

OFFICIAL PROGRAM - FIFTY CENTS

Yankees



WORLD

1956

SERIES

Dodgers



C. Johnson

I've tried 'em all. It's Camels for me. They taste just right and they're real easy to get along with, pack after pack."

Herman Lutcher
DOCUMENTARY FILM CAMERAMAN



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

HAVE A REAL CIGARETTE

...have a *Camel!*



Discover the difference between "just smoking" and Camels!

Taste the difference!

Camels are full-flavored and deeply satisfying — pack after pack. You can count on Camels for the finest taste in smoking.

Feel the difference!

The exclusive Camel blend of quality tobaccos is unequalled for smooth, agreeable smoking. Camels are easy to get along with.

Enjoy the difference!

Try today's top cigarette. You'll see why more people smoke Camels, year after year, than any other brand. They've really got it!

nothing
finer
in
American
taste

Calvert

RESERVE





Take a Beech-Nut breather!

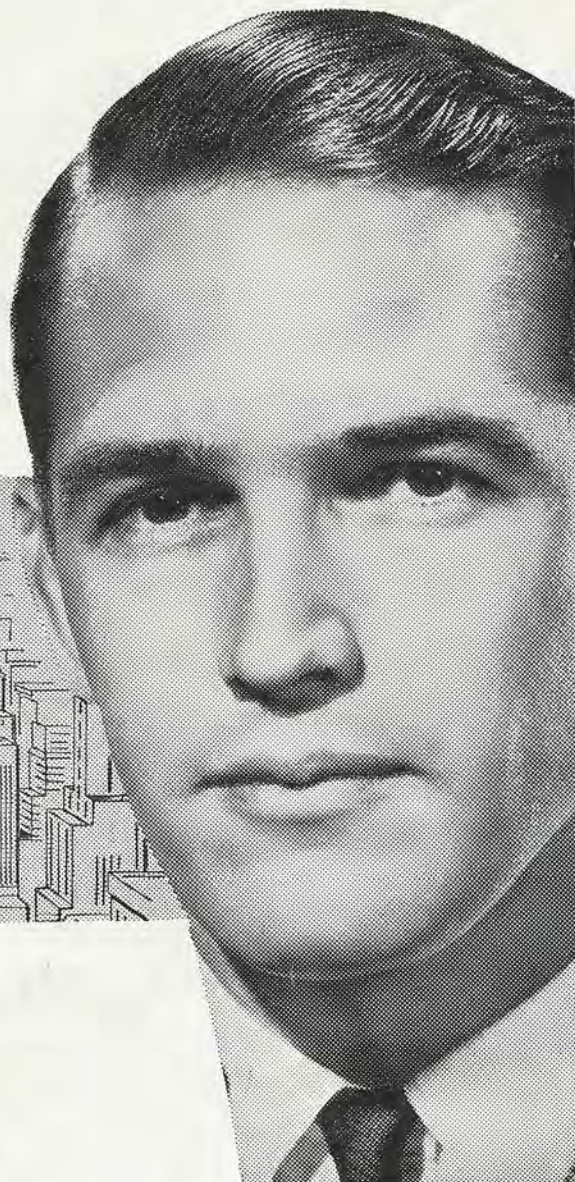
*...for bright, clean,
long-lasting refreshment*

Naturally... Beech-Nut—



the quality gum

**3 Reasons why
this knowing New Yorker
SAVES at
CHEMICAL
CORN EXCHANGE
BANK...**



Complete Banking Service—

He knows that Chemical Corn Exchange Bank can meet any banking need he may have now or later. He knows he can open a regular or special checking account—can borrow money to buy a car or improve his home—at the same Chemical office where he saves.

Convenience—

He knows that at least one of Chemical's many offices—located in all 5 boroughs of New York—is convenient to him.

2½% Interest—

He knows that in addition to fine service he will receive annual interest of 2½%—compounded every three months—on deposits from \$10 to \$25,000.

You can join the thousands of thrifty and knowing New Yorkers who have savings accounts with Chemical Corn Exchange Bank. Consult the telephone book for the address of the office nearest you, and open your account there today.



THE BANK THAT'S

Near You in Greater New York

Member Federal Deposit Insurance Corporation



Emerson CREATOR OF MIRACLES IN PORTABLE ELECTRONICS



ALL-IN-ONE **Emerson** PORT-O-RAMA

WORLD'S FIRST 5-WAY

PORTABLE TV-PHONORADIO



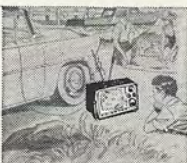
PORTABLE TV



PORTABLE RADIO



PORTABLE PHONO†



FOR USE IN CAR OR BOAT*



UNDER PILLOW OR PRIVATE EAR LISTENER*

It's a portable TV set! It's a portable radio! There's a phono-jack and switch for record playing! It plugs into a car! It plays on a boat! For personal enjoyment—there's even an under-pillow or private ear listener. See the new all-in-one Port-O-Rama at your Emerson dealer today. With a Port-O-Rama, your favorite kind of entertainment goes with you anywhere! In Antique White with either Forest Green, Azure Blue, Pacific Coral, Sunset Red or Charcoal Grey. Available in full UHF-VHF channel tuning.

ATTENTION CAR and BOAT DEALERS:
Write for additional information.

*Optional equipment.
†Carrying case and built-in record player optional.

Complete as illustrated above, including built-in antenna and carrying handle.

\$134

Prices slightly higher in South and West

Reg. Pat. Off.

Emerson Radio & Phonograph Corp., Jersey City 2, N. J. Makers of Television, Radio, Phonographs, Hi-Fi and Air Conditioners.



NEW YORK YANKEES



1956 WORLD SERIES

OFFICIAL

PROGRAM

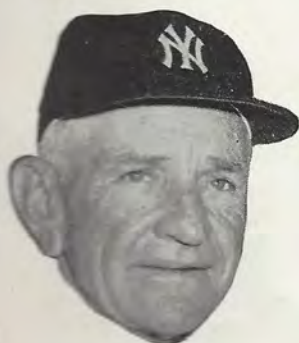
Welcome to Yankee Stadium for the 1956 World Series. This is the twentieth World Series to be played in the "Home of Champions" since the building of the Stadium in 1923. All told, the Bronx Bombers have won 22 American League pennants and have taken 16 World Series (up to the current classic) . . . and all of this since 1921 when Miller Huggins piloted the first Yankee pennant winner.

In these 36 years, the Yanks have won 74 Series games, lost 39 (there was one tie) for a percentage of .655. All of these figures are, of course, all-time records.

Many stars have participated in this success. More names will be added to this distinguished list this week. Their names and photos appear on these pages.

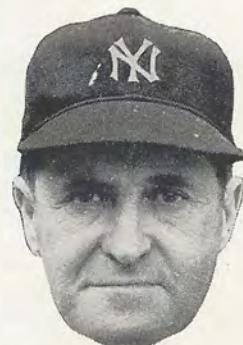
PENNANT . . .

At the left is Casey Stengel who has just managed the Yankees to their seventh pennant in his eight years of stewardship. This great record includes the record "five straight" pennants and World Series triumphs from 1949 through 1953. At the bottom left is Bucky Harris who piloted the Bombers to the World title in 1947, the club's first post-war victory.



. . . PILOTS

The two other managers who have piloted Yankee pennant winners are pictured at the right. Top is Miller Huggins who led the Yankees to their first six titles, starting in 1921 after Babe Ruth reached stardom. And below is Joe McCarthy whose teams won eight pennants and seven World Series, including four in a row from 1936 through 1939.



PREVIOUS CHAMPIONS IN YANKEE HISTORY

Year	Won	Lost	Pct.	Games Won By	Manager	World Series Opp.	Games Record	
							W.	L.
1921	98	55	.641	4 1/2	Miller Huggins	Giants	3	5
1922	94	60	.610	1	Miller Huggins	Giants	**0	4
*1923	98	54	.645	16	Miller Huggins	Giants	4	2
*1926	91	63	.591	3	Miller Huggins	Cardinals	3	4
*1927	110	44	.714	19	Miller Huggins	Pirates	4	0
*1928	101	53	.656	2 1/2	Miller Huggins	Cardinals	4	0
*1932	107	47	.695	13	Joe McCarthy	Cubs	4	0
1936	102	51	.667	19 1/2	Joe McCarthy	Giants	4	2
*1937	102	52	.662	13	Joe McCarthy	Giants	4	1
*1938	99	53	.651	9 1/2	Joe McCarthy	Cubs	4	0
*1939	106	45	.702	17	Joe McCarthy	Reds	4	0
*1941	101	53	.656	17	Joe McCarthy	Dodgers	4	1
1942	103	51	.669	9	Joe McCarthy	Cardinals	1	4
*1943	98	56	.636	13 1/2	Joe McCarthy	Cardinals	4	1
*1947	97	57	.630	12	Bucky Harris	Dodgers	4	3
*1949	97	57	.630	1	Casey Stengel	Dodgers	4	1
*1950	98	56	.636	3	Casey Stengel	Phillies	4	0
*1951	98	56	.636	5	Casey Stengel	Giants	4	2
*1952	95	59	.617	2	Casey Stengel	Dodgers	4	3
*1953	99	52	.656	8 1/2	Casey Stengel	Dodgers	4	2
1955	96	58	.623	3	Casey Stengel	Dodgers	3	4

* World Champions

** Tie Game in 1922.

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

FORD C. FRICK, COMMISSIONER OF BASEBALL, is supervising his sixth World Series since moving up to the top post in Baseball in 1951. He served as president of the National League from 1934 to 1950 when he rooted against the Yankees in many a fall classic after covering the Bombers in his press box days. He has had a long career in the game, as sports writer, broadcaster, league president and now in the high office of Commissioner.



MAJOR

LEADERSHIP

LEAGUE



WILLIAM HARRIDGE, President of the American League, hopes to see the Yankees regain the World's Championship after a two year lapse. In 25 years as league president, he has seen his Junior Circuit ahead in inter-league competition, 16-9, with 13 of those winning teams being Yankee clubs.



WARREN GILES, President of the National League, will be rooting for his loop to make it three in a row over the American, a feat not accomplished since 1907-08-09. He assumed the league presidency in September of 1951 after serving as General Manager of the Cincinnati Redlegs.

YANKEES World Series

OF THE hundreds of World Series records established by the New York Yankees in 22 World Series, some of the most spectacular and interesting marks are listed below. Babe Ruth, Lou Gehrig, Tony Lazzeri, Joe DiMaggio, Earl Combs, Phil Rizzuto, Frank Crosetti, Bill Dickey, Joe Gordon, Bobby Brown, Yogi Berra, Mickey Mantle, Billy Martin, Gil McDougald, Charley Keller, Aaron Ward, Allie Reynolds, Lefty Gomez, Red Ruffing and Waite Hoyt are among the Yankee immortals who set all-time series marks.



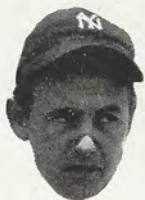
BABE RUTH



JOE DI MAGGIO



PHIL RIZZUTO



LEFTY GOMEZ



BOBBY BROWN

INDIVIDUAL BATTING

Most Series Played—
George H. Ruth & Joe Di Maggio—10

Most Times On Winning Club—
Joe Di Maggio—9

Most Series Batting .300 or Better—
George H. Ruth—6

Highest Batting Percentage, Total Series—
J. Franklin Baker, Athletics & Yankees—.363 (6 series)

Henry Lou Gehrig—.361 (7 Series)

Highest Batting Percentage, 4 or More Games, One Series—
George H. Ruth—.625 (4-Game Series), 1928

Most Games Played Total Series—
Phil Rizzuto (9 Series)—52

Most Series—
Joe Di Maggio—10

Most Runs, Total Series—
George H. Ruth—37

Most Runs, One Series—
George H. Ruth (4-Game Series), 1928—9

Most Runs, Game—4
George H. Ruth, Oct. 6, 1926
Earl B. Combs, Oct. 2, 1932
Frank Crosetti, Oct. 2, 1936

Most Times At Bat, Total Series—
Joe Di Maggio (10 Series)—199

Most Runs Batted In, Total Series—
Henry (Lou) Gehrig, (6 Series)—35

Most Runs Batted In, One Series—
Henry (Lou) Gehrig, (4-Game Series), 1928—9

Most Runs Batted In, Game—
Anthony M. Lazzeri, (4) 3d Inning, Oct. 2, 1936—5
William Dickey, (1) 1st Inning, (1) 3rd Inning, (3) 9th Inning, Oct. 2, 1936

Most Total Bases, Total Series—
George H. Ruth, Boston & New York—96

Most Total Bases, One Series—
George H. Ruth (4-Game Series), 1928—22
Alfred (Billy) Martin, (6-Game Series) 1953—23

Most Total Bases, Game—
George H. Ruth, (3 H.R.) Oct. 6, 1926, & Oct. 9, 1928—12

Most Home Runs—Total Series—
George H. Ruth—15

Most Home Runs, 3 Consecutive Games—
Henry (Lou) Gehrig, (1) Oct. 5; Oct. 7; (1) Oct. 9, 1928—4

Home Runs, Bases Filled, Game—
Anthony M. Lazzeri (3rd Inn.) Oct. 2, 1936—1
Gilbert M. McDougald, (3rd Inn.) Oct. 9, 1951

Mickey Mantle (3rd Inn.) Oct. 4, 1953

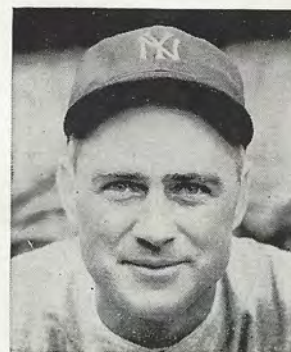
Most Long Hits, One Series—
George H. Ruth (4-Game Series) 1928—6
Alfred (Billy) Martin, 6-Game Series) 1953—5

Most Extra Base Hits, Game—
George H. Ruth (3 H.R.) Oct. 6, 1926; (3 H.R.) Oct. 9, 1928—9

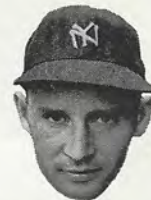
Most Bases On Balls, Total Series—
George H. Ruth, Boston & New York—33



LOU GEHRIG



EARL COMBS



JOE GORDON



TONY LAZZERI



RED RUFFING

PITCHERS RECORDS

Pitching In Most Series—
Waite Hoyt, 12 Games. Charles (Red) Ruffing, 10 games—7

Pitching In Most Games, Total Series—
Allie P. Reynolds (6 Series)—15

Most Victories, Total Series—
Charles (Red) Ruffing. Allie P. Reynolds—7

All Victories, No Defeats—
Vernon (Lefty) Gomez, 1932 (1); 1936 (2); 1937 (2); 1938 (1)—6

Most Strikeouts, One Pitcher, Total Series—
Allie P. Reynolds, (6 Series)—62

Records and HIGHLIGHTS



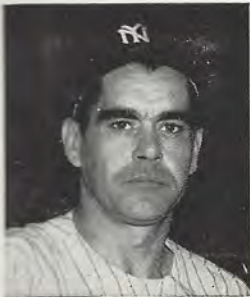
YOGI BERRA

CLUB BATTING

Highest Batting Percentage, One Series—
4 Games, 1932, Yankees—.313
Most Times At Bat, One Club, Total Series—
21 Series, Yankees—3,785
Most Runs, One Club, One Series—
4 Games, 1932, Yankees—37
6 Games, 1936, Yankees—43
7 Games, 1947, Yankees—38
Most Runs, One Club, Game—
New York, A.L. vs. New York, N.L., Oct. 2, 1936—18
Most Base Hits, One Club, One Series—
4 Games, 1932, Yankees—45; 6 Games, 1936, Yankees—65
Most Home Runs, One Club, One Series—
4 Games, 1928, Yankees—9; 6 Games, 1953, Yankees—9
7 Games, 1952, Yankees—10



