

**Preseason: Green Bay Packers 62, Wisconsin Cardinals 0  
Saturday September 5th 1936 (at Green Bay)**

# **PACKERS CRUSH MADISON IN PRACTICE TILT, 62-0**

## **GAME RECAP (GREEN BAY PRESS-GAZETTE)**

(GREEN BAY) - Using a withering ground attack and employing a forward pass offense as best they could under unfavorable weather conditions, the Green Bay Packers opened their competitive football season against the Wisconsin Cardinals of Madison at City Stadium Saturday night, running up a score of 62 to 0. It might have been 100 to 0. The Packers scored practically at will, sending backs around ends and through the line until they accounted for 389 yards, while the Green Bay defense bottled up the Madison ground drive to a net gain of one yard. To this total the Bays added 71 yards acquired from six completed forward passes, most of them thrown by Harry Mattos. The chief handicap both teams faces was a drizzling rain, which fell principally during the second and fourth periods, sending many of the 2,000 customers home early, and generally spoiling the Packers' night debut. Fans who stuck to the end saw a flashy exhibition of open field running, featured by two brilliant touchdown dashes by Paul Miller, and another lengthy gallop of a punt return by Bobby Monnett.

### **SCORE MANY TOUCHDOWNS**

In addition to Miller's two scores, Wayland Becker twice snagged passes to cross the last line, and single touchdowns went to Monnett, Swede Johnston, George Sauer, Joe Laws and Hank Bruder. The Packers took turns kicking extra points, missing only once, with Monnett booting two. Other points was acquired by Clarke Hinkle, Smith, Cal Clemens, Laws, Bruder and Paul Miller. Some speedy ball toting by Laws and Monnett carried the ball to the Madison 20-yard line early in the first period and set the stage for the Bays to register their first touchdown. Hinkle drove around right end to take it out of bounds after a 3-yard gain, and Monnett rode the other end for 11 yards and a first down six yards from the goal. On the next play Monnett skipped back and pitched a pass over the center of the line to Becker, who speared it for a touchdown. With Laws holding the ball, Hinkle added the extra point by placement.

### **MATTOS TO MONNETT**

Madison took the ball for a minute after the next kickoff, but Lou Gordon soon recovered a fumble, and Green Bay got up steam again. Mattos and Monnett rode the line, a pass was incomplete, and another toss, Mattos to Monnett over the right side of the line, gained 10 yards and made it a first down on the Cardinals' 15-yard stripe. Here Mattos banged into left tackle for six yards, and Monnett executed a spinner, landing on the 3 1/2-yard line, where it was first down. Johnston smashed over left tackle, shook off a couple of opponents terrier-like and crossed the line. Mattos held the ball as Monnett booted the point, giving the Bays a 14-0 lead. Madison took the ball on the kickoff, was forced to punt, and Green Bay, on two end sprints by Paul Miller made a first down on the Cardinals' 42-yard stripe. At this point a steady rain began to fall. Johnston was good for four yards at left guard, and Mattos added half a yard on a spinner. Mattos sailed a long forward pass to Becker, who accepted the ball and sprinted to the goal line for a touchdown, completing a 37-yard gain. Johnston's try for the extra point was blocked, and the first period ended with Madison holding the ball deep in its own territory, Green Bay leading, 20-0.

### **BAYS ARE PENALIZED**

At the start of the second quarter, the Cardinals got one of their two first downs when a penalty was tagged onto Green Bay. The Packers braced, Madison punted and the Bays attempted to get a forward pass offensive underway. The slippery ball skidded off the receivers' hands, and Green Bay lost the ball on downs when a fourth down pass went awry. A 6-yard gain by Barlow of Madison, his team's longest run of the evening, marked the next series of downs, the Packers taking the ball when Barlow was smeared by Ernie Smith on an attempt to punt. Madison grabbed it back, Rubini intercepting Herber's forward pass, and there was a temporary flurry along the sidelines when Hinkle and Jim Nellen traded wallops during an altercation over clipping. Both were bounced from the game. After the ensuing Madison punt, the Packers had the ball on their own 30-yard line, and they got another touchdown march underway without delay. Sauer and Johnston made it first

down on the Green Bay 41-yard line, Sauer added four on a spinner, and Herber threw an incomplete pass. Clemens took the oval on a criss-cross and hauled it 13 yards to the Madison 42-yard line, where it was first down. In two vicious pokes at the line, Johnston added 10 more yards and another first down. A Herber to Hutson forward pass failed, and then George Sauer rode around right end, traveling 32 yards to the goal line, and bowling over fullback Rubini of Madison as he scored the touchdown. The time Ernie Smith kicked the extra point and the half ended two plays later with Green Bay leading, 27-0.

### RAIN LETS UP

The rain had stopped when play was resumed, and Madison received the kickoff, promptly losing the ball when Bill Croft recovered Donaldson's fumble on the Madison 30-yard line. On the next play Joe Laws skirted left end and traveled fast down the sidelines, cut back and crossed the goal line standing up. Then Laws held the ball while Clemens kicked the extra point. The score was 34 to 0. Bernard Scherer took the next kickoff to the Bay 40-yard stripe, Laws was stopped, Johnston gained eight at right end, and Laws was checked again. On a fake punt Johnston picked up four yards for a first down on the Madison 48-yard line. The Packers drew a 5-yard penalty, Paul Miller breezed around right end, cut back and sped past two or three Madison backs as he covered 53 yards to the goal line - one of the prettiest plays of the evening. Miller held the ball as Laws kicked the point that made the score 41-0.

### GETS LOOSE AGAIN

It didn't take Miller long to get loose again. After the Packers took the kickoff on their 40-yard line Johnston banged through right end for 13 yards and a first down in Madison territory. Laws' pass to Paul Miller was dropped. Johnston hit right tackle for 14 yards and a first down, and Laws lost three in a thrust at left end. Paul Miller broke through for another twisting run, this time traveling 36 yards to the goal line, and with Laws holding, he kicked the extra point himself, giving Green Bay a 48-0 lead. Green Bay took the kickoff on its 45-yard line, and a couple of sprints by Red Oliver moved the ball into enemy territory. But Oliver fumbled and Madison recovered for its own 47-yard stripe, Pike losing a yard as the third period ended. Line plays failed, and so did a Madison punt, Becker breaking through to block Pike's kick. Rose recovered for Green Bay, and a penalty for unnecessary roughness on the Packers gave them the ball on their own 45-yard stripe.

### PASSES ARE INCOMPLETE

Monnett broke loose around right end, carrying the ball 33 yards to the Madison 22-yard line. A penalty set the Packers back five yards, Johnston regained four of them, and two forward passes by Mattos were incomplete. Mattos sailed another pass at Monnett over the right side of the line, and Bobby was dumped on the 11-yard line, completing a 12-yard gain for a first down. Mattos lost three yards at the line, threw an incomplete pass over the goal line, and Monnett added two yards at right end. Hank Bruder ran to the left toward the goal line, wide open, and received Mattos' forward pass for a touchdown. Mattos held the ball while Monnett placekicked the extra point. The Packers led by 55-0. Madison took the ball on the kickoff, was stopped cold, and punted. Monnett received the ball on the Green Bay 35-yard line and raced 65 yards down the north sidelines to score another touchdown. Hank Bruder kicked the extra point, with Mattos holding the ball. The score was 62-0, and there it stayed. Champ Seibold returned the next Madison kickoff 15 yards, but the Packer offensive bogged down and the Cardinals took the ball on downs. This time they started to go places, aided by a penalty on Green Bay, and Nellen grabbed a pass to make it first down - the second of the evening - on the Green Bay 33-yard line. Cal Clemens intercepted another Madison pass as the game ended.

**WISCONSIN - 0 0 0 0 - 0**  
**GREEN BAY - 20 7 21 14 - 62**

### SCORING

1ST - GB - Wayland Becker, 6-yard pass from Bob Monnett (Clarke Hinkle kick) GREEN BAY 7-0  
1ST - GB - Swede Johnston, 3-yard run (Monnett kick) GREEN BAY 14-0  
1ST - GB - Becker, 37-yard pass from Harry Mattos (Johnston kick blocked) GREEN BAY 20-0

## EVERYONE CONVERTS

Swede Johnston Hits Line  
Hard; Monnett Gets Off  
Long Return.

### Crushing Cards

THE STARTING LINEUPS

<b>MADISON</b> Ferguson, le Nellen, lt Doesch, lg Sherman, c Chittle, rg Rannock, rt Stoegbauer, re Wilson, q Pike, lb Donaldson, rh Rubini, f	<b>GREEN BAY</b> le, Rose lt, Seibold lg, Letlow c, Butler rg, Paulekas rt, Gordon re, Becker q, Bruder lb, Monnett rh, Laws f, Hinkle
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Substitutions

Madison: Guard—Basine. Backs—Barlow, Nugent.  
 Green Bay: Ends—Hutson, Gantenbein, Scherer, R. Miller. Tackles—Trampe, Smith, Schwammel, Aspatore. Guards—Engebretsen, Croft, Elduayan, Kiesling, Evans. Center—Svendsen. Backs—P. Miller, Schneidman, Johnston, Oliver, Mattos, Sauer, Clemens, Herber.

Score By Periods

Madison	0 0 0 0—0
Green Bay	20 7 21 14—62

Scoring

Touchdowns—Becker 2, P. Miller 2, Johnston, Sauer, Laws, Bruder, Monnett.  
 Points after touchdown—Monnett 2, Hinkle, Smith, Clemens, Laws, P. Miller, Bruder.

Officials

Referee—Lewellen (Nebraska).  
 Umpire—Woodin (Marquette).  
 Head linesman—Cahoon (Gonzaga)

STATISTICS OF GAME

First downs—Green Bay 16, Madison 2.  
 Total yardage—Green Bay 455, Madison 15.  
 Total yardage from scrimmage—Green Bay 384, Madison 1.  
 Total yardage from forward passes—Green Bay 71, Madison 14.  
 Forward passes—Green Bay attempted 21, completed 6, one intercepted. Madison attempted five, completed 1, one intercepted.  
 Penalties—Green Bay 45 yards, Madison none.

2ND - GB - George Sauer, 32-yard run (Ernie Smith kick) GREEN BAY 27-0  
3RD - GB - Joe Laws, 30-yard run (Cal Clemens kick) GREEN BAY 34-0  
3RD - GB - Paul Miller, 53-yard run (Laws kick) GREEN BAY 41-0  
3RD - GB - Miller, 36-yard run (Miller kick) GREEN BAY 48-0  
4TH - GB - Hank Bruder, 12-yard pass from Mattos (Monnett kick) GREEN BAY 55-0  
4TH - GB - Monnett, 65-yard punt return (Bruder kick) GREEN BAY 62-0

# *Hinkle - Nellen Conflict Enlivens Saturday Game*

## **HINKLE-NELLEN CONFLICT ENLIVENS SATURDAY GAME**

SEPT 8 (Green Bay) - Those fans who braved the elements to watch the Packers run off a little bit of everything in the rain at City stadium Saturday night enjoyed a circus of entertainment. There was action in every ring. And an occasional hit of humor thrown in. Of the "added attractions" in the 62 to 0 win probably the most discussed was the altercation between Green Bay's Clarke Hinkle and Madison's Jim Nellen in the second quarter. The referee's whistle had hardly blown to end a play when Nellen and Hinkle hit the turf together right on the 50-yard line in full view of everybody. Like a snowball that starts downhill, the football grapplers collected a sizeable pile of interested participants before legs were pulled and holds pried loose. George Sauer was one of the first to start a move for peace. He was joined in rapid succession by Policemen Rondou and Benson, Coaches Curly Lambeau and Red Smith, the officials, and a handful of players from both teams. Said fullback Hinkle: "He clipped me for the third time I warned him. I have to use these legs for awhile yet..." Chorused the Madison cohorts: "We've been clipped too..."...CALL 'EM CLOSER: Warned the coaches: "You officials call 'em closer. We don't want any broken legs out there." Referee Verne Lewellen ruled both Hinkle and Nellen off the field, and the incident was closed momentarily. Between halves, however, Hinkle was subject of a good-natured razzing by his teammates. "A great exhibition of rolling," was the way one lineman put it. Hinkle was dubbed the "Champ" and "Max" in recognition of his efforts. There were no lasting ill effects of the fracas, however, and Nellen returned to play in the second half. Hinkle's only second-half contribution to the game came as the result of a unique accident in the last quarter. Swede Johnston, who signals his attack with a newly found war cry, was driving forward when he suddenly was stopped in a less spectacular manner than usually marks his charges. Rising from the turf he made an emergency call for help. He had run out of his right show. Hinkle saved the day by offering one of his...SHOW IS CHANGED: Just about the time the change was being made, one of the ever-present wisecracks was suggesting that a small rowboat might serve the Swede's purpose. Johnston, incidentally, showed the boys from Madison what drive really means when he made the Packers' second touchdown. He pounded through left tackle from about the three-yard line, was slowed down a bit by Wilson, then ran over Stoegbauer, and finally crossed the line with Nugent trying to hang on. Another futile attempt at stopping a Packer back under full steam was made by Fausto Rubini, the former University of Wisconsin lightweight boxer who put on some pads and tried a bit of fullbacking. With George Henry Sauer hurrying along the sidelines in quest of a touchdown, Rubini braced himself for the kill, just as he must have many times in the ring. Scarcely slackening his pace, Sauer charged on, and the boxer went down for a count as the footballer picked up six points. Paul Miller entrenched himself more firmly in the hearts of Green Bay fans with some fancy running in which he dashed through and around the opposition rather than over it. What the crowd probably did not see was that he also handled his blocking assignments well despite an obvious weight handicap. Yardage on his two touchdown runs totaled nearly 90 yards. And his time wasn't bad...OUT OF BOUNDS: The attitude of the Packers in running up their 62 to 0 victory was well expressed by one of the players after Madison's Pike got off a better than average punt in the second quarter. As it rolled out of bounds down in Packer territory, it was acknowledged with a slap on the back and the words, "Nick kick, kid." It was Pike's kicking that prevented trying the effectiveness of Don Hutson at the safety position. Kicking the ball out of bounds kept the speedy end from attempting any returns during the time he was stationed way back. The Madison attitude was unconsciously summed up by tackle-guard Chittle, who inquired, "What's the score?" between halves. "Twenty-seven to nothing," he was told. A look of relief passed over his face at the announcement. "That's not so bad," he said. Suggested a bystander, "They get that way at the University of Wisconsin. It's just like playing Minnesota." Fans may not have noticed that: The start of the second half was delayed when only 10 Madison players were on the field to receive the kickoff...Chub Stoegbauer of the Cardinals is one of the Green Bay Badgers softballers. He is a former Oshkosh State Teachers' college star...as is Barlow, who played in the Cardinal backfield. Barlow received an arm injury in the first half that kept him out of the game from that point...PLAYED WITH STARS: Madison never penetrated the Green Bay 33-yard line. Nugent, Madison back, faced the Packers last fall as a member of Eddie Kotal's



All-Stars at Stevens Point. At that time, Doc Spears, then University of Wisconsin coach, was very interested in having the boy go to school in Madison. He had played previously at Stevens Point State Teachers college...Harry the Horse Mattos showed himself to be something more than a forward passer. He also runs effectively and abounds in pep on the field. He and Laws and Herber again took turns in calling the signals...Ernie Smith has a moustache which thus far hasn't interfered with his play. Probably because it still is pretty hard to see. Other Packers are quick to draw attention to it...**BLOOD ON HAND:** Johnny Blood, ex-Packer, was among the spectators. He says that he probably will not play football anywhere this year...Buckets Goldenberg's foot injury kept him out of uniform as well as out of the game. He was the only member of the squad not to play...Wayland Becker blocked another kick, his third...Ralph Primo Miller again played end, and right well...Cal Clemens turned in a great individual performance, especially in the field of blocking and backing up the line...Packer players not run off the field, presenting an improved appearance...A "ghost" ball, reminiscent of night games of an early era, was used for the game. A natural colored call of yellow rather than a pure white variety has been more popular of late...After Madison halfback Pike, who was wearing No. 77, carried the ball without gain in the third period, an unidentified Packer voice encouraged: "Let's go, Grange!"

