



## 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 base ball, the first golf ball, the first tennis ball, the first foot ball, 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".

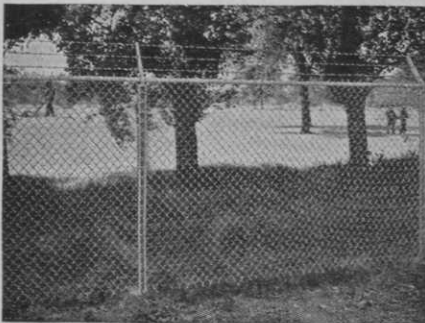
To make sure that they're not missing any of the vast sports public, Spalding is sending out enlargements of the ads to dealers, coaches and pros. These "Blow-ups" will make attractive window and counter material—or, they may be used on bulletin boards or to decorate club and locker rooms.

May, 1944

# PAGE FENCE

-Since 1883

• AMERICA'S FIRST WIRE FENCE •



## Pattern for Tomorrow

• Do your plans for the future include protection against trespassing and vandalism—for security of beauty and privacy? Safeguarding property is the major function of long-lasting Page Chain Link Fence. Skilled service in erecting and repairing are the functions of responsible, local Page Fence firms. Write for FENCE FACTS and we will send name of Association member near you. PAGE FENCE ASSOCIATION, Headquarters: Monessen, Penna.

A PRODUCT OF PAGE STEEL & WIRE DIVISION  
AMERICAN CHAIN & CABLE CO., INC., BRIDGEPORT, CONN.

## An Eye on Your Greens



AND CALO-CLOR\* on your shelf, ready for application, is your best 1944 assurance of greens safe from brownpatch. Remember there are two kinds: REGULAR, for dry application, and SUSPENSION Calo-Clor\* for liquid application.

The small dosage required makes CALO-CLOR extremely economical. It is efficient as a remedy and preventive of both large brownpatch and "dollar spot." Those who prefer CALO-GREEN\* for the latter, may again obtain it. See your dealer, or write us for nearest distributor's name.

\*Trade Mark Reg. U. S. Pat. Off.

## MALLINCKRODT CHEMICAL WORKS

