

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 suspension, 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

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 ~~what~~ 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 WORLD

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,

Thrice

ITEM	PRICE	0/0 COMMISSION	\$1	FULFILLMENT	\$ TFN	0/0 NET
TOFN SUB.	5 ⁰⁰		150 ✓	150	200	40%
TT SUB	3 ⁰⁰		100 ✓	100	100	33%
TN SUB	6 ⁰⁰		100 ✓	300	200	33%
BOOKS-OURS						
RYUN STORY	5 ⁰⁰	✓30%	150	150	200	40
PAPER BACK	3 ⁰⁰	30	90	50	160	52
" "	2 ⁰⁰	30	60	45	95	48
" "	1 ⁰⁰	30	30	35	35	35
BRITISH	5 ⁰⁰	30	150	250	100	20
	5 ⁰⁰	25	125	250	125	25
	5 ⁰⁰	✓20	100	250	350	30
OTHER PUBLISHERS	5 ⁰⁰	15	75	325	100	20
	5 ⁰⁰	✓10	50	325	125	25
	3 ⁰⁰	15	45	205	50	17
	3 ⁰⁰	10	30	205	65	22
	2 ⁰⁰	10	20	145	35	17
POSTER SETS	3 ⁰⁰	✓40	120	50	130	43
✓ WATCHES	38 ⁰⁰	✓10	380	2850	570	15
PINS						
LOOPS & FILMS		✓20				
FILM RENTAL-HANSON	50 ⁰⁰	✓20	10 ⁰⁰	28 ⁰⁰	12 ⁰⁰	24
NETT						
MAGA FILES						
OLYMPIC ISSUE+SPECIM	1 ⁰⁰	✓30	30	35	35	35

WTFW ADS

12/4/68

T&FN (NO WOMENS NEWS)

STOP WATCH

Back Track

✓ POSTERS \$2.95 (USE THEIR STOCK THEN TO USE)

PINS (? PROFITABLE)

✓ FILM RENTAL - Hansen

T&FN OLYMPIC EDITION (& ANNUAL EDITION)

BACK ISSUES

JIM RYUN STORY

H.S. RUNNERS

WOMENS TECHNICAL BOOKS ? (Depends on profit)

TOURS

Sales

JTR

$$5.00 - 1.25 = 3.75 - 2\% = 3.56$$

$$\begin{array}{l} \text{Price} \quad \text{Comm} \quad \text{Fulfillment} \\ 5.00 - 40\% = 3.00 - (1.25 + .25) = 1.50 \text{ net} \end{array}$$

$$5.00 - 30\% = 3.50 - 1.50 = 2.00 \text{ net } 40\%$$

$$2.00 - 30\% = 1.40 - 40\% = 1.00 \quad 50\%$$

$$2.00 - 40\% = 1.20 - 40\% = .80 \quad 60\%$$

BOOK	42	\$4000	per 1 M	SUBS	\$1000
WATCHES	7	600	per 1 M	SUBS	60
MEALS	22	400	" "	"	120
		<u>5000</u>			<u>1180</u>
SUBS		100 SUBS			<u>140</u>
					<u>1320</u>

IF THEY MAKE \$1300 PER 1M SUB
WE SHOULD MAKE NET ABOUT \$2000

10/24/68

WOMEN'S TRACK & FIELD WORLD

1. CIRCULATION 1900
2. RENEWAL O/O GOOD
3. ADV. RATE
4. POSTER SALES
- ~~5. ANNUAL SALES~~
6. AGENTS COMMISSION ON SUBSCRIPTION SALES

POSSIBLE ACTION

1. T&FW SELL SUBS
2. T&FW BUY AD SPACE FOR BOOKS, POSTERS, ETC.
3. WTFW GIVE T&FW PAGE & WE PAY ON A PGR ORDR BASIS, ORDERS COME TO WTFW. THEY DEDUCT COMMISSION, SEND US ORDR & PAYMENT, SELL

T&FW SUBS,	TT TN	1.50	1.00	1.00
BOOKS	30%	OUR TITLES; 10% OTHER TITLES		
POSTERS	40%	20% OUR DISTRIBUTION TIT		
WATCHES	10%			
TOURS	5%			

4. MAIL T&FWP TO WTFW SUBS
5. FURNISH WTFW MAILING PIECE WITH OUR ITEMS,

Agency \$1.25

Advertiser Names

Book Operation

Cuthtert 1.25 - \$3.50



Year Book



Dec. 1964 Deadline

2 PAGES - RUN 10/2

TOUR — SPECIAL FOLDER FOR WTPW

PINS - GIRLS PIN A

LOOPS OF WOMEN

WOMEN'S CATALOG

H.I. ATHLETIC MAILING

CLUB LIST

SCHOOL LIST

①

2/3/69

WOMEN'S TFW

1. SWITCH TO NEWSLETTER FORMAT
8 PAGE UNBOUND FASTER NEWS
2. Reel handle all Editorial & Furnish Campaignal
paste-ups
3. TFW PRINT, MAIL, HANDLE CIRCULATION
4. MAINTAIN \$4 YEAR
2nd CLASS IN ENVELOPES
5. DIVIDE INCOME
CIRCULATION
ADVERTISING
OTHER SALES

6. COSTS

PRINT 2000		POSTAGE	20.00
PAPER 8RM 11X17	25.00	ADDRESS	2.00
NEWS 4X 11X17	12.00	EP	14.00
HALF-TONED	25.00	INSERT	20.00
INK & FLUID	5.00	METER	1.00
MASK & OPAQUE 2 @ 5	10.00	P.C.	7.00
PRESS 2 @ 6	12.00	MHC	2.00
FOLD	2.00		4.00
	<u>91.00</u>		60.00
MIS	9		
PRINT	100.00		
ADR 1M	\$ 50.00		

② CONT PER EACH

	<u>2M</u>	<u>ADD M</u>
PRINT 12 COPIES	.60	.30
MAIL	.36	.36
CIRCULATION	.24	.24
	<u>1.20</u>	<u>.90</u>

MAKE ALLOWANCE FOR
RENEWAL SERVICES
OVER RUNS

7. POTENTIAL

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

2000	\$1600	+ SHARE OF ADVERTISING & SALES
3000	2700	"
4000	3800	"
5000	4900	"

ADD 25¢ PER SUB = ADDITIONAL \$500 ON 2000
250 ON 1000

B. REEL RECEIVING \$2 x 2000 = \$4000

EXPENSES

1000

SALARY

3000 OR \$250 MONTHLY

8. ADVERTISING

~~A. DIRECTOR ONLY \$12K/M~~

? \$5 COLUMN INCH, ONE YEAR CONTRACT 3 1/2 x 1"

\$10 CHANGE OF COPY

GROSS \$100 PAGE

9. OTHER SALES ORDER TO WTTW AT THE ADDRESS,

CREDIT REEL WITH 0% 10% 20% VARYING