**LOOKING UP IN THE REALM OF SPORTS**

SEPT 8 (Green Bay) - Scraps from the Packer-Madison game, played at City stadium Saturday night: Loud on every hand are comments concerning the condition of the turf...by all odds in the best shape of the stadium's history...careful work all summer has produced a tough, durable grass, thick and ready to withstand the pounding of hundreds of cleats...with the West stadium in similar shape, this fall is going to see Green Bay with two of the finest football fields in the state...Outstanding ground work goes to Swede Johnston, who carries the ball time and again to pile up yardage for Green Bay...why the Swede doesn't break his neck, no one can figure...he displays a complete disregard for life and limb...maybe if Swede had more of a neck he would be in greater danger...but he tucks his head and bangs right through...This Mattos runs very hard...reminds you of Hinkle's style, more of a charge than anything else...not so concerned with being elusive as with knocking somebody over...Mattos sports a dangerous set of knees and he keeps them well up while running...Paul Miller establishes himself as a favorite with the crowd...a game little fellow who keep trying all the time...executes his backfield assignments with precision and a knowledge of the game...arriving in Green Bay with a terrific weight handicap, Miller rapidly is becoming established...One of the best new men is Cal Clemens, powerful U.S.C. blocking quarterback...tired himself out of blocking out Madison men Saturday night, and rarely missed a block...sat down to rest during a time out period, and Coach Lambeau thought he was hurt...but Clemens waved him away...We're telling you...that the Packers' weight chart, parked by the door in trainer Dave Woodward's room in the field house under the stands, reveals

**SCHERER NEW  
BAY WINGMAN**

**Teammate of Sauer at Nebraska Joins Packers.**

(SPORTS EDITOR'S NOTE: This is the ninth of a series on players appearing with the Green Bay Packers for the first time. Tomorrow—Nebb Elduayan.)

Three years under Coach Dana Bible at Nebraska, one season a teammate of George Sauer, are included in the gridiron record of Bernard Scherer, newest Packer end . . . rangy and strong, all-Big Six flankman his last two seasons, Scherer is tabbed as a player likely to stick in professional football.

A ready talker, he finds his chief recreation in golf, when away from the grid . . . shoots around the middle forties and has a pow-



Scherer

erful wood game . . . landed on the edge of the creek in two on the public course's No. 8 hole the other day.

Unmarried, is of dark complexion, hails Dallas, S. D., as his home city . . . starred at halfback in high school there, was converted to end as a freshman at Nebraska . . . guarded the left flank for two years as a Cornhusker, then played a season at right end . . . got some basketball exercise while in high school, but stuck to football at Nebraska.

Weight has gained steadily . . . hit 170 as a sophomore, 176 as a junior, 184 as a senior and scales 185 today . . . height 6 feet 1 inch . . . powerfully built shoulders, great pass grabber and has looked outstanding on defense . . . his fraternity at Nebraska was Phi Gamma Delta, which means he can call George Svendsen "brother."



that the team is rounding into perfect playing condition...the Packers check their tonnage carefully, being weighed both before and after practice periods, and the story the chart now tells is satisfying...the men know they have to be in the pink to beat those Cardinals, who now have taken five straight games from Green Bay.

**IMPROVED CARDINAL TEAM PLAYS HERE NEXT SUNDAY**

SEPT 8 (Green Bay) - The Green Bay Packers getting little more than a good workout from Saturday night's 62 to 0 licking of the Madison Wisconsin Cardinals were back at work today preparing for another Cardinals team which is slated to be considerably tougher. The Cardinals of Chicago, victors over Green Bay in five consecutive games, three of them last season, will invade City stadium next Sunday afternoon to open the NFL season here...THREE ARE RELEASED: Coach E.L. Lambeau today announced the release of three new Packers - Ed Aspatore, Marquette tackle; Ray Trampe, Minnesota tackle; and Richard (Red) Oliver, Texas Christian, halfback. Trampe is expected to join the Ironwood, Mich., squad, while Oliver and Aspatore will head for Los Angeles and the American Legion pro league. The Packers held stiff drills Sunday and Monday mornings and were drilling twice today. Three members of the squad received injuries in Saturday night's game and one of them, Herman Schneidman, will be unable to appear

against the Cards. Buckets Goldenberg is expected to be the only other Packer not in action. Paul Miller and Lon Evans are the other injured players but both are expected to be ready for action Sunday...TEAM IS STRONGER: The Chicago Cardinals, as even Coach Milan Creighton admits, are 50 percent better this season than last - a development which is not calculated to raise the hopes of Packer fans. "This is our year," is the stated opinion of the Cardinal coach and players, who have been drilling at Michigan City, Ind., for the coming season. The boys, according to the Cardinal press dispatches, have been working like a college team preparing for its homecoming game. Next in importance in the matter of improvement comes added offensive strength, gained by more capable passing. The acquisition of Pug Vaughn, who was traded to the Cardinals from the Detroit Lions, gives the Redbirds one of the league's best forward passers. Phil Sarboe was the team's aerial ace last season, and he will receive capable support from Vaughn. The most improved passer on the squad, if not in the entire league, is the team's ace halfback, Doug Russell. Doug was a fine ground gainer last season, and this year his increased passing ability is expected to make him an even greater threat as a ball carrier. His punting, too, has improved, making him a triple threat artist who takes a second seat to none.

**LAMBEAU TELLS HOW PACKER SURPRISED BEARS - CURLY LAMBEAU**

SEPT 8 (Green Bay) - We sat at a luncheon discussion an approaching game with the Chicago Bears. Several officials of the Green Bay Packers were in the party. "We've got to beat them in this game," said one director. "Our whole season depends on it. The Bears are our natural rivals, and the fans will figure the year a success if we beat 'em." "Easier said than

**ELDUAYAN IS LATEST GUARD**

**Former Galloping Gael Works In Movie Studio.**

(SPORTS EDITOR'S NOTE: This is the tenth of a series on players appearing with the Green Bay Packers for the first time. Tomorrow—Lou Gordon.)

The second of St. Mary's Galloping Gaels to join the Green Bay Packers is Nebb Elduayan, who followed Harry Mattos to the dotted line during the summer... an employe of Warner Brothers studio, where he is assistant location manager, Nebb is on leave of absence to play with Green Bay.



Elduayan

Parents were Basques, father French and mother Spanish... the Basques are an interesting race about whom people

Played high school fullback... prepped at Oneonta military academy in South Pasadena... then two varsity years at St. Mary's, in 1933 and 1934, the years the Gaels whipped Fordham... played his greatest game against Jimmy Crowley's team, winning acclaim of eastern sports writers, including Damon Runyan, who went lyrical... played right guard on offense, took the strong side of the line on defense.

All-America merit cards... did some wrestling in school and likes the sport... vitally interested in the motion picture industry... sees a picture every time he gets a chance... told to study locales while on leave, so that the studio won't have to waste time digging up information on midwestern settings... normal playing weight about 205, is a little over that now... height 5 feet 10... unmarried.

Boss at Warner Brothers is Location Manager William Guthrie, himself a former athlete... Nebb is good friend of Pat O'Brien and Al Jolson, knows all the W. B. stars... will return to the lot as soon as he finishes his service with the Packers.

done," I replied. "The Bears are the defending champions. They've been champions two years in a row. More than that, they beat us three times last year in hair-raising games." "Well, we whipped them three in a row in 1929," put in one official defensively. I nodded. "Sure, I know, but our boys have forgotten that. We have only two men on the 1935 teams that played with us in 1929. Before we can beat the Bears we've got to convince our players the trick can be done." "Say, I believe you're right, Curly," said one of the part. "I hope so. Now, I have worked out a play I think can surprise the Bears. If it works, we can get the jump on them and give our team confidence right from the start of the game. The play will be around Don Hutson (of Alabama and Rose Bowl fame). He's the fastest man in pro football today." "What's the plan, Curly?" "Well, I'll explain it to you. We'll talk it over with the team and sell them on it. But remember, the whole thing must be kept absolutely secret. If the Bears get wind of it -" "Don't worry," they chimed in. "We'll sew up our mouths on this one." All right, what happened in the game that sultry September afternoon last year at Green Bay? The Chicago Bears with no defeats so far in 1935, were confident and cocky. When you know you are good this can be a wonderful tonic, provided you don't drink too much of it. The Packers on the other hand were grimly intent. They had a task to perform. Their minds were centered on one purpose. The Bears kicked off.

Arnie Herber, our right half, got the ball on the goal line, came charging, sidestepping up the field only to be downed by a flock of Bear tacklers on our 17-yard line. Several of the Bears smiled. I imagine they were thinking it wasn't going to be hard to stop the Packers, judging from this first tackle. Our men went into our familiar box formation for the first play of the game. Now usually, on most teams, this is a test play, a plunge into the line or around end to see what kind of stuff the opposing line is made of, and how fast the minds of opposing players are working. But on this first play, Herber faced back five, ten yards. Then, with one foot on our goal line, he wheeled quickly and drew back that trusty right arm for a pass. The play was so unexpected that there wasn't a Bear within five yards of him. To pass on the first play of the game was a move that the confident Bears had not considered. All this time, Don Hutson, our left end, had been streaking far down the field. By the time Herber wheeled on the goal line to pass, Hutson had crossed the 50-yard line. Gene Ronzani of the Bears' backfield tried to keep pace with him, but the fast Don quickly outdistanced him. The ball thrown by Herber was now in the air sailing from our goal toward the Bear 40-yard line - a dream pass if you want to call it that, but one which we had practiced many times that previous week. When Don Hutson lifted up his arms to snare that pass on the Bear 40-yard line, Beattie Feathers, former Tennessee star, was the only Bear near him. As Don gathered in the ball, Feathers made a desperate lunge at his plying heels. His fingers grazed Don's speeding feet, but couldn't hang on. Hutson went on to score a touchdown. A 60-yard pass and a 40-yard run on the first play of the game! The Bears were simply rushed off their feet, physically and

# GORDON JOINS PACKER SQUAD

Big, Bad Wolf of Cardinals  
Reverses Field.

(SPORTS EDITOR'S NOTE: This is the 11th and last of a series on players appearing with the Green Bay Packers for the first time this season.)

The big, bad wolf of the Cardinals...instrumental in helping hand the Green Bay Packers five straight lickings, three of them last season...now here he is in the green and gold of Green Bay, ready to help upset that Cardinal victory string next Sunday.

Lou Gordon, bitter against Cardinal Coach Milan Creighton and the Cardinals... plenty of drama packed in this situation... plenty of people will be out to see it unfold... Lou is a native of Chicago... prepped at Lane Technical... served his high school at guard and tackle.



Gordon

Three varsity years at the University of Illinois, graduating in 1930...joined the Cardinals and up to this year served with them every season, except for a period in 1931 when he joined Brooklyn temporarily...has played against the Packers a number of times, always has caused havoc.

Height is 6 feet 4½ inches, weight between 235 and 240... did some wrestling in college, and a little since he left...last season did some mat refereeing...not married, does all his fighting in football games.

When in college was named on any number of mythical teams... all-conference, all-Midwest, all-America.



mentally, as prearranged, on that one play. Bob Monnett (Michigan State) converted for us, and the score stood 7-0. And that was the way the game ended. I maintain that our boys scored that victory over themselves and not over the Bears. The touchdown gave them confidence, and we went on to a splendid season, losing the league championship by only one game, after we had twice beaten the league-leading Detroit Lions. Getting the jump on opposing teams, being willing occasionally to try new and seemingly reckless maneuvers, is highly important in winning games in the pro league where the same teams meet so often during the regular season.

## *How Packers Gave Bears Jitters*

### **HOW THE PACKERS GAVE BEARS JITTERS - CURLY LAMBEAU**

SEPT 9 (Green Bay) - In professional football the plays of opposing teams are so thoroughly analyzed, digested and diagramed that if you play orthodox football you'll be stopped. A coach has to make the most of such elements as confidence, fear, alertness and courage to confound the opponents. I have told you how we beat the Bears last year with a long pass from behind our own goal line on the first play of the game. After that first game with the Bears we knew they had a wholesome respect for the pass receiving prowess of Don Hutson. His cavorting gave them the jitters. We knew, too, that he could act as an excellent decoy. Arnie Herber, our right half, is an excellent passer. The Bears and others feared the Herber-Hutson combination. This fear was a tremendous advantage. Our second game with the Bears was played at Wrigley field, Chicago, a month later. The Bears were grimly determined to get revenge for the 7-0 surprise whipping at Green Bay. But even at that, we managed to get deep into Bear territory in the second quarter. Ade Schwammel (Oregon) kicked a field goal to put us ahead, 3-0. Our boys had been playing fine football up to that point. After scoring, they relaxed. Three points looked mighty big. We had this lead into the third quarter, and it seemed enough to win the game. But it was our boys who became a little too confident at this stage, with the game apparently in the bag. The Bears suddenly took to the air, and Beattie Feathers tossed a long pass to Gene Ronzani, who slipped behind out halfbacks and galloped 40 yards for a touchdown. Then Johnny Sisk, Bear right half, broke through our right guard and center and breezed 55 yards for another touchdown. That made the score 14-3, and with a suddenness that made our heads dizzy. There were only three minutes left in the game. There was only one thing for us to do, and that was to toss the Herber-Hutson passing combination at the Bears again. We were on our 35-yard line at the time. The Bears evidently expected one of those long 60-yard passes and spread out. Herber crossed them up and tossed a short pass to Hutson. Don completed it nicely and sidestepped the entire Bear team to run 56 yards for a touchdown. It was 14-10 in favor of the Bears with about a minute and a half to play. Now the Bears began to get jittery. They kicked to us. We kicked back immediately. On the first play, the Bears, who wanted to stall, fumbled and Ernie Smith (California) recovered for us on the Bears' 17-yard line. Two short drives at the forward wall brought us to the four-yard line, but time was short. Not too short, however, for our quarterback to realize here was an opportunity to befuddle the Bears again. With Chicago massed to stop another drive at the line, Hutson ran into the flat zone, and Arnie Herber flipped an easy pass to him for a touchdown which won for us, 17-14. Luck, some may say, but I honestly believe the fear of the Herber-Hutson passing combination unnerved the Bears so much at the crucial moments that it partly paralyzed their play.

