in research and is one of the four states with an annual income of more than one billion dollars from tourism.

If industry is the big wheel that keeps America moving, New Jersey is the hub, with 66 of the 75 largest industrial firms in the nation having operations in the state. More than 600 active research facilities in New Jersey contribute to the industrial wealth of all other states. It is first in chemicals and high on the roster of producers of electronic equipment, instruments, clocks and wear-in apparel.

Among New Jersey's many nicknames are: "Drug Store of the Nation" for its pre-eminence in the chemical field; "Cockpit of the Revolution" for its strategic importance in the war for independence; and "The Garden State" for the beauty of its landscape and fecundity of its soil.

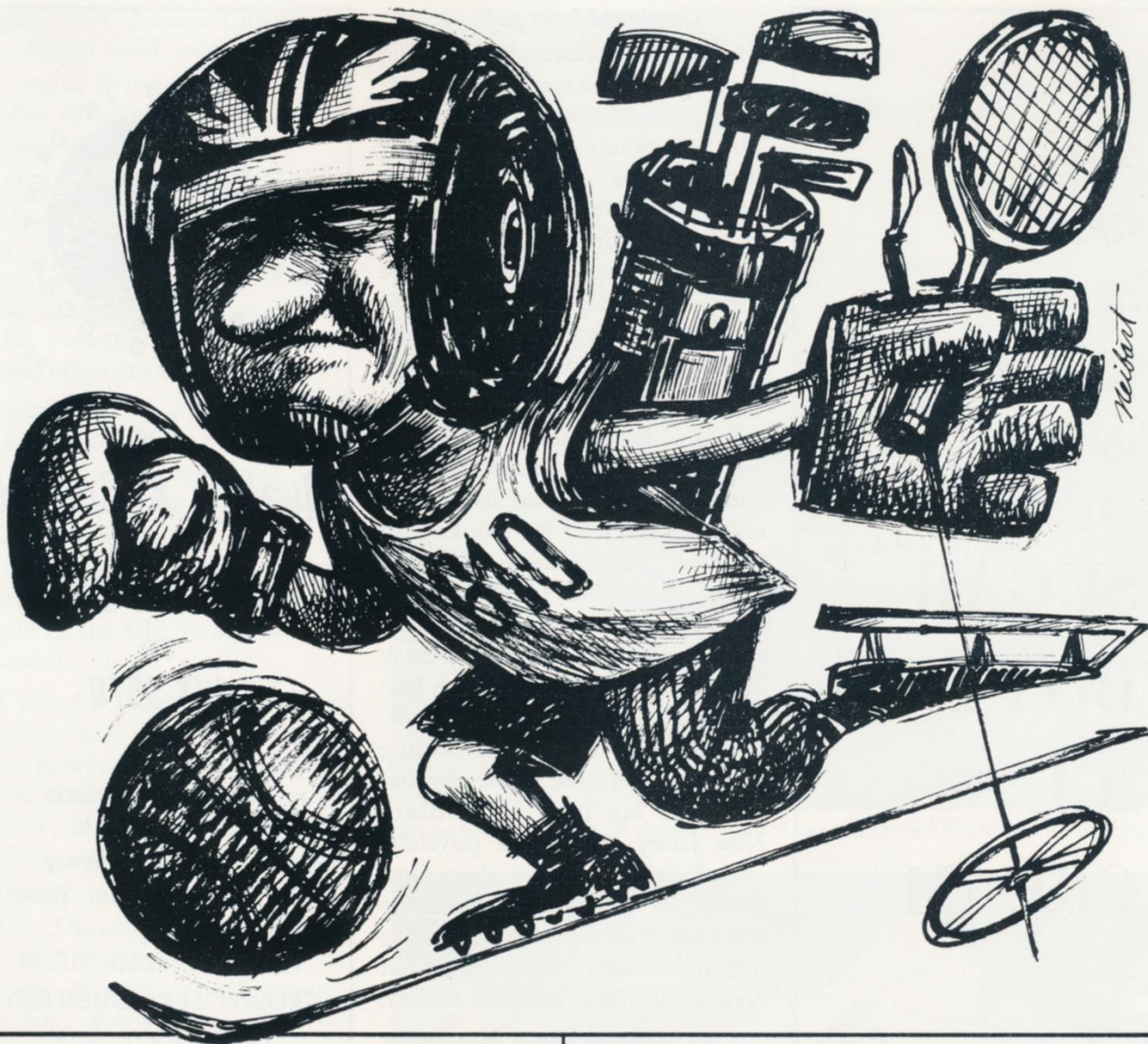
New Jersey's high ranking as a vacation state has given it another nickname, "Riviera of America" for its 120-mile stretch of white sand beaches, from Atlantic Highlands to Cape May, bordering the Atlantic Ocean. Its 1,900 square miles of pine forests, rolling hills, lakes and rivers contribute importantly to its recreational facilities.