MICKEY MANTLE

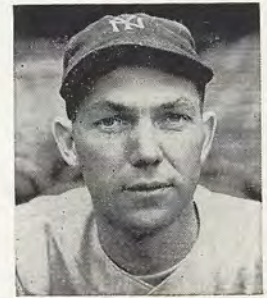


CHARLEY KELLER

GENERAL CLUB RECORDS

Series and Season Played

Club Playing Most Series—
New York Yankees—21
Club Winning Most Games—
New York Yankees (21 series)—74
Most Consecutive Games Won, Total Series—
New York Yankees, 1927, 1928, 1932—12
4 Game Series Winners—
N.Y. Yankees, 1927, 1928, 1932, 1938, 1939, 1950—6
Most Time Winners, Total Series—
N.Y. Yankees—16
Most Runs, One Club, Game—
N.Y. Yankees, Oct. 2, 1936 (All batted in)—18
Most Time On World Championship Club—
Joe Di Maggio—9
George H. Ruth and Henry (Lou) Gehrig—7



BILL DICKEY

World Series Winners and Receipts

Year	National League	American League	Series Result	Attendance	Receipts	Players' Total	1 Winning Share	1 Losing Share
1903	Pittsburgh (B)	*Boston	3-5	100,429	\$ 50,000.00	\$32,612.00	\$1,316.50	\$1,182.60
1905	*New York	Philadelphia	4-1	91,723	68,435.00	27,394.20	1,142.00	832.00
1906	Chicago	*Chicago	2-4	100,199	106,550.00	33,401.70	1,874.01	439.50
1907	*Chicago	Detroit	4-0†	78,068	101,728.50	54,933.39	2,142.85	1,945.96
1908	*Chicago	Detroit	4-1	62,232	94,975.50	46,114.92	1,317.58	870.00
1909	*Pittsburgh	Detroit	4-3	145,807	188,302.50	66,924.90	1,825.22	1,274.76
1910	Chicago	*Philadelphia	1-4	124,222	173,980.00	79,071.93	2,062.79	1,375.16
1911	New York	*Philadelphia	2-4	179,851	342,164.50	127,910.61	3,654.58	2,436.39
1912	New York	*Boston	3-4†	252,037	490,449.00	147,572.28	4,024.68	2,566.47
1913	New York	*Philadelphia	1-4	151,000	325,980.00	135,164.16	3,246.36	2,164.22
1914	*Boston	Philadelphia	4-0	111,009	225,739.00	121,898.94	2,812.28	2,031.65
1915	Philadelphia	*Boston	1-4	143,351	320,361.50	144,899.55	3,780.25	2,520.17
1916	Brooklyn	*Boston	1-4	162,859	385,590.50	162,927.45	3,910.26	2,834.82
1917	New York	*Chicago	2-4	186,654	425,878.00	152,888.58	3,669.32	2,442.21
1918	Chicago	*Boston	2-4	128,483	179,619.00	69,527.70	1,102.51	671.09
1919	*Cincinnati	Chicago	5-3	236,928	722,414.00	260,349.66	5,207.01	3,254.36
1920	Brooklyn	*Cleveland	2-5	178,737	564,800.00	214,882.74	4,168.00	2,419.60
1921	*New York	New York	5-3	269,976	900,233.00	292,522.23	5,265.00	3,510.00
1922	*New York	New York	4-0†	185,947	605,475.00	247,309.71	4,470.00	3,225.00
1923	New York	*New York	2-4	301,430	1,063,815.00	368,783.04	6,143.49	4,112.89
1924	New York	*Washington	3-4	283,665	1,093,104.00	331,092.51	5,969.64	3,820.29
1925	*Pittsburgh	Washington	4-3	282,848	1,182,804.00	339,644.19	5,332.72	3,734.60
1926	*St. Louis	New York	4-3	328,051	1,207,554.00	372,300.51	5,584.51	3,417.75
1927	Pittsburgh	*New York	0-4	201,705	783,217.00	399,440.67	5,592.17	3,728.10
1928	St. Louis	*New York	0-4	199,072	777,290.00	419,736.60	5,531.91	4,197.37
1929	Chicago	*Philadelphia	1-4	190,490	859,494.00	388,086.66	5,620.57	3,782.01
1930	St. Louis	*Philadelphia	2-4	212,619	953,772.00	323,865.00	5,785.00	3,875.00
1931	*St. Louis	Philadelphia	4-3	231,567	1,030,723.00	320,303.46	4,467.59	3,023.09
1932	Chicago	*New York	0-4	191,998	713,377.00	363,822.27	5,231.77	4,244.60
1933	*New York	Washington	4-1	163,076	679,365.00	284,665.68	4,256.72	3,019.86
1934	*St. Louis	Detroit	4-3	281,510	1,128,995.27‡	327,950.46‡	5,389.57‡	3,354.57‡
1935	Chicago	*Detroit	2-4	286,672	1,173,794.00‡	397,360.24‡	6,544.76‡	4,198.53‡
1936	New York	*New York	2-4	302,924	1,304,399.00‡	460,002.66‡	6,430.55‡	4,655.58‡
1937	New York	*New York	1-4	238,142	1,085,994.00‡	459,629.35‡	6,471.10‡	4,489.05‡
1938	Chicago	*New York	0-4	200,833	851,166.00	434,094.66	5,782.76	4,674.87
1939	Cincinnati	*New York	0-4	183,849	845,329.09‡	431,117.84‡	5,614.26‡	4,282.58‡
1940	*Cincinnati	Detroit	4-3	281,927	1,322,328.21‡	404,414.04‡	5,803.62‡	3,531.81‡
1941	Brooklyn	*New York	1-4	235,773	1,107,762.00‡	474,184.54‡	5,943.31‡	4,829.40‡
1942	*St. Louis	New York	4-1	277,101	1,205,249.00‡	427,579.41	5,573.78	3,018.77
1943	St. Louis	*New York	1-4	277,312	1,205,784.00‡	488,005.74	6,139.46	4,321.96
1944	*St. Louis	St. Louis	4-2	206,708	1,006,122.00‡	309,590.91	4,626.01	2,743.79
1945	Chicago	*Detroit	3-4	333,457	1,592,454.00‡	475,579.04‡	6,443.34‡	3,930.22‡
1946	*St. Louis	Boston	4-3	250,071	1,227,900.00v	304,141.05‡	3,742.33‡	2,140.89‡
1947	Brooklyn	*New York	3-4	389,763	2,021,348.92x	493,678.82	5,830.03	4,081.19
1948	Boston	*Cleveland	2-4	358,362	1,923,685.56y	548,214.99	6,772.05	4,651.51
1949	Brooklyn	*New York	1-4	236,710	1,128,627.82z	490,855.75	5,665.54	4,272.73
1950	Philadelphia	*New York	0-4	196,009	953,669.03z	486,371.21	5,737.95	4,081.34
1951	New York	*New York	2-4	341,977	1,633,457.47z	560,562.37	6,446.09	4,951.03
1952	Brooklyn	*New York	3-4	340,906	1,622,753.01z	500,003.28	5,982.65	4,200.64
1953	Brooklyn	*New York	2-4	307,350	1,854,269.44z	691,341.61	8,280.68	6,178.42
1954	*New York	Cleveland	4-0	251,507	1,566,203.38z	881,763.72	11,147.90	6,712.50
1955	*Brooklyn	New York	4-3	362,310	2,337,515.34z	654,853.59	9,768.21	5,598.58

* Indicates World Champions † 1 Drawn game. (B) Not under Brush rules. ‡ Including \$100,000 radio receipts. v Including \$175,000 radio receipts. x Including \$175,000 radio and \$65,000 television receipts. y Including \$200,000 radio and \$90,000 television receipts. z Not including radio and television fee. No Series in 1904.

THIRSTY? HAVE A **Knick**



Knickerbocker

New York's Famous Beer

Satisfies Your Beer Thirst Better

Ruppert Knickerbocker Beer, Jacob Ruppert, N.Y.C.



DEL E. WEBB, as co-owner of the Yankees, continues the same enthusiasm for the game today that he exhibited as an aspiring minor league hurler. He took time off last fall from the highly successful construction business bearing his name to accompany the Bombers on their Far Eastern Good Will tour.

DAN TOPPING, long an ardent sports enthusiast, has completed a dozen years as co-owner of the New York Yankees. In that time, the Bombers have won eight pennants and five world titles, the eight pennants coming in the last 10 years. An active director in many corporations, Topping's major interest is the Yankees.



OFFICIAL FAMILY

GEORGE M. WEISS, Yankee general manager since the 1948 season, has an unparalleled record of seven A. L. pennants in the nine years of his leadership. He has been a club executive since 1932 when he was brought to the Bombers as farm director by the late Col. Jacob Ruppert. In the ensuing years, his operation of the farm system sent star after star to the Yankees. Three times he has been named by the **SPORTING NEWS** as the No. 1 Executive in the game and received the N. Y. Writers' Bill Slocum Award for meritorious service to baseball.

J. ARTHUR FRIEDLUND, secretary and general counsel for the Yankees, long has been associated with sports enterprises in the Midwest. An important behind-the-scenes factor in Yankee successes, he and his wife accompanied the Bombers on their Far Eastern trip last Fall.

ROBERT A. BECKER is treasurer of the New York Yankees. Born just a few blocks from the Stadium, he now lives in Phoenix where he is the valued "right hand" of Del Webb in the construction business. But his early enthusiasm for baseball continues as he roots home the Yanks.



The stays* are permanently sewn in!

*patented Endsdown Construction



Manstay shirts, from \$5

No stays to remove... No stays to lose... No collar curl

only *Manhattan*[®] has the

MANSTAY TM Collar

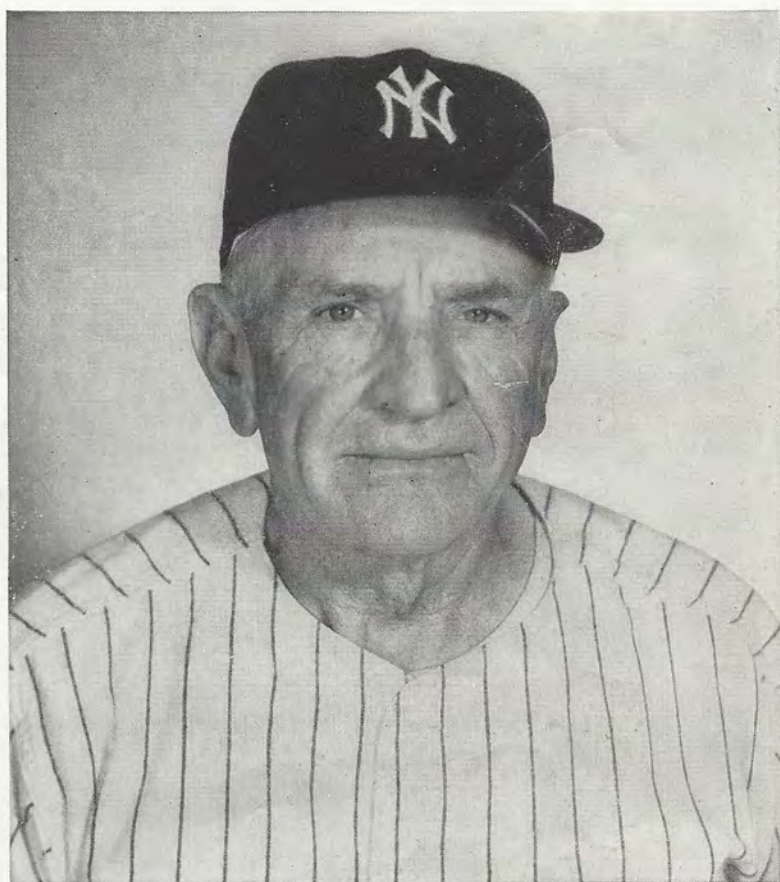
THE MANHATTAN SHIRT CO., 444 MADISON AVENUE, NEW YORK 22

7 OUT OF 8

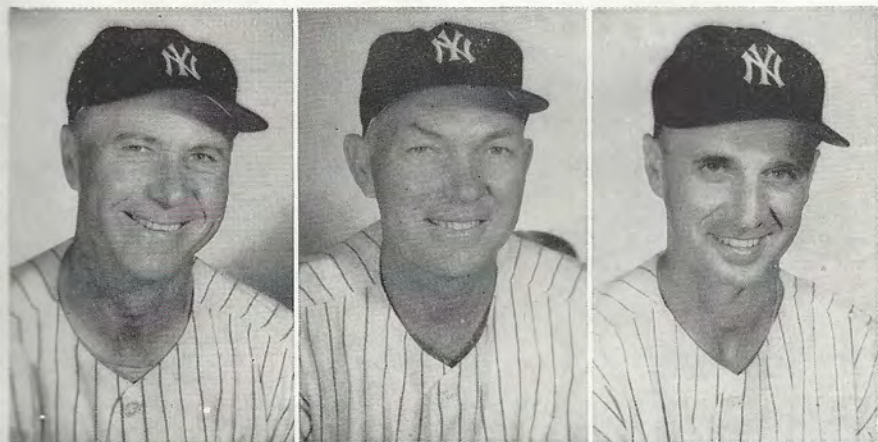
EIGHT years as manager of the Yankees with seven American League pennant winners. That's the unprecedented record of Casey Stengel! To date, he's won five out of six World Series, all of them in consecutive years, 1949-'53.

All of this happened to the popular veteran after a long career as a player and manager in the National League and several successful campaigns as a pilot in the high minors. As manager at Brooklyn and later with the old Boston Braves, Casey never had the good fortune to pilot a first division team in nine managerial seasons in the Senior Circuit.

The famine ended when Casey became a Bomber. His Yankee clubs have played .638 ball since he took over in the spring of 1949. Another World Championship is Stengel's aim at 66 in '56.



CASEY STENDEL



JIM TURNER

BILL DICKEY

FRANK CROSETTI

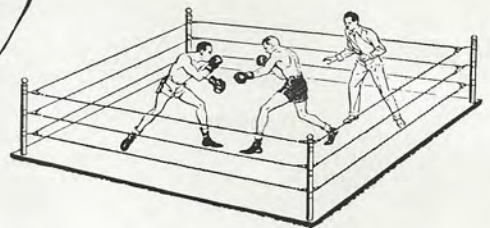


Forty-two years of combined World Series experience is claimed by the Yankees' able Board of Strategy that serves as Casey Stengel's coaching staff.

This will be third base coach Frank Crosetti's 16th Series as a Yankee, first base coach Bill Dickey's 16th classic in Bomber pin stripe and the 10th series for pitching coach Jim Turner. Add Stengel's three Series as a player and seven as Yankee pilot and it all adds up to 52 years of World Series experience for the Yankees' Board of Strategy . . . typifying the club's long "Tradition of Triumph."



For championship grooming, these Mennen products are the best in their class. Try them all. And remember to watch the WEDNESDAY NIGHT FIGHTS—championship boxing from many principal cities of the U.S. brought right into your home every week.



MENNEN FOR MEN!

MENNEN Spray Deodorant FOR MEN

A killer when it comes to perspiration odor, and it goes the distance every day.

60¢* \$1.00*



MENNEN Skin Bracer®

America's favorite after-shave lotion. Its he-man aroma is a knockout with the ladies!

60¢* \$1.00*



New MENNEN Bath Talc FOR MEN

Alone in the field! Soothing, cooling—white—and scented for men.

