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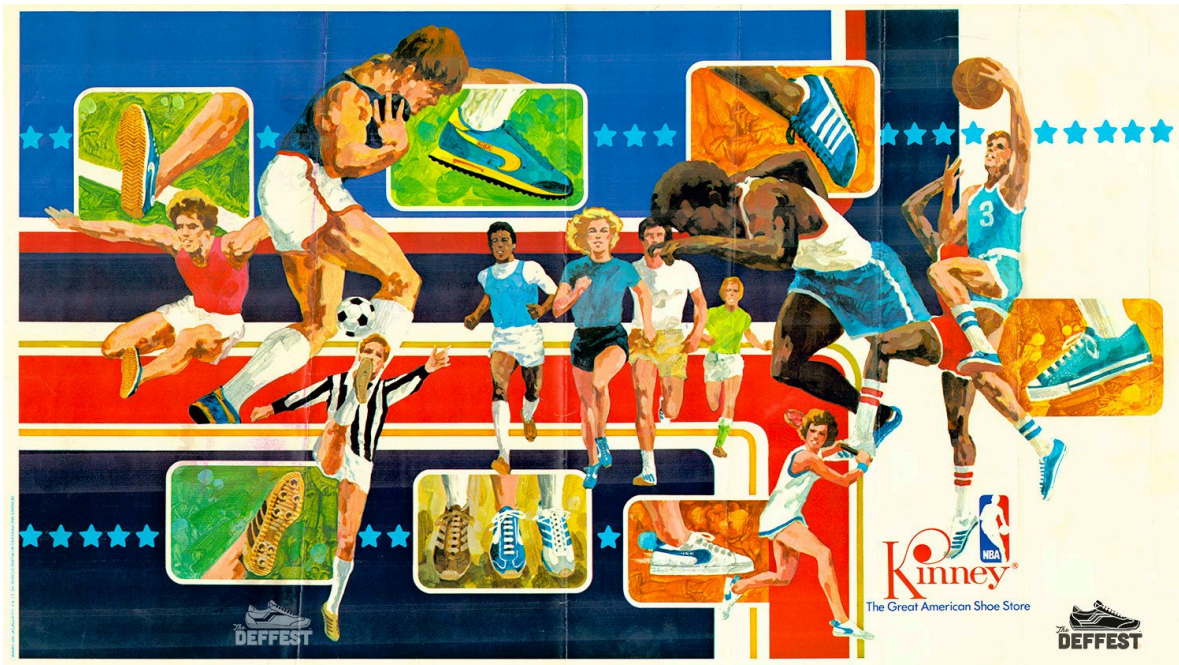
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KINNEY SHOES NBA 1970S UPSIDE DOWN SWOOSH VINTAGE SNEAKER POSTER

JUNE 2023 UPDATE: We will be posting this pair of Kinney NBA sneakers and many other pairs of sneakers from the blog will be going up for auction on our eBay shop in the next week or two. Opening bid is .99 cents with no reserve and worldwide shipping. If you're interested we will post on our Instagram once the auctions are up.

Here's a cool old school poster from Kinney '73A. The Kinney Shoes NBA 1970s Upside Down Swoosh vintage sneaker poster is an iconic piece that captures the essence of sports culture in the 70s. The poster showcases several pairs of Kinney Shoes with a unique upside-down swoosh and 4 stripe logos alongside the official NBA logo. The sneakers themselves are a classic representation of the era, with bold colors and designs. Kinney considered themselves to be "The Great American Shoe Store" and was massive at the time but eventually faded and later went on to found Foot Locker. The poster artwork

was made by Ray Caram of Milano Studios in Long Island, NY. If you're interested in more Kinney history check out this vintage commercial [here](#).