In 1964, coincident with the opening of the New York World's Fair, New Jersey will celebrate its 300th birthday with the slogan: "For Three Centuries—People, Purpose, Progress."

Good transportation has created something of a paradox in New Jersey because many through travelers zip through hardly noticing the bucolic beauty and recreational bonanza that lies just beyond the smokestacks, the freight yards, industrial parks and piers.

The great rail network which brought the industrial boom to the Garden State beginning with the Civil War, has been supplemented and partially supplanted by 100 active airports, development of dock and port facilities along 300 miles of navigable water, and a complex highway network including the high speed New Jersey Turnpike and

Continued on page 46



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Continued from page 44

Garden State Parkway, both running the length of the state and connecting with all other through toll roads. The new South Jersey Expressway from Camden to Atlantic City, which will have a legal speed limit of 70 miles per hour, equalling the highest permitted anywhere, will be opened to the bay shore in 1964 and will span the bay to Atlantic City in 1965. It will connect with both the Turnpike and the Parkway.

It is as easy to tour the water as the land in New Jersey, which is almost an island like its famous nominal ancestor in the English Channel. Many miles of canoe routes along "The Little Rivers of New Jersey" are described in a recently revised edition of the book by that name published by the Rutgers University Press. Sailing, rowing, canoeing and power boating are enjoyed on Lake Hopatcong and the other big lakes of Northern New Jersey. Public and privately-owned marinas dot the shore line, creating a safe and easy-to-cruise route for small pleasure craft along the Intracoastal Waterway from New York Harbor to Delaware Bay.

The Sport of Kings is a major attraction in New Jersey with connecting seasons at three major tracks—Monmouth Park, Garden State and Atlantic City—providing exciting sport from late April until early November. Harness racing is an early August to late October feature at Freehold Raceway.

Twenty-three state parks and 12 state forests provide facilities for picnicking, camping, bathing, boating, hunting, fishing, hiking and games.

New Jersey is a great convention state and has the world's largest convention hall, capable of seating 41,000 people in its vast main auditorium, which has neither pillars nor roof posts. This Convention Hall in Atlantic City will be the site of the Democratic National Convention in



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August, 1964. Atlantic City's more than 30,000 hotel rooms will provide ample living accommodations for the delegates and their aides and families.

Other complete convention facilities to accommodate groups of all sizes are located in Asbury Park, Ocean Grove, Ocean City and other resorts along the coast as well as in the big metropolitan hotels in Newark and other cities.

New Jersey, always a host state since the days when sailing packets and stage coaches made the route between New York and Philadelphia the most heavily traveled in the nation, joined with the United States Travel Service in inviting the people of the Old World to come for a visit.

