Cartoons Spark Nation-Wide Spalding Campaign

One of 1944's liveliest sports advertising campaigns is the new Spalding Sports Show. According to Harry Amtmann, Advertising Manager of Spalding, this series is one phase of Spalding's over-all program to stimulate sports interest throughout the country.

The campaign is lighthearted in its approach and should produce extremely high readership. Placed on sports pages of leading newspapers throughout the country, the ads present sports facts and figures that should capture the attention of sports fans of all ages. The style is vivid; the subjects range over the whole field of sports history.

But, best of all, these ads really do promote sports and stir up sports enthusiasm—and this should pay off admirably to the entire industry. With millions of sports fans devoting their spare time to essential patriotic duties, the ads serve as deft reminder that sports are a key factor in the American way of life.

Combined with the galaxy of facts are various sidelights which point out Spalding's close connection with the development of sports in America. Spalding made the first baseball, the first golf ball, the first tennis ball, the first football, the first golf club—and invariably there is some historical nugget which makes the "first" a choice bit of information. The cartoon treatment eliminates any possibility of raucous chest-thumping, each ad striking a balance between facts and "firsts".

To make sure that they're not missing any of the vast sports public, Spalding is sending out enlargements of the ads to dealers, coaches and pros. These "Blow-ups" will make attractive window and counter material—or, they may be used on bulletin boards or to decorate club and locker rooms.