



STEPHENS UNION
PHONE ASHBERRY 4800
BERKELEY 4, CALIFORNIA

October 1, 1947

TO WHOM IT MAY CONCERN:

Bert Nelson is one of my former track men at the University of California. His interest in the sport is still as keen as it was during his undergraduate days. The publication which he has in project will, I believe, be a pertinent contribution to Track and Field. This is a labor of love with Bert, rather than a venture for profit.

He is most dependable and honest, and by cooperating with him you will be doing the international sport of Track and Field a real service.

Brutus Hamilton
Director of Athletics
and Head Track Coach

BH:nh

TRACK & FIELD NEWS

PUBLISHED AT: BOX 248 - SAN BRUNO, CALIFORNIA - PHONE JUNO 8-4505

BERT NELSON
Publisher

Dear Track Fan,

Not so long ago we were pleased to have you as a subscriber. Then something happened, and we lost a friend. That hurt.

Our many remaining friends--coaches, athletes and just plain fans--tell us the NEWS is getting better all the time. We're inclined to agree, for we're trying pretty hard. But why don't you look over this complimentary issue and see for yourself?

Notice the swell action pictures, the new column "Track Talk", the revealing articles on distance running, the series on "The World's Fastest Humans". All this and regular complete coverage of news the world over, best performance lists and frequent rankings. Isn't it well worth \$2.00 a year?

Why not act now to ensure keeping up with what's going on in track? Fill out the subscription blank, send us \$2.00 and we'll be happy to welcome you back. Won't you join us again?

Cordially yours,

Bert Nelson

Bert Nelson,
Publisher

Track & Field News
Box 248, San Bruno, Cal.

Please send me the NEWS for one year. \$2.00 enclosed.

Name _____

Street address _____

City and state _____

TRACK & FIELD NEWS

P. O. BOX 236 • SAN BRUNO, CALIFORNIA • PHONE JU 8-4505

CORDNER B. NELSON,
Editor

Dear Track Coach:

TRACK & FIELD NEWS is the name of a newspaper to begin publication early next year covering track and field activities around the world. To fill the long existing need for such a paper and to make it as complete as possible, we will require your help.

We offer you, free of charge:

1. A subscription to TRACK & FIELD NEWS, the only newspaper exclusively for track fans, athletes and coaches.
2. Publicity for yourself and your athletes. (We believe more people will have greater interest in track and field as a result of our efforts to popularize the sport.)
3. An outlet for expressing your opinion about track and field. (We'll be glad to give you a by-line on articles and to quote you.)
4. Incentive to your athletes to train harder. (We'll publish lists of the best marks made in training and will sponsor various competitions designed to develop better athletes.)

Here is what you can do to help us:

1. Fill out the enclosed questionnaire and return it as soon as convenient.
2. Send us the results of all future meets in which your athletes compete, including cross country and indoor meets. (Or delegate someone to do it for you.) We particularly desire to know how the place winners perform, so will appreciate the inclusion of times for second and third places, or the distances behind the winner—also training marks and lap times. And please include a statement of wind and weather conditions when possible.
3. Ask someone to keep us informed of the high school meets in your area. We want clippings of the larger meets, and outstanding performances so we can print week-by-week lists of the best marks. And please specify the size of javelins and discus used. For the hurdles please give distance of race, yardage between hurdles, and height and number of hurdles.

We trust the enjoyment you receive from TRACK & FIELD NEWS will amply repay you for your efforts. But if you are unable to work with us we would appreciate your giving this letter to a track fan who is interested in this project.

Cordially,

Bert Nelson

Publisher

TRACK & FIELD NEWS

P. O. BOX 248 - SAN BRUNO, CALIFORNIA - PHONE JUNO 8 - 4505

CORDNER B. NELSON
EDITOR

ALBERT D. NELSON
ADVERTISING MGR.

WALTER J. GILBERT
CIRCULATION MGR.

Dear Sports Editor,

As you know, the following big track meets are coming up in California--

National Collegiate A.A., Los Angeles, June 17-18.

Big Nine vs. Pacific Coast Conference dual meet, Berkeley, June 21.

National AAU, Fresno, June 24 and 25.

National AAU Decathlon, Tulare, June 28 and 29.

Possibly you will require direct, personal coverage of one or all of these events but will be unable to send a man. If so, the publishers of TRACK & FIELD NEWS can do the job for you.

Available for this special assignment are:

Cordner B. Nelson, editor TRACK & FIELD NEWS, recognized as one of the country's leading track experts.

Bert Nelson, co-publisher TRACK & FIELD NEWS, sports editor San Bruno Daily Herald, and track authority.

If interested, contact TRACK & FIELD NEWS, Box 248, San Bruno, Calif. (phone JUNO 8-4505). Please state nature of assignment and rate of pay. We will accept or reject assignment immediately.

Sincerely yours,

Bert Nelson,
Co-Publisher,
TRACK & FIELD NEWS

Full name _____ School or club _____
(last name first)

QUESTIONNAIRE FOR TRACK ATHLETES

(Write on back if necessary. Omit anything you do not care to answer.)

Date _____

By what name are you known? _____

Where and when were you born? _____

What schools and/or athletic clubs have you represented?

List major subject, vocation, war service, marital status, hobbies, and other interests:

List your best marks in each event, and when made. (Indicate records made in training.)

