

# PROVIDENCE COLLEGE

vs.

# LASALLE COLLEGE

Providence, R. I.

November 10, 1940

Price **15c**



Leo Heller



Crawling, pushing, or helping ball-carrier. (Penalty for helping ball-carrier, 15 yards; otherwise, 5 yards.)



Holding. (Penalty—by offense, 15 yards; by defense, 5 yards.)



Delay of game or extra timeouts. (Penalty, 5 yards.)



Player illegally in motion. (Penalty, 5 yards. If from shift or huddle, 15 yards.)



Unnecessary roughness, illegal defensive use of the hands. (Penalty, 15 yards.)



Interference with forward pass, pass touching ineligible player, or "screening" pass receiver. (If penalty on offense, 15 yards and loss of down; interference by defense, ball to offense on spot of foul as first down.)



Penalty refused, incomplete pass, missed field goal or conversion, both sides offense, etc.



Illegal forward pass.

Military salute also used for clipping, followed by striking the back of the knee with hand. (Penalty, 15 yards.)

Signal also used for disqualification fouls and for running into or roughing the kicker. In the latter case, the military salute is followed by swinging the leg as though punting.



Safety.



Score — touchdown, field goal, or conversion.



Offside and violation of kick-off formation. (Penalty, 5 yards.)



Time out.

## After the Game...

COCKTAILS in the famous Falstaff Room or the smart Bacchante Cocktail Lounge.

DANCING and entertainment at dinner and supper in the Garden Restaurant—two floor shows nightly—dinner from \$1.45. No cover charge.

DINNER from \$1.00 in the Town Room, street floor. Bar Service.

*"It costs no more at the Biltmore"*

**PROVIDENCE  
BILTMORE**

*In Boston*

## COPLEY SQUARE HOTEL

*"Where Cordiality is the Keynote"*

- \* Rooms with bath from \$2.50.
- \* Cocktail Bar.
- \* Grill — Entertainment Nightly.
- \* Excellent New England Dishes.