## **CARDINALS TO ATTEMPT 6TH STRAIGHT VICTORY**

### **CARDINALS TO ATTEMPT 6TH STRAIGHT VICTORY**

SEPT 9 (Green Bay) - A potent attempt by the Chicago Cardinals to acquire their sixth consecutive victory over the Green Bay Packers will swing those two teams into action at City stadium next Sunday afternoon, and the home team is drilling overtime in an effort to reverse five previous decisions. As the Packers prepared to resume practice today, Coach E.L. Lambeau announced the release of guard Bill Croft, who has been sent to the Pittsburgh Pirates. Croft is a former Utah lineman who appeared last season with the Brooklyn Dodgers. Two of the officials who worked the recent Detroit-All Star game at Chicago - Referee Bobby Cahn and Umpire M.G. Meyer - have been assigned to Sunday's game here by Joe F. Carr, Columbus, president of the NFL. The other officials Sunday will be J.J. Ritter, Purdue, headlinesman, and Verne C. Lewellen, Nebraska, field judge...TICKET OFFICE BUSY: A big crowd is in prospect for the all-important pro league opener, and the Packer ticket office at the Legion building is working overtime to meet the demands. With orders pouring



in, the Green Bay management hopes for an overflow crowd before kickoff time at 2 o'clock Sunday. It is likely that all the Packers except Buckets Goldenberg and Herman Schneidman will be available for use against the Chicago team. Goldenberg is still limping around on crutches, while Schneidman acquired an injury against Madison last Saturday and is on the shelf for a game or two. The other major Packer casualty - Assistant Coach Richard (Red) Smith - is recovering rapidly from a severe cold at St. Vincent hospital and expects to be on the sidelines Sunday when the barrage is laid down...**HOLD ANNUAL DINNER:** Directors, players and volunteer workers of the Packers will hold their annual informal get-together at the Beaumont hotel tomorrow night at 6 o'clock. Following dinner the players will be introduced and there will be a few brief talks. The mighty Cardinal team, which swept the Packers into the pennant discard last season under impetus of 7 to 6, 3 to 0, and 9 to 7 lickings, is expected to be stronger offensively this season because of a shift in personnel by Coach Milan Creighton. Creighton has transferred Iron Mike Mikulak, regarded as one of the best defensive fullbacks in the league, to a blocking back position on offense, using him to back up the line on defense. Mikulak's offensive blocking - and Mike can be very offensive - is expected to make possible some long runs by his speedy teammates, and at the same time enable Creighton to use a faster fullback than Mikulak. The shift gives Dave Cook, 210-pound speed demon from the University of Illinois, an opportunity to prove himself. Always hailed as a potential star, Cook never gained the heights predicted for him. This year he is in excellent physical condition, and has looked great in early season scrimmages. He packed his 210 pounds over a frame of 6 feet 1 inch tall, and runs like a sprinter.

### **CARDINALS BREAK CAMP TOMORROW; CRIPPLES BACK**

SEPT 9 (Michigan City, IN) - The Chicago Cardinals began winding up four weeks of intensive drill in preparation for the breaking of camp here Thursday. The squad will go directly to Green Bay, Wis., where it opens the season Sunday. The club went through two more offensive drills today with Coach Milan Creighton stressing new plays and timing. More kicking and passing also was ordered. Pug Vaughan and Phil Sarboe continue to show improvement in kicking. Sarboe has been handicapped by an injured leg. Doug Russell, Bill Smith, Al Nichelini and Howard Tipton have returned to active participation in the drill, fully recovered from injuries. There are now no serious injuries on the squad.

## **CHICAGO CARDINALS WILL ARRIVE IN CITY TONIGHT**

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SEPT 10 (Green Bay) - Planning to give themselves plenty of opportunity to get acquainted with the terrain over which they will launch their 1936 campaign, the Chicago Cardinals have stepped up their traveling schedule and will arrive here at 10:15 tonight on the Milwaukee road. Sunday they will pen the NFL season by meeting the Green Bay Packers at City stadium. "One of the largest Packer-Cardinal crowds in our history," was the comment from Packer ticket headquarters today by E.A. Spachmann, director of ticket sales, and his opinion was echoed by the interest that Packer fans are taking in the league opener. While the game is far from a sellout, the tickets are moving rapidly and Spachmann's optimism seemed likely to be well confirmed...**HEADED BY CREIGHTON:** The Cardinals arrive tonight headed by Coach Milan Creighton, who will direct their arrangements at the Hotel Northland. Early tomorrow they will be at work, practicing on enemy soil for their important gridiron conflict. C.W. Bidwell, owner of the Cards, will arrive on Saturday with a party of friends, and personally will see his club in action against Green Bay. "Six in a row" is the Cardinal battle cry, as the big, powerful Chicagoans prepare to add a new chapter to the extended Packer-Cardinal grid series. Coach E.L. Lambeau countered by pushing the Packers through two stiff drills yesterday, and calling a couple of more for today. Blocking came in for a major share of attention, and yesterday practice assignments were divided, the players working on defense in the morning and offense in the afternoon. The new Packer zone defense is looking alert, and Lambeau is anxious to see how well it checks the Cardinal offensive...**SCHNEIDMAN IS OUT:** The abbreviated Bay casualty list came in for plenty of attention, although Lambeau sees little chance that it will be cleared up before the game on Sunday. Herman Schneidman, blocking quarterback, definitely is out, and Cal Clemens hurt himself in scrimmage. Clemens' injury isn't serious, but it may slow him up for the Cardinal tilt. Buckets Goldenberg, of course, will keep his chipped shin bone on the sidelines, and the condition of Tar Schwammel is open to doubt. The big veteran tackle has had trouble with his health all fall, and he had missed four practice periods this week.

### **BROADCAST TONIGHT**

SEPT 10 (Green Bay) - The Wadhams sport flash, a nightly feature on the Wisconsin air lanes, WTMJ, Milwaukee, will broadcast tonight at 5:45 from the Beaumont hotel with Russ Winnie at the "mike" as a preliminary to the Green Bay Packers, Inc., preseason banquet for players and directors. Winning, who is a red hot Packer fan, will interview Coach E.L.

Lambeau, some of this players, and several officers of the Football corporation. After the broadcast Winnie and Frank H. Cazey, advertising manager for the Wadhams Oil company, will be the guests of the Packers, Inc., at the dinner, which is scheduled to start promptly at 6 o'clock.

### REDMEN HAVE 5 STRAIGHT VICTORIES OVER PACKERS

SEPT 10 (Green Bay) - Boasting five consecutive victories over the Green Bay Packers, the Chicago Cardinals, who knocked the Packer pennant hopes sideways last year with three well-directed victories, will be meeting Coach E.L. Lambeau's team for the 26th time at City stadium next Sunday afternoon. The Packers, because of those three trimmings in 1935, now hold a series edge over the Cardinals of only one game, 12 victories to 11, with two ties. Sailing towards an apparent National league championship with double victories over the Bears and Detroit, plus a pasting to the New York Giants, the Packers found their progress checked on three occasions last season, and each defeat developed into a death blow for Green Bay's title chances...**FIGHT TO END:** A crippled Green Bay team launched its National league season by losing to the Cardinals, 7 to 6, in a heart-wrecker at City stadium early in September. Battered and bruised, most of their regular backs on the bench, the Packers yet fought the Redmen down to the last gun, losing by the margin of a missed extra point. Bill Smith got the Cardinal touchdown, and Paul Pardonner kicked the extra point, giving the visitors seven points which Swede Johnston's touchdown couldn't quite equal. A few weeks later the teams were at it again, staging a bloody struggle at State Fair park in Milwaukee, and again Pardonner provided the poison, kicking the field goal which gave the Cardinals a 3 to 0 victory...**FINAL BREAK WORST:** The worst break of all came in Chicago, when a victory would have given Green Bay a championship. With less than a minute to play, the Packers were deep in Cardinal territory, pounding away toward the goal. The score was 9 to 7, Green Bay having seven points on Monnett's touchdown and Ernie Smith's extra point, and the Cards picking up nine on Al Nichelini's "touch" and a field goal by the irritating Bill Smith. Ade Schwammel tried a field goal for the Packers in the last minute of the game, and speculation is still rife whether the boot was good or not. In or out, complete or bad, the kick was ruled out, and the Packers lost their championship. It was the fifth consecutive time that they had lost to the Cardinals. Although the series started in 1921, the Packers didn't defeat the Cardinals until 1926, when a field goal provided a 3 to 0 win. In 1928 the Bays got off on their longest string of consecutive victories over the Chicago team, winning five straight by scores of 20-0, 9-2, 7-6, 12-0 and 14-0. Then they struck a snag in 1930, being upset 13-6 by Ernie Nevers at Wrigley field, Chicago. From that time on it was dog eat dog until the second game of the 1934 series, when the Cardinals won 9 to 0 and launched the victory string which as yet is unbroken.

**CARDS BREAK CAMP**  
 SEPT 10 (Michigan City, IN) - Another long offensive drill brought the Chicago Cardinals' training to an end today. The squad will break camp tomorrow and go direct to Green Bay for the first game of the season Sunday. Defense against Green Bay's attack was stressed in the morning by Coach Milan Creighton, but the afternoon session was devoted almost entirely to a final roundup of all plays and offensive assignments. Cripples showed further improvement and all are expected to be able to play at least part of the game Sunday. "Everything has worked out as schedule, and the boys are in excellent condition," Creighton said. "The injuries are practically all gone. We may not have a championship team, but that's our objective, and we're going to cause a lot of trouble for somebody."

### PACKERS BUILT UP LIONS FOR BAD LETDOWN - CURLY LAMBEAU

SEPTEMBER 10 (Green Bay) - In the pro league you have to change your style with every game. Last year after we had beaten the Bears twice with passes, we met the strong Detroit Lions. The Lions figured we would resume our passing attack and were all set to stop it. But we didn't pass. We hit the line and ran the ends during the first two periods and made such good gains that it seemed to everyone we had shelved our passing for the day. Slowly the Lions began to readjust their defense to stop a running game. That is just what were wanted. They were next. We did shift tactics in the third quarter, trying 25 tosses, mostly from Herber to Hutson, or Herber to Hank Bruder or Johnny Blood, and we completed 14 of these passes, a very high percentage. Several were 55-yard passes, too. We ran up a score of 31-7 against the Lions who later won the league championship. This was the worst defeat suffered by the Lions in 1935. Whenever the Packers play a league game, we go over the game well in advance. We review our mistakes of the last game against the invaders and try to use a varied attack. Too much sameness in offense provides the other team with an excellent chance to stop such an offense, because they have prepared for it. But come up with the unexpected, backed by an adequate attack, and you may set the

Series Statistics			
RECORD OF GAMES			
1921—Green Bay ...	3	Cardinals ...	3
1922—Green Bay ...	3	Cardinals ...	16
1924—Green Bay ...	0	Cardinals ...	3
1925—Green Bay ...	6	Cardinals ...	9
1926—Green Bay ...	7	Cardinals ...	13
1926—Green Bay ...	3	Cardinals ...	0
1927—Green Bay ...	13	Cardinals ...	0
1927—Green Bay ...	6	Cardinals ...	6
1928—Green Bay ...	20	Cardinals ...	0
1929—Green Bay ...	9	Cardinals ...	2
1929—Green Bay ...	7	Cardinals ...	6
1929—Green Bay ...	12	Cardinals ...	0
1930—Green Bay ...	14	Cardinals ...	0
1930—Green Bay ...	6	Cardinals ...	13
1931—Green Bay ...	26	Cardinals ...	7
1931—Green Bay ...	13	Cardinals ...	21
1932—Green Bay ...	15	Cardinals ...	7
1932—Green Bay ...	19	Cardinals ...	9
1933—Green Bay ...	14	Cardinals ...	6
1934—Green Bay ...	15	Cardinals ...	0
1934—Green Bay ...	0	Cardinals ...	9
1934—Green Bay ...	0	Cardinals ...	6
1935—Green Bay ...	6	Cardinals ...	7
1935—Green Bay ...	0	Cardinals ...	3
1935—Green Bay ...	7	Cardinals ...	9
<b>Green Bay ...</b>	<b>224</b>	<b>Cardinals ...</b>	<b>145</b>
<b>GAMES WON</b>			
<b>Green Bay</b>	<b>12</b>	<b>Cardinals</b>	<b>11, Tied 2.</b>
<b>SHUTOUT VICTORIES</b>			
<b>Green Bay</b>	<b>6,</b>	<b>Cardinals</b>	<b>4.</b>
<b>MOST CONSECUTIVE WINS</b>			
<b>Green Bay</b>	<b>5, '28-'30,</b>	<b>Cardinals</b>	<b>5, '34-'35</b>
<b>AVERAGE POINTS SCORED</b>			
<b>Green Bay</b>	<b>8-9,</b>	<b>Cardinals</b>	<b>5.8.</b>

other team off balance. Some ten years ago the Green Bay Packers drew caustic comments from many sports writers for constantly resorting to a pass attack from near or even behind their own goal line. But most pro teams use this sort of attack now when the opportunity presents itself. We have gained more than we have lost by such daring tactics. Two years ago at Boston, Cliff Battles intercepted one of our passes thrown from near our goal and ran it back for a Boston touchdown. That the first time in five years that a pass of that kind had been brought back across our goal. We have scored numerous long gains and touchdowns by having the courage to pass near our goal line. In pro football this type of daring play has progressed so much that one often sees a run from fake punt formation which started behind the goal line. I believe a good play should always be tried, no matter how close a team is to its goal line, if there is a reasonable chance of its being completed. One of the reasons why the Chicago Bears had so much success with their famous lateral pass play when they first introduced it was that the unwinding of the play seemed to create great uneasiness on the opposing team. But we have studied lateral pass play closely and now have a defense for it which is effective most of the time. We no longer fear it, and the Bears cannot use it to get the jump on us as they did several years ago. The long pass is a means of getting a jump on an opponent and its effect is demoralizing. In our second game with the Detroit Lions in 1935 Arnie Herber faded back to our 38-yard line and whipped a 50-yard pass to Johnny Blood who took it on the Detroit 20 and galloped 20 yards more for a touchdown. That is covering a lot of ground in a short time. Later in the same quarter when the Packers got down in scoring territory, Herber whipped a 45-yard pass to Don Hutson who took it on the Detroit 15 and went unmolested the rest of the way to the goal. Yes, the long pass, when properly executed is a fine weapon. Recall what the New York Giants did to the Chicago Bears in the world's championship game in 1934. Trailing at halftime, the Giants came out on the gridiron in the third quarter wearing tennis shoes which gave them a much better footing in the snow and ice than the Bears who wore the heavy regulation type of shoes. The Giants passed and ran the Bears almost to death and won the championship. That was the case of getting the jump on an opponent through unorthodox means.

