

"Play Ball!"

As that famed American battle cry goes out across the land, here is an expert's preview of what 1957 baseball will bring.

by Howard Roberts

"Having employed my bald head as a crystal ball and studied its reflections in the mirror, herewith is my estimate of the 1957 baseball season," said veteran reporter Howard Roberts in submitting this special Family Weekly article. One of the country's foremost sports writers, Roberts has been a Chicago newspaperman for 33 years. He has been covering Major League baseball for the last 20 years, with time out for Navy service in World War II, and is the author of three sports books.

Brooklyn's Duke Snider limbers up his bat. Last year he belted 43 home runs, hit .292!

TWO SIZZLING-HOT pennant races and, after three decades, the eclipse of Babe Ruth's fabulous home-run record—that's what the crystal ball reveals as the 16 Major League teams start a new season this week.

All this excitement, however, will lead only to an anticlimax, for the 1957 World Series promises to be strictly old hat, with the New York Yankees and Brooklyn Dodgers taking up where they left off last Fall.

The player of the year again will be Mickey Mantle. The great young outfielder of the

BIG BARGAIN!

All-purpose **BREEZE**
DETERGENT
gives you a real
CANNON Face Cloth inside
every Regular Size box!

You get a bonus every time you buy BREEZE—a genuine CANNON premium right inside the box! And that's only half the bargain. You'll find BREEZE is tops for everything you wash—dun-garees, diapers, dishes, too. So next time buy the bargain—buy BREEZE! It's unconditionally guaranteed by Lever Brothers.



P. S. CANNON KITCHEN TOWEL IN EVERY GIANT ECONOMY SIZE