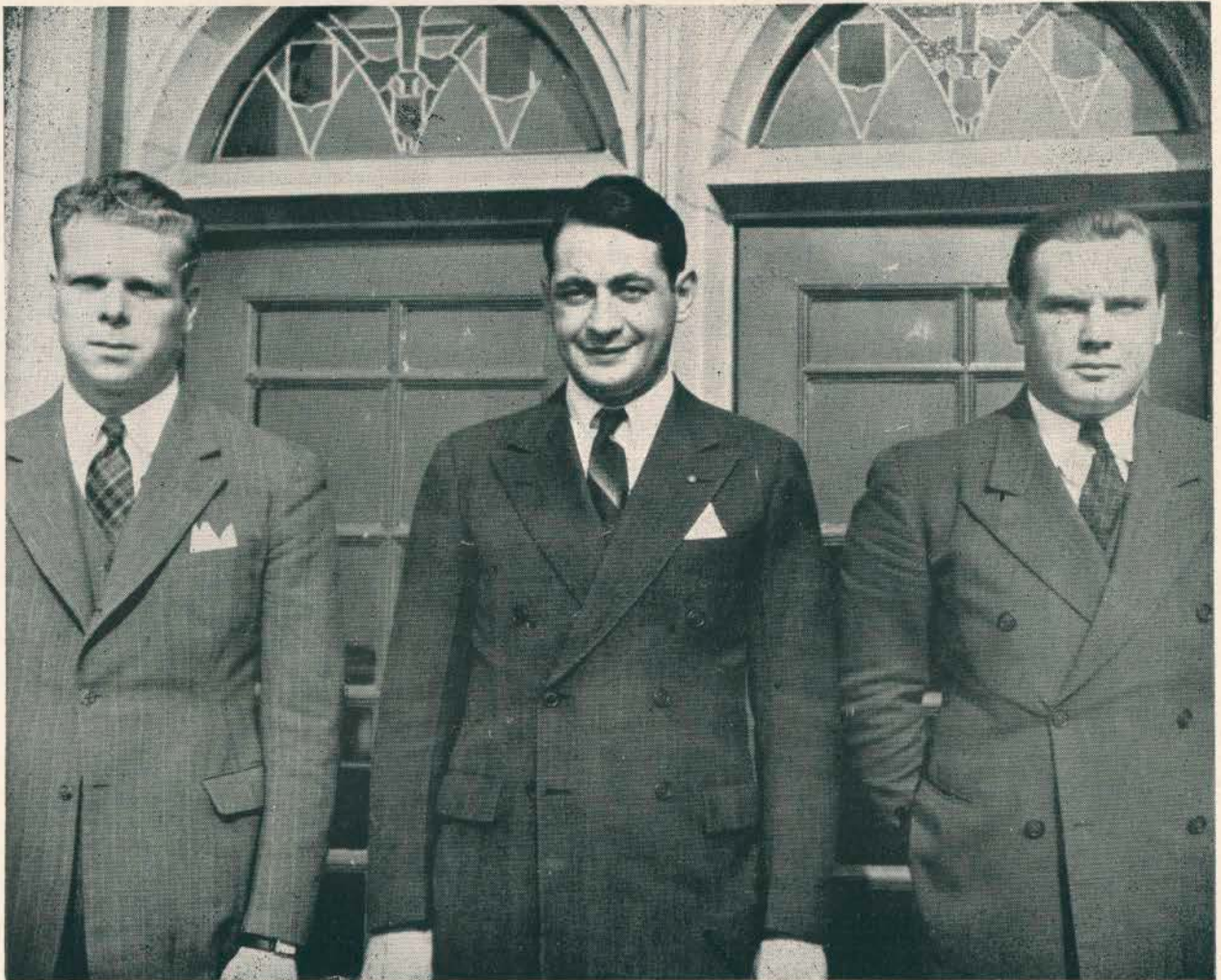
**Copley Square Hotel**

HUNTINGTON AVE. at EXETER ST.

BOSTON, MASS.

# Official Souvenir Program

## Providence College Coaching Staff



Ass't Coach EDWARD J. CROTTY

Head Coach HUGH J. DEVORE

Ass't Coach JOSEPH A. DULKIE

# Famous Last Words

By LOU FITZGERALD

As you sit here in the stands trying to figure out what the government does with the nine-cent tax you paid on your ticket of admission, or wishing that the game would begin, or trying not to turn to that page of silly guff that the P. S. publicity director seems to want to put into every football program, have you ever given any thought as to how this game of football originated in the first place?

I thought not.

And that, ladies and gentlemen, is just what is the trouble with this country when—oops!, I'm sorry; that's last Monday's campaign speech I was launching into again. But speaking of that, aren't you just absolutely thrilled about last Tuesday's election—I mean about all those votes being cast and everything. Yeah, me, too, I'm glad the darn thing is over.

What I really wanted to tell you about today, though, was something on the origin of football. You might well wonder what I know about it, but the simple fact of the matter is that I have done no little research on the subject. As a matter of fact, I have done absolutely no research on the subject at all. However, it may startle you to know that

**FOOTBALL WAS INVENTED BY THREE FOOTBALL COACHES OUT OF A JOB!**

However absurd that argument may seem on the face of it, if you turn it with its back to the wall, you might have something. Just exactly what, I don't know, but there might be something there.

Historians have erred when they claimed that football is a derivation of a game called rugby which is played between tea cups or cups of tea in the British Isles. That is simply racial prejudice and a deliberate attempt to keep the people in ignorance. For shame! Just as if anyone could be kept in ignorance in this day of enlightenment when football programs are written to be sat upon in case a sudden shower should come up during the halves.

I, sir, witnessed the birth of football, and with your kind indulgence should be most happy to tell you some, if not all of the facts pertaining to this great national game.

The three unemployed football coaches previously mentioned—by names, Joe, and Moe, and Bo—were sitting around an unlit fire toasting their marshmallows one Monday afternoon when suddenly there came a blare over their loudspeaker and a stentorian voice claimed, "Boston has just won the world series, and this will conclude the sporting events for the current physical year." Boston winning the world series will give you a slight idea of how long ago the football coaches were unemployed.