## CARDINALS, PACKERS ON SCENE OF GRID BATTLE

### CARDINALS, PACKERS ON SCENE OF GRID BATTLE

SEPT 11 (Green Bay) - Both teams were on the battle ground today as the Green Bay Packers and Chicago Cardinals mopped up in preparation for the opening game of the NFL, scheduled to be held Sunday afternoon at City stadium. The Packers were easing off drills following several weeks of strenuous weeks of work, while the Cardinals, who arrived via the Milwaukee road last night, planned to take their first workout in the enemy territory this afternoon. Coach Milan Creighton's large and tough squad arrived at the Hotel Northland shortly after 10:30, the players freely predicting their sixth consecutive victory over Green Bay. Other developments in the professional football picture locally were the following: The rising ticket sale total led E.A. Spachmann, director of sales, to predict the largest Cardinal-Packer crowd ever assembled at City stadium. The Packer corporation directors, officers and volunteer workers met at the Beaumont hotel last night to hear Russ Winnie, Milwaukee radio announcer, cheer them on to a successful season. Richard (Red) Smith, assistant Packer coach who has been ill at St. Vincent hospital, planned to leave that institution today, in plenty of time to see Green Bay in action Sunday. Gomer Jones, brilliant Ohio State center, drawn by the Cardinals in the National league draft but planning to play with Cleveland in the American league, signed with the Cards last night and was expected in Green Bay today...STARRED IN GAMES: The acquisition of Jones served as a pail of cold water in the face of Packer pennant hopes. Gomer performed brilliantly with the College All Stars against both the Detroit Lions and New York Giants and his addition to the Cardinal squad is certain to materially improve that team's offensive and defensive ratings. The former Buckeye all-American was due to arrive here late today, in time to join the Cardinals at their afternoon workout. He was contacted by the Chicago team when the Cleveland franchise folded and came to terms with Owner Charles Bidwell at Chicago last night. An air of cheerful optimism prevailed at the Beaumont hotel as the Packers were introduced to corporation officials by Coach Lambeau. Previously they

THREE GAMES  
ON SCHEDULE

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Boston Invades Pittsburgh,  
Philadelphia Is at Home  
to New York.

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INTEREST RUNNING HIGH

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NATIONAL PROFESSIONAL  
FOOTBALL LEAGUE  
Sunday's Games  
Chicago Cardinals at Green Bay.  
Boston at Pittsburgh.  
New York at Philadelphia.



were welcomed to Green Bay by Leland H. Joannes, president of Green Bay Packers, Inc., who also introduced Winnie, the speaker of the evening. Winnie spoke informally, telling the Packers that Green Bay possesses more of the "old college spirit" than any other professional football city...LIKE COLLEGE TOWN: "It's just like a college town on Sundays when the big games are played here," said the announcer who has broadcast hundreds of football game, including many of in which the Packers appeared. "The man who shines your shoes at the hotel asks your prediction on the game, and the girl at the cigar counter reminds you how fine the weather is. I prefer to broadcast professional games, because they permit you to see the game at its best. The more the men play the pro game, the better they like it. When the Packers played the Bears at Chicago last season, and won 17 to 14 with a rally in the last three minutes, thousands of fans left the park before the final minutes, and didn't learn the real result until the next day. You won't see that in Green Bay. The fans may edge toward the exits, but most of them will be right in their seats when the final gun goes off. You new Packers will find that there is no city in the NFL which affords you friendly cooperation and hospitality that you will find in Green Bay."

#### **FIVE VETERANS MISSING AS GREEN BAY OPENS SCHEDULE**

SEPT 11 (Green Bay) - When the Green Bay Packers start firing Sunday against the Chicago Cardinals, five familiar faces will be missing from the Bay battle front. Coach Curly Lambeau's chief problems this year involve around the success with which he fills such vacant positions as those left by Mike Michalske, Cal Hubbard, Nate Barragar and Johnny Blood. Claude Perry, too, who served nine valiant years with the Packers, is among the absent players. Lambeau freely admitted before practice started this season that he faced a terrific problem in plugging the gaps left by the "graduates". He has responded to the assignment by coming up with a promising looking array of young talent, and just how good these new men are won't be known until they get under league fire - which they will do Sunday. August (Mike) Michalske, one of the greatest linemen ever to wear a Packer uniform, has left to serve as assistant coach at Lafayette college, Easton, Pa., under Ernie Nevers. Michalske was assistant coach of the Packers last season, and if he slowed up during his 10 years of professional football it wasn't apparent, for Mike landed on the first all-America pro team. Weighing around 210 pounds, Michalske always was effective against men hitting the beam at a much higher figure, and he was at the same one of the smartest and most dependable men on the roster. Cal Hubbard served with Michalske as assistant coach last season, his eighth in pro football and sixth with the Packers. Weighing always around 260 pounds, he was one of the largest and most colorful players in the National league, Cal was highly argumentative and possessed a keen knowledge of the rules, both of which traits he used freely against opposing players. Hubbard was expected back this season, until he landed a position as umpire in the American League, and this automatically ended his playing career. Nate Barragar was another stalwart of the forward wall whose presence will be missed this season. He did turns with the Minneapolis Redjackets and Philadelphia before joining the Packers, doing four years at Green Bay to bring his prof football service to six seasons. Barragar, a center, had an ideal build for the pro pivot man and his presence in the Packer line always added to the Bays' strength. He now is working on the Pacific coast, and is vitally interested in the promotion of prof football in that section. Johnny Blood, the one-time Vagabond Halfback who came back to make good last season, is the fourth of the missing regulars. He played halfback, calling the signals from that position and probably had as much color as anyone who ever played the game. Johnny's exploits would fill a large volume and he enjoyed wide popularity with the fans. Sent to Pittsburgh the previous season, where he had an indifferent record, Blood came to Wisconsin last year and won a berth with the Packers by dint of appearing against them - and performing brilliantly - in two practice games. He finished the year with Green Bay, playing regularly except when he was cracked up in the Cardinal game at Milwaukee, but did not come to terms this fall and was not signed. Claude Perry, a familiar figure in Green Bay and upon the Packer field, is with Rudy Comstock's Pittsburgh team. He has been a Packer, with one exception when he was with Brooklyn, since 1927, and always has given his best when called upon. The veteran tackle made infrequent appearances in the lineup last season.

#### **LOOKING UP IN THE REALM OF SPORTS**

SEPT 11 (Green Bay) - The Gashouse Gang of pro football - the Chicago Cardinals - filtered into the lobby of the Hotel Northland last night and entrenched for a stay which will last until Monday. Probably an uglier, tougher, more belligerent appearing gang of football players never graced a hotel lobby. The only shirt and tie you could see was on Pug Vaughn who was dressed quite respectably. The rest of the men, except Coach Milan Creighton, wore time-honored slacks, polo shirts and crew-



Michalske



Hubbard



Barragar



Blood



Perry

neck sweaters with hair at the throats. Most of the men needed shaves, and obviously intended to go on needing them. They glared around the place like a set of panthers turned loose in an arena and sniffed the air for Packers. Harry Mattos and George Svendsen strolled up and exchanged mild greetings with a few old mates. Coach Creighton was tired but courteous. The Cardinals, he explained, came to Green Bay earlier than scheduled because school opened at Benton Harbor, Mich., and the high school team needed the practice field the Chicagoans had been using. The Cardinals, he added, generally speaking, are in good condition for Sunday's game. They looked tough enough to play two games. "Have you any comment on the Card-Gordon situation?" he was asked, the reference being to the well-known enmity which exists between the former Cardinal tackle, now with the Packers and his old team. Creighton laughed silently. He then straightened his tie. "We hope he plays 60 minutes on Sunday," he said.

#### **CARDINALS OFF TO GREEN BAY TO OPEN SEASON**

SEPT 11 (Chicago) - The Chicago Cardinals left Chicago last night for Green Bay, where on Sunday they open the NFL season against the Packers. The Red Birds have beaten the Badger eleven in the last five meetings. The game Sunday will give Coach Milan Creighton an excellent idea how his team will fare in the National league race this season as the Wisconsin club is known as one of the strongest in the circuit. The Card coach will probably start Bill Smith and Bob Neumann, ends; Tony Blazine and Harry Field, tackles; Bill Volok and Bree Cuppoletti, guards; Bernie Hughes, center; Hal Pangle, quarterback; Al Nichelini and Douglas Russell, halfbacks, and Dave Cook, fullback.

#### **MENTAL ATTITUDE IMPORTANT FACTOR IN GRID BATTLES - CURLY LAMBEAU**

SEPT 11 (Green Bay) - We may beat the New York Giants badly in a game but three weeks later the Giants beat us by an overwhelming score. How come? The difference is mostly explained, I think, by the mental attitude of the players. Scores may indicate technically and physically there is not much to choose between the two teams. But the importance of being mentally set means a whole lot. A defeated team steams itself up to avenge a previous defeat. In my 17 years as a pro coach, I've seen enough to know that the desire for revenge is a powerful factor. Sometimes it acts as a boomerang, however. It can key up the players so much that they make many mistakes. For example, the Chicago Cardinals beat us three times in a row in 1935 and cost us the pennant. The scores were close, 7-6, 6-3, and 10-6. We lost two of those three game because we were overanxious, for in both of them we knocked four times at the Cardinal goal. After the first game, in which we were beaten by a point, our boys were wild for revenge in the second game. But we lost this by a placekick by Paul Pardonner, Purdue, who incidentally kicked the winning point in the first game of the Cards. By this time we were in a sweet mood. Studying statistics of the two first games, we consoled ourselves with the fact that we had outplayed the Cards, and that surely luck would smile on us in the third game. But it did not, and although our boys played their hearts out, and outgained the Cards, they lost again. The Chicago Bears, on the other hand, had the Indian sign on the Cards and beat them once and tied them once, thereby keeping the Cards from winning the championship. We were able to beat the Bears twice in 1935, but were unable to beat the Cardinals. The physical factors in all these games were about the same, but the difference lay in the various mental attitudes the players entertained for these games.

#### **CARDS AND BAYS HOLD WORKOUTS**

SEPT 11 (Green Bay) - With the Cardinals already on the scene, interest in the National Professional Football league opener between Coach Milan Creighton's southside Chicagoans and the Green Bay Packers is reaching record proportions. The game will start at 2 o'clock Sunday afternoon in City stadium at Green Bay. The Cardinals arrived in Green Bay Thursday morning, coming direct from Michigan City, Ind., after three weeks of strenuous training. Practice under the direction of Coach Creighton was resumed here today, while a stone's throw away the Packers continued their preparations for the contest. Eleven backs are included on the red clad Chicago squad's roster this year. Those working out include the veterans Dave Cook, Mike Mikulak, Al Nichelini, Hal Pangle, Phil Sarboe and Howard Vaughan as well as an impressive group of newcomers. Vaughan was among the ace backs on the championship Detroit Lions last season and came to the Cardinals in a trade for Pete Peterson. The other backs are Clarence Kellogg, Marvin "Swede" Ellstrom, Jimmy Lawrence and Chuck McBride. During its long training period, the Cardinal aggregation bowled over a strong South Bend semipro outfit by a 70 to 0 score. An already great aerial attack proved to be strengthened by the addition of Vaughan, and Coach Curly Lambeau has fashioned much of his defensive work around breaking up forward passes. The Packers also did well in their practice appearance against the Madison Cardinals, winning by a 62 to 0 score. Both teams rate as pennant contenders.

Present at the banquet were Joannes, Winnie, Fred Cobb, A. B. Turnbull, Fred Leicht, Jack Paeps, A. A. Reimer, John Moffatt, Art Schumacher, Gerald Clifford, Les Kelly, Dr. W. W. Kelly, H. J. Bero, Ed Schuster, Frank Jonet, George W. Calhoun, E. A. Spachmann, Ira Clark, Carl Holznecht, Ed Wochenske and John Walter.

Players who attended, in addition to Coach Lambeau, were Wavland Becker, Henry Bruder, Frank Butler, Cal Clemens, Neob Elduayan, Paul Engebretsen, Lon Evans, Milt Gantenbein, Lou Gordon, Arnold Herber, Clarke Hinkle, Don Hutson, Chester Johnston, Walter Kiesling, Joe Laws, Russ Letlow, Harry Mattos, Paul Miller, Ralph Miller, Robert Monnett, Anthony Paulekas, Al Rose, George Sauer, Bernard Scherer, Herman Schneidman, Adolph Schwammel, Ernest Smith and George Svendsen.



# CHICAGO CARDINAL SQUAD TO TACKLE GREEN BAY'S TEAM

Mikulak, Vaughn, and  
Nichelini Return With  
Visiting Unit.

BIG CROWD CERTAIN

Hard-Hitting Invaders Ready  
for First Professional  
Grid Tilt.

## THE LINEUPS

CHICAGO CARDINALS		GREEN BAY PACKERS
Brett, Dowell Smith	Left End	Hutson, Rose
Biazine, Hansman, Mehringner	Left Tackle	R. Miller, Smith
Carter, Cuppoietti	Left Guard	Elduayan, Evans, Letlow
Hughes, Jones, Pearson	Center	Butler, Paulekas, Svensen
Handler, Tipton Volok	Right Guard	Engelbretson, Kiesling
Baker, Field	Right Tackle	Gordon, Schwammel
Davis, Neumann, Wilson	Right End	Becker, Scherer, Gantenbein
Ellstrom, Pangle	Quarterback	Bruder, Clemens
Russell, Sarboe, Vaughn	Left Halfback	P. Miller, Monnett, Sauer
Nichelini, McBride, Lawrence	Right Halfback	Herber, Laws, Mattos
Mikulak, Cook, Kellogg	Fullback	Hinkle, Johnston

## Officials

Referee—Bobby Cahn, Chicago.  
Umpire—M. M. Meyer, Ohio State.  
Headlinesman—J. J. Ritter, Purdue.  
Field Judge—V. Lewellen, Nebraska.

## PACKERS OPEN LEAGUE SEASON SUNDAY

SEPT 12 (Green Bay) - The first smashing blow toward the inside track to a NFL title will be delivered by either the Chicago Cardinals or the Green Bay Packers at City stadium tomorrow afternoon, when these two powerful gridiron units will launch jointly their 1936 NFL schedules. The kickoff is set for 2 o'clock and thereafter immediately the teams will lock in a battle which will end with one riding the crest of the new professional football wave. It will be the twenty-sixth meeting of the Packers and Cardinals. The occasion will be packed with drama, and given any kind of favorable weather, the stadium is likely to be packed with fans. The Cards have been on the battle scene since last Thursday night. They worked out at Joannes Park yesterday afternoon and breezed through a 20-minute conditioning drill today...STATUS IS DIFFERENT: The Green Bay status is vastly different than last year's opener, when a third of the squad, including Sauer, Hinkle, Herber and Bruder, were unable to play because of injuries. Only two Packers tomorrow - Buckets Goldenberg and Herman Schneidman, both backs - will be on the sidelines and both are expected to resume action before many days pass. The Cardinals boast one of the strongest defensive teams in the National league, and can only be scored upon by the most vigorous offensive drives. Their rockbound defense is headed by Iron Mike Mikulak, one of the greatest football players in the country today, who with his mates - and able assisted by right tackle Lou Gordon - spilled the Packers on three occasions last season. Tomorrow Gordon will be in a different uniform, and will playing against the team with which he served since 1930. An interesting sidelight on the game is the bitterness between the former Cardinal and Coach Milan Creighton, manager of the visitors. While Creighton's threats to see action against Gordon are regarded as chiefly ballyhoo, the hatred with which Gordon regards the manager and several other Cardinals, is as real as the vicious type of blocking the Packers will be forced to face from the husky-smacking Redmen...BIG GAME DAY: Green Bay will assume its usual big-game attitude tomorrow, with football fans from miles around streaming into the city preparing to see the gridiron giants resume their historic series. The gates of City stadium will open at 12:15, and soon after that time a steady influx of spectators will take place. With the season ticket sale larger than ever before in Packer history, and a booming general admission sale in progress, there seems little doubt that if the weather is good the crowd will exceed 10,000. Between halves of the game the Denmark High school band will parade, following the football corporation's usual policy of providing entertainment for home games. Although the Cardinal team is noted for its stubborn defense, the squad packs lethal offensive power, with a set of backs including Dave Cook of Illinois, Swede Ellstrom of Oklahoma, Clarence Kellogg of St. Mary's, Jimmy Lawrence of Texas Christian, Chuck McBride of Washington State, Mikulak, Al Nichelini of St. Mary's, Hal



Pangle and Douglas Russell of Kansas State, Phil Sarboe of Washington State and Charles (Pug) Vaughn of Tennessee...LINEUPS

**UNDER WRAPS:** Coach E.L. Lambeau of Green Bay is keeping his starting lineup under wraps, but a good guess would place Al Rose and Milt Gantenbein at ends, Ernie Smith and Ade Schwammel at tackles, Lon Evans and Tiny Engebretsen at guards, George Svendsen at center, Cal Clemens at blocking quarterback, Bob Monnett and Joe Laws at halfbacks, and Clarke Hinkle at full. Supporting these stars will be a host of Packers, new and old, and most of them are slated for appearances against the Cardinals. Last year, Green Bay lost to the Cards three times, by scores of 7-6, 3-0, and 9-7.