60¢*



MENNEN Foam Shave Regular or Menthol-Iced®

For smooth speedy shaves. Push the button—a fistful of fine lather. Two months of shaves.

79¢

3 Great MENNEN Shave Creams



Lather Regular 40¢ 60¢
Brushless 35¢ 55¢
Lather Menthol-Iced® 60¢
Closer, more comfortable shaves—give you that extra that makes champions.

New MENNEN Afta

New no-sting after-shave lotion... non-alcoholic... actually soothes your skin!

\$1.00*



New MENNEN Shampoo FOR MEN

First really modern shampoo designed for men. With Hexachlorophene and Lanolin!

\$1.00*



MENNEN Hair Creme

Tops them all for smart headwork. Grooms hair, never greases it!

60¢*



MENNEN After-Shave Talc

The long-reigning king of men's after-shave talcs. Neutral tint. Dims face shine, doesn't show.

35¢* 60¢*



*Plus Fed. Tax

MENNEN SKIN COMFORT PRODUCTS



THE 1956 AMERICAN LEAGUE CHAMPION NEW YORK YANKEES—left to right: First Row: Whitey Ford, Billy Martin, Bill Hunter, Tom Carroll, Bill Dickey, Coach; Frank Crosetti, Coach; Casey Stengel, Manager; Jim Turner, Coach; Yogi Berra, Irv Noren, Charlie Silvera, Gil McDougald. Second Row: Gus Mauch, Trainer; Enos Slaughter, Bob Cerv, Jerry Coleman, Bill Skowron, Elston Howard, Bob Turley, Sonny Dixon, George Wilson, Rip Coleman, Don Larsen. Third Row: Tom Sturdivant, Norm Siebern, Andy Carey, Tommy Byrne, Bob Grim, Mickey Mantle, Hank Bauer, Mickey McDermott, Tom Morgan, Johnny Kucks, Joe Collins. (Seated on grass): Batboys Eddie Carr and William Loperfido.

Manager, Casey Stengel (37)
 Physician, Dr. Sidney Gaynor
 Trainer, Gus Mauch
 Road Secretary, Bill McCorry

NEW YORK YANKEES - 1956

(World Series Eligibles)

(2) Frank Crosetti, Coach
 (31) Jim Turner, Coach
 (33) Bill Dickey, Coach

No.	Pitchers (10)	BATS	THROWS	WEIGHT	HEIGHT	WINTER RESIDENCE	DATE OF BIRTH	W-L (as of Sept. 18)	ERA	
23	Byrne, Tommy	L	L	179	6:01	Wake Forest, N. C.	Dec. 31, 1919	7-3	3.49	
30	Coleman, Rip	L	L	180	6:01	Troy, N. Y.	July 31, 1931	3-5	3.44	
16	Ford, Whitey	L	L	182	5:10	Glen Cove, N. Y.	Oct. 21, 1928	19-5	2.52	
55	Grim, Bob	R	R	183	6:01	Brooklyn, N. Y.	Mar. 8, 1930	5-1	2.95	
53	Kucks, Johnny	R	R	170	6:03	Jersey City, N. J.	July 26, 1933	18-8	3.81	
18	Larsen, Don	R	R	225	6:04	San Diego, Calif.	Aug. 7, 1929	9-5	3.51	
22	McDermott, Mickey	L	L	190	6:03½	Sarasota, Fla.	Aug. 29, 1928	2-6	4.44	
18	Morgan, Tom	R	R	195	6:02	El Monte, Calif.	May 20, 1930	6-6	3.57	
47	Sturdivant, Tom	L	R	177	6:01	Oklahoma City, Okla.	Apr. 28, 1930	15-8	3.22	
19	Turley, Bob	R	R	220	6:02	San Antonio, Texas	Sept. 19, 1930	8-3	4.57	
								BA	HR	RBI
								(as of Sept. 18)		
<i>Catchers (2)</i>										
8	Berra, Yogi	L	R	192	5:08	Woodcliff Lake, N. J.	May 12, 1925	.301	29	101
29	Silvera, Charlie	R	R	179	5:10	San Jose, Calif.	Oct. 13, 1924	.167	0	0
<i>Infielders (8)</i>										
6	Carey, Andy	R	R	196	6:01	Alameda, Calif.	Oct. 18, 1931	.235	7	47
40	Carroll, Tom	R	R	186	6:03	St. Albans, N. Y.	Sept. 17, 1936	.400	0	0
42	Coleman, Jerry	R	R	160	6:00	Ridgewood, N. J.	Sept. 14, 1924	.259	0	17
15	Collins, Joe	L	L	190	6:00	Union, N. J.	Dec. 3, 1922	.233	7	41
20	Hunter, Bill	R	R	185	6:00	Towson, Md.	June 4, 1928	.309	0	11
1	Martin, Bill	R	R	160	5:11½	Berkeley, Calif.	May 16, 1928	.269	9	49
12	McDougald, Gil	R	R	175	6:01	Nutley, N. J.	May 19, 1928	.311	11	51
14	Skowron, Bill	R	R	199	6:00	Austin, Minn.	Dec. 18, 1930	.298	21	80
<i>Outfielders (7)</i>										
9	Bauer, Hank	R	R	188	6:00	Overland Park, Kans.	July 31, 1922	.247	26	81
41	Cerv, Bob	R	R	226	6:00	Lincoln, Nebr.	May 5, 1926	.281	2	18
32	Howard, Elston	R	R	196	5:11	St. Louis, Mo.	Feb. 23, 1929	.265	5	34
7	Mantle, Mickey	L-R	R	200	6:02	Commerce, Okla.	Oct. 20, 1931	.350	50	123
*36	Siebern, Norm	L	R	188	5:08	St. Louis, Mo.	July 26, 1933	.212	4	21
17	Slaughter, Enos	L	R	185	6:01	Belleville, Ill.	Apr. 27, 1916	.282	2	23
39	Wilson, George	L	R	200	6:03	Kings Mountain, N. C.	Aug. 30, 1927	.333	0	0

*Returned Serviceman



**FOR ALL
HIGH-COMPRESSION
CARS...**

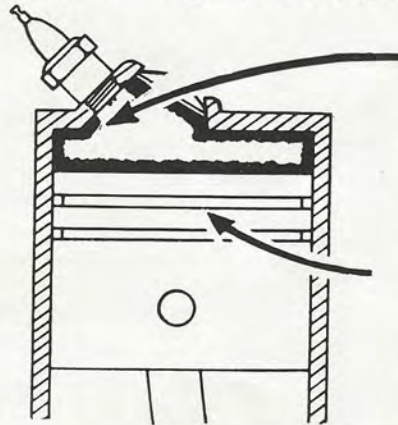


SKYPOWER!

Aviation-fuel compound, exclusive in CALSO Supreme, makes possible all the power built into modern cars

Why **SKYPOWER** is an important part of today's most modern motor fuel

IT'S A COSTLY tetraethyl fluid from aviation gasoline (formula: ethylene dibromide). By assuring cleaner combustion, Skypower delivers all the power built into high-compression cars. It keeps engines at the peak of power far longer.



Vaporizes deposits that cause knock. These deposits raise octane requirements, create need for spark adjustment.

Helps prevent valve and piston-ring wear by getting rid of impurities that cause most corrosion.



The perfect companion to SKYPOWER is RPM 10-30 Special Motor Oil, the multi-grade motor oil, perfect in any climate, any season of the year. It can save you up to 1 gallon of gas in every 8 you buy.



PRODUCTS OF THE CALIFORNIA OIL COMPANY

TRADEMARKS "CALSO" AND "RPM" REG. U. S. PAT. OFF.



BROOKLYN'S BIG THREE: President WALTER F. O'MALLEY, flanked by his top aides Vice-Presidents E. J. (BUZZIE) BAVASI, and FRESCO THOMPSON



JAMES A. MULVEY
Vice-President

**BROOKLYN BASEBALL CLUB
BOARD OF DIRECTORS**

Walter F. O'Malley, President
James A. Mulvey, Vice-President
Harry R. C. Hickey, Treasurer
Mrs. John L. Smith
Henry L. Ughetta
Sylvan Oestreicher
Bud Holman

Henry J. Walsh, Secretary
William J. Gibson, Assistant Treasurer

Dodgers

OFFICIAL FAMILY

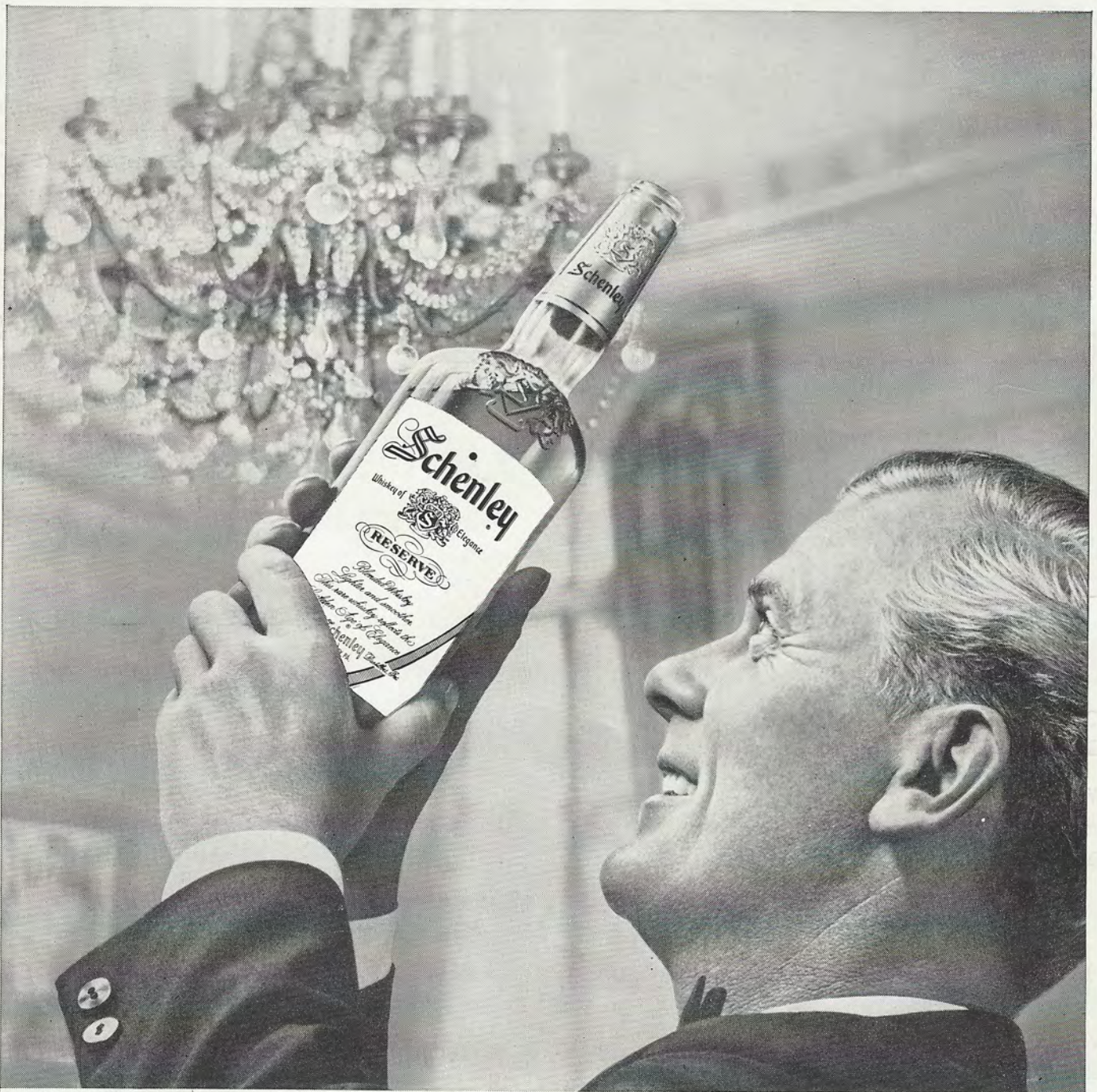


MRS. WALTER F. O'MALLEY, MRS. JAMES A. MULVEY and MRS. JOHN L. SMITH of the Dodger official family.

AFTER THE GAME SEE FOR YOURSELF

*Clearly finer in the bottle...
Clearly finer to your taste!*

Schenley Elegance



SCHENLEY DISTILLERS CO., N. Y. C. BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS.



Manager Walt Alston relaxes before a game.

THE SKIPPER

HONORS came with overwhelming abundance to Walter Emmons (Smokey) Alston, one-time Ohio schoolmaster, last Winter. Folks who wouldn't have been able to pick him out of a crowd two years earlier hauled him up to the dais at banquets all over the land. Although he had been a father for some years and, in fact, was a proud grandfather, he was called the Father-of-the-Year. It got so he had to come up with some snappy after-dinner stories in self-defense. That's what happens to a man when he wins a World Series and, in Alston's case, it was even more unusual, for he had brought the first World Championship to the baseball hotbed which is Brooklyn. Baseball's 1955 Manager-of-the-Year, however, had an even tougher

task in '56. Facing the loss of three front-line pitchers, injuries to key players and some entirely unexpected batting slumps, he was in a dogfight all the way but brought his club home on top in a tense three-team race with a stirring drive down the September stretch. He already has done the finest job of a managerial career which began back in 1946 at Nashua, N. H., in the Class B New England League. Now "Mr. Two Dozen" is back in the October spotlight—this time as defending champion—hoping to climax an unforgettable campaign with another victory over Casey Stengel and the Yankees.



Off-season hobby; hunting. His grandson, Robin Dean Ogle, is an admiring companion.



Charming Lela Alston was a high school sweetheart.



Triumphant Dodger dugout foursome: (left to right), Jake Pitler, Alston, Joe Becker and Billy Herman.

Winners!

SCHRAFFT'S Candies

Schrafft's Chocolates score high
in quality and flavor — always!



SCHRAFFT'S Restaurants

Here's a winning combination!
Cocktails and dinner at Schrafft's.

ROCKEFELLER CENTER
21 West 51st St. 30 West 52nd St.

MAIDOU ROOM
20 East 47th St., at Madison Ave.

GEORGIAN ROOM
625 Madison Ave., at 58th St.

COLUMBUS ROOM
220 West 57th St., near Broadway

COCKTAIL LOUNGE
Time Square, 1496 Broadway

CHRYSLER LOUNGE
42nd St. & 43rd St. near Lexington Ave.

2285 BROADWAY
at 82nd Street

AND OTHER SCHRAFFT'S ABOUT TOWN

SCHRAFFT'S

FRANK G. SHATTUCK COMPANY

Dodgers

Watching Pee Wee Reese break to his left or right to hound a grounder, glide into the outfield under a short fly or kick up dust on the basepaths, it is difficult, indeed, to think of him as the veteran of this World Series—but that he is. When Phil Rizzuto doffed his Yankee uniform, Pee Wee lost the only shortstop rival he ever knew. These two had battled through the Classics of 1941, 1947, 1949, 1952, 1953 and 1955. Matter of fact, Pee Wee came up a year before Phil, in 1940, and started a shortstopping reign which has known no equal in Brooklyn's history. The aspirants for his job who have been shunted to other clubs or have fallen by the wayside number into the dozens. Thrills galore have come to Pee Wee—the day he took over Leo Durocher's job; the birthday party they gave him in 1955, with 33,000 fans lighting matches to simulate candles on a birthday cake; a rush of five hits in six times at bat in St. Louis this July to put him in the 2,000-hit club. But none can match the thrill he knew last Fall when the last-out grounder of the World Series came his way.



