Vince Reel Box 371 Claremont, Calif. 91711

Feb. 4, 1969

I'm sorry, Vince,

to learn of the possible demise of the pink sheet. You have put a lot of yourself into it and deserve a better fate.

Frankly, though, I'm not surprised. You have been giving too good a product. I decided a long time ago it is better to be solvent with a poor product than broke with a good product. Of course I much prefer to be rich with an excellent product.

It took TFN a long while to reach the point you reached in a few months. But we paid our bills along the way and the product grew and improved as it was made possible by increased revenues.

Advertising really does not hold much potential for you. It isn't that big for us. And with limited circulation you just can't count on much, or much of a rate. You can only consider it a plus, not an essential portion of your income.

In planning auspension, what do you plan regarding paid in advance subscriptions? If you intend to refund the unused portion, which technically you should, you could be stuck very heavily. Or perhaps you intend to let the reader share part of the loss by simply terminating with no refund.

If you do plan to fulfill an obligation to your paid readers we may be able to help. It is customary to offer subscribers a substitute subscription, either of their choice, or simply one you choose for them. You could transfer

the unused portion of the subscriptions to Track & Field News on an issue basis. That is, if they had six issues of WTFW coming they would get six issues of TFN.

Our cost to you would be only \$.10 per subscriber per issue. If you had money for a year in advance, or 12 issues, you would pay us \$1.20 and we would send the next 12 issues of TFN. We wouldn't make anything on it, but we might convert some of them to regular readers of TFN, and we might sell them some of our other products. Also it would help you out. Everything considered it would be worth the effort and risk to us.

There is no way TFN can become involved in the problem except as above and as will be suggested below. A separate edition such as AW has simply would be too expensive. We are not interested in adding a women's section within TFN because it would either mean more pages at extra cost with no extra revenue, or it would mean taking pages away from what we now have. And we remain convinced our average reader is disinterested.

My suggestion to you is to reduce the quality of your product and therefore the cost. Get it down to where you can afford to stay in business. Then make it grow and as you grow improve your product. I would suggest a format such as our old printed newsletter (not the current mimeo TN). You could give them eight pages, 8½xll, on two sheets of llx47, unbound. It would fold down to 4½x8½ and you would have two such sheets, loose.

Your printing costs would be greatly reduced and your editorial time would also be reduced. The reader would get eight pages instead of 32, but would get the news faster. You would mail it second class, in envelopes.

My guess is you could hold most of your subscribers and gradually grow, depending on promotion, etc.

If you wanted to rid yourself or production, circulation and mailing chores TFN might make an arrangement with you. You would be totally responsible for editorial content and would furnish us with camera-ready paste-ups or even negatives. We would print, mail, and maintain circulation department. Since there are variables involved I can't tell you exactly what we could or would do it for. But my estimate is not over \$3.00 per year per subscriber and not under \$2.50 per year. In other words, \$.20 to \$.25 per issue per subscriber.

Any advertising revenues would be split, and you would earn a commission on sales of merchandise, tours, etc. Something would have to be worked out on renewals, promotion, etc.

I'm not particularly eager for this arrangement, but feel the chances are good we would go for it. We would make a little money, would have potential growth, and would have additional exposure for our other products.

On advertising, if you went to Newsletter format, I feel the best bet is something along the lines of a directory, whereby the advertiser has a standing ad which he buys for six months or a year at a time. That reduces the cost of handling, the juggling of space, etc. Also makes it attractive for the advertiser to spend \$5 or \$10 an issue to keep his name in your periodical even though the circulation is low.

I'll be happy to discuss any of this with you, by phone, mail or in person.

Meanwhile, we will send you ads for your February and March issues, as you might as well pick up with revenue there is from this source.

Good luck. I hope you can work out something.

Bert Nelson

P.S. What a blow to the reading public. The year is short and already it is losing the Post, Ramparts, Women's TFW, and the Long Distance Log.

Women's TRACK & FIELD W⊕RLD

P. O. BOX 371 Claremont, California 91711

January 30, 1969

Dear Bert:

Enclosed is our first contribution toward our United Policy.

I hope you have become accustomed to my enforced program of silence in the communication department. I really do not desire for silence to be my forte, but unless a big emergency comes along, I never seem to be able to find time to write to anyone - and have lost, I am afraid, many friends. However, one does only what is possible, and letters, which once were my big project, seem to be few and far between now.

Since you are reading a letter from me, and since the preceeding paragraph is self explanatory, you must assume I have a big project. You are quite correct - only this time it is more of a problem than a project. Maybe it's not really a problem, but it has caused much thinking on my part. The net result of which is that I have decided I can not continue to publish the magazine beyond the March issue. I am simply losing too much money and can not continue. The magazine is now approximately \$5000 in the hole and loses about \$150 each month. I just do not have time to devote to advertising, which I know is the source of income. I am writing to you and to one or two other individuals who have expressed interest in the magazine to see if something, (I don't know what), might be dreamed up to make it possible to continue. With TFN, I was thinking about a possible take-over by you or a combined effort as AW and Women's Athletics - where they have the same advertisers, do the printing at the same place, etc., etc., etc. with WA actually a second section, so to speak, of AW. Is there any such thing possible? Although the magazine is losing money now, with some assistance in the advertising end and with a little time, I believe it will pay for itself and then make a little money. It has done very well as far as subscribers and readers are concerned and nearly everyone seems to like it - but I'm just not a business man and even if I was I don't have the time available to work on that end of the project.