In The Deffest, sneaker history, Vintage sneakers

Tags kinney shoes, kinney shoe store, kinney nba, Kinney running shoes, The Great American Shoe Store, 1970s sneakers, 70s sneakers, 70s running shoes, vintage sneakers , Sneaker poster, Foot Locker, upside down swoosh, 4 stripes, 4 stripe shoes, 4 stripe sneakers, flipped swoosh, Kinney NBA, NBA shoes, NBA brand, NBA sneakers

Share

PENNY POWER VINTAGE APRIL-MAY 1983 CONSUMER REPORTS 1980S SNEAKER TESTING MAGAZINE

Here's a 1983 vintage Consumer Reports "Penny Power" magazine featuring articles on sneaker testing kids retro runners. This article compares Nike, adidas, Sears and Kinney NBA vintage sneakers.

Article info is below:

APRIL / MAY 1983 A Consumer Reports Publication for young People

PENNY POWER

TESTING SNEAKERS

Part Three: THE TESTS

In order to pick which brands to test, Penny Power used two kinds of "experts." First, an experienced runner looked at many pairs of running shoes sold in children's sizes, and told us which ones were sturdy and well made. Second, junior-high students weeded out the "dorky-looking" pairs from a group of good quality sneakers. They liked the four models you see in the "before" picture below. These ranged in price from \$14 to \$25.

Before

NIKE (\$25)

KINNEY'S NBA (\$20)

ADIDAS (\$20)

SEARS (\$14)

We decided to put these sneakers through the toughest test of all—a "kid" test. The 8-to-13-year-olds you see on these pages were each fitted with two different brands. All wore both pairs through an entire summer and into the fall. One pair was worn one day, the other pair the next day, so that each pair received the same amount of wear— at camp, on the beach and in the country. Running, jumping and skidding would show up differences among the sneakers, we thought. We were wrong! When we gathered in the 20 pairs of sneakers at the end of the test, a few were slightly shabbier or a bit more worn. But, as the "after" picture shows, most came through the test in about the same condition. One reason they were still in good shape was that the testers were switching between two different pairs. Changing your sneakers every day gives them a chance to dry out between wearings, and that's good for all shoes. It's also better for your feet. The testers were asked to choose the more comfortable of the two pairs they had worn. No one brand proved to be more comfortable than the others. Some testers liked one feature (such as the Sears's thinner sole or the NBA's cushioning), some another. We then washed a few pairs of each brand to see how well they would clean up. Again, all four brands washed pretty much the same.

Only the light-colored sneakers were hard to get clean. The dark suede trim faded in the wash, however. (Turn to the back cover to see the results of our sneaker spruce-up.)