Back on April 28, Don Newcombe beat the Pittsburgh Pirates and the Dodgers were alone in first place. They dropped out the next day and it wasn't until Sept. 15 that they were back up there again—and it was Big Don who put them there with his 24th victory of the year, his fifth shutout and his fifteenth triumph in sixteen decisions beginning on the Fourth of July. When the writers get around to voting the first winners of the Cy Young Trophy for the top pitchers of the year, Newk may get the unanimous nod. This was his third twenty-victory year. He had a 20-9 season in '51 before he went into military service and had a scorching 20-5 campaign in '55. He missed by only one victory in 1950. Newk is more than a superlative pitcher, he's a dangerous man with a bat in his hands. In '55 he hit .359.



Few players afforded more thrills to baseball fans than Jackie Robinson, the first member of his race to play in the Major Leagues. Combining a Cobbian competitive zeal with tremendous talents, Jackie has been the driving force in Brooklyn's championship campaigns ever since he won Rookie-of-the-Year honors back in 1947. He was batting champion in 1949 with an average of .342. He hit .300 or better six consecutive seasons. He twice led the National League in stolen bases. He was picked as the National League's All-Star Team second baseman four years in a row, 1949 through '52. But these facts and figures tell only a bit of the story of Jackie Robinson. Even in the twilight of his career he retains that terrific spark which can set his club afire in a vital game.



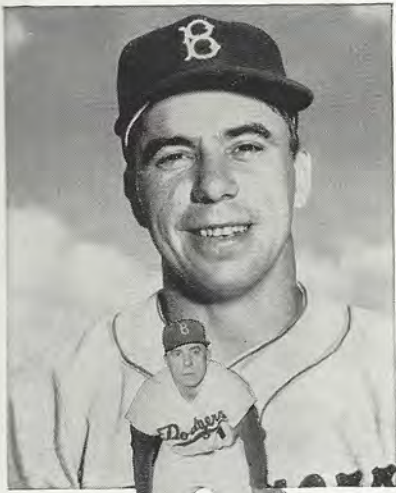
When the Dodgers inaugurated their post-Labor Day drive to the National League pennant, the hot hitter on the club was Carl Furillo. That's nothing new for the Reading Rifle. He usually sizzles in September and, as the Yankees learned last year when he collected eight World Series hits, in October, too. There was one stretch this September when the Dodgers were winning ball games with five and six hits because Carl came through with the big one—two homers, two doubles and each a key hit in a vital victory. It was the same in '55, when he raised his season average from a mid-June .260 to a closing .314. In 1953 Furillo was the National League batting champion with an average of .344. In ten seasons he has advanced well beyond the 1,500-hit mark.



Ask the fan sitting next to you what he remembers of the seventh game of the 1955 World Series. He'll ponder awhile and then probably will recall Sandy Amoros's great catch of Yogi Berra's fly, the double play which followed and the brilliant 2-0 shutout pitched by Johnny Podres. Chances are he wouldn't remember that a fellow named Gil Hodges drove in both runs in that game which landed Brooklyn its first World Championship. That has been the story of Gil's career. While others have blazed in the spotlight, Hodges, one of the truly great of today's baseball—and as a first baseman he must be listed with the finest of all time—has never won a Most Valuable Player prize. Voters have overlooked the fact that he went into the 1956 campaign with seven straight 100-RBI years, with 11 Grand Slam homers, with a Brooklyn club home run record of 239 and with one shining day in 1950 when he became one of the few to hit four homers in a game.



Babe Ruth and Lou Gehrig hit four home runs in a World Series. Duke Snider is the only player, however, who did it twice. The Duke, who has hit more series homers than any National League player, socked four against the Yankees in 1952 and repeated last October. He had a tremendous Series in '55 despite the fact a knee buckled under him in the late games. He made eight hits, including his four homers, a double and three singles. He topped the series in runs batted in with seven. That also sent him to the top of a department among National Leaguers. Snider has hit .300 or better in five National League campaigns. His best year was 1954, when he hit .341. He hit 42 homers in 1953 and again in '55 and was Brooklyn's top circuit smasher of '56.



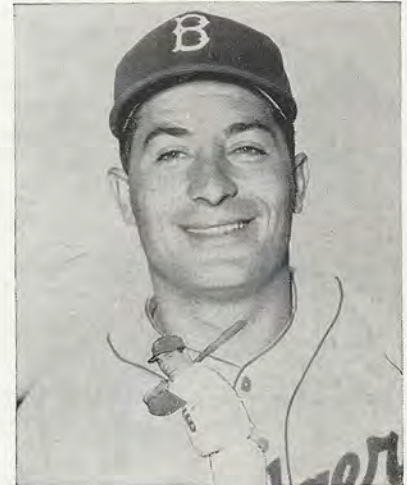
PEE WEE REESE



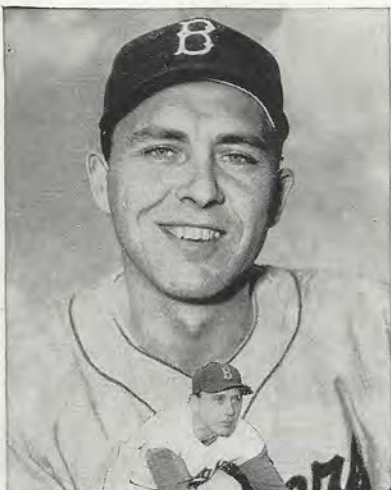
DON NEWCOMBE



JACKIE ROBINSON



CARL FURILLO



GIL HODGES



DUKE SNIDER

Fine Whiskies since 1840

PARK & TILFORD



*The original home of
Park & Tilford
New York City, 1840*

*116 years of knowing how
...in every precious drop!*

Only time and continuing quality can make a reputation. And for 116 years the superiority of Park & Tilford has been daily put to the test by discriminating Americans throughout the country. Have you enjoyed Park & Tilford "Reserve" lately?

\$4.25 4/5 quart \$2.68 pint

PARK & TILFORD DISTILLERS CORP., NEW YORK • BLENDED WHISKEY • 65% GRAIN NEUTRAL SPIRITS • 86 PROOF

Dodgers

The World Series of 1956 once again will present the two top catchers of present-day baseball: Yogi Berra of the Yankees and the Dodgers' **Roy Campanella**. You can start a lively interborough argument if you hold one is better than the other. Each has been named Most Valuable Player in his league three times. For Roy, the honors came in 1951, 1953 and 1955. Strangely, the intervening years have not been kind to Campy. He has battled more than his share of injuries in recent years but, at his physical peak: quite a boy! In 1953, for instance, he blasted 41 home runs, led the league in RBIs with 142 and batted a smashing .312. In '55, he came back from one of his worst campaigns to drive in 35 runs the first month of the season as he paced the Dodgers' getaway.



You've heard of prize fighters finishing matches after suffering broken hands but that sort of thing doesn't happen too often in baseball. But it was done by **Clem Labine** on an August evening in St. Louis. Clem stopped a fast ball with his wrist in the first half of the ninth, shook it off and pitched the bottom of the inning to complete a Brooklyn victory. The next morning X-rays showed the fracture. So Clem agreed to permit his wrist to be encased in a cast but only for a fortnight. By September 1, he was back in action. Matter of fact, after 56 relief jobs, Clem hankered for and got a starting assignment during the stretch. Clem has been in more ball games than any Dodger pitcher the last three years. He pitched in 47 in 1954, tied the club record of 60 in '55, pitched in four World Series games and then came down the stretch in '56 challenging his own 60-game record.



Glittering highlights mark the career of **Carl Erskine**, the handsome curve-balling Hoosier who is also the Dodgers' player representative when the athletes and the owners get around the bargaining tables. In 1952 he fired a no-hitter against the Cubs and an 11-inning victory over the Yankees in the World Series. In '53 he reached 20 victories total and struck out 14 Yankees in a record-smashing October performance. Again this year he set the Giants down without hits or runs, becoming one of baseball's elect who have pitched more than one no-hitter. At one stage of the 1956 campaign, "Oisk," as he is known among the Flatbush linguists, had a 2-6 record, including his no-hitter. Then, just when everyone was about to write him off as a front line twirler, he came through with nine straight victories from mid-June through late August.



One Dodger who'll be taking his first World Series cuts at the plate this week is **Randy Jackson**, the third baseman acquired from the Chicago Cubs. Until he was sidelined for a full Western trip by a badly lacerated hand, handsome Ransom was one of the hottest batters on the Brooklyn club. Through June and early July he produced so many key hits that he was elevated to the clean-up role in the batting order while sluggers of greater renown batted behind him. He got his first chance to start on May 29, blasted three hits including a triple and then batted in one or more runs in eleven of the club's next fifteen games. Just before the All-Star game he got off on another hot streak but, as luck would have it, that's when he cut his hand in an accident in his apartment. He had another ten-game hitting streak soon after he returned to action.



There were so many trade rumors bouncing around the head of Junior **Jim Gilliam** when he went to Spring training last Spring that he probably didn't unpack his bag. But Veep Buzzie Bavasi refused all transactions which included Gilliam's name. His decision probably won the 1956 pennant for the Dodgers. While other stars played in hot-and-cold streaks throughout the season, Junior was steadily brilliant. While Skipper Alston changed his line-up eighty-odd times during the campaign, Gilliam never left the lead-off spot. Of course he got into some of the changes because he is not only a topflight second baseman but a capable outfielder. He played left and right, as well as second. Rookie-of-the-year in 1953, an even better ball player in '54, Gilliam slumped to .249 last year, but he was back over .300 through '56.



Anyone predicting a few years ago that there would come a day—or night—when a packed house of Dodger fans would give a standing ovation to **Sal Maglie** would have been led quietly, but forcibly, to the nearest padded cell. But that happened on Sept. 11 when Sal, working for and not against the Dodgers, won the biggest game of the year from Milwaukee. Within the week, he had also taken another tremendous game from the Cincinnati Redlegs. Acquired from the Cleveland Indians, a cast-off of the Giants and of the American League, Maglie has written the most dramatic comeback story in baseball this season. When he defeated the Reds on Sept. 16, he had an 11-4 record with almost two weeks to go. But more than that he had started five additional Brooklyn victories.



ROY CAMPANELLA



CLEM LABINE



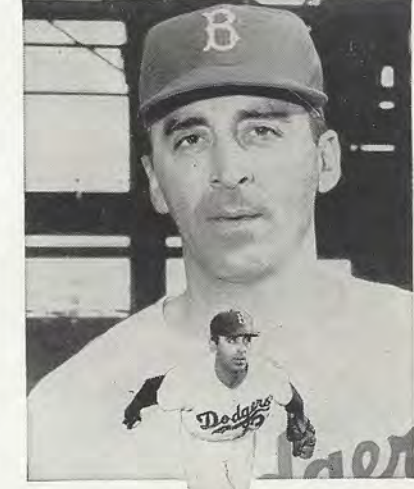
CARL ERSKINE



RANDY JACKSON



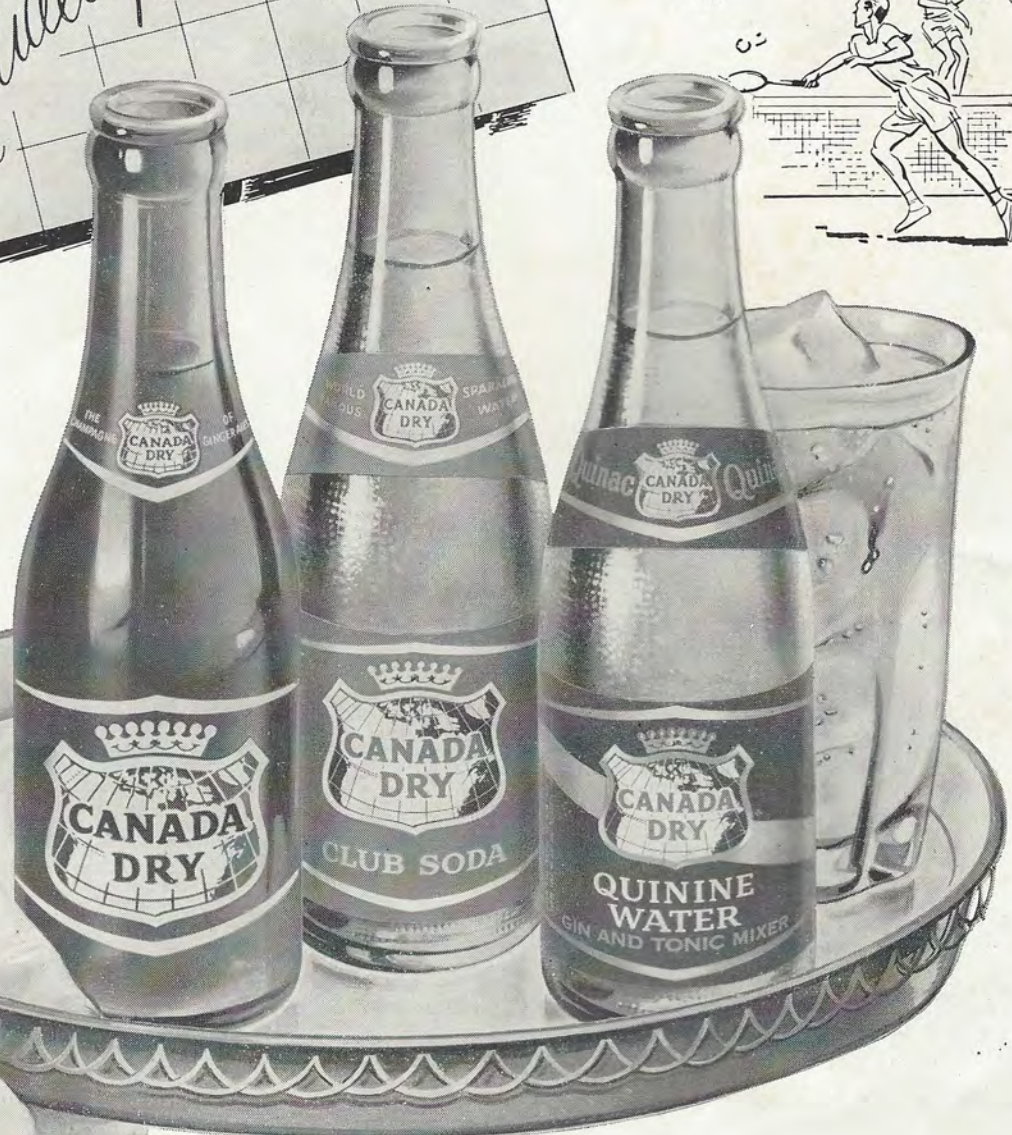
JIM GILLIAM



SAL MAGLIE

PEOPLE WHO KNOW THE SCORE CHOOSE...

America's Quality Mixers



For championship highballs, nothing beats world famous Canada Dry Ginger Ale and Canada Dry Club Soda. And of course, for the all-American gin-and- tonic—Canada Dry Quinine Water, made to suit American tastes. After the game, try 'em. You'll like 'em!



Dodgers

The turning-point game of the 1955 World Series was the Dodgers' victory in the fifth and the hero of that one was tall **Roger Craig**, the stringbean right-hander with a world of stuff and plenty of pitching heart. When the Dodgers came from behind a two-game deficit to deadlock the series at 2-all, Skipper Walt Alston pulled the surprise move of the series. While the Dodgers' clubhouse rolled with merriment, Alston stepped over to a corner of the madhouse and said to Craig: "You go for me tomorrow." Craig had been with the Dodgers for only about ten weeks. A 10-2 winner in Montreal, he had been pitching in the Piedmont League play-offs (Class B) a year before when the series was being played. But Alston's confidence paid off.