I plan to announce the magazine's demise in the February issue which will be out in approximately three weeks, then end it up with the March issue. In the meantime, if you have any brilliant suggestions, I am here with open ears and mind. Can't thank you enough for you help in the past and hope you are a genius in this situation because it is too bad to end it all after such a good start and with such good comments from the people - and besides the magazine is really needed, I feel. Let me hear when you get a chance.

As ever,

Unice

NATIONAL
42-383
Made in U.S.A.

42-383 Mode in U.S. A.									
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	TOFN SUB.	500	20.444	150	/	150		200	4090
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	TN SUL	600		100		300		200	339
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	PAPER BARC	300	30	60				160	52
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	BRITISH	500	30	150		250		100	20
		500	25	125		250		125	25
		500	20	100		250		350	30
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		300	15	45		205		50	17
		300	10	30		205		65	22
		200	10	20		145		35	17
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	MACAFILES								
	OLYMPIC ISSUE +SPEIN	100	30	30		35		35	35

WTFW ADS

TOFN (NO WOMEN NOWS)

STOP WATCH

Back Track

POSTERS \$2.95 (USE THEIR STORY TEREN TO CHE)

PINS (? PROFITABLE)

FILM RENTAL - Hanson

TOFN OLYMPIC EDITION (& ANNUAL GOITION)
BACK ISSUES

JIM RYUN STURY

H.S. RUNNERS

WOMENS TECHNICAL BOOKS ? (Depends on profit)

TOURS

JRS 5.00-1.25 = 3.75-21= 3.50

Price Comm
5.00-4096= 3.00-(1.25+.21) = 136 North

5.00-306 = 3.50-1.50= 2.00 North 406

2.00-306= 1.40-402 1.00 5010

2.00-306= 1.40-402 1.00 5010

BOOKH 42 \$4000 por 1M SUBS \$1000 WATCHEL 7 600 por 1M SUBS 600 MERCH 22 400 11 " 4 120 1180 5000 \$10000 \$1000 \$100

WE SHOWN MANY NOT ABOUT \$2000

WOMEN'S TRACK & FIELD WORLD

1. CIRCULATION 1900

2 RENEWAL 0/0 GOUD

3. ADV. RATE

4. POSTER SALES

S. A. HARALLER

6. ALENTS commissions ON SUBSCRIPTION SALES

POSSIBLE ACTION

1. TOFAN SELL SUBS

2. THEN BUT AD SPACE FOR BOOK, POSTORS, ETC.

3. WITH GIVE TOFN PAGE & WE PAY ON A
PER OPOGR BASIS, ORDERS COME TO WITH.
THEY DEDUCT COMMISSION, SEND US ORDER
& PARMENT, SELL

THE SUBS, TT TN 1.50 1.00 1.00

BOOKS 30% OUR TITLES; 18% OTHER TITLES

POSTERS 40% 20% OUR DISTRIBUTED TOWNS

WATCHES 10% 50%

4. MAIL TOFME TO WIFW SUBS

\$1.25 Agency Advertisor Names Book Operation Cuthtert 1,25-3,50 Year BOOK Dec. 18th Deadline 2 PACES- RUN low 2 TOUR - SPECIAL FOLDOR FOR WITH PINS - GIRLS PINA LOOPS OF WOMEN WOMGAN CATALUG HI ATHLETEL MAILING CLUB LIST SCHOOL 1157

WOMEN'S TEN

- 1. SWITCH TO NOWSLETTER FORMAT

 8 PAGG UNBOUND FASTER NOWS
- 2. Reel handle all Edutorial & Former Cammanpeals.
- 3. TEN PRINT, MAIL, HANDLI CIRCULATION
- 4. MAINTAIN &4 YEARD 2nd CLASS IN ENVELOPES
- 5. DIVIDE INCOME

 CIRCULATION

 ADVGRTISING

 OTHER SALES

PRINT

ADD IM

6. COSTS POSTAGE 20,00 PRINT 2000 ADDRESS 2,00 PAPER SEMI 11X17 25,00 CP 14.00 NEGS 4X 11x17 12,00 INSERT 20,00 HALF- FON ED 25,00 METER 1,00 INIC OFLUID 5,00 Pa 7100 MASIC & OPACUE 201 10,00 MILL 2.44 PRESS 206 12,00 FOLD 2.00 60100 91,000 MIS

100,00

\$ 50.00

CONT PER EACH 2M ADD M 060 PRINT 12 10PIES .30 MAIL *36 *36 CIRCULATION .24 .24 1,20 90 MAKE ALLOWANCE FOR RENEWAL SERVICES OVER RUNS

7. POTONTIAL

A. IF TEN TOOK \$2.00 PER SUB WOULD NOT

2000 \$1600 + SHARE OF APVERTISING + SALE

\$000 2700 "

4000 3400 "

ADD 254 PER SUB = ADDITIONAL \$500 ON 2000 250 ON 1000 B. REEL RECEIVE \$2×2000= \$4000

SALARY 3000 OR \$250 MONTH

8. ADVERTISING

AS DIRECTURE ONLY STATE

7. \$5 COLUMN INCH, ONE YEAR CONTRACT 3/2X!"

\$10 CHANGE OF COPY

OTHER SALES ORDER TO WIFW AT THE ADDRESS,

CREDIT REEL WITH U/O 102 200 VARYING