HAVE A REAL CIGARETTE — HAVE A CAMEL

Discover the difference between “just smoking” — and Camels!

Taste the good, rich flavor of Camels... feel the smoothness of their quality tobaccos... enjoy the largest-selling cigarette in America today!

B. J. Kermits Tobacco Co., Winston-Salem, N. C.
Want a smaller auto insurance bill?

See how much you can save with Allstate, the company founded by Sears. You'll find Allstate's rates are usually lower than those of most other leading companies. Protection is sound and reliable. Agent service is prompt, personal and friendly. Claim settlements are fast and fair. You can't buy better, why pay more? See or phone your Allstate Agent today!

SEE PHONE BOOK FOR YOUR LOCAL ALLSTATE AGENT.

YANKEES' ADVANCE TICKET INFORMATION

Tickets for all 1957 Yankee home games are on sale now. For best selection of seats for the games of your choice, it is advisable to buy early. A complete Yankee schedule appears elsewhere in these pages.

You may buy your tickets here at the Stadium today. The advance ticket windows are located in the main lobby behind home plate and are open every day of the season from 9:00 A.M. to 5:00 P.M., and until 11:00 P.M. when the Yankees are playing night games at home. The Yankee have moved their downtown ticket office to the conveniently located Grand Central Terminal. This new office, on the North Mezzanine (Vanderbilt Ave. level) directly above the main information booth, is open Mondays through Saturdays from 8:00 A.M. to 6:00 P.M.

When ordering by mail, send your check or money order made payable to THE YANKEES along with the number and price of tickets desired (for the price of tickets, turn page) to Yankee Ticket Manager, Yankee Stadium, Bronx 51, New York. Please allow 25¢ to your order for mailing and handling.

NEW FACES SPUR YANKS IN TITLE DEFENSE

No championship club can stand pat as the World Champion New York Yankees have so often demonstrated. Winners of 22 American League pennants since 1921, the Bombers never have stood still. Last winter's big trade with Kansas City helped the A's and gave the Yankees a needed pitching lift with the acquisition of Bobby Shantz and Art Ditmar, who have helped Casey Stengel immeasurably this summer.

Then, with left-handed hitting needed, the Bombers traded several fine young players to the A's just before the swap deadline in June to acquire Harry Simpson, who has filled in ably at first base, in right field and as a pinch hitter. The Yanks always give up a lot to land the men they need.

Home grown talent always has dominated the Yankee rosters, despite the many big trades in which the Bombers have been involved. Bobby Richardson, flashy second sacker, Tony Kubek, 300-hitting infielder-outfielder and Al Cigotte, young right-hander, all were developed by the Yankee organization.

Satisfy your beer thirst better!

HAVE A Knick

Knickerbocker
New York's Famous Beer
HAVE A KNICK!! — YOU FEEL REFRESHED

Add Spice to your Life

Old Spice
BRUSHLESS
SHAVING CREAM
.60

SHULTON
Keeping up to the minute activity at Yankee Stadium and all around both major leagues is made easy for Stadium fans through the famous Yankee scoreboard above the bleachers in center field.

Installed seven seasons ago and kept constantly up-to-date, the scoreboard cost more than $100,000, is 73 feet long, 34 feet high, contains 5,000 electric light bulbs and has 800 individual electrically operated controls, 500 for home games and 300 for out-of-town games.

Today's games are listed under each league. The pitcher of the moment is listed under the column headed "P." As games are completed, the runs, hits and errors are flashed under columns headed "R," "H" and "E." If clubs are playing doubleheaders, the first game scores are posted in the right column designated "1G." Hits and errors in the Stadium game are flashed on the board as soon as the scorer calls the play. The runs, hits and errors of the game in progress here also are given at the top of the scoreboard, plus the results of the Yankees' first game. And, of course, the current lineups of the game in progress here are posted. See photos above.

Even we agree on Beech-Nut!

Always a hit on flavor... fresh...
... clean, lasting enjoyment

Beech-Nut... the quality gum
The 5¢ Luxury

In a league by itself...