After

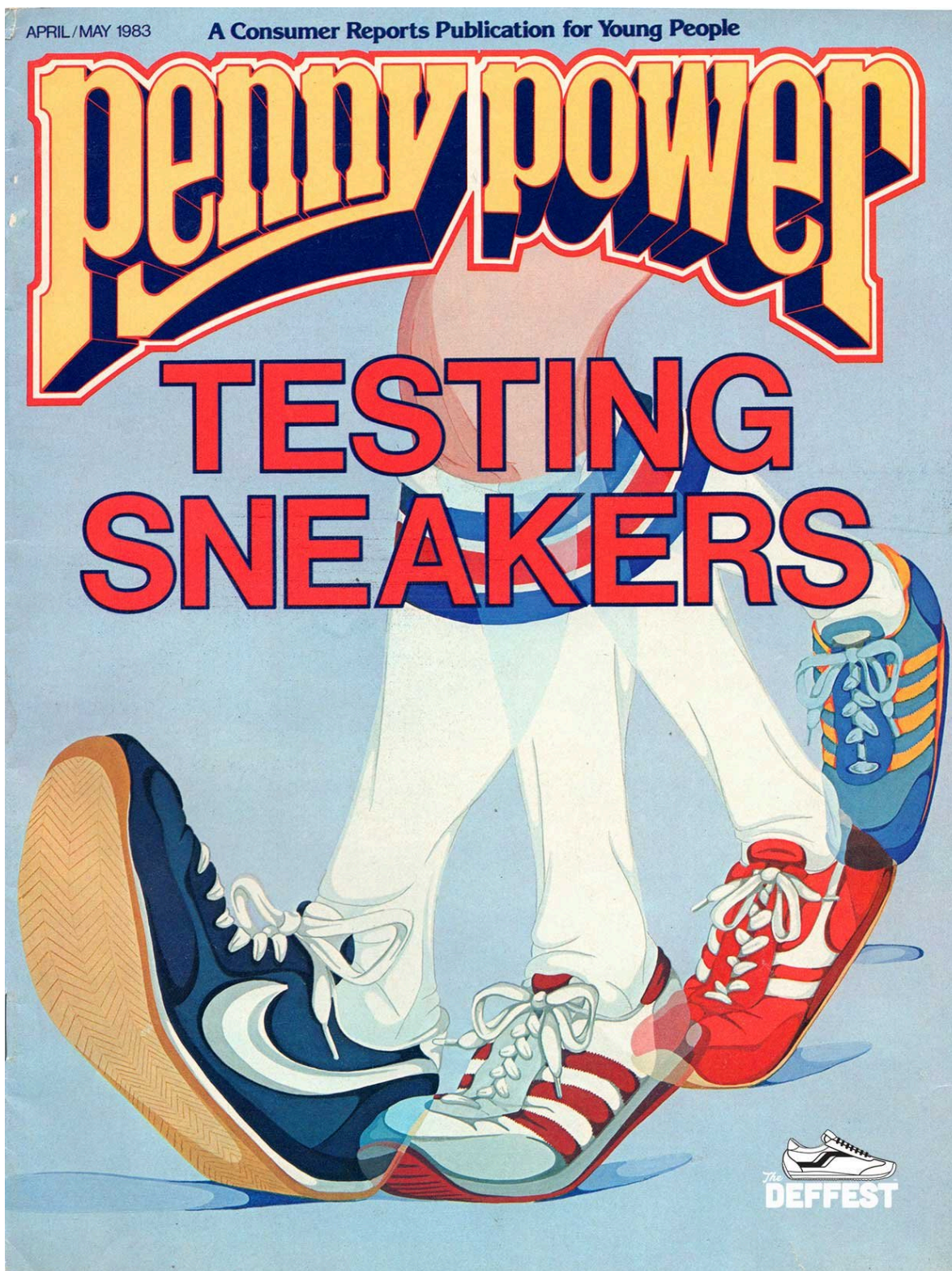
NIKE

ADIDAS

SEARS

KINNEY'S NBA

What did The Sneaker Project teach us? Since no brand stood out in durability or over-all comfort, you should look for a well-made model that fits your particular pair of feet. While you're looking, don't ignore some of the well-made but less-famous brands. Some of our testers were firm Nike or Adidas fans until they discovered the fit and comfort of a less-expensive brand. They were surprised. Maybe you will be too!



PENNY POWER VINTAGE APRIL-MAY 1983 CONSUMER REPORTS
1980S SNEAKER TESTING MAGAZINE

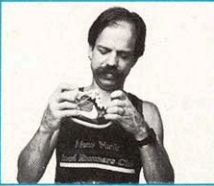


Cris Portale,
age 9

Philip Gouraige,
age 12

Part
Three: **THE TESTS**

In order to pick which brands to test, Penny Power used two kinds of “experts.” First, an experienced runner looked at many pairs of running shoes sold in children’s sizes, and told us which ones were sturdy and well made. Second, junior-high students weeded out the



“dorky-looking” pairs from a group of good quality sneakers. They liked the four models you see in the “before” picture below. These ranged in price from \$14 to \$25.



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The
DEFFEST

PENNY POWER VINTAGE APRIL-MAY 1983 CONSUMER REPORTS
1983 SNEAKER TESTING MAGAZINE

PENNY POWER TIPS:

How to Bring Your Sneakers Back to Life

At the end of the Sneaker Project described on pages 2 to 5, we had 20 pairs of very sad-looking sneakers on our hands. But they were still in good enough shape to take a few more months of wear. Could we make them *look* terrific once again?

