

COMPOSITE OF UN-  
SOLICITED TRIBUTES:

"I READ ARCHIE'S  
LITTLE BLACK BOOK  
FROM COVER TO COVER  
AT LEAST A DOZEN  
TIMES AND FOUND IT  
MORE FASCINATING  
EACH TIME;"

"THIS LITTLE CLASSIC  
IS THE BEST BOOK ON  
TRACK EVER WRITTEN;"

"A MUST FOR ALL  
SCHOOL LIBRARIES;"

"A MUST FOR ALL TRACK  
AND FIELD COACHES;"

"A MUST FOR ALL TRACK  
AND FIELD ATHLETES  
FROM THE HIGH SCHOOL  
AGE UPWARDS;"

"ALL OF IT IS GREAT  
REFERENCE FOR TRACK  
MEET COVERAGE AND IN-  
VALUABLE FOR ALL  
UNIVERSITY AND COLLEGE  
PUBLICITY MEN;"

"A MUST FOR TRACK FANS  
ALL OF WHOM SHOULD  
HAVE A COPY IN HIS  
POCKET;"

"AS NECESSARY FOR TRACK  
WRITERS AS A PORTABLE  
TYPEWRITER;"

"SHOULD BE REQUIRED  
READING IN ALL HIGH  
SCHOOLS;"

"THANKS ARCHIE FOR  
WRITING SUCH AN IN-  
SPIRING BOOK;"

"IT IS TERRIFIC. ONE  
OF THE FEW TRACK BOOKS  
WORTHY OF PURCHASE;"

"THE SORT OF TRACK  
BOOK I SHOULD BE PROUD  
TO PRODUCE MYSELF."

"FRANKLY, WE CANNOT  
THINK OF A BETTER  
WAY OF MOTIVATING  
INTEREST IN TRACK  
AND FIELD THAN BY  
HAVING COPIES OF  
THIS BOOK AVAILABLE  
FOR ALL TRACK ATH-  
LETES IN YOUR SCHOOL."

Telephone Hollywood 5-8015

**ARCHIE'S LITTLE BLACK BOOK.** BY H. ARCHIE RICHARDSON.  
(THEME OF BOOK IS — "DON'T BE DISCOURAGED." PAGES 4-5-6)  
APPROVED AS REFERENCE MATERIAL FOR THE LOS ANGELES CITY  
SCHOOLS DISTRICT LIBRARIES; APPROVED BY THE TEXT AND  
LIBRARY COMMITTEE OF THE SAN FRANCISCO SCHOOL DEPARTMENT.

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1.10 *1.40 (First Class)*

March 11-1957

Greetings Bert Nelson:

Some time ago you asked if I would  
include your "Track and Field Market Place" folders in  
the envelopes with orders for ARCHIE'S LITTLE BLACK  
BOOK. I said "yes" and asked you to send me 100  
folders. So far I have not received them. So, send them  
along and it will be a pleasure to mail them with the  
books.

The Department of State ordered 200 more copies  
making a grand total of 852 copies. 100 were for Hal  
Connolly on his European tour and 100 for Jack Davis  
on his African tour.

Am having a wonderful time with my  
Assembly program. So far have presented the program  
at 18 schools---2 colleges (Occidental and Long Beach  
C.C.)...12 high schools...and 6 junior high schools...  
and have 17 more scheduled. Aggregate attendance at  
the 18 schools was 12,743 students. One of the schools  
was a Catholic high school which does not have a Track  
program. The audience was co-ed and the teachers (nuns)  
were in attendance.

Would like a quote from you in my  
ad., if you think the edition merits it. Thankyou.

All best wishes to the Clan Nelson.

*Harvie Richardson*