### THREE GAMES ON SCHEDULE

**SEPT 12 (Green Bay)** - Three games mark the opening of the NFL season tomorrow, which is by far the busiest inaugural day the professional gridiron circuit has experienced in its fourteen years. Green Bay and the Chicago Cardinals clash in their traditional opener in Green Bay. The two western clubs will not have the open spotlight alone, for in Pittsburgh the Boston Redskins oppose the Pirates and in Philadelphia the Eagles will meet the New York Giants, defending eastern titleholders. The tremendous interest in the preseason contests in which the two league sectional champions, the Detroit Lions and New York Giants, competed shows an unprecedented football popularity. Joe F. Carr, president of the NFL, predicts that the coming season will surpass 1935, which was the best since the circuit began. For the third successive year, the league will get underway with the same clubs that finished the previous campaign...**RULES REMAIN SAME:**

The playing rules will remain the same. The pro code in effect last year differs from college rules in placing the goal posts on the goal line; permits forward

passing from any point behind the line of scrimmage; allows a ball carrier to advance until actually stopped; permits running with fumbles unless of ball kicked; and penalizes an illegal lateral only five yards from point of infraction. These changes were found so satisfactory over the past two seasons that the rules committee under Chairman Halas decided to let well enough alone. Detroit will defend the National and Western title against the Chicago Bears, the Chicago Cardinals and Green Bay. In the east, New York seeks its fourth straight sectional crown against greatly strengthened clubs in Boston, Brooklyn, Philadelphia and Pittsburgh...**ALL ARE BUSY:** All but one eastern team will see action. The Pirates, after a year

## NICHELINI FACES BAYS AGAIN



One of the toughest men the Green Bay Packers will face Sunday when they open their National Professional Football league season against the Chicago Cardinals at City stadium will be Al Nichelini (above), Cardinal right halfback. Nichelini broke into the National league last season and already has established himself thoroughly.

The former St. Mary's university star weighs 210 pounds and is exceptionally fast. He scored numerous times last year on reverse plays, where his great speed can be utilized. In addition he's a great blocker.

under Joe Bach, have become familiar with the Notre Dame system and with better reserve strength threaten to make more trouble than a year ago when their surprising win over the Cards kept the Chicago club from finishing on top. Ray Flaherty, former assistant coach to Steve Owen of the Giants, will pilot the Redskins this season and has made great progress with the Boston squad. He will have some sensational newcomers including Riley Smith, Notre Dame end; Jim Karcher, Ohio State guard, and many others equally promising. Last fall Pittsburgh and Boston broke even in two games. The Philadelphia Eagles also will present a much stronger array against the Giants than they boasted a year ago. Dave Smukler, ex-Temple fullback, and Don Jack of North Carolina have put real punch in the backfield while the line prospects, with George Mulligan, Catholic U. end, are stronger. Jim McMurdo, star tackle, is completely recovered from the injury which put him on the sidelines all last season. A year ago the Eagles led the Giants until the final period before succumbing, 20 to 14.

#### **LOOKING UP IN THE REALM OF SPORTS**

SEPT 12 (Green Bay) - The much publicized irresistible force and immovable object are scheduled to stage a revival of their historic act at City stadium tomorrow afternoon, the occasion being the first 1936 clash of the Green Bay Packers and their jinx team, the Chicago Cardinals. The Packers were beaten in their opening game last year by the Cardinals, 7 to 6, because a too-great percentage of the Green Bay regulars were nursing injuries on the bench. They lost again at Milwaukee, 3 to 0, by failing to take advantage of six or eight chances to kick field goals. They were beaten at Milwaukee Thanksgiving day, 9 to 7, when every break of the gridiron fates were against them. That brought the Packer losing streak against the Cardinals to five straight, and it assured a near-capacity crowd for the stadium tomorrow afternoon. The betting odds are on Green Bay, 6 to 5. Both Packers and Cardinals appear confident of winning, and there probably are more guesses as to the likely score than there are football players on the two teams. It's tough predicting a Packer score. If you doubt the team will win, you are wide open for an accusation of municipal disloyalty. If you favor the Packers, you are said to be doing so because you can't do anything else. I favor the Packers, and not by one of those borderline scores which gave everyone heart failure last season. Fourteen to nothing, on two touchdowns and two extra points.

#### **GOMER JONES SIGNS WITH CHICAGO CARDS**

SEPT 12 (Chicago) - Gomer Jones, All-American center from Ohio State, yesterday signed a contract with the Chicago Cardinals of the NFL, for the 1936 professional season. Charles W. Bidwill, owner of the Cards, completed negotiations with Jones yesterday morning and by afternoon Jones was up at Green Bay, Wis., working out with his new teammates. Jones, who played with the College All Stars in their games against the Detroit Lions and the New York Giants, will not play tomorrow when the Cards meet the Green Bay Packers, but will make his pro debut at Detroit, two weeks from tomorrow. The addition of the Buckeye star will bolster the Cards at center, a position in which they needed help. Bernie Hughes and Bert Pearson, the veteran centers of the squad, carried the burden last season and when Hughes was injured, the bulk of the job rested on Pearson.

#### **CARDINALS OPEN PRO SEASON WITH PACKERS TODAY**

SEPT 13 (Chicago) - Three games, one in the western division between the Chicago Cardinals and the Packers at Green Bay, and two in the eastern section today open the NFL season, fourteen weeks of competition, which club owners expect will set a new high for attendance and rivalry. In the eastern division, the New York Giants, sectional champions and conquerors of an All-Star team at the Polo Grounds last Tuesday night, open a defense of their title against the Eagles at Philadelphia and the Boston Redskins, fortified by a corps of highly regarded freshmen and a new coach, Red Flaherty, former Giant star, meet the Pirates at Pittsburgh...TEAMS ADD STRENGTH: Club owners' predictions for a banner season evolve about apparent strengthening of all teams, the continued growth in for a banner season evolve about apparent strengthening of all teams, the continued growth in interest professional football has enjoyed since Red Grange joined the ranks of the hired players in 1925, and the Tribune All-Star game, which has acted as a stimulant to football in general and league play in particular. All clubs report an increase in ticket sales. A sellout crowd is assured at Green Bay today and attendance at the other two contests is expected to surpass that of opening games last year. In year. In Detroit, where the Lions, champion of the league, will open a defense of their title against the Cardinals two weeks from today, ticket managers report a new high in season ticket purchases. Sales of these tickets is expected to cover the Lions' salaries and guarantees to visiting teams for their six home games, which virtually assures the club of a successful financial season...CARDINALS WIN FIVE STRAIGHT: Principal interest in today's game centers at Green Bay, where the Packers will attempt to break the Cardinals' string of five consecutive victories in the series. Veteran players will man every position in the starting lineup, except right end for the Cardinals, where Hermit Davis, a 6 foot, 205 pound newcomer from the Brooklyn Dodgers, will replace Neuman. Lou Gordon, for years a regular in the Cardinal line, will play right tackle for the Packers. The other players in the starting lineups are all men identified with their respective clubs for one or more seasons. Coaches Milan Creighton of the Cardinals and Curly Lambeau of the Packers announced yesterday their squads were in better shape than when the two western division representatives opened the season last year. The Cardinals won that contest by a touchdown. Creighton has two cripples, Mike Mikulak, veteran fullback, who has been shifted to blocking back, and Al Nichelini, hard running halfback, but both are sufficiently recovered to start. They were hurt at the Cardinals' training camp at Michigan City, Ind...PACKERS AT FULL STRENGTH: The Packers have a full complement of sound performers. Last year they



opened the season with six of their outstanding players on the injured list. Four of them, including Sauer and Hinkle, were so severely hurt they were unable to participate in the first two games. With these men in shape and new men providing the needed reserve, the Packers are confident of cracking through the defense which for two years has led the National league.

# PACKERS OPEN LEAGUE SEASON SUNDAY

## FREE FOOTBALL TICKETS

50 YARD LINE RESERVED SEATS AT PACKER HOME GAMES\*

**FREE** ROUND TRIP TICKET AND RESERVED SEATS FOR THE NATIONAL CHAMPIONSHIP GAME, WHEREVER IT OCCURS

*And This Year It's in the East—New York, Boston, Pittsburgh, Philadelphia or Brooklyn*

## Walker's Football Sweepstakes

**OFFICIAL ENTRY BLANK**  
WALKER'S FOOTBALL SWEEPSTAKES

1 Free Reserved Seat for Packer Home and Milwaukee Game Each Week  
Round Trip Ticket for National Championship Game

Winners Each Week  
Win or Lose, All Entries Count Toward Grand Prize

YOUR NAME \_\_\_\_\_  
YOUR ADDRESS \_\_\_\_\_  
GREEN BAY at \_\_\_\_\_  
BROOKLYN at \_\_\_\_\_  
NEW YORK at \_\_\_\_\_  
DETROIT at \_\_\_\_\_  
CHICAGO BEARS at \_\_\_\_\_  
BOSTON at \_\_\_\_\_  
PITTSBURGH at \_\_\_\_\_  
CHICAGO CARDINALS at \_\_\_\_\_

Score Three  
for Every  
Prediction

13	0
12	6
11	6
10	7
9	0
8	3
7	0
6	0
5	0
4	0
3	0
2	0
1	0
0	0

YOUR PHONE NO. OR MAILING NO. \_\_\_\_\_

Get an official Entry Blank. One is pinned to every Super Cleaning job from Walker's. Predict the scores in the National League games. Sign your name and address. Get your entry back to Walker's not later than Thursday—the Thursday before the games. Only the games played on Sundays will count. Points will be scored against you according to the number of points by which you mis-guessed the score. Like golf the lowest score wins.

There are 12 games. Ten reserved seats in Section F will be guaranteed Free each week to the man or woman, boy or girl, who has most accurately guessed the scores of the ten league games. Then at the season's end the Walker person who has established the best average by all 12 weeks will be given free transportation to and from the World Championship Football game and choice reserved seats.

This is not a position you or your son don't have to buy any-

**ALSO THIS CONTEST**

**CAN YOU WRITE AN AD?**

**\$10.00**

**In Cash Will Be Paid Each Week!**

**WALKER SUPERCLEANING**



is appearance insurance. It keeps you looking your best. In a few years' time it has become all North eastern Wisconsin's preferred and most popular cleaning service. The quality of Supercleaning is maintained on our garments is fully insured all of the time it is in our care. Prompt delivery in clean, pressed, ironed, pressed bags in boxes — our day service if needed.

Walker Hat Supercleaning is done by factory methods factory equipment, under the supervision of an expert factory hat maker.

All of our advertisements have been based upon the actual experience of our patrons — letters they have written us—things they have told us. That's the kind of advertisement you like to read — just your facts.

Now we are going to encourage our patrons to actually write a notice of ads for us — and will pay \$10 cash for every one we accept and use in the series. Nobody will know that you are in the contest unless you win. There will be no second or other prizes.

You may draw notices, take photographs or write advertising copy based upon your own experience with "Supercleaning."

The advertisement can be quite general or can be more specific, advantage, discovery or experience. It should be logical.

To your choice of getting effective advertising. It may lead even to a new career. Anyway there's \$10 in it for every notice of service whose entire advertisement is acceptable for our use and is published in the following series.

These two contracts are entirely separate and independent of each other. Enter one or more notices. The same official blank registered bank order is used for the two contracts.

**SATURDAY NIGHT'S GAME BROADCAST WTAQ 8 P. M.**  
COMPLIMENTS WALKER'S CLEANERS & TAILORS

\* Milwaukee Games Oct. 4 and Oct. 25 Will Be Considered As Home Games

Call **HOWARD 1475** . . . *Nearly Everyone Else Does!*

# WALKERS CLEANERS & TAILORS



## ENEMY REACHES SCENE OF SUNDAY'S BATTLE



It didn't take the Chicago Cardinals long to get into a huddle for the purpose of planning their attack against the Packers, when they arrived at the Hotel Northland last night.

In the above photo Coach Milan Creighton is seen talking strategy with several members of his squad. Left to right, Al Nichelini, Creighton, Mike Mikulak and Bree Cuppoletti.

At the Beaumont hotel, Packer players and directors met for their annual get-together dinner, and in the photo to the left Russ Winnie, sports announcer of Milwaukee radio station WTMJ, is seen interviewing Coach E. L. Lambeau on the season's prospects.

Press-Gazette Photos

## BOMBERS OF CHICAGO INVADERS' REAR LINE



These three bombers will propel the aerial attack of the Chicago Cardinals, when that powerful gridiron unit meets the Green Bay Packers at City stadium next Sunday afternoon.

The Cardinal passers, left to right, are Phil

Sarboe, former Washington State halfback; Dougal Russel, former Kansas State star; and Charles (Pug) Vaughn, once of the University of Tennessee.



# LEADERSHIP MUST BE EARNED

and continually increasing popularity must be deserved

## HOCHGREVE OLD STYLE LAGER BEER



E. L. LAMBEAU, Coach

has been received by the public with the acclaim and appreciation so expert a brew deserves . . . it's old style . . . it's wholesome . . . it's rich, aged and a most healthful beverage for young and old.

**AT THE PACKER GAMES  
It's HOCHGREVE'S**

One of the finest beverages ever brewed. Refresh yourself in "Time-Out" or between the halves with a long cool draft of real beer.

Call for Hochgreve's at Taverns, Hotels and Restaurants. The most for your money because it is the best for your money.



MORNETT

HINKLE

LARS

CLEMENS

GANTERMIN

SCHWAMMEL

ENGERBETSSEN

BYENSEN

EVANS

SMITH

ROSE

# CHAMPIONS

## The Green Bay PACKERS

The toast of the Professional Football Circuit. That vaunted aggregation of All-Americans, gathered from the greatest universities and colleges of the United States. A line up that boasts of the most famous names in football. Names immortalized by blazing headlines or metropolitan newspapers. Names that wrote the gridiron history of colleges for whom they fought and won.

That's the Green Bay Packers, the football team we proudly tender our best wishes and loyalty for another season of success, and football leadership.

## H. C. Prange Co.

Names and reputations, likewise, have much to do with the ascendancy of a store to the pinnacle of public favor, to leadership. The H. C. Prange Company has gathered world famed merchandise, known upon all the marts and avenues of style and fashion. We have always featured merchandise headliners, brought them into our store, and placed them upon our counters for your inspection, and pleasure.

But names and reputations alone do not constitute leadership. In football it's performance, at Prange's it is service and attention. Our host of clerks are ever ready to fulfill your wishes and desires. And we know our value are incomparable.