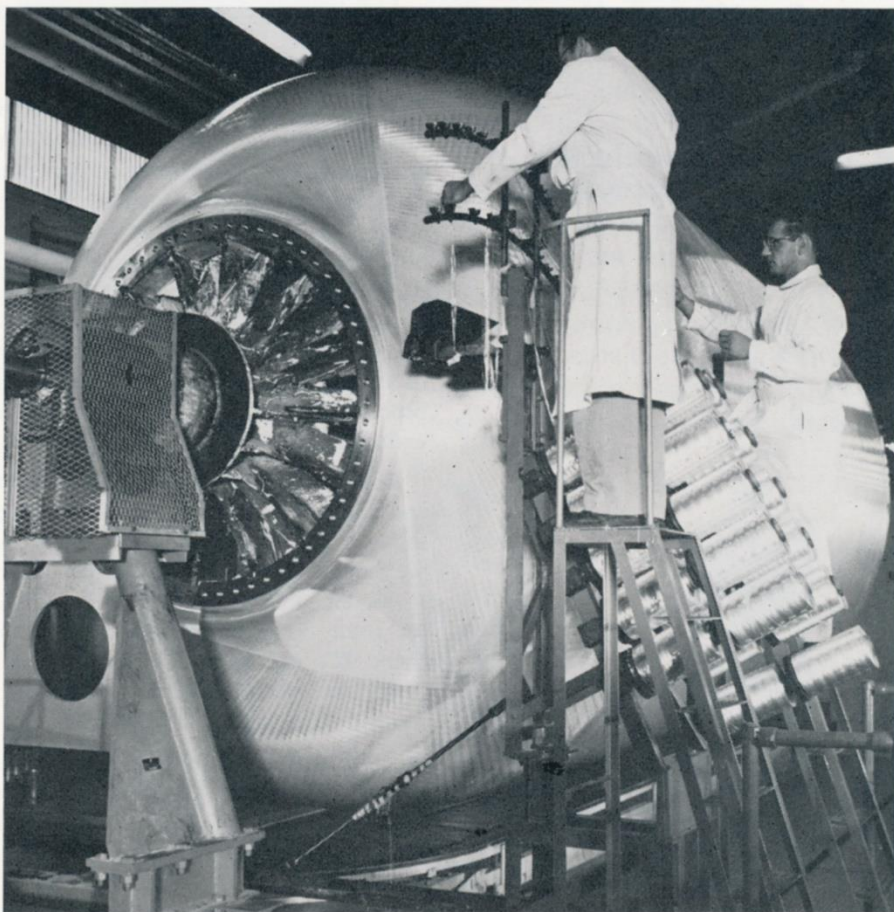
A colorful folder printed in five languages told the world that little New Jersey is a capsule of the U.S.A., and gave highlights of its industry, transportation, housing, education, research, agriculture and recreation.

The Department of Conservation and Economic Development, through its Bureau of Commerce and State Promotion Section, arranged for overseas visitors to tour industrial plants in the fields of chemicals, pharmaceuticals, toiletries, wineries, breweries, dairy products, automobile assembly, food preparation, bakery products and metal containers. Visitors were also invited to see New Jersey's many types of homes and housing, shopping centers, farms and nurseries, universities and colleges, museums, libraries and art galleries and sea-shore, lake and mountain resorts.

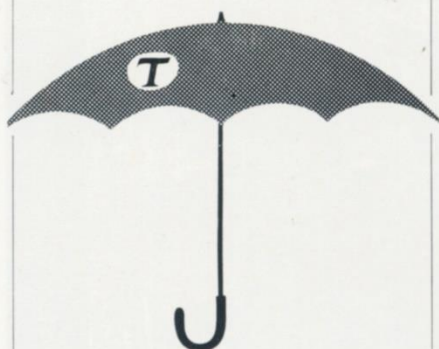
With an exciting past and a prosperous present, New Jersey is looking to the future, engaging actively in urban renewal, creating the most modern facilities for industry, enhancing technical skills through its research and educational facilities and joining in the great Delaware Valley Development Project.



Recreation—this view of Atlantic City shows the famed boardwalk at the beach.



Industry—scientists at work on rocket booster propellant container at Hercules Power Company, Rocky Hill, New Jersey.



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'63

PRINCETON FOOTBALL PROSPECTS

Graduation losses were quite severe last June, depriving us of some of our most valuable personnel. We have lost a senior backfield which played together the past two years and which included tailback Greg Riley, fullback Bill Merlini, wingback Dan Terpack and quarterback John Henrich. Also missing will be All-Ivy guard Tim Callard, end Barry Schuman, guard Tony DiVincenzo, and tackle Arlyn Lichthardt. This leaves us a lot of work to do in filling important gaps.

We can field a fairly experienced starting backfield and will again have adequate strength at our interior line positions. Such returnees as quarterback Dick Springs, wingback Jim Rockenbach, tailback Pete Porietis, our outstanding fullback, Cosmo Iacavazzi, captain Bill Guedel and Ed Costello at tackle and guards Don Pett and Ron Bonomo give us a fairly good starting point. However, problems which plagued us last year at end and center still are with us.

Bill Howard and John Clarkson at one end and Jim Batcheller and Robby Robinson at the other form our nucleus and we hope for improvement from all of them. Gone is center Bob Burruss and we must depend on senior Bill Crano there. We still hope to come up with a "two-way" center but this will have to await developments in September.