First we took out the laces and scrubbed the sides of the soles with a little liquid detergent and an old toothbrush. Then we washed the sneakers in a washing machine on the gentle cycle. We used cold water and a cold-water detergent. We stuffed paper in the toes and left them to dry in a warm room for two days.

Then we went shopping at a 5-and-10. We spent 35¢ on a new pair of 40-inch laces. We

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paid 73¢ for a pair of foam insoles. Another 79¢ bought a dark blue permanent ("indelible") marker. We used the marker to color the suede trim carefully. (The color may bleed onto the laces if the sneakers get wet, however.)

We spent \$1.87, but it was well worth it. The sneaker you see on the left once looked just like the sneaker on the right!

If your sole is worn in a small area or is pulling away from the shoe, you could buy a tube of sneaker repair glue, such as Shoe Goo (\$3.50). But if the sole is badly worn, it's better to get a new pair of sneakers. Really worn-out sneakers can't provide the support your feet need.




PENNY POWER VINTAGE APRIL-MAY 1983 CONSUMER REPORTS
1980S SNEAKER TESTING MAGAZINE REAR COVER

In The Deffest, sneaker history, Vintage sneakers

Tags nike sneakers, Vintage Nike, vintage Nike sneakers, Vintage Nike running shoes, Nike vintage shoes, Nike vintage, Nike vintage sneakers, Penny Power, Consumer Reports, 1980s shoes, 1980s sneakers, 80s sneakers, adidas vintage sneakers, Adidas vintage, Adidas vintage shoes, vintage Adidas, vintage Adidas sneakers, vintage adidas shoes, vintage adidas, Sears sneakers, sears sneakers, vintage sears sneakers, Kinney NBA, kinney nba, kinney shoes, kinney shoe store, Kinney sneakers

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KINNEY SHOES NBA 1978 UPSIDE DOWN SWOOSH VINTAGE SNEAKER COMMERCIAL

Here's a 1978 vintage commercial by Kinney Shoe Stores for their upside down swoosh and 4 stripe NBA branded sneakers. Kinney eventually went on to become the founder of what today is known as Foot Locker.

Kinney Shoes Commercial (1978)



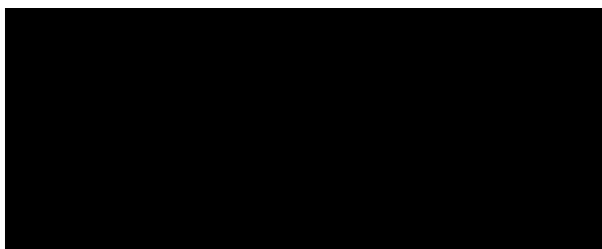
In The Deffest, sneaker history, Vintage commercials

Tags Kinney Shoes, kinney shoe store, kinney nba, Kinney running shoes, kinney shoes, upside down swoosh, flipped swoosh, swoosh, swoosh logo, NBA, NBA brand, NBA shoes, NBA sneakers, foot locker, Footlocker

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KINNEY SHOES NBA'S KEN BERRY 1978 VINTAGE SNEAKER COMMERCIAL

Here's a strange 1978 vintage sneaker commercial for Kinney's NBA line of 4 stripe sport shoes.



The original link is featured over at [Indiana University](#).

In The Deffest, Vintage commercials, sneaker history

Tags Kinney running shoes, kinney shoes, kinney shoe store, kinney nba, NBA brand, NBA shoes, NBA sneakers, vintage nba, 4 stripes, 4 stripe shoes, 4 stripe sneakers, Four stripe sneakers

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KINNEY NBA SNEAKERS 4 STRIPE SHOE COMMERCIAL FROM 1980

We've covered Kinney's NBA line previously with a few [vintage ads](#) and [on the blog](#). Here's a 1980 commercial for the Kinney NBA 4 stripe sneaker line.

