New Tabloid Brings Sports to Servicemen

A world-wide sports weekly to meet the needs of global war makes its appearance today with the publication of Issue No. 1 of the Overseas Edition of The Sporting News. Thousands of copies of this publication, the creation of J. G. Taylor Spink of St. Louis, will be distributed to U.S. fighting men by the War Department.

And it may be expected that the emergence of The Sporting News as an international weekly will further extend the astonishing activities of Spink, already famed for running up annual phone bills in excess of $10,000 and telegraph tolls in the neighborhood of $6,000. His devotion to the telephone prompts him to call a New York correspondent from St. Louis in much the matter-of-fact way a Chicagoan puts in a toll call to Winnetka.

The newest Spink venture, stemming from an unprecedented demand by U.S. fighting men for voluminous reports on sport happenings, will be presented in an eight-page tabloid. Adoption of this size was dictated to conserve shipping space on ships and ferry bombers. Baseball news will be emphasized but coverage will include all sports.

In today's initial issue a Willard Mullin sports cartoon dominates page one. Succeeding pages contain big league and minor league news, major league box scores, a cross-word puzzle, a digest of American sport happenings and feature stories on sport personalities in the armed service. Editorial plans drafted by Editor-Publisher Spink call for the early issues to feature Barney Ross, Tom Harmon, Ted Lyons and Mickey Cochrane.

The Overseas Edition expands the war circulation of The Sporting News by many thousands. Under an agreement with the major leagues and USO centers approximately 5,500 copies of The Sporting News have been reaching the fighting men here and abroad. The enthusiastic reception of such sport news is attested by scores of letters from the European theater, the Southwest Pacific and Africa in addition to many from training centers on this continent.