KOMFIT

Active men will enjoy wearing Komfit – finest of its kind. Ultra thin, light and flexible, Komfit is instantly adjustable to any wrist. From $7.95 to $18.95, incl. Fed. tax. In all 14 Kt. gold, $145. At better jewelry stores everywhere.

PRICE SCALE

Box Seats
Reserve seats
*Unreserved Grandstand
*Bleachers
*Unreserved grandstand and bleacher seats sold only at Stadium on day of game.

TIME OF GAMES

GAME WEEKDAYS SATURDAYS SUNDAYS
Box Seats
Reserved seats
*Unreserved Grandstand
*Bleachers
*Unreserved grandstand and bleacher seats sold only at Stadium on day of game.

PRICES INCLUDE CITY & FEDERAL TAXES

PARK & TILFORD
Distillers and Importers of Fine Wines and Liquors for over 100 Years

Symbol of Perfect Taste...
the finest-tasting whiskey of its type!

BLENDED WHISKEY - 65% GRAIN NEUTRAL SPIRITS - 86 PROOF
PARK & TILFORD DISTILLERS CORP., LOUISVILLE, KY.
PRIDE OF THE YANKEES

YANKEES’ PENNANT WINNERS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>W</th>
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YANKEES’ WORLD CHAMPIONS

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<td>Cardinals</td>
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<td>Dodgers</td>
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LEAGUE-LEADING YANKEES
RUNS BATTED IN

Babe Ruth 1923, 1925, 1927, 1928, 1929, 1931, 1932, 1933, 1934, 1936
Bob Meusel 1925
Leo Gehrig 1927, 1928, 1930, 1931
Joe DiMaggio 1941
Nick Etten 1945
Mickey Mantle 1951, 1954

HOMER CHAMPIONS

Wally Pipp 1926, 1927, 1928, 1930, 1931
Babe Ruth 1926, 1927, 1928, 1929, 1930, 1931
Bob Meusel 1928
Leo Gehrig 1931, 1933, 1936
Joe DiMaggio 1941, 1948
Nick Etten 1944
Mickey Mantle 1955, 1956

BATTING CHAMPIONS

Babe Ruth 1921
Leo Gehrig 1925
Joe DiMaggio 1929, 1941
George Strenzcalk 1945
Mickey Mantle 1956

MOST VALUABLE PLAYER

Babe Ruth 1923
Leo Gehrig 1927, 1928, 1930, 1931
Joe DiMaggio 1939, 1941, 1947
Joe Gordon 1942
Spad Chandler 1943
Phil Rizzuto 1946
Larry Berra 1951, 1954
Mickey Mantle 1956

The White Rock Girl Says:

"Baseball fans agree that New White Rock Kula Waii Pineapple is the grand slam home run of the season. Great in any league, thanks to true-fruit ingredients!"

13 GREAT HITS

KULA WAI PINEAPPLE
BLACK CHERRY
BLACK RASPBERRY
ROOT BEER
SAZ ROCK (SARSAPARILLA)
WHITE ROCK COLA
SPARKLING WATER
GRAPES
GINGER ALE
LEMON-LIME
TOM COLLINS MIXER
Q-9 QUININE WATER

THE PERFECT PARTY... AT YANKEE STADIUM

More and more business, fraternal, church, youth and social organizations have discovered that the perfect way to plan an outing or party is to visit Yankee Stadium. You'll see major league baseball at its very best here in the "Home of Champions."

It's a novel way to entertain, and mighty easy, too. You can put your entire group in one general location, if you desire. So you'll sit together, and cheer your favorite players, munch on peanuts and have a big time. Good idea! Then plan now, for choice seat locations are available, as always, on a first come, first served basis.

Stop in today at the Yankee Stadium Advance Ticket Office in the lobby behind home plate, or contact the Yankee Ticket Manager by mail at Yankee Stadium, Bronx 51, New York.
Say Seagram's and be Sure
OF AMERICAN WHISKEY
AT ITS FINEST

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF. 85% GRAIN NEUTRAL SPIRITS

SCORING MADE EASY
Baseball Shorthand, as used by baseball writers, will render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols. For symbols and example of system, see following page.