Kinney Shoe Commercial - 1980



In sneaker history, The Deffest, Vintage commercials

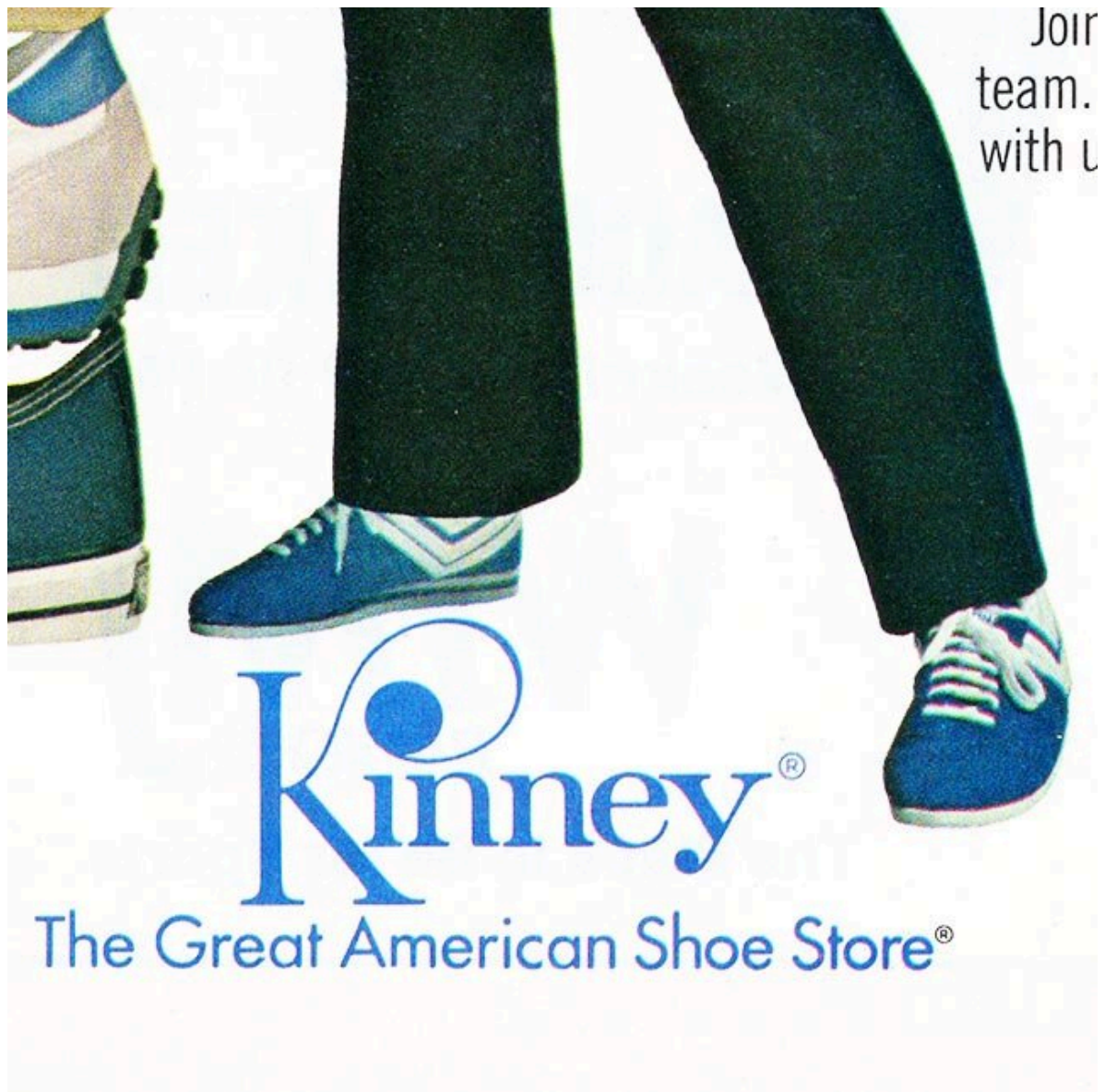
Tags Kinney running shoes, kinney shoe store, kinney shoes, kinney nba, obscure sneakers, retro sneakers, vintage sneaker ads, 1980 ad, 1980s shoes, NBA, NBA shoes, NBA sneakers, NBA brand

Share

KINNEY NBA 1970S 4 STRIPE VINTAGE SNEAKERS

Here's a retro sneaker ad from the 1970s for Kinney's partnership with the National Basketball Association line of sneakers featuring 4 adidas style stripes.. Kinney's NBA line of sneakers were known for knocking off bigger brands, like adidas' SL72 & 76 model runners, and also infamously featured an upside down Nike style swoosh. We posted a pair of those for sale [here](#).