## H. C. Prange Co.

C. A. RAASCH, Manager



Asst. Coach "Red" Smith

Coach "Curly" Lambeau

START THE SEASON RIGHT SEE TOMORROW'S GAME!



# TWO VOTES .. one for the Packers and one for ..

# JOHN S. FARRELL

for  
**Congress**



A farm hand until twenty-one.  
Ten years with C. & N. W. Ry. Co. from section hand, to clerk, to warehouse foreman, to cashier's desk, President of first Railway Clerk's Union.  
Twelve years on coal dock and traveling salesman selling coal.

During above period served seven terms of two years each as Councilman in City of Green Bay. (Eight years as Chairman Finance Committee.)  
Thirteen years as Postmaster in City of Green Bay during which term he made an enviable record. He was everybody's postmaster and was always on the job.  
He was born, married, and has reared and educated three children in this district.  
He is best fitted by experience and temperament to serve you.

## Republican Candidate 8th Congressional District

**TUNE IN  
WTAQ**  
1330 Kilowatts  
**1:30  
TOMORROW**  
HEAR  
**M. E. DAVIS**  
on Farrell for Congress



PAUL ENGELBRETEN

**TUNE IN WTAQ**  
1330 Kilowatts  
**MONDAY NIGHT, 7:45**  
HEAR  
**JOHN FARRELL**  
in Behalf of His Own Constituency



LEN EVANS



FRANK BUDDEK

This advertisement has been prepared, submitted and paid for by JOHN FARRELL for Congress District 8th, Green Bay, Wis.

# FOOTBALL

## IS IN THE AIR AGAIN!



We've waited a whole year for tomorrow,—the first big league game of the Packers.

The air fairly bristles with football talk and enthusiasm.

Green Bay, proud little city among the greatest and largest cities of the country, sends her own Packers in again to do battle for national honors. Three times Green Bay has won clear-cut national championships. No other city of Green Bay's size, or several times Green Bay's size would or could have accomplished what this city has done in fiercest competition with world cities and their football teams. That's why Green Bay loves her Packers and why the few weeks of the lovely autumn when it is Packer Season are the greatest season of all the year in Green Bay.

What a season of games for a city of 40,000! What a shame to miss a single one of them!



## TOMORROW---

begins the greatest season of the year. Make the most of it. Take part in it! Be part of it! Be a Packer booster every hour of every day from now until the championship game is played. Green Bay may again play in that game.

The team is part of a successful season. You are the other part.

A great Chicago team tomorrow — the Cardinals — then the twice champion Bears — the Cardinals at Milwaukee — Boston at Green Bay — then the Famed Dutch Clark and his Detroit sensation makers. All of these are coming to Green Bay!

Krippner O. K. Furniture  
 Kraft Phenix Cheese Co.  
 Green Bay Food Company  
 Menominee Sugar Company  
 Nau - Sommers  
 Green Bay & Western Railroad  
 Wisconsin State Bank

Green Bay Clinic  
 West Side State Bank  
 Reimer's Meat Products Corp.  
 Money Corporation  
 International Harvester Co. AMERICA  
 The American Optical Co.

Seilers Shoe Store  
 Columbus Club  
 Badger Bay Co.  
 Mulloy's Crystal Clear Cleaners  
 Roberta Beauty Salon  
 L. C. L. Transit Co.  
 Bay West Paper Co.



# Come On Packers... LET'S GO!

## Let's be champions again this year!



**The Packers  
Are  
Green Bay's  
Greatest  
Advertisement**

They've put this small city on the sports map, and up with the metropolitan centers of the nation. Eagerly, thousands in all parts of the country await the answer to "How did the Packers come out?" Other thousands follow the game on the radio. Each of them wonders how a city this size can year after year produce and support one of the world's greatest athletic organizations.

Larger cities than this envy Green Bay, and the fans who only have to walk across town to witness the greatest games played each year, between the greatest teams in the game, — teams studded with names that made college stands rise and cheer for minutes!

It is for the purpose of further stimulating interest in this year's great team . . . and to wish Coach Lambeau and the squad the best of seasons . . . and to publicly manifest our support of this great organization . . . that the progressive and loyal firms listed here have co-operately purchased this booster page.

**Be a Packer fan . . buy  
tickets . . see the games!**

Any ticket is a good ticket because they're all worth twice what they cost and admit you to see the greatest of college stars from all over America playing the finest football seen anywhere. It's a New York show at Green Bay prices. Don't you miss a game this season.

Sept. 13	CHICAGO CARDINALS at GREEN BAY
Sept. 20	CHICAGO BEARS at GREEN BAY
Sept. 27	OPEN
Oct. 4	CHICAGO CARDS vs. GREEN BAY at Milwaukee
Oct. 11	BOSTON at GREEN BAY
Oct. 18	DETROIT at GREEN BAY
Oct. 25	PITTSBURGH vs. GREEN BAY at Milwaukee
Nov. 1	GREEN BAY at CHICAGO BEARS
Nov. 8	GREEN BAY at BOSTON
Nov. 15	GREEN BAY at BROOKLYN
Nov. 22	GREEN BAY at NEW YORK
Nov. 29	GREEN BAY at DETROIT
Dec. 6	GREEN BAY at CHICAGO CARDINALS

- |                                     |                                |
|-------------------------------------|--------------------------------|
| J. C. Penney Co.                    | Cohen's Department Store       |
| Hearden Wall Paper<br>and Paint Co. | Van's Hardware                 |
| Montgomery Ward & Co.               | Hill's Department Store        |
| Stewart Shop                        | C. A. Gross Co.                |
| Duperrault Optical Co.              | Krueger's                      |
| Bogda Motor Co.                     | Royal Cleaners                 |
| Nigbor Fur Coat Co.                 | Brunette Furniture Store       |
| The White Store                     | John L. Kitslaar               |
| Belleau Drug Store                  | Miller-Rasmussen Co.           |
| Economy Boys                        | Mautz Paint and<br>Varnish Co. |

# See Last Year's Most Famous College Stars



BERNARD SCHUYMAN

Have You A Good Seat For the Games You Must Hear by Radio?

Our comfortable big arm chairs are handsomely designed and constructed by the world's greatest furniture craftsmen.

— and —

You'll Enjoy a Sparton Radio Reasonably Priced

**Schauer & Schumacher**

Walnut at Adams We Deliver Anywhere

The ORPHEUM Theatre

Wishes "The World's Greatest Movie Season" to be "The World's Greatest PACKER Season"

After The Game Sunday See "The World's Greatest Movie" "The Great Ziegfeld"



LOUIS J. GORDON



ANTHONY FALLERA

Keep That Touchdown .

A Kodak at the Packer games will give you a lasting record of the thrills and spills.

ALL OFFICIAL PACKER PHOTOGRAPHS ARE MADE ON KODAK FILM.

**STILLER'S**

PHOTOGRAPHIC SUPPLIES

210 CHERRY ADAMS 842



BERNARD SCHERER

From One Famous National Organization to Another

**Sears, Roebuck & Co.**

to the

**Green Bay Packers**

Best Wishes and Fullest Support for a Great and Glorious Season!



And Now A Word To The Young Fans

SEARS FOOTBALL EQUIPMENT IS RECOMMENDED BY EXPERTS

- CONFERENCE FOOTBALL—Regulation size and weight, tough selected public grain cowhide. Worth Every cent of \$5.00 ..... \$3.65
- PG-TEX FOOTBALLS—Regulation size made to stand rough play ..... 89c
- SHOULDER PADS, like the professional's ..... \$1.00
- FOOTBALL PANTS, built for protection ..... \$1.00
- SWEAT SHIRTS, flue, or brown cotton ..... 70c
- VARNY HEADGEAR, adjustable headband ..... \$1.00

1936 SEARS, ROEBUCK AND CO. 1936



CHARLES CHILDERS

Come On Packers---Let's Go!

There Is Only One Genuine

**HEATROLA**

and Estate Builds It

There is only one authorized dealer in Green Bay and it is



**VAN'S HARDWARE**

408-410 DOUGMAN ST.

PHONE ADAMS 848

**TWO SEASONS--**

start tomorrow



EDMUND STEVENS

**Football Season**

Tomorrow will be the eighteenth time, Green Bay and Northeastern Wisconsin have witnessed the official opening of another Football Season.

Tomorrow the Green Bay Packers will carry the most sincere and fondest wishes of good luck of some 40,000 Green Bay citizens in their opening league games with the Chicago Cardinals.



CHESTER JOHNSON

**FUEL SEASON**

PROMPT DELIVERY!

Football Season ushers in Autumn, with its snappy, zestful days and frosty nights. It's Fuel Season. If you haven't already placed a ton or two of Reiss Fuels in your bin, it's high time you place your yearly order.

PHONE ADAMS 915

Take advantage of September prices. Telephone your order the first thing Monday morning, and The C. Reiss Coal Company's fleet of trucks will promptly fill your order.

**The C. Reiss Coal Co.**



# Be There When the Big Pennant Race Starts



RALPH MILLER

## Now It's Football Soon It's Winter

Become come and winter go. It's well that we anticipate them.

**LOW SEPTEMBER COAL PRICES ARE IN EFFECT**

Fill Up Your Bin With  
**MILLER-RASMUSSEN CO.  
QUALITY COAL**

We have the kind and size you prefer and our service with prompt, clean delivery will please you.

### MILLER-RASMUSSEN CO.

**ICE COAL**  
For Cooling For Heating

Phone Howard 2400-2405



RALPH MILLER



FRANK REYLAN

## FOOTBALL BASEBALL BOXING

FOR COMPLETE RESULTS OF ALL  
MAJOR SPORTING EVENTS  
PHONE ADAMS 1115  
OR VISIT OUR MODERN STORE

Our large Bulletin Board is "hot" with results of important sporting events. Radio and Western Union ticket service. Visit us next time you're down town.

### PAPER

We are proud of our pipe selection — you will find many inquiries as well as donations in these lines.

## The Congress

Two Doors South of  
Kelllogg-Citizens Bank



JOE LAHR



FRANK REYLAN

## CHECK YOUR HOME for Winter

It's time for your yearly inspection tour. Take along the wife, go carefully around your home—and inspect it. If it needs fixing in any way, do it now before it becomes too expensive in the winter and building supplies are sold at high prices. They offer you just the opportunity you're so long wanted to remain unacceptably. Call Howard 214 for advice to help you inspect.

### STANDARD LUMBER YARDS, INC.

Corner Clay and Cedar St.

- Roofing
- Garages
- Foundations
- Doors and Windows
- Walls and Ceilings
- Porch Enclosures

## TWO LEADERS GREEN BAY PACKERS RCA VICTOR RADIO



**LOW DOWN PAYMENT EASY TERMS**

Model 9C2

Step out in London, Paris, Australia in your own and experience—and then step out seeing your friends with the famous big radio that will give any living room an air of wealth and refinement! Tremendous buying range — to 5000 watt! Features: Automatic Tuning, Remote Control, Built-in Antenna, Crystal, The radio you've longed for.

### MAGIC VOICE

New Crown for the First Time

A SENSATION AT  
**\$129.95**

### HOBBS' RADIO STORE

Green Bay's Pioneer Radio Dealer  
111 E. Walnut St. Phone Adams 841



PAUL MILLER

## We're Proud to Be a Part of Green Bay at Any Time

Get... especially in the football season when Green Bay's own football team meets on even terms the teams from 11 of America's biggest and greatest cities.

You'll get a thrill out of the Packers games.

And (quite incidentally) you'll get a thrill out of the shoe values for men, women and the school kiddies this store offers every day. Prices for pinched pocketbooks—but made to wear and wear.

### THE BIG SHOE STORE

JOS. LAJKOWSKI, Mgr.  
308 N. Washington

## When a Team or a Store Remains So Consistently on Top

A Favorite With the Patrons  
Year After Year.

"Such Popularity Must Be Deserved"



PAUL ENGBERTSEN

### SOQUET DRUG COMPANY

Originators of Lower Prices in This Locality.

A Huge Fresh Stock of Highest Quality Merchandise.

You ALWAYS Save at Soquet's on EVERY Item You Buy.

## SOQUET DRUG STORE

320 N. Washington St.

## SEE EVERY HOME GAME Hear Every Road Game



WAYLAND BECKER

### ZENITH RADIO

"ACOUSTIC ADAPTER"

Another exclusive advancement of the new 1937 Zenith Radio — the only radio that adjusts for perfect tone in any sized room. Sounds just as good at home as in the store. Always gives you that "best-seat-in-the-house-effect."

### H. C. PRANGE CO.

## We Are Deeply Interested in the "PACKERS"

BEFORE AND AFTER THE GAME

### EAT

IN OUR ULTRA SMART TEAROOM

### ROAST CHICKEN DINNER

### 35c

Served As You Like It

### FORD-HOPKINS CO.

Washington at Cherry



GEORGE STODOLSKY

# COME ON, PACKERS, LET'S GO!



ADOLPH SCHWEDDEL

## THE PACKERS ARE READY!

Are You Ready for That First Cold Weather?

ORDER NOW

Take the Chill Out of the House with

**COAL**

**WOOD**

The Best and Size You Want—

BONE DRY—ALL KINDS

Order Coal From Us Messrs  
FRESHLY MINED COAL

Cut to The Wanted Lengths

Just Received Shipment of Those Maple Clippings

## Northern Coal & Supply Co.

PHONE ADAMS 39

CORNER PEARL AND JENNY ST.

## GOOD LIGHTING

Prevents THIS In Your Bridge Hand



Ever get a snafu mixed with your club? It won't happen if you have enough light on the bridge table. For it's a scientific fact that good lighting automatically draws your attention to each mistake.

And good lighting does another thing to your bridge game. By making it easier for you and your partner to see the cards, it reduces the strain — gets you prep over the game. Psychologists have proved that good lighting is stimulating more for cards which do not require close, prolonged eye-use. 75 or 100-watt Mazda lamps in good fixtures and reading lamps will give you hours of smarter playing while you read, see or study.

Why not call our Home Service Department for practical lighting suggestions for your home. A trained representative will call.



JIM LANTZ

WISCONSIN PUBLIC SERVICE CORPORATION

## 'SEPTEMBER'

This is wonderful weather for painting—Better check up on your paint requirements. We have a large fresh stock on hand for you — high quality paints, enamel, varnishes, industrial paints, aluminum paints and allied products.



HERB ECKSTEIN

## PATEK

Quality will give you lasting satisfaction. Don't overlook Patek's master white house paint — also furnished in colors — You will find all of Patek's line of house paints — flat wall paints — kitchenets — varnishes — aluminum paints, etc., at our retail store at 320 Main Street.

## H. DANZ

"THE PAINT MAN"

Main Office and Retail Store 320 Main St. Phone Adams 308



WALTER KNEELING

## MAKE YOUR TRIPS TO PACKER GAMES

Adventures in Comfort and Contentment

Headquarters at

## Hotel Northland

FIREPROOF

LOCKTAIL ROOM AT ENTRANCE IN LOBBY  
FAMOUS SCHROEDER FOOD

When in Milwaukee Headquarter at the Beautiful Hotel Schroeder



FRANK GEHRING

## Old Favorites! "OLD IMPERIAL"

"The Aristocrat of Beers"

## and the Green Bay PACKERS

Order a case for the home — Orders delivered anytime — Night or Day — Call Howard 3200

GREEN BAY BREWING CO.

