

TRACK & FIELD NEWS


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

BERT NELSON
Publisher

August 7, 1951

Please quote price on following individual components of Track & Field Game.

Quantity: 500, 1000 and additional 500s

1. Cards
Size: 3x4
Stock: Tag board?
Contents: Front, black on white, you set two lines of type, we paste up rest.
Back, two colors, two lines of type only. *200-*
2. Instructions
Size: 6x8½
Stock: 20# No. 4 sulphide, or equivalent. white.
Contents: one side only, we furnish pasteup. 
3. Board
Size: 14x22
Stock: ?????
Contents: one side only, from pasteup. one color

4. BOX

5. ART WORK

22" x 28"

3 x 4

222
222
444

500
33
1500
1500
16500

49

7 8
22 11x35
4 + 3
56
55

33

BOX - 500
BOARD - 190
40
6
24
260

500
200
100000
165
20
30
500 add.
500
6
16500
6
6
24
26
40
40
6
24
343 06
50 CWT
400
775 CWT

Mr. Bill Glennon
San Jose Box Co.
First St.
San Jose, Calif.

Dear Mr. Glennon:

Art Inman of Peninsula Lithograph Co, Redwood City, has referred me to you in my quest for information.

I am contemplating the production of a Track & Field game, for which I would need a box, approximately 16x12x1¹/₂ inches, with a two color cover. Can you give me a price on 500, 1000, 2500 and 5000 such boxes, and the time it would take to produce them?

Sincerely yours,

Publisher

SAN JOSE PAPER BOX COMPANY

August 20, 1951

Mr. Bert Nelson
Track & Field News
P. O. Box 248
San Bruno, California

Dear Mr. Nelson:

Thanks for your inquiry.

We would have to have quite a bit more information to give firm prices on the game box. However, assuming you are at present trying to peg probable total costs of the component parts of the game here are prices on a box the size you describe with average paper coverings and average ink coverage.

	Price per M			
	<u>500</u>	<u>1000</u>	<u>2500</u>	<u>5000</u>
Printed 2 colors	\$228.50	\$185.60	\$171.40	\$160.00
Plain, not printed	192.50	162.20	154.60	147.60

Delivery would be approximately two weeks from the time plates were ready or printed labels received if Art is going to print for you.

Please let us know if we can be of any additional help.

Very truly yours,

SAN JOSE PAPER BOX COMPANY

William E. Glennon

WEG/rbw

July 12, 1954

New Games Dept.
Parker Bros.
Salem, Mass.

Gentlemen:

What is the procedure for submitting a new game to you for possible production and distribution? Please give me full details on how to submit it, in what form, what safeguards you provide, and financial arrangements.

We have tested a track and field game and find it to be popular. And we have two other original games, both with a greater potential than the track and field number.

Sincerely,

BM:jm

I have done a lot of work on the track game, but some bad points have occurred to me. For one, I still think it will not sell to anybody but track fans. Another: we can't call it "Olympics" with only the US college events included. Third: if we use only the ten best in each event, it won't include any US milers, which will certainly make the game less popular with any border-line track fans.

From what I've seen recently, the price of a game could easily be \$2. Monopoly sells for closer to \$3. Have youx learned anything yet? Perhaps after you get some facts on production, we'll find out we're betteroff producing the horse racing game or the navy game or something simpler. I want to try something though.