The strangest part about this advertisement is that the Kinney sponsor in this ad appears to be wearing PONY shoes.



Similar to the logo to these PONY shoes....



Image credit to pony.com

Ad info is below:

PRESENTING THE WINNING TEAM KINNEY NBA'S!

Pick a winner! Pick a pair of Kinney NBA's! For every sport: running, tennis, baseball, basketball, soccer. And for every member of the family. Kinney NBA's are everything the high-priced athletic shoes are. Without the high price. Kinney NBA's offer full arch support, reinforced stress points, wrap-around heel and toe protection, padded tongue and heel. Join the winning team. Come! Win with us!

Kinney

The Great American Shoe Store®

PRESENTING THE WINNING TEAM KINNEY NBA'S!



Pick a winner!
Pick a pair of
Kinney NBA's! For every
sport: running, tennis,
baseball, basketball, soccer.
And for every member of
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padded tongue
and heel.

Join the winning
team. Come! Win
with us!



Kinney®
The Great American Shoe Store®

In sneaker history, The Deffest, vintage sneaker ads

Tags obscure sneakers, obscure vintage sneakers , vintage sneaker ads, vintage sneakers, old school sneakers, retro sneakers, 4 stripes, 4 stripe sneakers, bootleg

sneakers, knockoff sneakers, Four stripe sneakers, kinney shoes, kinney shoe store, kinney nba

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KINNEY NBA 1977 SL72 AND SL76 STYLE VINTAGE SNEAKERS

Here's a 1977 vintage sneaker ad for the Kinney NBA runners. Kinney is now defunct but was a shoe store that was in shopping malls throughout the 70s and 80s. For awhile there Kinney was openly bootlegging the logos of sneakers made by bigger brands, including the Nike upside down swoosh shoes and Adidas-esque 4 stripers. This NBA sneaker basically merged the design elements of the Adidas SL72 with the D-Ring lace holder of the SL76 and threw on a heel wrap on the back.

Ad info is below:

THE KINNEY NBA

One action shoe that covers all the ground

- Easy breathing wide mesh gold nylon knit.
- Suede reinforcements at key stress points.
- Wrap-around rubber heel and toe protection.
- Ground gripper ribbed rubber sole.
- Fast tightening speed laces.
- Reinforced heel padding to protect achilles tendon.
- Full arch support.
- Extra thick heel wedge for extra comfort.
- Nylon foam padded tongue.
- A trimmed down, dynamite price tag!

Boys' sizes 3 to 6. Just \$16.99 Men's sizes 6 1/2 to 13. \$18.99 If you're a serious runner, a little leaguer, or the jock on the block, this is probably the best all around shoe value you can team up with. And it's only one of Kinney's great action collection of NBA sport shoes for everyone.

Kinney

The Great American Shoe Store



THE KINNEY NBA

One action shoe
that covers all the ground

- Easy breathing wide mesh gold nylon knit.
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THE DEFFEST Kinney
The Great American Shoe Store



Kinney 1977 4 stripe NBA sneakers compared with Adidas SL72 and SL76

In The Deffest, sneaker history, vintage sneaker ads

Tags kinney shoe store, kinney shoes, kinney nba, Kinney running shoes, NBA brand,

NBA shoes, NBA sneakers, vintage NBA basketball shoes, retro sneakers, rare vintage

sneakers, 4 stripes, 4 stripe sneakers, Four stripe sneakers

Share

KINNEY NBA 1970S VINTAGE SNEAKER AD

Here's another Kinney NBA branded sneaker ad from 1970s, this time they're going heavy on the adidas style 4 stripes theme. The first Kinney NBA ad from 1977 is here.