"No more sporting events," said Joe. "No," said Moe to Bo. "Something must be done," Bo said to Moe and Joe.

"We could go around giving people the hot

foot," suggested Bo, who got cold feet at the idea even as he mentioned it. "Maybe, there'd be money in it if we ran a big mid-winter ball" thought Moe, who was always more interested in dough than show. "I have it," said Joe, "we'll combine the two, ball and foot, and get football. Gee, I'm marvelous." "But how would it be played?" queried Moe and Joe in unison. (Ed. Note—Unison is a kind of meat eaten during the fall by football coaches when one of their friends has shot a deer.)

"Why that's easy," drawled Joe, who thought it would be nice to be head coach and have a headache for the whole season. "You simply get an ellipsoidal shayed leather sphere inflated to a pressure of thirteen pounds, and two teams of eleven of the finest specimens of American manhood extant, four, count 'em, four officials, two bands, a fellow to sell stale peanuts, a packed grandstand and a little fellow to run out with a water bucket now and then, and you've got the great game of football.

"Football isn't enough", said Moe. "What we've got to have is a spectacle". "Here, use my glasses," said Bo who had double vision anyway, "maybe you can see better with these".

"I'll take care of that, too," Joe said, who was beginning to take his new job seriously and was already planning how many free turkey dinners he could pick up during the season by telling how the game was building the character of the youth of the land. "I know a fellow who has been making a spectacle of himself for fifteen years, I think he ought to be able to do the same thing for football".

So they called in a fellow who didn't think he'd be able to get another job anyway, what with his party losing out in the elections, and he agreed that he would do what he could to make the game into a spectacle. His sole contribution (he had been fishing the day before and his wife told him to get those fillets out of the house before the board of health had them evicted) was to suggest that the players wear jerseys, preferably New Jerseys, inasmuch as his mother had a pet Jersey cow whose life was made miserable at all the gloating being done in the barnyard by the pig's kin at the part they were playing in the development of a new national game, while the poor cow had nothing to do but sit around and pitch moo.

So they added jerseys, and later on they worked out a system whereby a few racketeers could make some easy money by running football pools, and the first thing they knew they had real honest-to-goodness football. Thus was born football, by three unemployed football coaches. I know because I was there when it happened. I'll always remember it, because it was on a Monday and we had sent the laundry, and I had to borrow a clean shirt from the fellow next door. I must get around to having his shirt washed and bring it back to him some day.

**PROVIDENCE COLLEGE FOOTBALL  
STAFF**

**HEAD COACH—**  
Hugh J. Devore, Notre Dame, '34.  
**Assistant Coach—**  
Edward J. Crotty, Notre Dame, '37.  
**Assistant Coach—**  
Joseph L. Dulkie, Fordham, '37.  
**Co-Captain—**  
Charles T. Avedisian, '41, R. I.  
**Co-Captain—**  
Casimir Potera, '41, R. I.  
**Freshman Coach—**  
Anthony G. Pariseau, Prov., '39.  
**Manager—**  
Samuel Kusinitz, '41, R. I.  
**Trainer—**  
John Cerra  
**Business Manager of Athletics—**  
Paul J. Dunne



**REMAINING GAMES**

October 23  
R. I. State College Cranston Stadium

November 2  
Springfield College Spfld., Mass.

November 10  
LaSalle College LaSalle Field

November 17  
St. Anselm LaSalle Field

November 23  
Catholic University, Wash. D. C.