## YOUR SUPPORT IS WELL DESERVED by the PACKERS and GAMBLE'S

**GAMBLE'S TIRE PRICES ARE ALWAYS LOWER**

30x3	\$3.65
30x3 1/2	\$3.98
4-40-21	\$4.29
4-50-21	\$4.65
4-75-19	\$4.98



CAL GARDNER

We Have All Size Tires and Tubes

## TUBES

Even in the face of nationwide increases in tire prices we maintain our already low prices on tires. This proves beyond any doubt that Gamble's will sell tires at the lowest possible prices at all times. There's only one thing about our tires that we can't GUARANTEE and that's how long we can keep these low prices in effect!

30 x 3 1/2	89c
4.50 x 21	\$1.05
5.00 x 19	\$1.18
5.50 x 17	\$1.41
6.00 x 19	\$1.45

## GAMBLE STORES

THE FRIENDLY STORES OWNED BY EMPLOYEES  
GEO. STEVENS, MANAGING PARTNER 324 MAIN ST.



# ALL AMERICANS

*in the*

## REALM *of* SPORTS

**GEO. SAUER All American  
Fullback with the Packers**

*and*

**BERTRANDS  
SPORTING GOODS**



George Sauer, when not actively engaged with the world famous Packers, is in charge of our athletic department. We are happy to have Sauer with us and he is a very important part of our organization.

Anyone in the market for athletic goods will find George Sauer a great help in the selection of what is truly correct in the many realms of sport. Come in at any time and be assured that the best in athletic goods is at all time available.

The Green Bay Packers have the best equipment that money can buy—they must have equipment that will stand the abuse of a long, hard season — Bertrand's are proud that they were again selected to completely outfit the Packers.

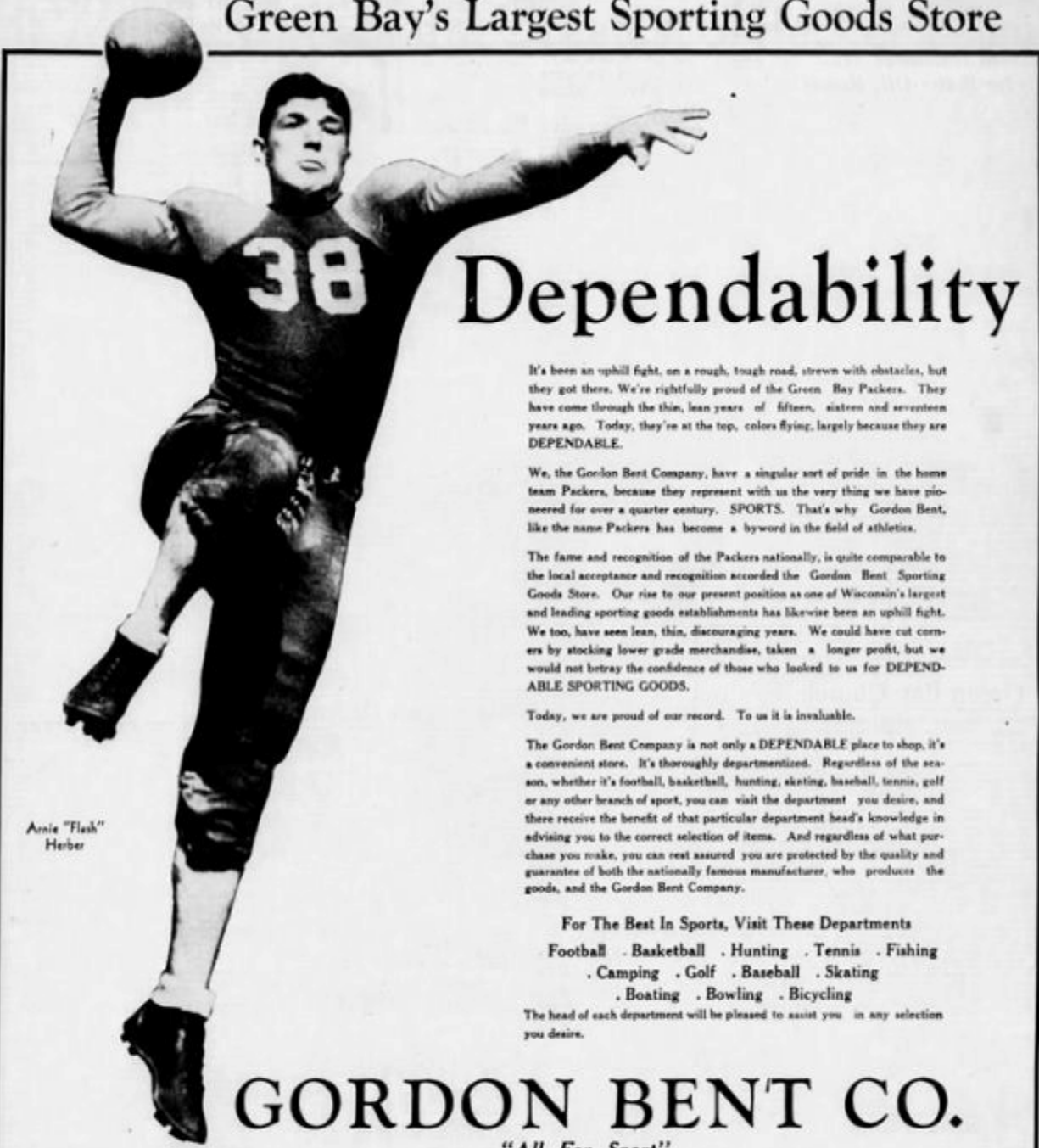
Not only have Bertrand's for many years outfitted the Packers but they have also outfitted many of the leading High School and College teams.

**BERTRANDS SPORTING GOODS**

106-08 N. Washington St.

Phone Adams 2846

# Green Bay's Largest Sporting Goods Store



Arnie "Flash" Heber

## Dependability

It's been an uphill fight, on a rough, tough road, strewn with obstacles, but they got there. We're rightfully proud of the Green Bay Packers. They have come through the thin, lean years of fifteen, sixteen and seventeen years ago. Today, they're at the top, colors flying, largely because they are **DEPENDABLE**.

We, the Gordon Bent Company, have a singular sort of pride in the home team Packers, because they represent with us the very thing we have pioneered for over a quarter century. **SPORTS**. That's why Gordon Bent, like the name Packers has become a byword in the field of athletics.

The fame and recognition of the Packers nationally, is quite comparable to the local acceptance and recognition accorded the Gordon Bent Sporting Goods Store. Our rise to our present position as one of Wisconsin's largest and leading sporting goods establishments has likewise been an uphill fight. We too, have seen lean, thin, discouraging years. We could have cut corners by stocking lower grade merchandises, taken a longer profit, but we would not betray the confidence of those who looked to us for **DEPENDABLE SPORTING GOODS**.

Today, we are proud of our record. To us it is invaluable.

The Gordon Bent Company is not only a **DEPENDABLE** place to shop, it's a convenient store. It's thoroughly departmentized. Regardless of the season, whether it's football, basketball, hunting, skating, baseball, tennis, golf or any other branch of sport, you can visit the department you desire, and there receive the benefit of that particular department head's knowledge in advising you to the correct selection of items. And regardless of what purchase you make, you can rest assured you are protected by the quality and guarantee of both the nationally famous manufacturer, who produces the goods, and the Gordon Bent Company.

### For The Best In Sports, Visit These Departments

- Football . Basketball . Hunting . Tennis . Fishing
- . Camping . Golf . Baseball . Skating
- . Boating . Bowling . Bicycling

The head of each department will be pleased to assist you in any selection you desire.

# GORDON BENT CO.

"All For Sport"

220 N. WASHINGTON STREET

OPEN EVENINGS





# It Will Be One of the Greatest of Packer Teams



FRANK BUTLER

It's the Season of the Great Games Again

Steady action, strong backs, an unbroken effort! Every week brings a new game. But these athletes need careful food selection to give them the strength which children do. It's their season, too. You can't stop them from playing, or from enjoying their game till dark, or from being themselves out.

You can't stop them from getting longer, taller — from wanting "something to eat." But you CAN satisfy their appetites you CAN see that during the day they get plenty of rich Verifine milk.

It's the biggest promotion, the best method you can possibly use to keep their health at the highest. Verifine is rich in vital food elements, pure in its preparation and handling — that's why it keeps the bodies and appetites of those who drink it always healthy.

## VERIFINE

Famous for Cream, Cottage Cheese and Butter are also high in proper food values. The "Verifine" stands for quality.

Verifine Dairy Products Corp.

Howard 80  
Dealers All Over the County



MILTON GUSSWEIN

## Radiant Health

That's what impresses one when witnessing great Athletic Events.

## ALLOUEZ Mineral Water

In more than 50 years has recognized the health of millions. Recommended, selected and even often prescribed by leading physicians everywhere. Three times awarded world gold medals. Allouez Mineral Water is also the only water used in Allouez Ginger Ale and other bottled beverages.

Order a Case Tomorrow

## ALLOUEZ MINERAL SPRINGS CORP.

Adams 340

## YOU'LL LIKE Baierl's DRY CLEANING

Phone Howard 2501 or 2503

## BAIERL'S CLEANERS AND TAILORS

Office: 222 N. Washington  
Plant: 930 Phoebe

## On Top By Merit

That's the way we get there, and that's how we intend to hold our position.

## GLASS

For windows, show signs, retail displays or any purpose.

BERRY BROS.  
Paints, Varnishes, Enamels and Lacquers. We carry a complete line for all purposes.

Green Bay Glass & Paint Co.  
Phone Adams 823



EDWARD SMITH, 45

## ALL FOR SPORT

Congratulations Packers and Best of Luck for 1936

The Gordon Bent Co.  
"All For Sport"  
220 N. Washington St.



GENE SMITH

After Every Game This Season!

## THE BAY THEATRE

For your perfect enjoyment and relaxation the following Big Hits are coming every week:

- "Swing Time" Fred Astaire and Ginger Rogers
  - "The General Died at Dawn" Gary Cooper and Marjorie Conant
  - "The Gorgeous Hussy" Joan Crawford, Spencer Tracy, Robert Taylor
  - "The Big Broadcast of 1937" Jack Benny, Martha Raye, Burns & Allen
  - "The Lost Horizon" Ronald Colman
- They are all champion pictures and here's best wishes to the PACKERS FOR ANOTHER WORLD'S CHAMPIONSHIP

NOTICE THE NUMBER OF CHEVROLETS AT THE STADIUM SUNDAY

# Wisconsin Appreciates Motor Car Value!



BOB MESERVE

Wisconsin appreciates motor car value, because Wisconsin prefers Chevrolet. Registrations of automobile sales for Wisconsin show Chevrolet as definitely first choice over all other cars.

## Let a Chevrolet Pay Your Way

Millions of Americans attend the great game of football in a Chevrolet, and let Chevrolet economy pay their way. Why not arrange an immediate demonstration at our office, and learn the many advantages of owning a Chevrolet.

WISE BUYERS INSIST ON A USED CAR WITH AN O. K. THAT COUNTS

**BOGDA MOTOR CO.** HOWARD 32  
415 MAIN STREET



LOUIS J. JORDAN

Before or After the Game Enjoy

## Miller HIGH LIFE BEER

It's available in the most desirable form — in a convenient, portable, and economical package. It's the most delicious, refreshing beverage you can enjoy. Try it today. You'll find it's the most delicious, refreshing beverage you can enjoy. Try it today. You'll find it's the most delicious, refreshing beverage you can enjoy.

Bur Grocery Co.  
Distributors for Brown, Keweenaw, Door and Oconto Counties—Call Adams 837  
Also Distributor for Canada Dry Beverages

# Be A First Gamer! Go Out Tomorrow!



## "Where Friends Meet" Beaumont Hotel

Green Bay, Wis.

When visiting Green Bay for Packer Football Games or at any other time "Stop at The Beaumont!"

Pleasant comfortable rooms. Delicious "Beaumont" Foods. Courteous, Friendly Service Always

Cocktail Lounge Red Top Cab  
Tap Room Garage in Rear

We hope we're safe for another championship team!



But we know that hoping doesn't count. In football we've got to abide by the fortunes of the game.

In other things it is different, we can be protected against loss—insurance!

This veteran and reliable insurance agency was established in 1874.

### Warren Insurance Agency

Phone Adams 786  
Bellin Bldg.

Fairmont's Special Ice Cream



Week Beginning Today

#### GOLDEN DIP

A new combination — a layer of coconut crisp candy in vanilla ice cream and a layer of orange pineapple.



The Peak of Quality

Exclusively at Fairmont Dealers



Re-Tire before 60 . . .

Should this tire look and feel "Old"? Do you see the tread worn out?

### FREE TUBE

When with each tire bought we give you a new tube before September 15th.

Do you need tires? Do you need a battery? Do you need a car radio? Do you need a car speaker? Do you need auto batteries? Do you need auto accessories?

The best for you at the above store and—**PLAY AS YOU SEE FIT!**

In addition we repair any make of Wagners, Stingers, Greenways, Spinton Systems, Casterons, Washburns, Wines or Spindlers.

We Sell and Service U. S. Storage Batteries for the Car, Truck, Radio or Farm Lighting Plant.

Van's Battery and Electric Co.  
WALNUT AND WASHINGTON—Corner First Union Bldg.

When Your Looking at Them,  
You're Looking at Us!

It has been our pleasure to have done all the art work and engraving for the Packer Football Edition



Let Us Advise You on Art Work and Engravings

### GREEN BAY ENGRAVING CO.

205 S. Washington St. Phone Howard 232

## First Choice!

PACKERS - and - CORNER DRUG  
GREEN BAY'S LOWEST LIQUOR - WINE - GIN PRICES



6 1/2 Year Old in Bond—4 Arms . . . . . \$1.49  
Korn's Imperial Gin, 85 Proof . . . . . \$1.49  
Year Old Whiskey, Green Light . . . . . \$1.49  
Blue Gin . . . . . \$1.49—Finn \$1.99  
John L. Whiskey . . . . . \$1.75

BONDED WINE  
Port or Marsala, Direct from Barrel  
Cognac 85 — 144 Gal. 50c — Finn 25c  
California's Finest Wine, Aged in the Vineyards  
Crown Cal. 81.38—Half Gal. 49c—Finn 37c

#### SCOTCH

Teacher's  
Grand Marnier  
Walker's Red Label  
Black & White  
White Horse  
Scotch Export

\$2.49  
Finn

Bottles Up . . . . . \$1.80  
Glosson, 100 Proof . . . . . \$1.80  
Compass Gin . . . . . Finn 75c  
C. & W. M.E. Farm . . . . . 85c  
Blackberry Brandy 80 Proof 1/2 pt. 45c  
Rice & Rice, 80 Proof 1/2 pt. 45c

#### PREDICTED SCORE

Packers . . . . . 07 07 14  
Cardinals . . . . . 00 60 6

Corner Drug Store  
WASHINGTON AT FIVE OPEN EVERY DAY  
ADAMS FROM 8:00 AM

## Two Great Champions



and  
**THE PACKERS**  
Showing New Fall  
Wall Papers

Every new pattern in the new shades is ready for your selection. See Mautz's Wallpaper designs before deciding



### Mautz Paint & Varnish Co.

110 S. Washington St.  
Phone Howard 403



## The Packers

are going to make things pretty "hot" in the National Football League!