Ad info is below:

Instead of one shoe with many purposes...

we made many shoes with one purpose.

KINNEY

NBA'S.

Kinney NBA's are made for every sport with one purpose in mind. To be everything the high-priced athletic shoes are-without the high price.

Kinney NBA's are for athletes who are serious about their sport, whether it's running, tennis, basketball, baseball, soccer, raquetball, softball, football—or any sport that moves you. We know that nothing beats winning. But, why play to win at all costs—when you can play to win for less.

Kinney NBA's. For men. For women. For everyone.

We play the game your way. \$13.99-\$29.99

BASKETBALL

TRAINING

TENNIS

SOCCER

JOGGING

SOFTBALL

BASEBALL

RUNNING

Kinney

The Great American Shoe Store

Prices slightly higher outside Continental U S

Instead of one shoe with many purposes...



we made many shoes with one purpose.

KINNEY NBA'S.

BASKETBALL



JOGGING



TRAINING



SOFTBALL



TENNIS



BASEBALL



SOCCER



RUNNING



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\$13.99-\$29.99

Kinney®
The Great American
Shoe Store



Prices slightly higher outside Continental U.S.

In vintage sneaker ads, The Deffest

Tags 1970s fashion, 70s running shoes, 70s sneakers, 70s style shoes, 70s tennis shoes, 70s vintage, kinney nba, kinney shoe store, kinney shoes, NBA, NBA shoes, NBA sneakers, NBA brand, obscure sneakers, old school sneakers, rare vintage sneakers, vintage mens sneakers, vintage nba, vintage NBA basketball shoes, vintage running

shoes, vintage tennis shoes, basketball, training, tennis, soccer, jogging, softball, baseball, running

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KINNEY SHOE STORE 1977 NBA VINTAGE SNEAKER PRINT AD

Here's a Kinney shoe store print ad for their 1977 NBA vintage sneakers. If you want to see an actual pair of these ultra rare upside down swoosh logo sneakers we posted a pair for sale [here](#).

Ad info is below:



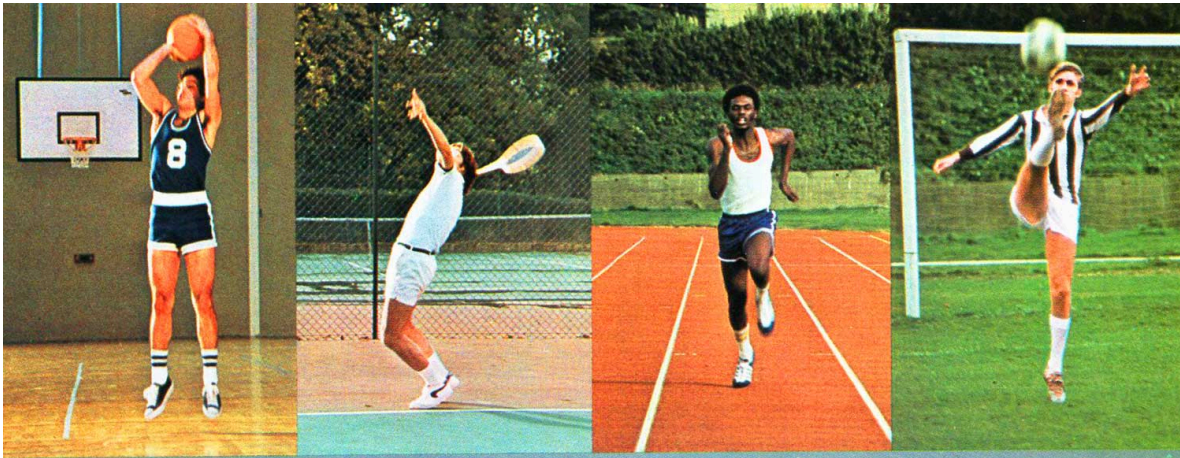
If you buy an athletic shoe by name, remember this one.