NUMBER PLAYERS AS FOLLOWS

<table>
<thead>
<tr>
<th>Pitcher</th>
<th>1 Second Baseman</th>
<th>4 Left Fielder</th>
<th>7</th>
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<tbody>
<tr>
<td>Catcher</td>
<td>2 Third Baseman</td>
<td>5 Center Fielder</td>
<td>8</td>
</tr>
<tr>
<td>First Baseman</td>
<td>3 Shortstop</td>
<td>6 Right Fielder</td>
<td>9</td>
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</table>

SYMBOLS FOR PLAYS

| Single   | Reached base on error | E               | Stolen Base | S               | Struck Out | K               |
| Double   | Fielder's Choice     | FC             | Sacrifice Hit | SH             | Base on Balls | BR          |
| Triple   | Hit by Pitcher       | HP             | Passed Ball | PB             | Force Out | FO           |
| Home Run | Wild Pitch           | WP             | Balk        | BK             |           |               |

The lower left-hand corner of the scoring block should be considered as home plate. Progress is counter-clockwise with progress to first base indicated in lower righthand corner, to second in upper righthand corner, to third in upper lefthand corner and to home in lower left. In example to left, batter reached first on an error by the second baseman, stole second, went to third on a wild pitch and scored on a passed ball. It is convenient to circle all runs as shown so that scoring plays may be seen at a glance.

The Knowing New Yorker Chooses

Instalment Loans
Savings Accounts
Special Checking Accounts
Safe Deposit Facilities

CHEMICAL CORN EXCHANGE BANK
Founded 1824
Member Federal Deposit Insurance Corp.

THE BANK THAT'S Near You in Greater New York

Offices Conveniently Located in All 5 Boroughs

FLORSHEIM presents the Slim Look
THE SENSATIONAL NEW SLIMER, TRIMMER SHOE
DESIGNED TO GO WITH TODAY'S SLIMMER CLOTHES!

12 convenient Florsheim Shoe Shops in Greater New York

There is a Florsheim dealer in your neighborhood

FAVORITES IN EVERY LEAGUE!

CHESTERFIELD L&M FILTERS
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<th>4</th>
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<td>35 Klaus</td>
<td>ss.</td>
<td></td>
<td>9 Williams</td>
<td>cf.</td>
<td></td>
<td>11 Malzone</td>
<td>3 b</td>
<td></td>
<td>4 Jensen</td>
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<td>2 b</td>
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<td>22 White</td>
<td>c.</td>
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</tbody>
</table>

**FAVOREITES IN EVERY LEAGUE!**

**CHESTERFIELD**

**LM FILTERS**

**YANKEES**

|       | 12 McDougald | ss. | 42 Coleman | 2 b | 17 Minnie | c.f. | 8 Berra | c | 14 Skowron | 1 b | 32 Howard | r.f. | 34 Kubek | l.f. | Pitcher |

**CUBS**


**ARIZONA**

|       | 10 Shantz, p. | 33 Keller, coach | 34 Stengel, mgr. | 35 Stengel, mgr. | 36 Simpkin, o.f. | 37 Stengel, mgr. | 38 Ditmar, p. | 39 Richardson, i.f. | 40 LarSEN, p. | 41 Turner, coach | 42 Coleman | 43 Kubek | l.f. | Pitcher |

**ARIZONA**

|       | 3 Crowell, coach | 4 Lepin, i.f. | 5 Deleck, p. | 6 Severi, p. | 7 Stengel, mgr. | 8 Ditmar, p. | 9 LarrSEN, p. | 10 Shantz, p. | 11 Turner, coach | 12 Keller, coach | 13 Stengel, mgr. | 14 Simpkin, o.f. | 15 Stengel, mgr. | 16 Stengel, mgr. | Pitcher |

**CUBS**

LUCKIES TASTE BETTER!
Cleaner, Fresher, Smoother!