POTERA

HAPONIK

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SCANLON



ALEXAKOS

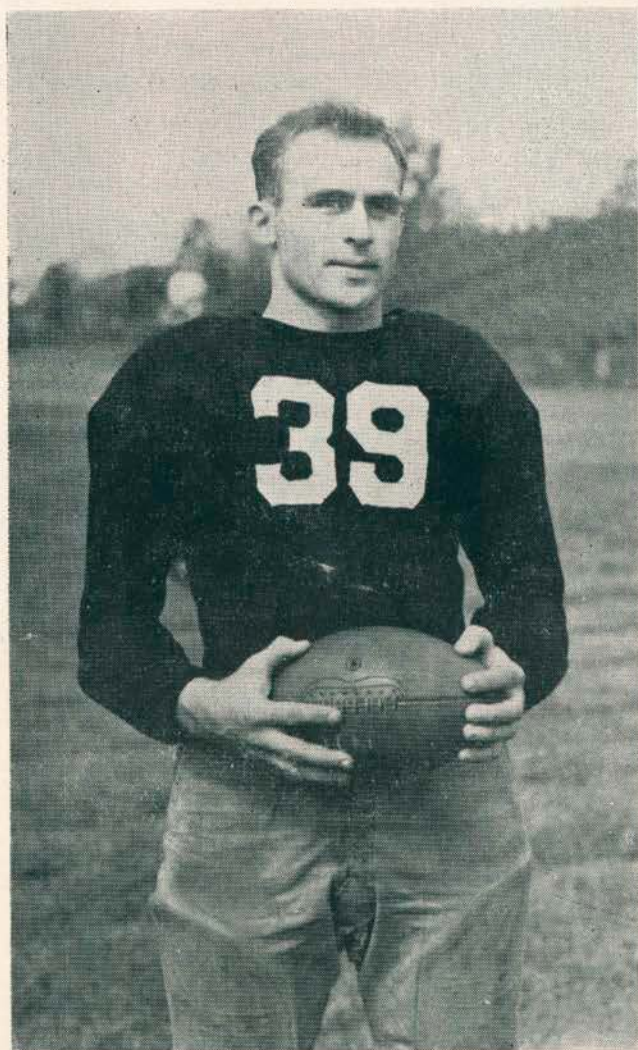


KOWALSKI

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## Providence Co-Captains



POTERA

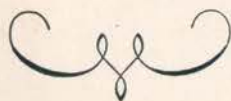


AVEDISIAN

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# Providence Squad Statistics



No.	Name	Position	Yr.	Ht.	Wt.	Home Town
12	Ditri, Anthony	Tackle	'43	5.7	192	Bloomfield, N. J.
13	Rafferty, James	End	'43	6.	185	Worcester, Mass.
14	Marone, Horace	Tackle	'42	6.	200	New Haven, Conn.
16	Zenobia, Paul	Fullback	'43	5.8	178	Danbury, Conn.
17	Avedisian, Chas. (C)	Tackle	'41	5.8	190	Pawtucket, R. I.
18	Roy, Raymond	Halfback	'42	5.10	178	Hartford, Conn.
19	Quegan, Edward	Halfback	'42	5.10	175	Taunton, Mass.
21	Pliska, Joseph	Tackle	'43	6½	194	Fitchburg, Mass.
22	Yockers, John	Halfback	'42	5.9	174	Tenafly, N. J.
25	Vaghi, Joseph	End	'43	6.3	182	Danbury, Conn.
27	Cimini, Louis	Tackle	'43	5.11	205	Providence, R. I.
28	Borzilaukas, Ed	...Guard	'43	5.9	186	Waterbury, Conn.
30	DiLuglio, Dom	Center	'42	6.1	180	Cranston, R. I.
31	O'Connell, Jim	Halfback	'42	5.10	162	Burrillville, R. I.
32	Stonkus, John	Fullback	'42	6.	190	Stoughton, Mass.
33	Cronin, Don	Center	'41	6.2	200	Baltimore, Md.
34	Werbicki, John	End	'41	5.9	165	Providence, R. I.
35	Larkin, James	End	'43	6.	173	Providence, R. I.
36	Moore, Tom	Quarterback	'43	5.10	170	Mt. Vernon, N. Y.
37	Pettine, Jim	Quarterback	'41	5.10	167	Cranston, R. I.
38	Franco, Frank	Quarterback	'42	5.6	171	Bound Brook, N. J.
39	Potera, Casimir (C)	End	'41	5.9	179	Warren, R. I.
40	Reilly, William	Tackle	'42	6.	206	New York City
41	Carcieri, Nich	Guard	'42	5.10	169	East Greenwich, R. I.
42	Iorio, Sam	Halfback	'42	5.8	168	Jersey City, N. J.
43	Sullivan, Jos.	End	'42	6.	190	Providence, R. I.
44	Pariseau, Jos.	Guard	'41	6.	181	Attleboro, Mass.
45	Coyle, James	Quarterback	'42	5.7	157	Saylesville, R. I.
46	Juges, William	Fullback	'43	5.10	186	Worcester, Mass.
47	Juges, Joseph	Halfback	'42	6.1	172	Worcester, Mass.
48	Scanlon, Walter	Tackle	'42	6.1	225	Taunton, Mass.
49	O'Connell, Harry	Halfback	'43	5.10	170	No. Dighton, Mass.
50	Roth, Edward	Guard	'43	6.	182	New Haven, Conn.
51	Haponik, Ed	Halfback	'42	5.11	181	Taunton, Mass.
55	Kowalski, Ray	Fullback	'42	5.7	165	Adams, Mass.
58	Budnowski, Nich	End	'43	6.	185	Albany, N. Y.
60	Alexakos, Theo	Guard	'41	6.	207	Dracut, Mass.
65	Sarris, George	Center	'41	6.2	208	Millis, Mass.