Kinney NBA.

Kinney NBA. A great name in sports joins forces with a great name in footwear. And the result is quality. NBA athletic shoes have most of the same features you'd expect from a high-priced label. Full arch support, reinforced stress points, wrap-around heel and toe protection, padded tongue and heel. But they're priced far less. So get ready for action. Step into a pair of Kinney NBA's. With two great names on the same label, you can't go wrong.

Kinney

The Great American Shoe Store



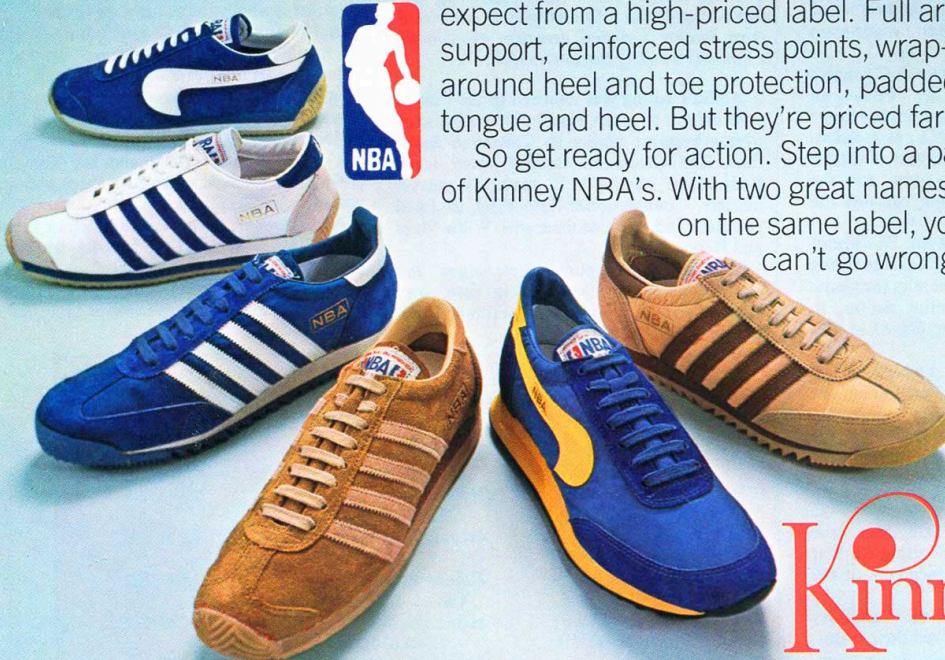
**If you buy an athletic shoe
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Kinney NBA.

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NBA athletic shoes have most of the same features you'd expect from a high-priced label. Full arch support, reinforced stress points, wrap-around heel and toe protection, padded tongue and heel. But they're priced far less.

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Kinney®

The Great American Shoe Store





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Kinney

The DEFFEST



expect f support around tongue a So ge of Kinne

Kinney

The DEFFEST

In vintage sneaker ads, The Deffest

Tags 1977, 1970s fashion, 70s running shoes, 70s sneakers, 70s style shoes, 70s tennis shoes, 70s vintage, kinney nba, kinney shoe store, kinney shoes, NBA, NBA shoes, NBA sneakers, NBA brand, obscure sneakers, old school sneakers, rare vintage sneakers,

vintage mens sneakers, vintage nba, vintage NBA basketball shoes, vintage running shoes, vintage tennis shoes, upside down swoosh

Share

1984 STADIA BY KINNEY SHOES RETRO SNEAKER COMMERCIAL

This Kinney sneaker commercial is another timeless classic. Nothing says high speed running quite like a whale on the side of your sneaks. 🐳 Kinney was self proclaimed to be "The great American shoe store."

1984 Stadia Shoes Commercial



In The Deffest, Vintage commercials

Tags 80s sneakers, vintage sneakers, kinney shoes, kinney shoe store, retro sneaker commercial, vintage sneaker commercial, stadia sneakers, whale sneaker logo

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