YANKEES' HOME GAMES — 1957

AUGUST
Baltimore—16 (N), 17*, 18 (2) **

SEPTEMBER
Kansas City—15 (2) **
Detroit—17, 18
Boston—20 (N), 21*, 22 **
Baltimore—25 (Twilight Doubleheader)

Washington—30, 31 (N) *
(N) Night Game
(2) Doubleheader *
Saturday ** Sunday

YANKEES' ROAD GAMES — 1957

AUGUST
Detroit—25**, 26
Kansas City—20 (N), 21 (N), 22
Chicago—27 (N), 28 (N), 29

SEPTEMBER
Baltimore—2 (2) **, 3
Washington—6 (N), 7*, 8 **
Boston—21, 28*, 29 **
(N) Night Game
(2) Doubleheader *
Saturday ** Sunday *** Holiday

Time for the winningest flavor of all!
After the game, enjoy whiskey at its finest.

Four Roses

Your Frankfurter Tastes Better
because it's SPREAD with GULDEN'S MUSTARD

SERVED HERE EXCLUSIVELY
Yankee-operated parking lots will continue to assure fans wide aisles between rows, easy access to and from parking lot at all times and courteous treatment by the parking lot attendants—all part of a program of convenience for Yankee fans.

All four regular Yankee lots will be in operation again this year providing excellent parking at a uniform price of $1.00 both at the Stadium and North and South of the Stadium. The lot at 164th Street and River Ave. is especially convenient for fans driving through the North Bronx and the lot at 151st Street and River Ave. (opposite the Bronx County Jail) is especially convenient for fans driving from Long Island, Manhattan and the South Bronx.

For the “big days” of the 1957 season Yankee and Giant fans will again have additional parking available FOR BOTH PARKS. This is the way the plan works: When the Yankees are playing at home on Sundays, nights, holidays, and opening day, Polo Grounds parking lots will be open to Yankee fans. Likewise when the Giants are playing at the Polo Grounds on Sundays, nights, holidays and opening day Yankee Stadium parking lots will be available to Giant patrons.

YANKEE PARKING LOTS

1—South side 157th St., Ruppert Pl. to Cromwell Ave.
2—Between Cromwell and River Aves., on 153rd St.
3—153rd to 160th Sts., between River and Gerard Aves.
4—151st St. and River Ave., opposite Bronx County Jail.

(Continued on following page)

Privately-Owned Parking Lots

5—West Side River Ave., between 151st and 159th Sts.
6—West side River Ave., 157th St.
7—East side River Ave., North of 153rd St.
8—West side Ruppert Pl., between 157th and 158th Sts.
9—East side River Ave., North of 151st St.
10—East side River Ave., 164th to 165th Sts.
11—East side River Ave., South of 162nd St.

GARAGES

A—Cromwell Ave., and 157th St.
B—East side of River Ave., South side of 158th St.
C—East side of River Ave., North side of 157th St.
D—East side of River Ave., South side of 157th St.
E—North side of 156th St., between River and Gerard Aves.
**YANKEE CHATTER**

During the illness-induced absence of the Yankee "Hall of Fame" coach Bill Dickey, a one-time popular teammate of Bill's is filling in for him on the coaching lines. Wearing Dickey's familiar No. 33 until Bill is able to return is Charlie Keller. Old "King Kong" was a member of the Yankee's great outfield of DiMaggio, Keller and Heinrich. On his Maryland farm, Keller breeds trotting horses and the stable bears the appropriate "Yankee" name. Dickey suffered nervous exhaustion late in spring training and currently is recuperating in Florida.

The first Yankee home Twin-Night Double-header in more than a half dozen seasons will be played at Yankee Stadium on Wednesday evening, September 25th at 6:00 P.M. The Baltimore Orioles will supply the opposition. This will be the final home appearance of the Champs this season. The Twin-Nighter was made necessary because of the Sugar Ray Robinson-Carmen Basilio middleweight title fight at Yankee Stadium on Monday night, Sept. 23rd, Sept. 24th is a rain protection date for the fight.