*"The official watch for timing all games is Longines—the world's most honored watch."*

Do YOU SMOKE THE CIG

# Providence

LE	LT	LG	C	RG	RT	RE
Sullivan	Avedisian	Borzilauskas	Sarris	Pariseau	Marone	Potera
43	17	28	65	44	14	39

QB  
Franco  
38

LHB  
Kowalski  
20

RHB  
Yockers  
22

FB  
Stonkus  
32

### Squad List

12 Ditri, t	31 O'Connell, b	44 Pariseau, g
13 Rafferty, e	32 Stonkus, b	45 Coyle, b
14 Marone, t	33 Cronin, c	46 Juges, W., b
16 Zenobia, b	34 Werbicki, e	47 Juges, J., b
17 Avedisian, t	35 Larkin, e	48 Scanlon, t
18 Roy, b	36 Moore, b	49 O'Connell, b
19 Quegan, b	37 Pettine, b	50 Roth, g
21 Pliska, t	38 Franco, b	51 Haponik, b
22 Yockers, b	39 Potera, e	55 Kowalski, b
25 Vaghi, e	40 Reilly, t	58 Budnowski, e
27 Cimini, t	41 Carcieri, g	60 Alexakos, g
28 Borzilauskas, g	42 Iorio, b	65 Sarris, c
30 DiLuglio, c	43 Sullivan, e	

### Officials

Referee ..... J. J. Burke  
Umpire ..... J. P. Haughey (Springfield)





ARETTE THAT

# Satisfies

THAT'S COOLER... BETTER-TASTING  
DEFINITELY Milder



## La Salle

LE Pilconis (C) 35	LT Montero 13	LG Thorick 30	C Cairns 36	RG Mandarino 22	RT Meno 41	RE Zatoris 15
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QB  
Bonder  
13

LHB  
Prettyman  
7

RHB  
Gidjunas  
8

FB  
Lochetto  
39

### Squad List

3 Nojunas, b	17 Kurdziel, b	33 Pakenas, t
5 Deschak, b	19 Sokolis, t	34 Kilrain, g
6 Sullivan, b	20 McCormick, e	35 Pilconis, e
7 Prettyman, b	21 Bynon, b	36 Cairns, c
8 Gidjunas, b	23 Frazer, g	38 Magarity, b
9 Filapone, g	22 Mandarino, g	39 Lochetto, b
10 Moylan, c	24 Petro, t	40 Channell, e
11 Slovak, b	25 Gelb, g	41 Meno, t
13 Bonder, b	26 Rudolph, t	Cardwell, t
12 Montero, t	27 Nojunas, Joe, g	Goode, t
14 Baraldi, b	29 McBride, g	Scull, g
15 Zatoris, e	30 Thorick, g	Shelly, e
16 Hober, e	32 Smith, c	

### Officials

Head Linesman..... W. J. McConnell (Fitchburg)  
Field Judge..... T. J. Murphy (Boston College)