A lot will depend upon how we can operate under the new substitution rules. It remains to be seen how much latitude we will have, but Princeton expects to make what use it can of "specialists." We don't expect to be an easy mark but may not have the experience or depth to challenge for the title.



Richard W. Colman, *Head Coach*

FOOTBALL LETTERMEN LOST AND RETURNING

Eighteen returning lettermen include: Ends: John Clarkson, Bill Howard, Jim Batcheller, Robby Robinson. Tackles: Ed Costello, Bill Guedel, Ernie Pascarella. Guards: Al Swenson, Ron Bonomo, Don Pett. Center: Bill Crano. Quarterback: Dick Springs. Halfbacks: Hugh MacMillan, Pete Porietis, Jim Rockenbach, Don McKay, John O'Brien. Fullback: Cosmo Iacavazzi.

Eighteen lettermen we have lost include: Ends: Dan Phillips, Barry Schuman, Ron Rogers. Tackles: Arlyn Lichthardt, Stan Schainker, Bill Wright. Guards: Bill Barbour, Tim Callard, Tony DiVincenzo, Dick Lemkin. Center Bob Burruss. Quarterback: John Henrich. Halfbacks: Dave Ibbeken, Greg Riley, Dan Terpack. Fullbacks: Dave Gouldin, Bill Merlini, Brad Urquhart.

Among the sophomores moving up to the varsity, we have high hopes that several will fit into our pattern before long. Center Kit Mill shows promise of becoming the "two-way" center we've been seeking but needs varsity experience. Paul Savidge, a fine all-around athlete and captain of last year's freshmen, could become one of the top linemen at Princeton in many years at tackle. His running mate, Stan Maliszewski, is another good prospect. In the backfield, we have two capable fullbacks coming up to us in Bert Kerstetter and Clint Johnson."

1962 RECORD

In overall play, we won 5, lost 4. We finished 4-3 in the Ivy League, resulting in a three-way tie with Columbia and Cornell for third place. Results of our 1962 contests follows:

15	Rutgers	7
33	Columbia	0
21	Pennsylvania	8
15	Colgate	16
34	Cornell	35
28	Brown	12
0	Harvard	20
14	Yale	10
27	Dartmouth	38

1963 SCHEDULE

<u>Date</u>	<u>Opponent</u>	<u>Place</u>
Sept. 28	Rutgers	Princeton
Oct. 5	Columbia	New York
Oct. 12	Pennsylvania	Princeton
Oct. 19	Colgate	Princeton
Oct. 26	Cornell	Princeton
Nov. 2	Brown	Princeton
Nov. 9	Harvard	Cambridge
Nov. 16	Yale	Princeton
Nov. 23	Dartmouth	Princeton



New instant lather lets you

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**Shave with rise—
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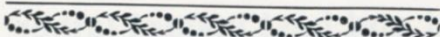
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217 Years Ago

Princeton University was founded as the College of New Jersey in 1746 by a small group of Presbyterian clergymen who believed that the Middle Colonies should have a college "for the education of youths in the learned languages and in the liberal arts and sciences." The name was changed to Princeton University at the time of the sesquicentennial observance in 1896.

After passing its first few years in Elizabeth and Newark, the College was moved to the town of Princeton in 1756, upon the completion of Nassau Hall. Even during its early years, the College had begun to emerge into what its president, Woodrow Wilson, many years later was to describe as a "seminary of statesmen."

An early president of Princeton, John Witherspoon, was a signer of the Declaration of Independence. One of the graduates during his tenure was James Madison, (Class of 1771), "The Father of the Constitution" and President of the United States for two terms. And Woodrow Wilson went from the University's presidency to the governorship of New Jersey in 1910, and then to the White House in 1912.

Princeton's long scientific tradition also began in the eighteenth century, when, in 1795 it established the first professorship of chemistry in an American college. Today, Princeton stands as one of the nation's foremost centers of scientific research. The James Forrestal Research Center, a memorial to the first Secretary of Defense, a member of the Princeton Class of 1915 and a Charter Trustee of the University, was established in 1951 on an 825-acre tract south of the town. It is an integral part of the University's advanced educational and research operations, particularly in aeronautical engineering and nuclear sciences. On the main campus, Princeton carries on an extensive program of investigation of basic problems in the physical sciences and engineering, in the humanities and social sciences.