**CHAMPION FOOTBALL GIANTS PLAY 6 STADIUM GAMES**

The New York Football Giants, like their Yankee counterparts at the Stadium... champions of the world... will play six home games at Yankee Stadium this fall as they defend their National Football League title.

The Football Giants are now located in their new offices at the Coliseum Tower, 10 Columbus Circle, where ticket orders may be sent. The complete Giant home schedule follows:

* Sunday, October 20—Pittsburgh Steelers; Sunday, October 27—Washington Redskins; Sunday, November 10—Chicago Cardinals; Sunday, November 17—Philadelphia Eagles; Sunday, December 1—San Francisco Forty Niners; and Sunday, December 15—Cleveland Browns.*

**NEW U.S. ROYAL SAFETY 8**

Here's new assurance against blow-outs, "flats", skids—all tire hazards. Here's new dependability for thousands of extra miles. Put this dramatic tire advance—the new U.S. Royal Safety 8—on your car now!

**SEE YOUR U.S. ROYAL DEALER**

**United States Rubber**

*See things you never saw before.*

**Hey, Getcha cold beer!**

**Ballantine**

Enjoy the liveliest taste in town!
IT'S A FACT...

...that Mickey Mantle was the second Yankee to win the Triple Crown. The immortal Lou Gehrig did it in 1934 ... that Don Larsen's perfect game in the 1956 World Series was the seventh no-hitter pitched by a Yankee. Five have been thrown at the Bombers ... that Whitey Ford has the best won-lost record and the lowest earned run average of any active pitcher in the majors.

Ed had won 80 and lost only 23 as the 1957 season started, and he had a lifetime ERA of 2.73 ... that Bobby Shantz made only one All-Star game appearance. He hurled one inning (before the rains came) in the 1953 game and fanned all three batters to face him.

Enjoy the Game
Refreshed

DRINK
Coca-Cola
REG. U.S. PAT. OFF.

Enjoy them at home, too.
For Good Eating Everywhere.

ANOTHER FINE PRODUCT OF HYGRADE FOOD PRODUCTS CORP.

LANOLIZE
YOUR SHOES WITH
ESQUIRE
BOOT POLISH
Product of Knomark Mfg. Co., Inc., Brooklyn, N.Y.

TO OUR FANS . . .

Gambling or wagering of any sort at Yankee Stadium is strictly prohibited.
The management also requests that spectators refrain from throwing missiles on the field.
Patrons in lower grandstand front row boxes are asked not to drape clothing over the box railing.
Any spectator who goes on to the field during a ball game will be ejected from the Stadium.
Adherence to the above rules will make all games more pleasant for everyone.

Always a Winner!

MRS. WAGNER'S PIES

Try your favorite variety today. You will be surprised and delighted that you can buy such delicious pies, with that home-made goodness. Fresh fruits and choicest ingredients used. Baked fresh daily.
IN THE BALL PARK
★ AT HOME
★ WHEREVER YOU GO

"THESE FRANKFURTS ARE HICKORY SMOKED!"

Take your choice—regular beef n' pork or all-beef franks—both are all meat with matchless hickory smoked flavor unique to Stahl-Meyer! Available in jars and cellophane, too.

Stahl-Meyer

means meat at its finest; carefully selected, expertly processed and flavor-fresh always.

YANKEES IN THE "HALL OF FAME"

With the recent addition of former manager Joe McCarthy, Baseball's "Hall of Fame" at Cooperstown, N.Y. now numbers 11 diamond immortals who spent all or an important part of their major league careers with the New York Yankees. When you plan a trip upstate, be sure to visit the shrine of baseball. Here you will see plaques dedicated to Babe Ruth, Lou Gehrig, Herb Pennock, Edward G. Barrow, Joe DiMaggio, Bill Dickey, Jack Chesbro, Clark Griffith (the club's first manager), J. P. "Home Run" Baker and Willie Keeler, in addition to Marsee Joe.

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