ROGER CRAIG



SANDY AMOROS

Who will ever forget the **Sandy Amoros** catch in the seventh game of the 1955 World Series? The Dodgers leading, 2 to 0. Two Yankees aboard the basepaths. None out. Yogi Berra up. He slices a fly ball down the left field line. It looks like extra bases. Then it happens. Amoros races over, makes a miraculous one-handed catch. He whips the ball to Pee Wee Reese. There's a long throw to first and Gil McDougald, who had rounded second, is doubled off base in a cloud of dust. That, folks, was the 1955 World Series. Thereafter Podres pitched his way out of all trouble and carried on to the decisive shutout. You'll be seeing Sandy again in left field this year. This is his second full year with the Dodgers after compiling such minor league averages as .337 in 1952, a league-leading .353 at Montreal in 1953 and .352 in a half-season in 1954. The Yankees' pitchers will not be able to take chances against him—nor the baserunners!



DON DRYSDALE

Don Drysdale and Pee Wee Reese have the same birthday July 23. But Pee Wee was already playing pro ball with Louisville before Don was two years old. Don recently passed his twentieth birthday. His rise to the majors is one of the fascinating stories of this year's Brooklyn team. Son of an ex-minor leaguer, Don wasn't permitted to pitch in high school because his dad feared he would hurt his arm. So the kid had to be satisfied with infield play although his heart was on the mound. Finally his dad relented and, in his senior year, Don got to pitch. Signed by the Dodgers he finished 1954 at Bakersfield, California jumped to triple-A Montreal in '55 and made the Dodgers this year. In his first major league start (against the Phillies) Don, then 19, fanned nine in a complete-game victory. He beat New York four times during the year.



DALE MITCHELL

In late-August this year when Clem Labine suffered a hair-line fracture in his right wrist, **Don Bessent** emerged as a tremendous bullpen asset. Don wasn't just good. He was almost perfect. From August 8 through Sept. 12, he came out of the bullpen thirteen times, was scored on only once and assisted in eight Brooklyn victories. Thanks to Bessent's effectiveness, Skipper Alston was able to afford the luxury of using Labine as a starter in a key victory over the Cincinnati Redlegs. Don, once Yankee property, came to the Dodgers in a minor league draft (\$5,000) after he had undergone a serious bit of back surgery. Leon Hamilton, one-time Yankee scout, suggested the Dodgers grab him and they did. After two seasons at St. Paul, he was up with Brooklyn in mid-season.



DON BESSENT

Brooklyn made two fine acquisitions during the 1956 season and both players, seemingly washed-up veterans, were purchased from the Cleveland Indians. The whole world knows what Sal Maglie meant to the Dodgers and the Dodgers know what **Dale Mitchell** has meant to them. Mitchell did not become a Dodger until August but he was put to work immediately. His first appearance at the plate produced a pinch single which decided a ball game for Maglie over Milwaukee, 2 to 1. By mid-September, Dale had produced six pinch hits in fourteen tries, almost one-third of all the pinch hits the Dodgers compiled all season. Mitchell will finish his career with a lifetime batting average well over .300. In his nine full seasons at Cleveland he batted .300 or better six times and finished the 1955 season with a career mark of .314.

Veep Buzzie Bavasi had to turn a deaf ear to many stratospheric offers for **Charlie Neal** while he was still in the minor leagues. One of the fanciest infielders who has joined the Dodgers scene in many a campaign, Neal took part in the top double play total of three different leagues on his way to Brooklyn. He and Chico Fernandez, they say, made some plays at Montreal in '55 which defied description. Charlie has not limited his success to his glove, however. He led his league in triples in 1951 at Lancaster and again in '55 at Montreal. He was in the .300 circle in 1950 at Hornell, 1951 at Lancaster and in 1953 at Newport News. In his last two minor league seasons he hit 18 and 16 homers against Triple-A pitching. He was the Spring training stickout of 1956 and started the season as the regular second baseman.



CHARLIE NEAL

"play ball"



"Hey-y, getcha
cold beer!
Hey-y, getcha
Ballantine beer!"

Two calls America loves to hear — World Series time or any time. When you hear the umpire's cry, you're set for baseball at its best. And when you hear the beer man cry: "Hey-y-y, getcha cold beer", you're set for flavor at its finest—Ballantine Beer. Baseball and Ballantine Beer — *what a combination!*

Ask the man for
Ballantine beer
...the liveliest taste in town!



P. BALLANTINE & SONS, NEWARK, N. J.

Dodgers

Pee Wee Reese has brushed off a long line of contenders for his shortstop job with the Dodgers ever since he chased Leo Durocher to the dugout in 1940 but the player most likely to succeed him is **Chico Fernandez**. The dazzling Cuban infielder joined the Dodgers in July this season when Reese was sidelined by injuries and Zimmer had been beamed. Recommended to the Dodgers by Billy Herman who saw him in action in the 1950-'51 Winter League season, he came up through the farm system in big jumps—Billings, Miami, Montreal. One club offered more than \$150,000 for him but the Dodgers had plans of their own for his shortstopping services. Frank Shaughnessy, President of the International League, called him the best shortstop in the circuit's history. In his few chances to shine in Brooklyn, he hasn't let "Shag" down.

★

When the Dodgers busted loose with ten straight victories in their record-smashing getaway of 1955, **Ed Roebuck** saved the seventh and eighth games to keep the string rolling. By the end of June he had come in from the bullpen to help preserve no fewer than fifteen victories. He was in thirty games by July 4 and seemed headed for an all-time relief record with the Dodgers. He experienced some arm trouble later in the season, however, and had to be satisfied with a mere 47 appearances by season's end. He had several flashes of brilliance in '56, too, and the highlight performance was a seven-inning relief chore against Cincinnati in which he allowed only one run while the Dodgers came from way back to score a vital 8-6 triumph. Roebuck's top year in the minors was an 18-victory season at Montreal when he tied Ken Lehman for the league lead in 1954.

★

A fellow doesn't get too much work when he understudies Roy Campanella in the Dodgers' catching department but **Al (Rube) Walker** has done an exemplary job whenever he got an opportunity. In 1955, for instance, when Campy, on his way to the MVP award, was sidelined for a bit, Walker stepped in and blasted a blazing .467 in four games. Rube would like more work, of course, and on any other club he probably would get it. The soft-spoken Carolinian was originally the property of the Chicago Cubs, with which club he entered the National League in 1948 after hitting .354 and .331 in successive seasons at Davenport and Nashville. Rube arrived in Brooklyn in an eight-player transaction which also brought Andy Pafko to the Dodger outfield in 1951. One of the highlights of Rube's career was an inning with the Dodgers in '52 when he not only made two hits but also scored two runs in the same frame—a record, of course.

★

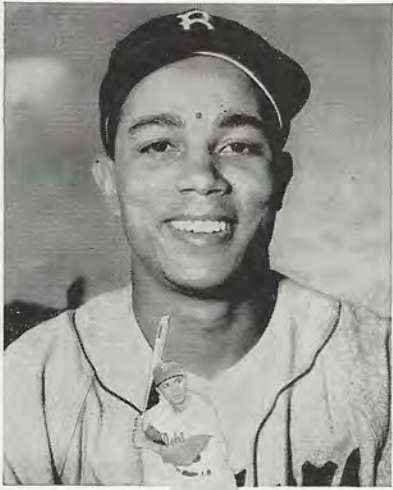
Ken Lehman had a tremendous season in 1955—matter of fact, he stretched it out over a full year. He topped the International League in victories—22. He won a game in the play-off and then, pitching for Escogido in Winter ball, he scored seven more victories for an even thirty over the year. After military service in Korea, Ken had a brief whirl with the Dodgers late in '52, but he obviously needed more seasoning. In three years at Montreal he moved his annual victory total from 13 to 18 to 22 and then was called back to the "big" club. In mid-May he twirled 5 1/3 innings of shutout ball, giving up only three hits, in a brilliant relief job against the St. Louis Cardinals for his first major league victory since his short stay in '52.

★

Sandy Koufax is the Dodgers "bonus baby" pitcher. Under the rules of baseball, Sandy had to remain with the Dodgers for the first two years of his career. The former Lafayette High School student, it appeared, would spend most of those two years on the bench, but no such thing. He was in twelve games in 1955 and even more active in '56. He won two games in his rookie year and both were shutouts, a two-hit job adorned with 14 strikeouts against the Reds and a 5-hit performance against the Pirates. Sandy, who'll vote next year, was signed by Al Campanis after starring in the Coney Island League. He was a first baseman but moved to the mound in an emergency. When he struck out 58 batters in 30 innings at the University of Cincinnati, major league scouts popped up all over the campus. But Sandy's heart was with Brooklyn.

★

Gino Cimoli hasn't had too many chances to show his ability as a batter this season but he worked in almost half the club's games, mostly as a late-inning defensive outfielder. Cimoli possesses one of the finest arms in baseball and, as a matter of fact, has even considered the possibility of moving to the mound. A Dodger farm system player since 1949 when he broke in at Nashua with a resounding .370 average, Cimoli had three additional seasons in the .300 bracket on his way to the Dodgers—.319 at St. Paul in '52 and .306 in 1954 and again in '55 at Montreal. Plans to two-platoon the left field patrol between Sandy Amoros and Cimoli in 1956 were sidetracked early in the season when switch-hitting Junior Gilliam took over the job by himself but scouts who have watched his progress in the minors in recent years still tab Cimoli as a regular of the future.



CHICO FERNANDEZ



RUBE WALKER



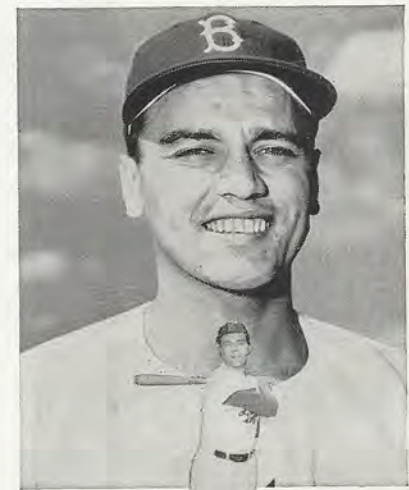
SANDY KOUFAX



ED ROEBUCK



KEN LEHMAN



GINO CIMOLI

Connoisseur's Choice

FOR OVER 70 YEARS

There is no substitute for the delightful aroma and taste of Havana tobacco.

Garcia y Vega Cigars are all Havana tobacco



Actual size
NAPOLEONS

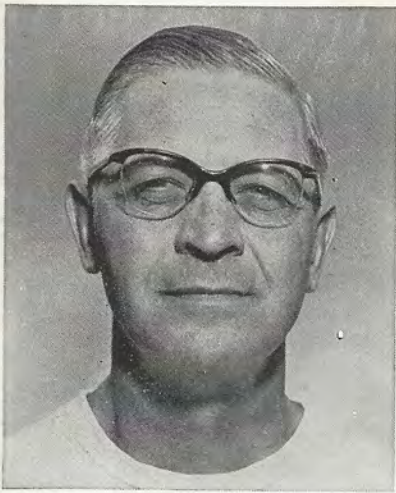
The bonded stamp is our guarantee of an all Havana Cigar

Garcia y Vega
1882

THE BONDED HAVANA CIGAR

FACTORY. TAMPA, FLORIDA

SALES OFFICES 570 SEVENTH AVE., NEW YORK 18, N. Y.



DR. HAROLD WENDLER

Dr. Harold Wendler, trainer of the Dodgers since 1943, was a back-field star at Ohio State in the 1920's, later coached boxing and wrestling, got his Osteopathic degree at Kirksville (Mo.) College, played pro football at Akron and was the trainer in the annual Blue-Grey football classic for years.

Dodgers



Only twenty-five players are eligible for the World Series but there are many others who have played or served the Dodgers in some capacity this season. Had it not been for the second near-tragic beaming of his career in June, Don Zimmer would be out there with the Dodgers. . . . Johnny Podres, the World Series hero of '55, was called to the Navy from Spring training. . . . Karl Spooner's arm trouble sidelined him. . . . Billy Loes, Jim Hughes, Bob Darnell, Chuck Templeton, Rocky Nelson and Dick Williams were in early box scores, then moved on to other clubs. . . . Templeton returned after the Sept. 1 deadline and the names of Ralph Branca, Jim Gentile, Don Demeter, Bob Aspromonte and Don Elston also were on the daily scorecards down the stretch. . . . Brooklyn's clubhouse sessions were enlivened by the daily antics of "Senator" John Griffin and his good luck hats, not to mention the sharp repartee of Charlie (The Brow) DiGiovanna. And when this colorful entourage took to the road, Lee Scott, the travelling secretary, saw to it that not a train was missed nor a Dodger lost.



DIXIE HOWELL

Homer (Dixie) Howell, who did a fill-in job as catcher for the Dodgers when both Roy Campanella and Rube Walker were sidelined in 1955, had to be recalled in a hurry from Montreal this year when the same emergency occurred. Dixie spent his early minor league years with the Dodgers, was traded to Pittsburgh, moved on to Cincinnati and returned to Brooklyn again in '52.

BROOKLYN DODGERS—1956

Manager, Walter Alston (24)
 Road Secretary, Lee Scott
 Trainer, Dr. Harold Wendler
 Club Photographer, Barney Stein

(31) Jake Pitler, Coach
 (22) Billy Herman, Coach
 (33) Joe Becker, Coach

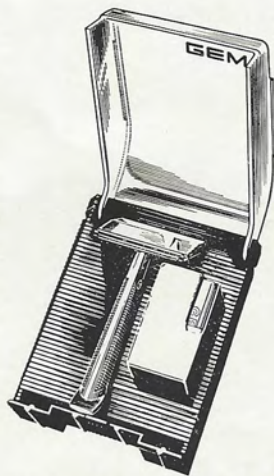
No.	Pitchers	BATS	THROWS	WEIGHT	HEIGHT	PLACE OF BIRTH	DATE OF BIRTH
46	Bessent, Don	R	R	173	6:00	Jacksonville, Fla.	March 13, 1931
40	Craig, Roger	R	R	198	6:04	Durham, N. C.	Feb. 17, 1931
53	Drysdale, Don	R	R	189	6:05	Van Nuys, Calif	July 23, 1936
17	Erskine, Carl	R	R	171	5:09½	Anderson, Ind.	Dec. 13, 1926
32	Koufax, Sandy	R	L	206	6:02	Brooklyn, N. Y.	Dec. 30, 1935
41	Labine, Clem	R	R	191	6:00	Lincoln, R. I.	Aug. 6, 1926
16	Lehman, Ken	L	L	186	6:00	Seattle, Wash.	June 10, 1928
35	Maglie, Sal	R	R	188	6:02	Niagara Falls, N. Y.	March 26, 1917
36	Newcombe, Don	L	R	246	6:04	Madison, N. J.	June 14, 1926
37	Roebuck, Ed	R	R	197	6:02	E. Millsboro, Pa.	July 3, 1931
<i>Catchers</i>							
39	Campanella, Roy	R	R	215	5:08	Philadelphia, Pa.	Nov. 19, 1921
54	Howell, Homer	R	R	198	5:11½	Louisville, Ky.	Apr. 24, 1920
10	Walker, A	L	R	208	6:01	Lenoir, N. C.	May 16, 1926
<i>Infielders</i>							
3	Fernandez, Chico	R	R	167	6:00	Havana, Cuba	March 2, 1932
19	Gilliam, Jim	L-R	R	175	5:10½	Nashville, Tenn.	Oct. 17, 1928
14	Hodges, Gil	R	R	208	6:01½	Princeton, Ind.	Apr. 4, 1924
2	Jackson, Randy	R	R	183	6:01½	Little Rock, Ark.	Feb. 10, 1926
43	Neal, Charlie	R	R	159	5:10	Longview, Tex.	Jan. 30, 1931
1	Reese, Pee Wee	R	R	176	5:09½	Ekron, Ky.	July 23, 1919
42	Robinson, Jackie	R	R	222	6:00	Cairo, Ga.	Jan. 31, 1919
<i>Outfielders</i>							
15	Amoros, Sandy	L	L	163	5:07½	Matanzas, Cuba	Jan. 30, 1932
9	Cimoli, Gino	R	R	191	6:01	San Francisco, Calif.	Dec. 28, 1929
6	Furillo, Carl	R	R	198	5:11	Stony Creek Mills, Pa.	March 8, 1922
8	Mitchell, Dale	L	L	195	6:01	Colony, Okla.	Aug. 23, 1921
4	Snider, Duke	L	R	204	6:00	Los Angeles, Calif.	Sept. 19, 1926

Greatest thing
that's happened
to men...
since women!