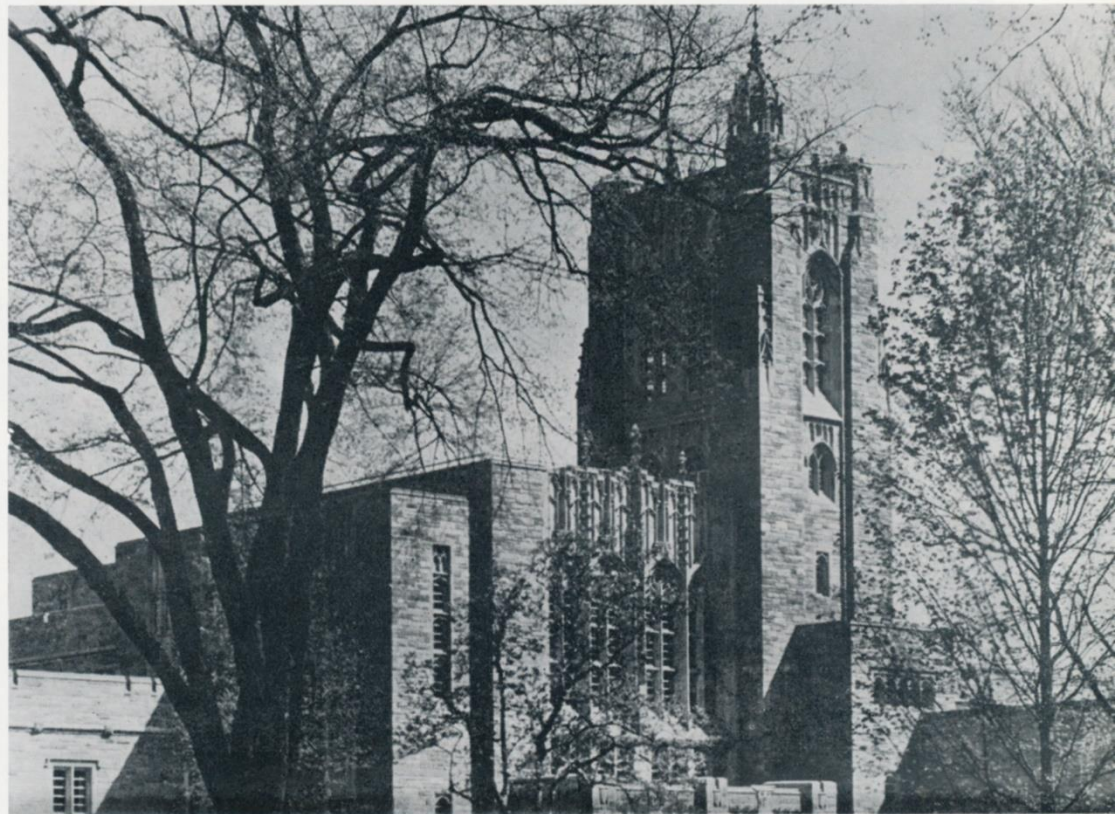
Programs of study are offered to 3,000 undergraduates and nearly 1,000 graduate students in the liberal arts and sciences, architecture, engineering and public and international affairs.



Nassau Hall, the oldest, and historically the most interesting building on the campus was, at the time of its completion in 1756, the largest academic building in the Colonies. During the Revolutionary War, the building was occupied as barracks and hospital by both British and American troops in turn, and its capture by General Washington ended the decisive Battle of Princeton on January 3, 1777. Nassau Hall was the Capitol of the United States for six months in 1783, when the Continental Congress met there. It is now used entirely for administrative purposes.

buildings of special interest

The Harvey S. Firestone Memorial Library has a capacity of two million volumes and can provide seats for half of all the undergraduates and graduate students at one time. Its collections include written or printed material from ancient Babylon and Egypt, through the medieval and Renaissance periods, down to our time. The papers of President Woodrow Wilson, Secretary of Defense James Forrestal, and of such notable authors as Booth Tarkington and F. Scott Fitzgerald, are also housed here. The John Foster Dulles Library of Diplomatic History is a new addition to the Library.