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# La Salle

## Squad Statistics

No.	Player	Yr.	Ht.	Wt.	High School
3	John Nojunas	3	6.	175	Central
5	Leo Deschak	3	5.10	196	Edwardsville
6	Bill Sullivan	4	5.11	185	Mt. St. Michael,
7	Paul Prettyman	4	5.11	180	N. Y. C., N. Y. Salesianum
8	Knute Gidjunas	4	5.10	185	Frackville
9	Al Filapone	3	5.10	191	West Catholic
10	Pat Moylan	3	5.07	182	Trenton
11	Stan Slovak	3	6.	195	Frackville
12	Dominic Montero	2	5.11	195	Salesianum
13	Lou Bonder	3	5.11	160	Roxboro
14	Henry Baraldi	3	5.11	170	West Catholic
15	Len Zatoris	4	5.10	175	Tamaqua
16	John Hober	2	6.01	175	Germantown
17	Frank Kurdziel	2	5.11	180	North Catholic
19	Henry Sokolis	3	6.	190	Germantown
20	Tom McCormick	2	6.	175	Holy Spirit
21	Bill Bynon	3	5.09	175	Kingston
22	Mike Mandarino	3	6.	215	West Catholic
23	Joe Frazer	2	5.10	175	Northeast
24	Joe Petro	3	6.01	200	Nanticoke
25	Ben Gelb	3	5.08	187	Northeast
26	Bob Rudolph	3	6.02	200	Ambler
27	Joe Nojunas	2	5.10	185	Central
29	Vince McBride	2	5.09	180	North Catholic
30	Frank Thorick	3	5.10	180	Edwardsville
32	Nelson Smith	2	5.08	183	Salesianum
33	Joe Pakenas	3	6.03	220	Frackville
34	Tim Kilrain	4	5.10	172	Germantown
35	John Pilconis	4	5.11	182	Frackville
36	Joe Cairns	4	5.09	175	Holy Spirit
38	Bill Magarity	2	5.09	155	St. John's
39	Wally Locketto	4	6.02	185	Ambler
40	Powell Channell	2	6.02	185	Roman Catholic
41	Mike Meno	4	6.	193	Stamford, Conn.
	Logan Cardwell	2	6.01	170	Holy Spirit
	John Goode	2	6.	180	Roman Catholic
	Tom Scull	2	5.11	190	West Catholic
	Tom Shelly	2	5.11	185	Germantown



"Two in the east stand and one in the west!"



MARONE



Top: STONKUS  
Below: PETTINE

## Providence



HARKINS HALL

# Thoughts While Sitting In The Press Box

by EDWARD P. CONATY

(NOTE—For the past two years Mr. Conaty, an alumnus of the College, has been of great help in keeping running statistics of the game. His work has been very much appreciated, and the following denotes some of the impressions one gets when trying to keep an accurate count of yardages made and lost. L. C. F.)

You know some people must think that I'm a fifth columnist or something the way they refuse to believe me when I tell them 'I have a pass' . . . but then part of the fault lies with the publicity department—I suppose if they left the names at the gate the way they promise there wouldn't be any holdups . . . besides, it's no fun working at these games . . . sometime I'm going to a game where the only numbers that I'll concentrate on are the ones in the phone book for after the game . . . Gentlemen of the press, it's supposed to be, but gatecrashers are what we are treated like.

I suppose I might as well start this thing . . . Lineups . . . never the same as the program says . . . and then Kowalski is now wearing somebody else's jersey . . . or is he . . . Hey spotter . . . Oh he hasn't come yet, either . . . Who is that number 55 out on the field? . . . Not in the program; not in the statistics sheet . . . oh, it's Kowalski—you have to be a mind reader and a Mr. Memory combined to really work at a football game these days . . . And a small knowledge of seven languages wouldn't hurt either . . . Borzilauskas and Pliska and Avedisian and Carciere and Alexakos through Zenobia . . . they sound like they might be soldiers of Graustark or some other mythical kingdom . . . gone are the days of Camp and Frank, and Kelly and Ticknor and Brickley and Layden . . . But it's a great American game still.