NEW GEM

WITH **FLAT-TOP** DESIGN

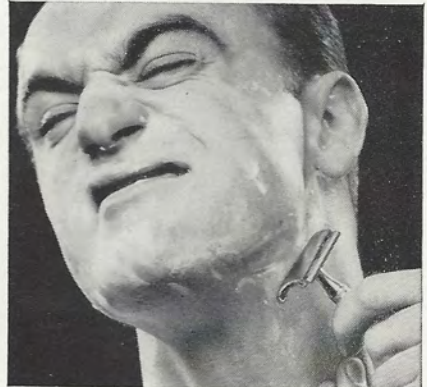
ONLY
\$1.00



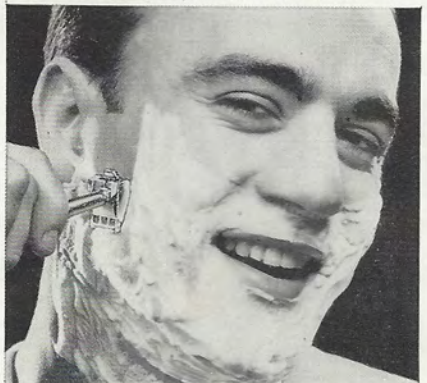
WITH DISPENSER OF GEM BLADES
AND TRAVEL CASE



IT'S THE HEAVY, ALL-METAL **NEW GEM RAZOR** WITH **FLAT-TOP** DESIGN!



UNLIKE ROUND-TOP RAZORS THAT CAN ROCK AND ROLL, SCRAPE AND MISS...



GEM'S NEW **FLAT-TOP** HUGS YOUR CHEEK AND ALWAYS HOLDS THE BLADE...



AT THE PERFECT ANGLE FOR A CLOSE, CLEAN SHAVE WITHOUT IRRITATION!

Enjoy the full exciting flavor of the Series!

Live Modern

Smoke modern



1 Reese, i.f.
2 Jackson, o.f.
3 Fernandez, i.f.
4 Snider, o.f.
6 Furillo, o.f.
8 Mitchell, o.f.
9 Cimoli, o.f.

10 Walker, c.
14 Hodges, i.f..
15 Amoros, o.f.
18 Lehman, p.
17 Erskine, p.
19 Gilliam, i.f.-o.f.
22 Herman, coach

24 Alston, manager
31 Pitler, coach
32 Koufax, p.
33 Becker, coach
35 Maglie, p.
36 Newcombe, p.
37 Roebuck, p.

39 Campanella, c.
40 Craig, p.
41 Labine, p.
42 Robinson, i.f.-o.f.
43 Neal, i.f.
46 Bessent, p.
53 Drysdale, p.
54 Howell, c.

UMPIRES
American League
Henry A. Soar
Larry A. Napp
Edward P. Runge, alternate
National League
Ralph A. (Babe) Pinelli
Lynton R. (Dusty) Boggess
Thomas D. Gorman, alternate

BROOKLYN DODGERS

1	2	3	4	5	6	7	8	9	10	AB	R	H	PO	A	E

Earned runs Three-base hits Two-base hits Runs batted in
 Home runs Left on bases Sacrifices Stolen bases
 Hits off Hit by pitcher Bases on Balls Strikeouts
 Wild pitches Time of game Double plays Passed balls

Enjoy full exciting flavor
 through the Miracle Tip



America's fastest-growing cigarette

"Matador" Chief Engineer tests Old Gold Filters - finds the best taste yet in a filter cigarette!



Meet Jim Bitner, chief engineer on the "Matador" guided missile project of the Martin Co. "Testing rockets is often a tricky business," says Jim. "But testing cigarettes is easy. I tried filters—and Old Golds checked out best. Best taste yet in a filter cigarette!"

Reason: Modern, easy-drawing filter . . . modern blend. *Nature-ripened* tobaccos . . . so rich, so light, so golden bright . . . buy a package today for

the best taste yet in a filter cigarette!



LIKE YOUR PLEASURE **BIG?**
SMOKE FOR REAL.. SMOKE
CHESTERFIELD

- 1 Martin, i.f.
- 2 Crosetti, coach
- 6 Carey, i.f.
- 7 Mantle, o.f.
- 8 Berra, c.
- 9 Bauer, o.f.
- 12 McDougald, i.f.
- 14 Skowron, i.f.

- 15 Collins, i.f.-o.f.
- 16 Ford, p.
- 17 Slaughter, o.f.
- 18 Larsen, p.
- 19 Turley, p.
- 20 Hunter, i.f.
- 22 McDermott, p.
- 23 Byrne, p.

- 28 Morgan, p.
- 29 Silvera, c.
- 30 W. G. Coleman, p.
- 31 Turner, coach
- 32 Howard, o.f.-c.
- 33 Dickey, coach
- 36 Siebern, o.f.
- 37 Stengel, manager

- 39 Wilson, o.f.
- 40 Carroll, i.f.
- 41 Cerv, o.f.
- 42 G.F. Coleman, i.f.
- 47 Sturdivant, p.
- 53 Kucks, p.
- 55 Grim, p.

- UMPIRES**
American League
Henry A. Soar
Larry A. Napp
Edward P. Runge, alternate
National League
Ralph A. (Babe) Pinelli
Lynton R. (Dusty) Boggess
Thomas D. Gorman, alternate

NEW YORK YANKEES

1	2	3	4	5	6	7	8	9	10	AB	R	H	PO	A	E

- Earned runs
- Home runs
- Hits off
- Wild pitches
- Runs batted in
- Stolen bases
- Strikeouts
- Passed balls
- Two-base hits
- Sacrifices
- Bases on Balls
- Double plays
- Three-base hits
- Left on bases
- Hit by pitcher
- Time of game

**A SMOOTH SURPRISE
IN EVERY PACK!**

If you haven't smoked a Chesterfield recently,
you're in for a wonderful surprise! Now,
thanks to Accu-ray, Chesterfields smoke smoother
and taste smoother than ever before! Try 'em.



America's Oldest Lager Beer

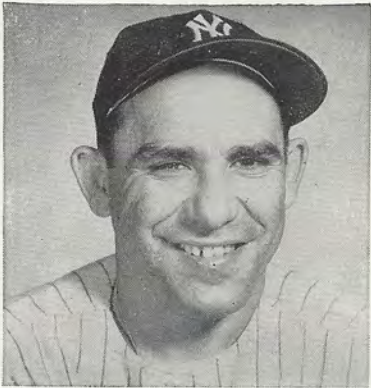


OUR HAND HAS NEVER LOST ITS SKILL

THE F. & M. SCHAEFER BREWING CO., NEW YORK



CATCHERS



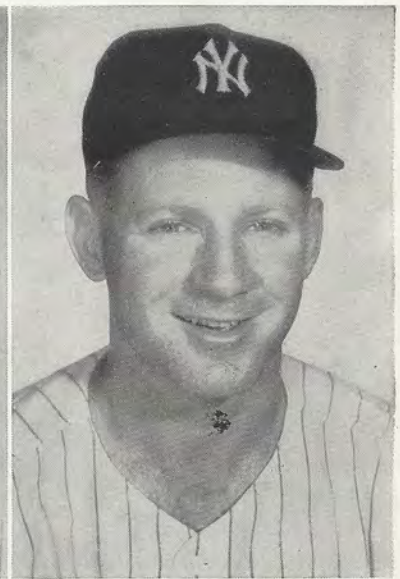
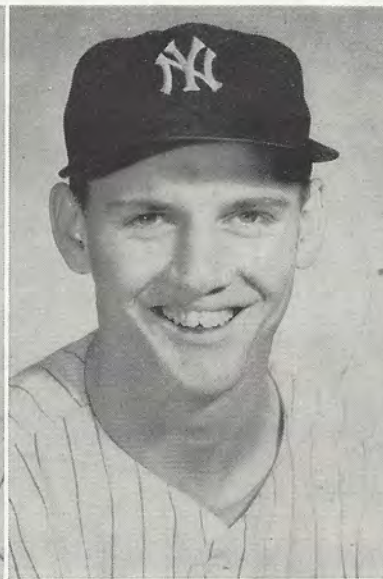
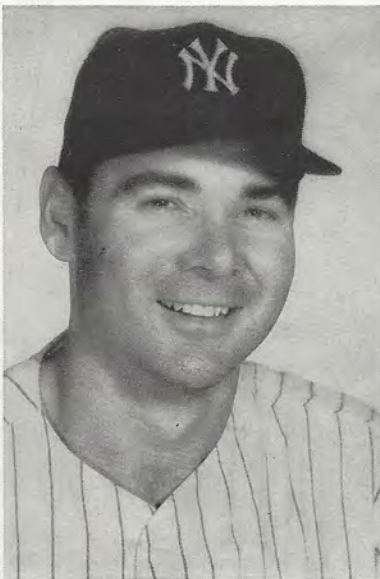
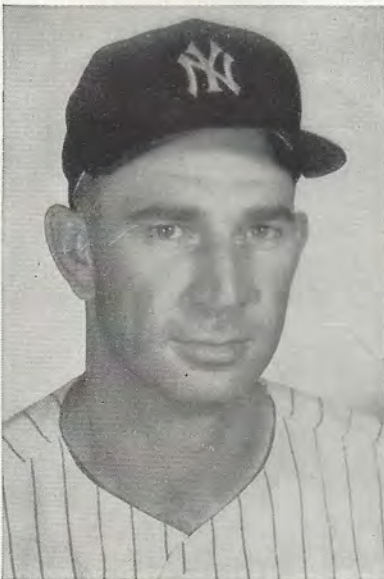
This will be the eighth Series for the Yanks' premier receiver and three time MVP. For the fourth straight year and fifth time in his career, Yogi Berra drove in more than 100 runs in 1956, in addition to setting an all-time home run mark for catchers breaking Gabby Hartnett's long-standing total of 236. He's also reached the 1,000 mark in RBIs in 10 seasons.

Charlie Silvera has been eligible for seven Yankee World Series in his eight full years with the Bombers. But up to now, he's been in only one Series game. With a lifetime batting mark just under .300, Charlie gives the Yankees maximum protection behind the plate, but gets a minimum of work.



LARRY "YOGI" BERRA (center, above) receives his third American League Most Valuable Player Award in 1956 Opening Day ceremonies. Yogi won the MVP in 1951, 1954 and 1955. That's Commissioner Ford C. Frick making the presentation on the left and Manager Casey Stengel at the right. New York Mayor Robert Wagner is in background.

PITCHERS



Tommy Byrne won "Comeback of the Year" honors when he returned to the Bronx Bombers in 1955, and starred in the Classic last Fall. He wasn't as spectacular this past season, but his excellent relief work was a source of great satisfaction to Manager Casey Stengel. He swings a good bat, too.

Probably the top surprise of the 1956 American League season, Tom Sturdivant won a regular starting assignment in Casey Stengel's pitching rotation, adding numerous valuable relief jobs to his fine year. Tom won only one game in '55, but reached the 15 mark early this September.

Johnny Kucks, 23-year-old Jersey City youngster, had an outstanding sophomore campaign with the Bombers after an 8-7 freshman season. The lanky right-hander won the No. 2 spot on Manager Stengel's staff. He's a graduate of the Instructional School which he attended in 1955, after service.

Despite injuries which kept him out of action for more than a month, Whitey Ford, 27-year-old "dean" of the Yankee pitching corps, had his greatest season. The pennant-winning game was his 19th victory and 80th of his brief career. Whitey has the best won-lost percentage in the majors.

ELSIE SAYS:

"TIME CALLED PLEASE,
WHILE I PRESENT THE
BEST NINE IN THE
TASTE LEAGUE"



MY *Elsie* BRAND
ICE CREAM TREATS

- Elsie* FROSTICK
- Elsie* ICE & ICE CREAM CUP
- Elsie* FUDGSICLE
- Elsie* MR. BIG
- Elsie* ICE CREAM CUP
- Elsie* SANDWICH
- Elsie* GIANT CUP
- Elsie* MELOROL
- Elsie* SUNDAE CUP

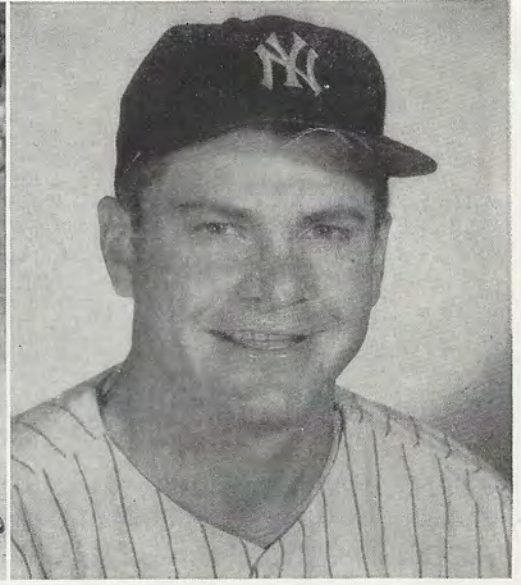
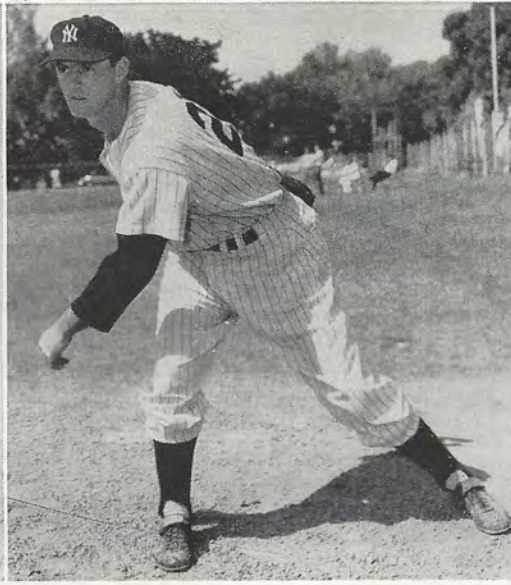
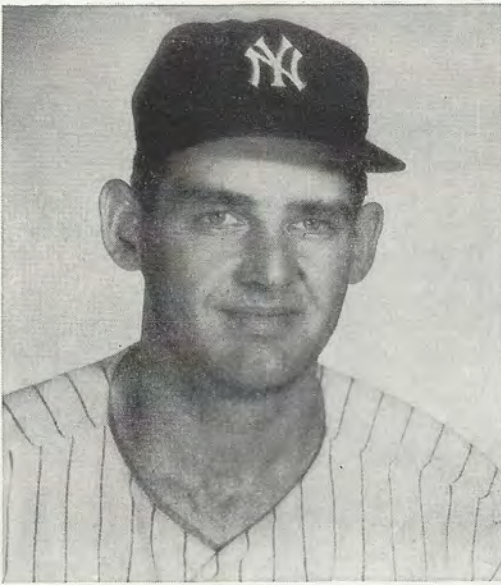


FROSTICKS AND CUPS
SOLD HERE!