History of your competition. (This is the most important part of this questionnaire. What we really want is a record of every time you have been in competition, but we realize that might be impossible to obtain. We'll appreciate whatever information you choose to give us. Please make some sort of brief statement about whatever you leave out. For example: "In my first two years of high school I competed in the broad jump without success. My best jump was 18'2".)

<u>Date, Place, & Meet</u>	<u>Event</u>	<u>Your Place</u>	<u>Your mark or distance</u>	<u>or behind</u>	<u>Who was</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>
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If you are still in competition, for how long do you intend to compete?

Do you intend to try for a position on the Olympic Team? _____

What events? _____

How well do you expect to perform in the future?

(We will appreciate notification of any change in your plans.)

If you care to express your opinion on any of the following controversial subjects, we would like to quote you. (Remember, it is good publicity to be quoted.)

1. Will the United States' supremacy in track and field end?
2. Who do you think would win a 100 yard dash between all the greatest sprinters in history, each in his prime?
3. Who would win such a race for high hurdlers?
4. Make some statement about your most dangerous competitors, and their chances in the Olympic Games. (Predictions about other events are welcome.)

We would like you to write something for publication--just so it is of interest to track fans. We want anecdotes, funny stories, personal experiences, and interesting facts about track and field. (Publication will not hurt your amateur standing as long as you do not accept payment.)

Dear Friend:

Please allow me to introduce to you "Track and Field News," the only and most comprehensive publication of its kind. It is designed to satisfy a long-existing thirst on the part of the interested track fan for news and commentaries of track and field events all over the world. In its columns you will find a dearth of statistics; summaries of the top performances, results of track meets, and interpretations of these results, spiced with human interest stories.

"Track and Field News" is especially inviting at this time in as much as this is an Olympic Games year and track is commanding more interest than ever before. Then, too, we hope that this publication will contribute to the world its share of genuine friendly understanding toward all peoples, races and creeds and that only through cooperation and the spirit known to a track competitor can peaceful solutions be reached.

This copy of "Track and Field" is yours with our compliments. We trust you will find it worth your while to subscribe, for we shall endeavor at all times to make it worth your while in interest.

Do let us hear from you.

Respectfully yours,

Paul Christopulos
For the Editors

①
Name R. H. SMITH
Address DIRECTOR OF PHYSICAL EDUCATION
City and State CORNELL UNIVERSITY, ITHACA, N.Y.

For Subscription to Track and Field News, enclosed please find:

Check _____

Money Order X _____

Cash _____

R.H. Smith
Signed

Please mail to:

Track and Field News, P.O. Box 248, San Bruno, California

Dear Sports Editor:

Enclosed is a copy of one of the first issues of TRACK & FIELD NEWS which we would like you to accept with our compliments. As you will discover on reading through it, TRACK & FIELD NEWS not only is the only publication of its kind in the United States but is a paper which gives very thorough coverage to this world wide sport.

It may be that your readers will be interested in learning about TRACK & FIELD NEWS. If you feel they are we would appreciate any information you care to pass on to them.

We wish we could keep on sending TRACK & FIELD NEWS to you free of charge but until such time as we get on our feet we just can't do it, even if postal regulations would permit. However, if you feel TRACK & FIELD NEWS will be of value to you we will be glad to send it to you for \$2.00 a year.

With best wishes for a bigger and better world of track, I am,

Cordially yours,

Cordner Nelson

Cordner Nelson
Editor

Dear Californian:

As a former track man you no doubt are still interested in this great sport. And with the Olympics coming on, for the first time in 12 years, your interest is at a peak.

You will, I'm sure, be interested in TRACK & FIELD NEWS, the only track paper published in the United States. A copy of our first issue is enclosed so that you may see for yourself what a thorough job we are doing in covering this sport on a world wide basis.

If you decide that you want to keep abreast of the Olympics and other track activities, including those of the Golden Bears, we'll be proud to have you as a subscriber. The price is \$2.00 per year for 12 monthly issues, and the address is P.O. Box 248, San Bruno, California.

Cordially yours,

Bert Nelson

Bert Nelson
U.C. '42

TRACK & FIELD NEWS

P. O. BOX 248 - SAN BRUNO, CALIFORNIA - PHONE JU 4-4505

CORDNER B. NELSON

EDITOR

ALBERT D. NELSON

ADVERTISING MGR.

WALTER J. GILBERT

CIRCULATION MGR.

Track Coaches:

Many of you are familiar with TRACK & FIELD NEWS. For those of you who are not, we are sending complimentary copies of recent issues.

Should you find this paper, the only one of its kind in the United States, interesting to you we would be pleased to include you among our subscribers. A business reply envelope and blank is attached and the price is only \$2.00 per year.

But whether subscribing or not, we should like to hear from you. Let me know what you think of the NEWS and how we can make it better. We love track and this is our way of contributing to the grand sport. We can contribute more, however, if you'll only tell us how.

Then, too, we can always use information from you. We need results, of course, but also the stories on new coaching techniques, the hidden stories behind successful athletes and all the other human interest elements of track. Drop us a line when you have something you feel other coaches and athletes will be interested in. We'll be glad to pass it on through the columns of the NEWS.

With best wishes for an interesting and productive meeting and a good New Year, I remain,

Sincerely yours,

Bert Nelson

Bert Nelson,
Co-publisher
Track & Field News

P.S. Quite a few coaches have put their copies of the NEWS on the bulleting board, or made their men acquainted with it in other ways. And some have taken advantage of our offer of one free subscription for every five paid.