The officials are coming out . . . hope this bunch aren't figuring on the combination of mind reader and Mr. Memory I just mentioned . . . the rule book says the 'official shall clearly indicate by a standard set of signals the exact nature of each penalty' . . . what's the bet that before the first half is over we have a guessing game . . . and I wonder if some of those sixteen yard penalties will be coming up today . . . Oh well, they really have a tough job and I suppose we all slip occasionally . . . They can't all be Tom Thorpes or Red Frisells—just like every press box inmate isn't Damon Runyan or Henry McLemore . . . but then, neither are we paid the way they are.

Oh that spotter just arrived . . . well, who's starting? only four changes in the starting lineup as printed? . . . well, that's not too bad . . . Who won the toss? . . . and who's going to kick? . . .

how's his record? . . . Remember the kickoff at Springfield out of a puddle into another one exactly eight yards from point where ball was kicked . . . say that was a game . . . mud from one 20 yard line to the other . . . and that nice trick the Springfield coach pulled of using all the old jerseys . . . it wasn't bad enough to have two 25's playing, but when one of the backs ran in wearing 712 we really gave up . . . and the looks of the subs the first time the nice clean uniforms landed in a puddle . . . that was one day when the press box was a good place to be . . . But today it's just another job here, although it may turn out to be a good ball game.

Will somebody please close the window? . . . Just because a couple of thousand people want to sit out in the fresh air doesn't mean everybody else does . . . besides these charts will blow away . . . hey! who caught that kickoff and on what line . . . and who tackled him . . . Yeah, I know if I watched more and talked less things would be different . . . well, let's see what this Friar offense can do today . . . any more of those perfect plays coming along? . . . That was Yockers wasn't it? . . . ohoh, there's Kowalski fading back to pass . . . intended for Sullivan . . . good on the 35 . . . o. k. the 36 yard line . . . first and ten . . . that Kowalski sure has all afternoon to toss that apple.

Well, that's another ball game . . . now to try to figure out these statistics and interpret this chart . . . thanks, fellow; you've been a lot of help spotting . . . and you, too . . . see you next week when we play St. Anselm here . . . I wonder if that touchdown play went inside or outside that tackle . . . and what on earth that penalty in the second period was for . . . and that end that replaced Rafferty in the second quarter for the last minute . . . did I get him or not? . . . oh well, if his girl worries about his name not being in the paper I won't get any fan mail this week . . . Let's see . . . got the starting lineup . . . the substitutions . . . the score by periods . . . the statistics . . . the officials . . . the sidelights for color . . . the attendance . . . must see the coach and see what he has to say . . . see how badly that boy was hurt . . . what's that! How was the game? How do you expect me to know whether it was a good game or not? . . . all I see is Number 22 kicking from his own 18 to the visitor's 39 where number 67 caught it and ran it back to the 43 where he was tackled by number 38 . . . yeah, football has a lot of thrill and color . . . and a lot of numbers, too . . . And next week we close the home season against St. Anselm . . . Homecoming game for the alumni . . . certainly ought to be a good game . . .

# Penalties

- 1 Taking more than three times out during either half
- 2 Illegal delay of game
- 3 Failure of substitute to report to umpire
- 4 Violation of kick-off formation

- 13 Team not ready to play at scheduled time
- 14 Substitute communicating with teammates before ball is put in play
- 15 Illegal substitution (Player also suspended from game)
- 16 Failure to stop at least one second on shift play
- 17 Forward pass by member of team which did not put ball in play

- 29 Striking, kneeling, or kicking opponent—half the distance to the goal and disqualification of offending player
- 30 Foul within one yard line—half the distance to the goal

## LOSS OF FIVE YARDS

- 5 Failure to maintain proper alignment of offensive team before ball is snapped. Also, backfield man illegally in motion
- 6 Offside by either team, or encroachment on neutral zone
- 7 Attempt to draw opponents offside

## LOSS OF FIFTEEN YARDS

- 18 Forward pass touched by ineligible player
- 19 Intentional grounding of forward pass
- 20 Interference by member of passing team with defensive player eligible for pass
- 21 Interference with fair-catch or tackling player before ball is caught
- 22 Illegal use of hands and arms by offensive players