Enjoy the whole 'Nine' at

BORDEN'S, HORTON'S, REID'S
Ice Cream Dealers

©The Borden Co.



Used mostly as a spot starter and reliever, big Don Larsen won some important games for the Yankees in 1956, though his performances were not as consistent as in the last half of 1955. Don, an all-around athlete, runs, throws and hits well. At 27, Don should improve as he gains experience.

Mickey McDermott, lanky southpaw acquired in a big off-season trade with Washington, didn't measure up to his promise of earlier seasons with the Red Sox and Nats, but bigger things are expected of him in the future. He, too, swings an effective bat.

After a 17-game season in 1955, Bullet Bob Turley looked forward to his first 20-game season. His 1956 record was disappointing, but the 25-year-old strikeout artist has a bright future. In slightly over three full major league seasons, Bob has fanned more than 500 batters.



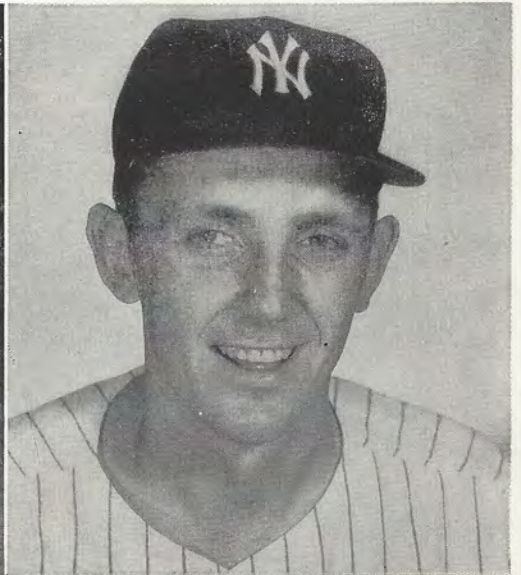
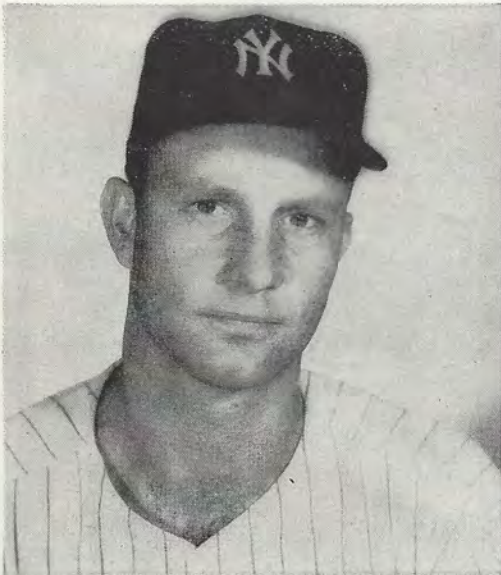
PITCHERS



Bob Grim, a 20-game winner as a freshman in 1954, missed most of the current season because of soreness near the elbow. But after rest and treatment, Bob made a spectacular comeback, pitching brilliantly in relief in the stretch. He saved the pennant-winning game for Whitey Ford.

Called up from Denver late in the '55 season, Walter G. (Rip) Coleman has been used mostly as a spot starter and reliever . . . and has been effective. The young left-hander has a strong arm and is expected to develop into a Yankee winner. He was a 1954 American Association All-Star.

Ace of the Yankee bullpen is right-hander Tom Morgan. Tom has been a Yankee since 1951 and has posted a winning record. He didn't pitch many innings this year, but he was in more games than any other Bomber hurler. Tom has made only one start in two years . . . but what a relief!



Official in Every World Series Game . . .

- IN EVERY REGULAR SEASON GAME
- IN EVERY ALL-STAR GAME
- SINCE THE LEAGUES BEGAN



THE TWINS OF THE MAJORS
 both
 made
 by **SPALDING**

The Greater

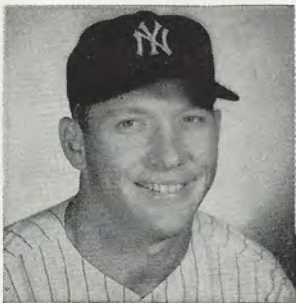
"THE HOUSE OF SATISFIED CUSTOMERS"

Michael's & Co. INC.

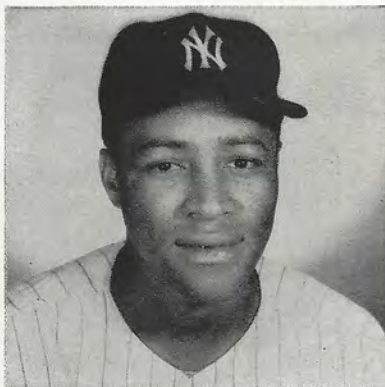
ONE OF AMERICA'S LARGEST FURNITURE INSTITUTIONS

BROOKLYN • JAMAICA • HEMPSTEAD •

OUTFIELDERS



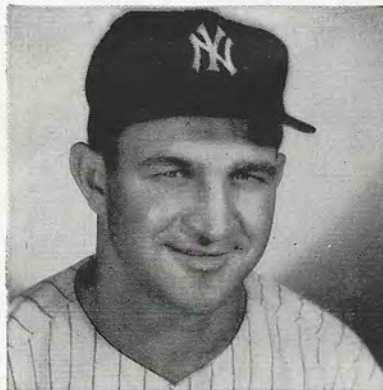
Reaching the greatness that had been predicted for him when he broke in back in 1951, Mickey Mantle was the number one story of the year among major leaguers. His spectacular drive on the immortal Babe Ruth's long coveted 60 home run record and his run on the "triple crown" (RBIs, batting average and homers) was climaxed the night of Sept. 18th when his fiftieth home run won an overtime game for Whitey Ford and clinched the American League pennant for the Yankees. . . . President Eisenhower, like the other fans around the country, came out to see for himself recently in Washington. He's shown at right conversing with Mickey at Griffith Stadium.



Casey Stengel likes versatility in his players, and Elston Howard fills the bill perfectly. He has alternated between the outfield and catching all season, spelling Yogi Berra effectively when the Yank star was injured. Howard is looking forward to many fine years as a Yankee.



Though he's hit far below his lifetime average this season, Hank Bauer has had a big year for the Yankees. He's topped his personal all-time high for homers and runs batted in and has played his usually brilliant right field. Hank is one of the game's top competitors.



Just when Bob Cerv had his big opportunity to break into the Yankee outfield, he suffered a severe knee injury in Detroit. Despite the injury, big Bob has been a useful utility outfielder and a dangerous right-handed pinch hitter.



It's hardly original to say that "Life Begins at 40" for veteran Enos Slaughter. But the original "Mr. Hustle" gave the Yanks a big lift on his late August acquisition from the A's. This will be his first World Series as a Yankee, but Series pressure is "old hat" to "Ole Enos."

Samovar

GENUINE DRY VODKA

Because Samovar is genuine dry vodka ... it leaves no liquor breath ... no liquor taste ... blends with all mixes and in all drinks to perfection.

Magnificently bottled in custom-designed glass that sparkles like rock crystal and catches all eyes, Samovar shows that rich touch of true distinction that outclasses all others.



Product of U. S. A. Boaka Kompaniya, Schenley, Pa. and Fresno, California • Made from Grain • 80 and 100 Proof

Great Caesar ...
how I love those
**ESQUIRE
POLISHES**

Watch
"CAESAR'S HOUR"
Starring Sid Caesar
NBC Television
Saturday, 9-10 P.M.



for all
scuffed shoes



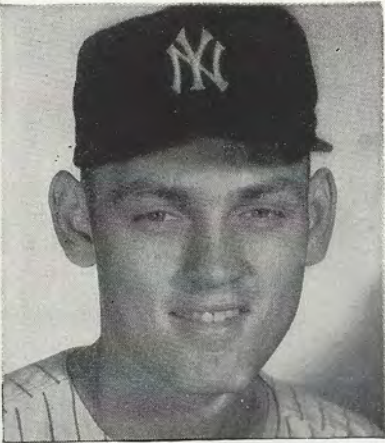
for a
looking-glass
shine



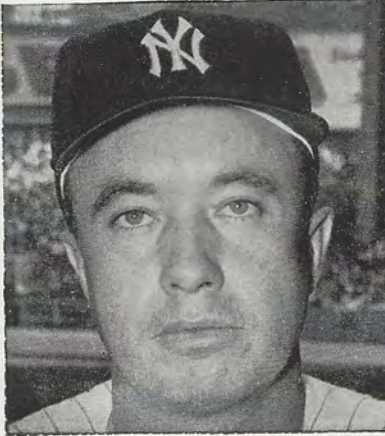
makes
white shoes
whiter
than new



Products of Knomark Mfg. Co., Inc., Brooklyn, New York



Rookie Norm Siebern's major league debut was delayed about two months as the young left-fielder seriously injured his right knee last spring training after being named by the writers as the top rookie in camp. He saw limited service after being called up, but this young service vet has a bright future.

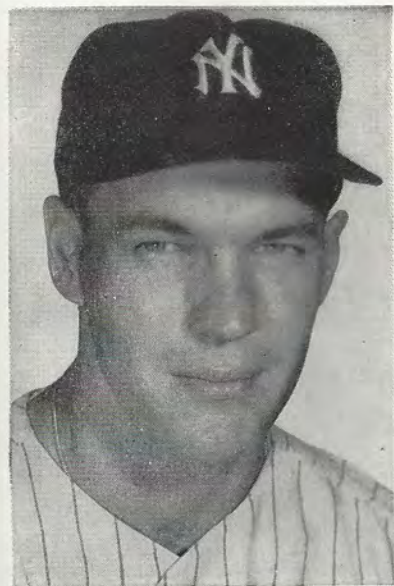


Purchased from the Giants for pinch-hitting and utility duties late in August, George Wilson delivered a couple of key hits as the Yankees roared to a pennant. This is the first full big league season for Wilson, after several great years in the minors.

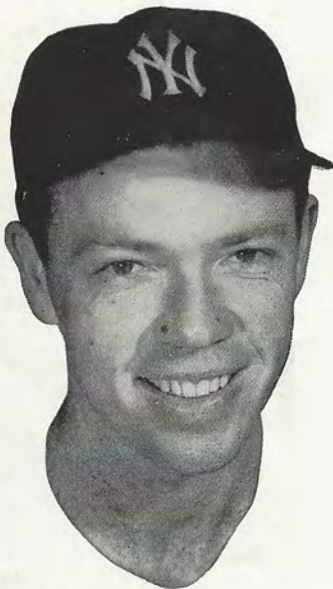
OUTFIELDERS



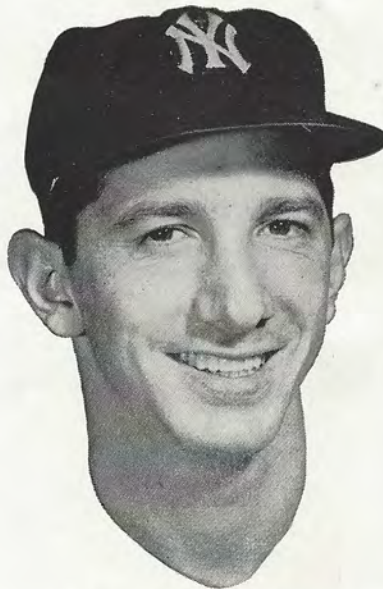
INFIELDERS



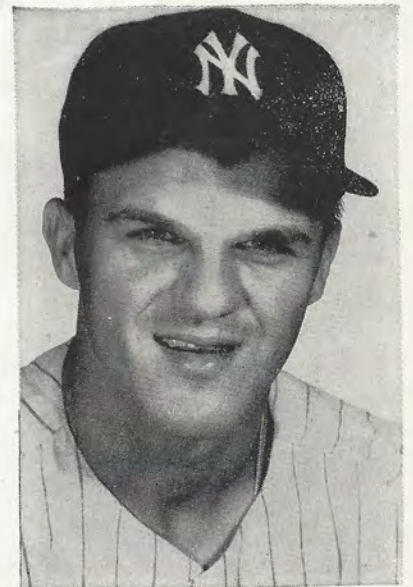
Andy Carey hit below his major league average in 1956, but his steady, and often spectacular play at the hot corner, continued. Andy, who married movie actress Lucy Marlowe before the Yankee trip to the Orient last Fall, will not reach his 25th birthday until later this month.



This was Gil McDougald's best season at bat since his "Rookie of the Year" campaign of 1951. Though handicapped by injuries, Gil successfully made the switch to shortstop to plug that vital infield post. Gil gave Casey Stengel infield maneuverability, playing equally well at second, third and short.



Billy "The Kid" Martin, back from service, put in a good year as the Yanks' regular second sacker. A late season slump dropped Bill's batting average from near .300 to around his lifetime mark of .263. But when the chips were down, Martin again was a fine man to have around.

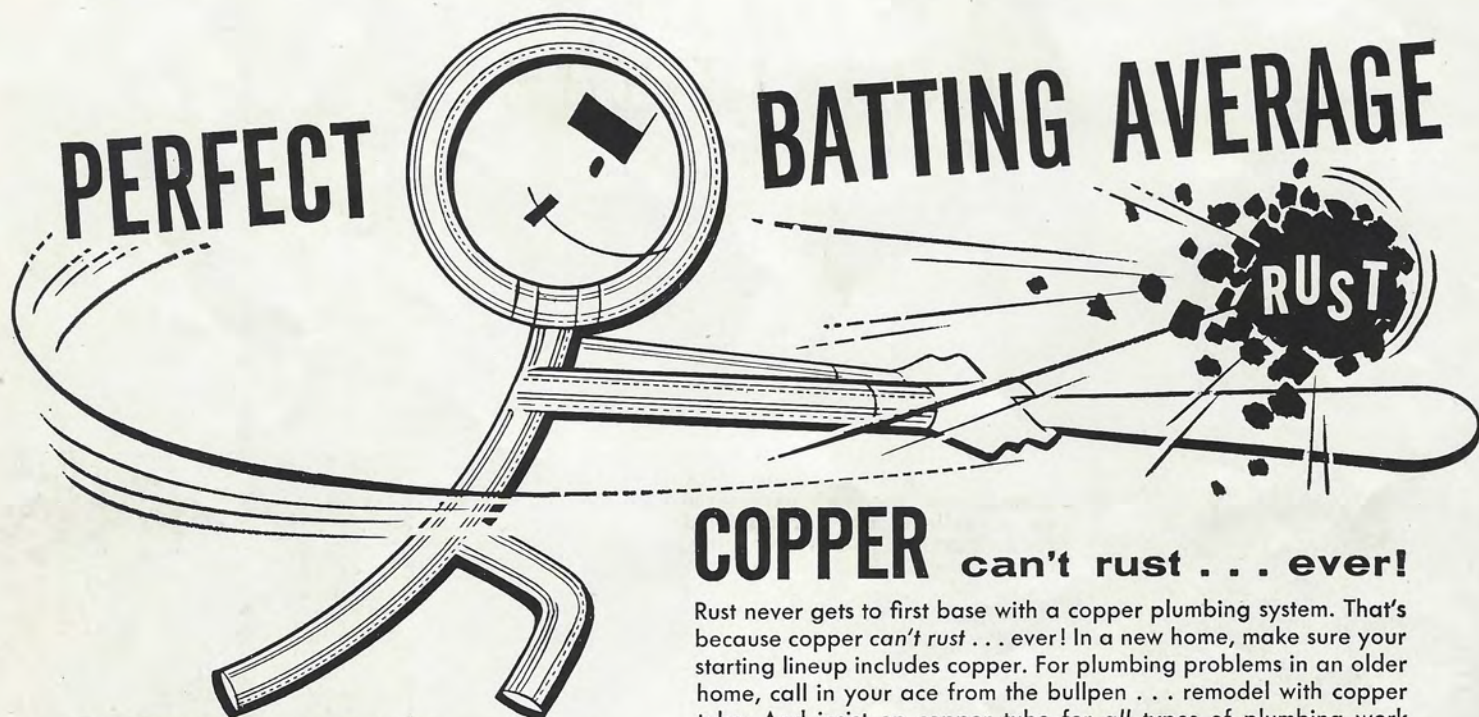


"The Moose Is Loose" was a phrase used often by Yankee broadcasters early in the season as big Bill (Moose) Skowron finally won the Bomber first base job. All of his offensive totals reached new personal highs for the young slugger, who looms as a Yankee fixture



LA CORONA CIGARS

Supreme the World Over

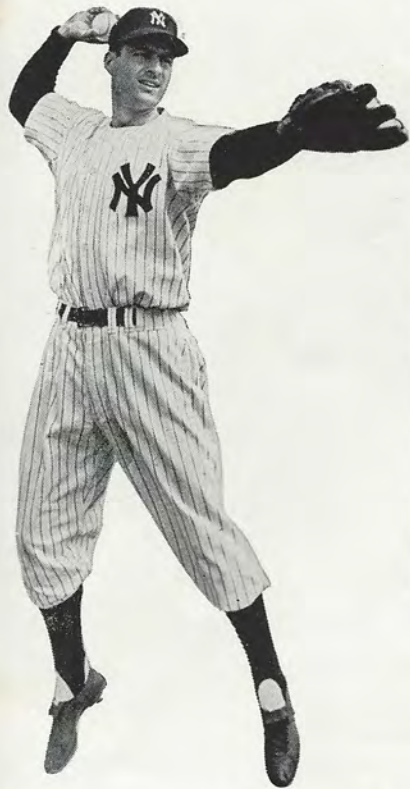


COPPER can't rust . . . ever!