Jaycees make the news
because they get things done.
If you like to make the news—
join the Jaycees.



Industrial Arts Award Will Be Given By Jaycees

The Greater Freehold Area Jaycees have announced they will present an Industrial Arts Distinguished Award to a deserving student at Freehold Regional High School.

AWARD — Assembly member Matthews (left) receiving Distinguished Service Award from Jaycees President Kelly Marx, congratulated by State Senator Stomler of Union County.

Ceremony took place at Military Hotel in Newark. Speaking in honor of the award, Stomler said there is a question that Gov. Hughes' to float a \$750 million bond would pass the Legislature.

Camden Jaycees Planning To Build Downtown Plaza



Project Endorsed By City

The Greater Camden Jaycees plan to build a plaza in downtown Camden. Emanuel J. Greher, president, announced today.

The plaza would be located in the Arch at right-of-way between 8th st. and Broadway, from Arch to Federal, said Greher, who is a sales engineer for the Public Service Electric and Gas Co.

At the intersection of two major arteries, Federal st. and Broadway, adjacent to City Hall and a large department store, the area is a much needed pedestrian plaza.

Staggered Hours

Urged by Jaycees to Cut Road Jams

A shuffling of working hours and improved public transit facilities are needed to eliminate Newark's traffic jams during rush hours, the Newark Junior Chamber of Commerce reported yesterday.

The report, based on a year-long survey of work schedules at more than 1,000 companies with over 100,000 employees, said that further study may lead to a shorter work day for companies on the periphery of the downtown area. This may increase the smoothness of traffic flow.

A request to city officials for further study of one-way major thoroughfares.

Encouraging commuters to use more commercial transportation.

Encouraging motorists to bring neighbors and associates into the city, rather than drive alone.

Newark "definitely needs transportation."

Port of Newark

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BUICK MOTOR DIVISION

SHOULD YOU HAVE A PILOT'S LICENSE BEFORE YOU BUY A RIVIERA?

We don't know who's been spreading this kind of happy talk about the Buick Riviera, but frankly (and we hate to admit this!) the rumor is wrong. First, no plane ever handled as simply as does the Riviera. Second, you may get an airborne thrill out of driving the Riviera but, actually, it hugs the road more firmly than any car you're likely to own. Here's why:

The Riviera has an unusually low center of gravity and individually tuned front and rear suspension systems. This makes the Riviera track arrow straight, corner quick as a cat on curves. And, if this kind of ride isn't enough to make you forego forever all ordinary means of earthbound transportation, just read on . . .

The Riviera 90 degree V-8 high performance engine develops 325 HP and 445 ft.-lbs. of torque at

2800 RPM. It has 10.25-1 compression ratio, a 4-barrel carburetor and dual exhausts. A 3.42 to 1 rear axle ratio lets you step out in pretty lively style, too.

Then, to let you drive with minimum effort, the Riviera provides automatic Turbine Drive transmission, power steering and power brakes—all standard. Also standard—four individual bucket seats, luxurious carpeting, a floor console for the Turbine Drive stick shift, and an instrument cluster that's exciting just to look at. Plus, styling which has been the talk and envy of the industry since the Riviera's debut last fall.

So, reluctantly, we must scotch this "pilot's license" rumor. But if you want to see why it got started, go to your Buick dealer's and drive a Riviera. (Incidentally, he can deliver one without delay.)

THE RIVIERA BY BUICK . . . *America's bid for a great new international classic car*



What does she mean "cigars...cigarettes...Tiparillos"?

What is the story on this remarkable new smoke by Robt. Burns?

You'll be hearing that chant more and more — now that Tiparillos have arrived. And arrived they have. In all the right places. With all the right people.

The new Tiparillo has a neat, trim shape. It looks

young and debonair. And its pearly, pliable tip pays more than lip service to your smoking pleasure.

And never before such mildness! The most careful blending of choicest imported tobaccos has seen to that. So, too, has the exclusive, veinless Ultra Cigar Wrapper* that burns so evenly

and smoothly it insures complete mildness.

You can even see the mildness. The surprisingly whiter ash is visible evidence. Smoker's proof. Here is flavor you don't have to inhale to enjoy.

"Cigars...cigarettes...?" Who knows, maybe someday it will be just "Tiparillos!"

*T.M. GENERAL CIGAR CO.