- 8 Taking more than two steps with ball after signalling for fair catch
- 9 Illegal use of hands and arms by defensive players
- 10 Flying block or flying tackle
- 11 Running into kicker
- 12 Crawling by the runner

- 23 Defensive player striking opponent above shoulders
- 24 Roughing the kicker
- 25 Piling up, hurdling, clipping
- 26 Tackling player out of bounds
- 27 Coaching from the sidelines
- 28 Illegal interference with defense by passing team

## OTHER PENALTIES

- 31 Interference by defensive team on forward pass—first down for passing team at spot of foul

- 32 Flagrant roughing of kicker—disqualification, plus fifteen yards
- 33 Flagrant unsportsmanlike conduct—disqualification, plus fifteen yards.



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BOSTON?



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Commonwealth Avenue at Kenmore Square

Offers you—

- Single Rooms from \$3.50 with tub and shower bath.
- Delightful Lounge Bar.
- Ample Parking Space.
- Write for Colorful Map of Boston.

L. E. WITNEY, *Managing Director*

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The official watch  
for timing all  
**PROVIDENCE**

**FOOTBALL GAMES IS**

*Longines*

**THE WORLD'S MOST HONORED WATCH**

Longines Watches, selected as official watch by the 1940 Olympic Committee, is also official watch for timing the football games for more than 100 leading colleges; timed 20 of the leading track meets of 1940 and the major intercollegiate basketball games. Longines is also official watch for the National Professional Football League and was worn by all umpires officiating at American and National League baseball games of 1940 including the World Series. Among the 104 national and international sports and contest bodies for which Longines is official watch are National Aeronautic Association, American Automobile Association, National Power Boat Association, International Federation du Skii, American Lawn Tennis Association, and U. S. Polo Association.

The world-leadership of Longines Watches is further attested by 10 world's fair grand prizes, 28 gold medals and more honors for accuracy than any other timepiece. Truly Longines is . . . the world's most honored watch.

*Watches of accuracy  
and elegance by Longines*



The skill, experience and workmanship necessary for the construction of Longines Watches for precision timing, aviation, and navigation is reflected in the greater accuracy of every Longines Watch at any price. Longines-Wittnauer jewelers show Longines personal watches of distinction priced \$40 upward; Wittnauer watches from \$24.75.

**LONGINES-WITTTNAUER WATCH CO., Inc.**  
580 FIFTH AVENUE, NEW YORK, N. Y.

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# TIME

The silent contestant  
in football . . .

Time, in football, is of the very essence. So important is it, in fact, that one of the four officials, namely the *field judge*, has complete jurisdiction over the timing of the game. His timepiece must be flawlessly precise. The outcome of the game may hinge on its delicate mechanism.

How often have you seen a quarterback driving his team towards a touchdown, with the precious seconds ebbing away? The battle in such cases is not against the opposing team only, but against time. The faithful watch alone determines the team's destiny.

The duration of any time-out is two minutes, and it is a rule in football that if a team refuses to play within two minutes after having been ordered to do so by the Referee, it *forfeits* the game. And no delay, of any kind, for any cause whatsoever, shall continue for more than two minutes. Yes, truly time is of the essence.

When a team is in the huddle, it has a limit of twenty-five seconds to put the ball in play—not twenty-six or twenty-seven, but twenty-five. And the watch that ticks off those valuable seconds must be dependable, respected—honored. That is why football officials use Longines.

The field judge's watch is a busy one, for time-out must be taken while the ball is being brought out for a kick-off; during a try-for-point after a touchdown; after a touchdown, safety or touch-back; after a fair catch has been made; after an incomplete forward pass; when the ball goes out of bounds; during all substitutions (with certain exceptions); or when play is for any reason suspended by the referee.

The length of a football game is 60 minutes—four fifteen minute periods. There is an interval of one minute between the first and second periods and the third and fourth. Between the second and third periods there is an intermission of fifteen minutes. If either team is late in getting on the field after the fifteen minute interval, it is penalized 15 yards. If a team delays the game during the play, it is penalized 5 yards.

Obviously there can be no halfway measure or lax timing in football. The timekeeper's word is law. That is why, in order to be doubly sure, football officials always use Longines, the World's Most Honored Watch.

