

# The Sporting News

CHARLES C. SPINK & SON  
PUBLISHERS

HOW TO PLAY  
THE DOPE BOOK  
BASEBALL GUIDE  
THE SPORTING NEWS  
THE SPORTING GOODS DEALER  
THE SPORTING NEWS RECORD BOOK  
BASEBALL REGISTER - THE GAMES 400  
THE SPORTING GOODS TRADE DIRECTORY

SAINT LOUIS (I)

April 26, 1944

NEW YORK OFFICE  
535 FIFTH AVE.  
CHICAGO OFFICE  
549 W. RANDOLPH STREET

Mr. Robert Allen  
Philadelphia, Pa.

LAST CALL - Final Opportunity  
to Receive FREE Register

Dear Mr. Allen:

Never before have we tried harder to get out a paper that would please our readers. We understand just how difficult it is to be enthusiastic about baseball with conditions as they are. It is because of this we have been trying to make our paper breezy, with humor and added other sports.

Your subscription has just expired.

In this week's issue there are many interesting features. Because of our obligation to service men, THE SPORTING NEWS will continue to be just as interesting as possible. We are now sending 148,000 copies to men in the service and you may depend upon THE SPORTING NEWS in future months being interesting.

In addition to this promise we are making a special offer to you to induce you to renew now by sending free copy of our Baseball Register (FREE), when ready, both for the special price of \$6.00, the regular price of a year's subscription.

However, you must act quickly, in order to receive a free copy of the Register, because the 1944 edition will be strictly limited, due to the paper shortage. In fact, the 1944 Register is likely to become a collector's item shortly after publication.

Besides up-to-date playing facts and figures on Baseball's "400," the new Register will contain such great added features as "Rube Waddell - His Life, Laughs and Laurels," "Lou Gehrig - Iron Horse," and a History of the All-Star Games.

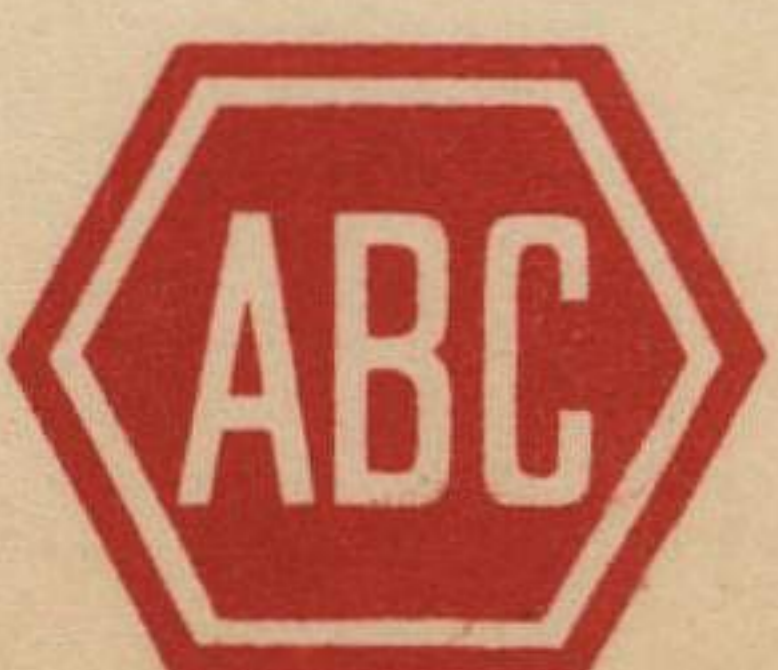
May we therefore urge you to act promptly if you want THE SPORTING NEWS and a free copy of the 1944 Baseball Register - all for \$6!

Enclose remittance with this letter, returning in self-addressed postage paid envelope and we will do the rest.

Sincerely yours,

CHARLES C. SPINK & SON

*CRB*



CRB:fs