## Diamond Coal and Wood

is going to keep many Green Bay homes "hot" this winter!

### Order Now

Diamond Coal and Supply Co.  
Phone Adams 5353  
1923 Main St.

Guaranteed Fresh

## Flowers

For Every Occasion

at prices that will surely  
**SAVE you MONEY**

We Congratulate  
The Green Bay Packers  
Our Championship  
Football Team

Flower Phone  
Adams 720



508 East  
Walnut St.

## Championship USED CARS

5 ALL AMERICAN AUTO VALUES

All Champion Used Car Prices

1918 OLDSMOBILE 8 TOURING SEDAN . . . . . \$645  
1918 OLDSMOBILE 8 TOURING SEDAN . . . . . \$750  
1914 STUDEBAKER DICTATOR COACH . . . . . \$435  
1921 BUICK SEDAN . . . . . \$265  
1930 WILLYS DE LUXE SEDAN . . . . . \$185

NEW CAR GUARANTEES

OLDSMOBILE DISTRIBUTORS

### CLIFF WALL MOTOR SALES

426 N. Washington St.  
Phone Adams 1780





**TRUE---to the tradition of a name---**

**PACKARD**  
presents top quality  
in finer Automobiles

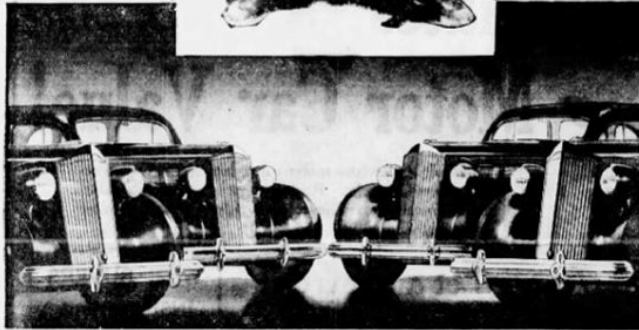
Now on display—the 1937 Packard offers you the four greatest Packards ever built. Each the leader in its price class. And each sells for a new low price.

The Packard Six, and its brothers (one-twenty, super eights and twelve cylinders) are ready for you to see and drive. Come in at your earliest convenience.



**PACKERS**  
present top quality  
of Football Fame

True to the name the Packers have established over eighteen years of football activity in Green Bay, they have selected football men of national fame. The new line-up, as it now stands, contains as many, if not more, all-American notables as any football aggregation in the country.



**LOYAL to the man who owns one**

The perfect addition to Packard Class and Distinction is perfect service. That's our aim, and we sincerely promise to go to any extremes to attain our ambition. We are loyal to "the man who owns one." It is our plan to build up a service department that

will locally rival the quality of the car we represent. We are going to maintain our end so well, that, in Green Bay the Packard slogan will become, "Ask the man who owns one, how he likes the service at the Green Bay Motors."

**GREEN BAY MOTORS**

114 N. ADAMS STREET

PHONE ADAMS 375

The Brand-New Packard Six  
**\$795**  
And up, list at factory, standard accessories group extra

The Greater Packard 118  
**\$945**  
And up, list at factory, standard accessories group extra

The New Packard Super-Eight  
**\$2335**  
And up, list at factory, The Advanture Packard Twelve

**\$3420**  
And up, list at factory.

THE NEW  
1937 PACKARDS  
are now  
ON DISPLAY  
in our  
SHOWROOMS  
•  
Come in — See them  
•  
Open Evenings



*Away*

Toward the Goal of More Modern Achievement

**ART**—  
Big Time Advertising is pictures. Most definitely and emphatically **PICTURES**. Which explains why **THIS ONE** of our several departments is headed, not by a salesman or a financier, but by an artist. It explains why the hub of the service business is the art department.

**RETOUCHING**—  
If the camera can't do it, the artist and his brush must. Modern photo reproduction would be impossible without the retoucher. Wrinkles are taken out of coats . . . flames put in the fire-places, and youth and freshness put into the subjects.

**ENGRAVING**—  
As you look at the accompanying picture you sense that it is the work of skilled artisans. As you pass on, the picture remains in your mind. As engravers, we would like to enter your mind in just that way, and to have our name recur to you again and again, until at last you actually do come in and tie up with us for all time.

**OFFSET PRINTING**—  
An entirely new service for Green Bay and Northeastern Wisconsin. Offset printing, the most adaptable of modern printing crafts, produced on new equipment, by experienced operators and in our new and larger quarters.

Offset printing promotes the use of pictures on all types of advertising and if you are planning catalogs, brochures, stuffers, etc., a representative will be glad to call and go over your problems with you.

**GREEN BAY ENGRAVING COMPANY**  
Phone Forward 232 • 205 So. Washington St.

# FREE! FOOTBALL TICKETS

## Enter Walker's Football Sweepstakes

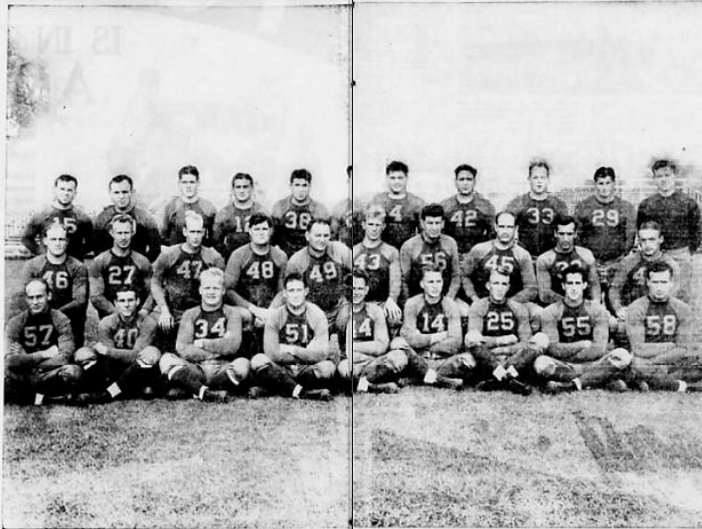
50 YARD LINE RESERVED SEATS AT PACKER HOME GAMES ★  
**FREE** ROUND TRIP TICKET AND RESERVED SEATS FOR THE NATIONAL CHAMPIONSHIP GAME, WHEREVER IT OCCURS.

Get an official Entry Blank. One is placed in every Super Cleaner job done by Walker's. Present the same to the National League game. Take your name and address. Get your entry blank in Walker's and have them Friday — the Friday before the game. Only the game played on Sundays will count. Prizes will be awarded according to the number of points by which you out-gained the other.

There are 12 games. Two reserved seats in Section F will be presented Free each week to the man or woman, boy or girl, who has most accurately depicted the scene of the game played.

This is not a premium or a prize — you don't have to buy anything to get the official blank. To win of Walker's Supercleaners the blank is delivered right to the house with the article being returned. Others may obtain blanks just for the asking at our offices, 407 W. Walnut St., at our Walker branch, Sherman, Appleton, Sturgeon Bay. And at every Walker service truck. Get the Walker Blank — get a blank!

No game predictions will be considered unless written on the official Entry Blank.  
★ 75% Walker's Games Oct. 4 and Oct. 25 Will Be Considered as Home Games



Front row, left to right: Adolph Schwammel, Bernard Scherer, Paul Eretsen, Lon Evans, Milton Gantenbein, Donald Hutson, George Henry Sauer, Ralph Miller, Champ Seibold. Middle row: Russ Letlow, Henderson, Al Rose, Frank Butler, Walter Kinsling, George Svendsen, Lou Gordon, Ernest Smith, Wayland Becker, Clarke Hinkle. Back row: Carl Johnston, Anthony Paulckas, Paul Miller, Robert Monnett, Arnold Herber, Harry Mattoe, Herman Schneiderman, Nebb Eldusyan, Cal Clark, Joe Laws, Coach E. L. Lambau. (Buckets Goldenberg, Red Smith missing because of injuries.)

## Write a Walker Ad \$10 Cash Each Week

All of our advertisements have been based upon the actual experience of our patrons — letters they have written us — things they have told us. That's the kind of advertisement you like to read — put your faith in.

Now we are going to encourage our patrons to actually write a series of ads for us — and will pay \$10 cash for every one we accept and use in this series. Nobody will know that you are in the contest unless you win. There will be no second or other prizes.

You may draw cartoons, take photographs or write advertising "copy" based upon your own experience with "Supercleaning." The advertisement can be quite general or can be some specific advantage, discovery or experience. It should be original.

Try your talent at preparing effective advertising. It may lead even to a new career. Anyway there's \$10 in it for every amateur ad writer whose entire advertisement is acceptable for our use and is published in the forthcoming series. These two contests are entirely separate and independent of each other. Enter one or enter both. Either mail or bring your ad to our office at 407 W. Walnut St., not later than Friday of each week.



## FROM WALKER'S "SUPER CLEANERS" TO CURLY'S PRO LEAGUE "SUPER CLEANERS" — THE BEST OF SEASONS!

From Walker's "Supercleaners" to the public, this message: In the big Packer game crowds, in the street traffic, at your work and in your own home when you entertain friends you are usually judged by your appearance. Your advancement in business, in society and in the regular walks of life very often depends upon your appearance, the evident pride and self respect that shows

backward payments between. With genuine original "Supercleaning" so inexpensive and so easy to be had, there is no chance in these days of keenest competition, for not looking your best. Get the Red Trunks and for and deliver your Topcoat, Overcoat, Suit, Hat, Dress, gloves or Underwear. Walker "Supercleaning" is appearance treatment!



# WALKERS CLEANERS & TAILORS



# GOOD FROM THE VERY START

For many years the Green Bay Packers like Baum's have been giving their patrons more than their money's worth. A pictorial history of the Packers from 1919 through last year.



(1919) Nichols, Powers, Coffey, Zell, Martin, Sauber, Martell, Leaper, Ladrow, Des Jardin—Zoll, Muldoon, Rosenow, Petka, G. W. Calhoun. (Center) Lambeau. (Lower row) Abrams, Gavin, McLean, Bern.



(1920) DeLave, Powers, Dwyer, Klaus, Nichols, Rosenow, Wilson, Sauber, N. Murphy — Tebo, Petka, Gavin, Wheeler, Lambeau, Ladrow, Wagner, Dalton, F. Janet—Zoll, Leaper, Zell, Martell, McLean, Abrams, Motter.



(1921) Martell, R. Lambeau, Cook, Abznus, DuMoe, Wheeler, Wagner, Conklin, Barry, Carey, Murray—Lambeau, Hayes, Buck, Schmael, Wilson, Ladrow, (?), Howard, Klaus, McLean, Powers, Le Clair.



(1922) Howard, Earpe, Woodin, Hayes—Lambeau, Buck, Wheeler, aGrdner, Mathys, Nieman, Lefe, Mills, Murray.



(1923) Lambeau, Murray, Earpe, Gardner, Nieman, Buck, Basine, Carey — Woodin, Hayes, Gavin, Mathys, Mills, Wheeler, Lefe.



(1924) Voss, Rosati, Gardner, Earpe, Woodin, Buck, DuFord, Murray—Lambeau, O'Donnell, Lewellen, Hendrix, Mathys, Nieman, Hearden, Basine.



(1925) Abrahamson, Woodin, Earpe, Gardner, Lewellen, Buck, Larsen, Basine —Mathys, Norton, Kotal, Lambeau, Harris, Vergara, O'Donnell, Jean.

**BAUM'S**

CEIL BAUM  
President and  
General Manager



(1926) Flaherty, Abrahamson, Rosati, Earpe, Gardner, Jean, Cahoon, Basine, Sear—Lambeau, O'Donnell, Lewellen, Harris, Purdy, Enright, McAllister, Lidberg, Woodin.



(1927) Rosetti, O'Donnell, Earpe, Lewellen, Cahoon, Enright, Dilweg, Darling, Lambeau—Jones, Smith, Woodin, Kotal, Purdy, Hearden, Mayer, Dunn, Perry.



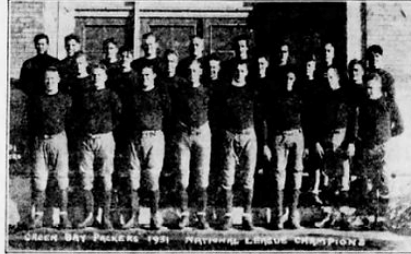
(1928) Lambeau, Bowdoin, Marks, Dilweg, Cahoon, Perry, Woodin, Baker, Jones, Grove, Don Carlos, Bruder, Gantenbein, Molenda, Comstock, Saunders—Dunn, Barrager, Bowdoin, Engelmann, Dilweg, Michalske, Wilson, Fitzgerald.



(1929) Hubbard, McCarty, Nash, Darling, Perry, Smith, Lewellen, Ashmore, Blood, Dilweg, Earpe—Lambeau, Minnick, Molenda, Baker, Kotal, Dunn, O'Donnell, Michalske, Kern, Woodin, Lidberg.



(1930) Darling, Woodin, Molenda, Perry, Nash, Dilweg, Hubbard, Sleight, Lewellen, Blood, Earpe, Michalske, Lambeau—Bowdoin, Radick, Engelmann, McCarty, Dunn, Zulmuller, Zuber, Fitzgerald, Herber, O'Donnell, Lidberg.



(1931) Lambeau, Schliman, Blood, Sleight, Hubbard, Nash, McCarty, Earpe, Herber—Grove, Don Carlos, Bruder, Gantenbein, Molenda, Comstock, Saunders—Dunn, Barrager, Bowdoin, Engelmann, Dilweg, Michalske, Wilson, Fitzgerald.



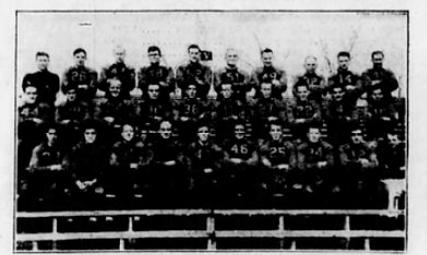
(1932) Bruder, Earpe, Stahlman, Rose, Hubbard, Perry, Blood, Gantenbein—Lambeau, Engelmann, Nash, Michalske, McCarty, Barrager, Bullman, Peterson, Dilweg—Lewellen, Zeiler, Hinkle, O'Boyle, Herber, Comstock.



(1933) Inests, Bruder, Michalske, Hinkle, Herber—Lambeau, Quatow, Perry, Bullman, Rose, Smith, Dilweg, Hubbard, Engelmann, Serbanow, Blood—Evans, Karth, Gantenbein, Goldberg, Van Sickle, Comstock, Grove, Monnet, Greency, Bettencourt.



(1934) Schwammel, Jones, Peterson, Seibold, Dilweg, Evans, Perry, Bruder, Michalske—Lambeau, Gantenbein, Jorgensen, Kurth, Barrager, Butler, Bullman, Hinkle, Norgard, Earpe—Laws, Wille, Monnet, Goldenberg, Herber, Grove.



(1935) Lambeau, Blood, Rose, Butler, Seibold, Hubbard, Kistling, Perry, Nelson, Smith—Goldenberg, Laws, Engbreissen, Hinkle, Herber, Grove, Bruder, Gantenbein, Schweidman, Johnston—Michalske, Tenner, Barragar, Schwammel, Svendsen, Evans, Sauer, O'Connor, Monnet, Woodward.