Rust never gets to first base with a copper plumbing system. That's because copper *can't rust* . . . ever! In a new home, make sure your starting lineup includes copper. For plumbing problems in an older home, call in your ace from the bullpen . . . remodel with copper tube. And insist on copper tube for *all* types of plumbing work including hot and cold water lines, heating lines and drainage lines. You're batting 1.000 against rust for the life of your home with copper!

BUILDING OR BUYING A HOME? Send for our free booklet entitled "Your Dream Home" for useful information on home construction and decorating.

COPPER  **BRASS RESEARCH ASSOCIATION**
420 Lexington Avenue, New York 17, N. Y.

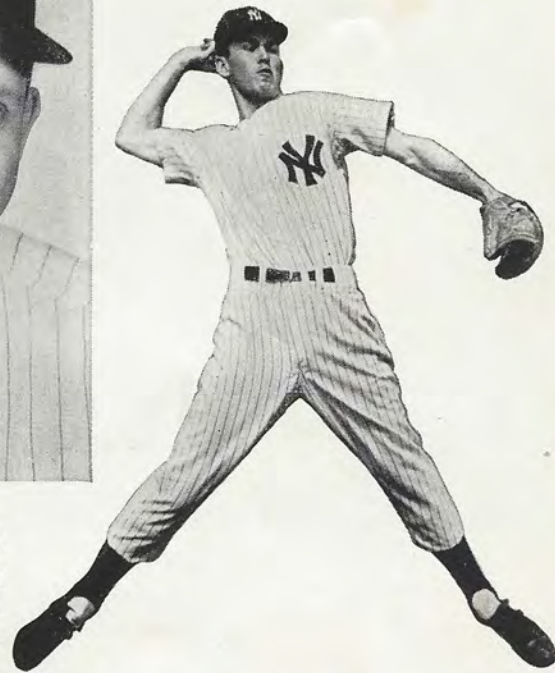


Popular Jerry Coleman was the club's number one utility infielder this season, filling in ably at second, short and third. When Billy Martin was out for a protracted period, Jerry played great ball at second and hit in his pre-Korea form. This will be the fifth World Series for the Yank's player representative.



He played every outfield position and first base, plus pinch hitting effectively, though he hit below his lifetime par. But Joe Collins again proved his worth to the Yankees, filling in as needed by Manager Casey Stengel, despite illness and injuries. This will be Joe's sixth W. S. as a Yank.

Coming back after suffering a fractured ankle late last season at Denver, Bill Hunter, upper right, filled in well at shortstop and hit better than .300 when injuries forced infield regulars to the sidelines in August. This will be Bill's first World Series and he hopes to make it a winning one.

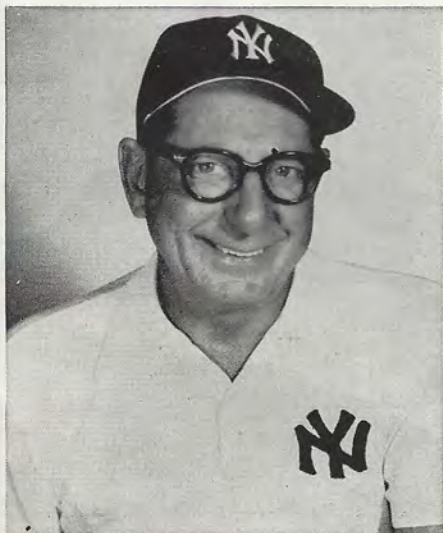


The Yankees' only "bonus boy" this season, 20-year-old Tom Carroll of St. Albans, Long Island, is a Yankee with a future. This rangy infielder with the smooth batting style has a "can't miss" label on him. He's been used sparingly this year, but Casey Stengel likes his spirit and his ability.

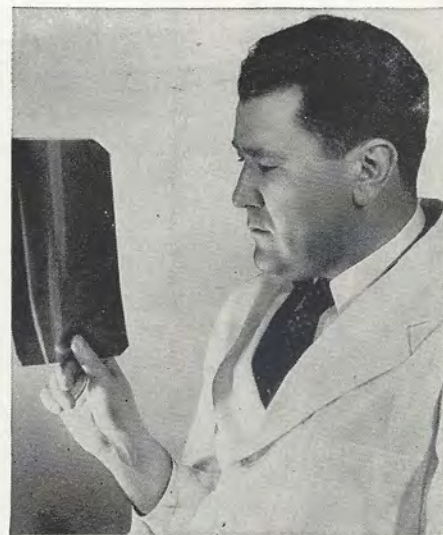
INFIELDERS



This is the seventh World Series for Yankee trainer Gus Mauch. Gus has had experience as a college and professional football trainer and in swimming, before joining the Yankees. Each winter he conducts a school for trainers at Kissimmee, Florida.



Dr. Sidney Gaynor, Yankee team physician, tends to the aches and pains of the players, when needed . . . and this has been a busy year for both Dr. Gaynor and Trainer Mauch. The Yankee physician is an orthopedic surgeon and head of the department at New York's Lenox Hill Hospital.





ANTONIO y CLEOPATRA

THE *Mildest* CLEAR HAVANA CIGAR



*"Who've you got
to match up with
Bill Hamilton...
stole 7 bases
in a single game
back in 1894!"*

*"...but the way
Mantle hits,
he doesn't have to
steal any bases
...just has to
touch 'em!"*

Put two dyed-in-the-bullpen baseball fans together and the air turns rife with rhubarbs. But there's never any argument about GGG clothes. Now, as for 60 odd years, they're still the mark of a man marked for success!

Wm. P. Goldman & Bros., Inc., 12 East 14th Street, New York 3, N. Y.



ON SALE ONLY AT AMERICA'S FINEST STORES



PAUL KRICHELL



LEE MacPHAIL



WILLIAM O. DeWITT

DEVELOPING TOMORROW'S YANKEES

Yankee fans and the Yankee organization naturally are proud of the club's remarkable winning record . . . 22 pennants and 16 World Championships in the last 36 seasons.

It takes constant building and planning to keep the Yankees strong. The "home grown" players developed in the farm system always dominate the club's roster. This highly successful farm operation was started back in 1932 by George M. Weiss, now the general manager.

The farm system is headed by Lee MacPhail, with Paul Krichell in the important role of chief scout.

William O. DeWitt, long identified with major league baseball, serves the Yankees as assistant general manager, acting as liaison between the parent club and the

minor league organization. DeWitt is thoroughly familiar with the major and minor league picture after more than 30 years in the game. He formerly was associated with the St. Louis Cardinals and the Browns, serving the latter club as president for many years.

MacPhail rose to the position of director of the Yankee farm system after serving in the Brooklyn organization and at Toronto and Kansas City, where he was general manager of the Yankees' American Association club.

Krichell, of course, is one of the best known "ivory hunters" in the game. A couple of years ago, the dean of the able Yankee scouting staff received the New York Baseball Writers' Bill Slocum Award for "long and meritorious service to baseball."

THE ANNUAL INSTRUCTIONAL SCHOOL at St. Petersburg, Fla., a Yankee innovation, boasts an outstanding faculty of major and minor league personnel. Pictured above are (left to right): Coach Bill Dickey, Denver manager Ralph Houk, Birmingham pilot Phil Page, Bomber coach Frank Crosetti, Richmond manager Ed Lopat, Casey Stengel, Binghamton pilot Fred Fitzsimmons, Yankee coach Jim Turner and scout John Neun.

YANKEE FARM CLUBS

City	League	1956 Manager
CLASS AAA		
Denver, Colo.	American Assn.	Ralph Houk
Richmond, Va.	International	Eddie Lopat
CLASS AA		
Birmingham, Ala.	Southern Assn.	Phil Page
CLASS A		
Binghamton, N. Y.	Eastern	Fred Fitzsimmons
CLASS B		
Winston-Salem, N. C.	Carolina	Lee Peterson
Quincy, Ill.	Three-I	Vern Hoscheit
CLASS C		
Modesto, Calif.	California	Al Lyons
Monroe, La.	Evangeline	Ed Head
CLASS D		
St. Petersburg, Fla.	Florida State	Ken Silvestri
McAlester, Okla.	Sooner State	Marvin Crater
Kearney, Neb.	Neb. State	Randy Gumpert



THE WORLD'S MOST HONORED WATCH

Longines



TIMES THE WORLD SERIES

All major league baseball umpires, this year as for years past, use Longines watches for timing all games — including the World Series.



Longines watches are official for timing championship sports in all fields throughout the world.

A LONGINES-WITTAUER PRODUCT

Light up a Webster...

AND SMOKE MODERN-MILD



So light, so mild, so in tune with your taste today! That's Webster, the one cigar that's modern-mild. For the filler of every Webster is made from the finest Havana tobaccos, cured by experts for perfect taste and mildness ... right in Cuba!



WEBSTER
the modern-mild cigar

Royals 2 for 25¢
Golden Wedding 15¢ Queens 3 for 50¢
Fancy Tales 25¢ Babies 5¢



Mrs. Merlyn Mantle pours a glass of milk for Mickey, Jr. in their New Jersey summer home while papa Mickey feeds young David.



The YANKEE FAMILY



Yogi teaches Larry Bera, Jr. (age 6) how to putt (on the living room carpet of their Woodcliff Lake, N. J. home) as Timmy looks on.

ON THE field, the Yankees are recognized as a well-knit team of ball players. But their performances on the diamond reflect more than baseball skill alone. The home life, the teamwork in important extra-curricular activities, all are a part of the Yankee Family.

Twenty-seven wives accompanied the Yankee party on all or a part of the Far Eastern Good-Will trip last Fall. . . During the past summer, Yankee wives banded together to assist the Myasthenia Gravis Foundation that is struggling to find a cause and cure for a grave muscular weakness. All of the Yankee wives participated in a highly successful campaign.



Lucy and Andy Carey admire the flowers at Haneda International Airport in Tokyo on Yankee tour last Fall. It was the Careys' honeymoon.

Mrs. Arlene Howard watches husband Elston give Junior his bottle in their summer apartment in the Bronx.



Yankee wives appeared on the Ed Sullivan Show on a recent Sunday (left below) for the Myasthenia Gravis Foundation. MC Phil Silvers interviews (left to right) Mrs. Lucille McDougald, Mrs. Mary Susan Byrne and Mrs. Barbara Kucks on stage. . . . Center, below, Gil McDougald appears amused as daughter Denise (left) and son, Tod, put on a show of Oriental courtesy while modeling kimonos brought home by Mother and Dad. . . . And at the right, southpaw ace Whitey Ford gets set to catch the right-handed slants of year-and-a-half old son, Tommy.





NEW YORK YANKEES . . . U. S. Ambassadors of Good Will

Probably the most successful Good Will trip ever undertaken by an American sports team was the Yankee tour of Japan and the Pacific Islands after the World Series a year ago. The Yankees' seven week tour of Hawaii... Japan... Okinawa... the Philippines... and Guam was hailed by millions.

Attendance at 25 games reached 549,000. One parade alone (in Osaka—see photo above) was witnessed by 1,900,000 people, according to Japanese police estimates. Hailed, cheered, welcomed and honored in the most lavish of manners, the Yankees assumed their roles of American Good Will ambassadors with dignity.

Whether it was historic Hiroshima, or the beautiful little city of Sapporo (only 15 minutes by air from Russia), or mammoth, teeming Tokyo... it was the same thrilling story. It was a rewarding experience for the players and a patriotic triumph for America.

(See President Eisenhower's letter—upper right).

THE WHITE HOUSE
WASHINGTON
June 28, 1956

Dear Mr. Weiss:

Reports continue to reach me here in Washington telling of the fine results of the good will trip of the New York Yankees to Japan and the islands of the Pacific last fall.

I am sure your visit to our men in uniform in the Pacific was a refreshing reminder of home, and I am equally sure that to the citizens of Japan you and your men were not only baseball players of world-wide renown, but also -- and this is of major importance -- American ambassadors of great effectiveness.

To you and to each member of the Yankee organization who participated in the trip, my sincere thanks and congratulations on a job well done.

Sincerely,
Dwight D. Eisenhower

Mr. George M. Weiss
General Manager
New York Yankees
745 Fifth Avenue
New York 22, N. Y.

Members of the Yankees and a Japanese All-Star team join in "Auld Lang Syne" following the Bombers' farewell appearance in Tokyo as an SRO crowd of 45,000 bid "Sayonara" to the U. S. visitors.



Prime Minister Hatoyama of Japan poses with Manager Casey Stengel at official reception for club, first of its kind ever held in Japan. Yetsuo Higa (center), who arranged the trip on behalf of the Mainichi newspapers, looks on.



Yankee General Manager George M. Weiss pins a "Good Will" badge on Mrs. Hatoyama, wife of the Japanese Prime Minister at the unprecedented official reception held for the Yankee party.

President Ramon Magsaysay of the Philippines tries on a Yankee cap for the cameramen at the palace reception, as Casey Stengel (left) and Mrs. Stengel (right), and players look on.



FOUND



only in a bottle of Seagram's 7 Crown
 the perfection of American
 whiskey at its finest!

Say **Seagram's** and be **Sure**

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

LIGHT UP A LUCKY

it's light-up time



LUCKY FANS. With Luckies along, you're 'way ahead of the game. You see, Lucky Strike means fine tobacco—good-tasting tobacco that's **TOASTED** to taste even better. Outdoors or indoors, Luckies are the best-tasting cigarette you ever smoked!

LUCKIES
TASTE BETTER
Cleaner, Fresher, Smoother!