

THE PROS



INTERNATIONAL TRACK ASSOCIATION



IT'S OFFICIAL: English Leather® is Number 1 with track stars. Also Number 2, 3 and 4.



Distance runners like the manly scent of famous English Leather After Shave because it lasts long.

Sprinters like it because it gets them there fast.

Pole vaulters say English Leather helps them reach new heights.

But they're not only talking about English Leather Regular.

A lot of track men also like tangy Lime.

Or Timberline for the man whose first love is wilderness.

Or Wind Drift—it's like splashing on a wave after you shave.

It seems all the gents on their team like all the scents on our team.

So much so that the International Track Association has named English Leather's Big Four as its official fragrance.

Shouldn't you do the same?



HERE'S YOUR CHANCE.

Enclosed is \$1. Please send me your official ITA English Leather Sampler Set.

Name _____

Address _____

City _____ State _____ Zip _____

Mail to: MEM Company, Inc.
Box 359, Dept. ITA
Passaic, New Jersey 07055

Offer expires September 1, 1973. Offer void where prohibited or otherwise restricted.

INTERNATIONAL TRACK ASSOCIATION

ADVISORY COMMITTEE

Chairman:

Rafer Johnson — Sullivan Award Winner
1960/U.S. Olympian

Rink Babka — U.S. Olympian

Dick Bank — International Track Expert

Robert Briner — General Manager/
Dallas Chaparrals

Morris Chalfen — President/Holiday on
Ice

Gary Davidson — President/World
Hockey Association

John Dewar — President/John Dewar
& Sons Ltd.

James Dunaway — International Track
Expert

Ivan Goff — Motion Picture Producer/
Paramount Studios

Payton Jordan — Head Track Coach/
Stanford University

George Moore — President/Pacer
American

Bert Nelson — Editor and Publisher/
Track & Field News

Vince Reel — International Track Expert

Donald Regan — League Attorney/
World Hockey Association

Wilbur Ross — Consultant/U.S.
Department of Commerce

Sam Skinner — Sports Writer

Vern Wolfe — Head Track Coach/
University of Southern California

David Wolper — Motion Picture
Producer/Wolper Productions

Alex J. Woodley — Track Coach/
Philadelphia Pioneer Track Club

ITA STAFF

Michael F. O'Hara — President

Jack D. Butefish — Executive Vice-
President

Charles T. Nelson — Contoller

James Terrill — Director of
Operations

Otis R. Cross, Jr. — Director of
Personnel

Al Franken — Director of Promotion

Eileen Federman — Secretary to the
President

Published by

Pro Sports Marketing Inc.
One Embarcadero Center
San Francisco, California 94111

All rights reserved.

Reproduction in whole or part
without prior written permission
is strictly prohibited.

Photo

Jack Sheedy

George Long

Rich Clarkson

Roger Vogel

Don Chadez

Stan Pantovic

Fred Balak

Steven Sutton

Copy

James Dunaway

Don Steffens

ITA: WHAT IT'S ALL ABOUT

At this meet, you are going to see and participate in a new experience for sports fans — pro track.

Professional track and field is here and your host, the International Track Association, welcomes you to world-class competition among the biggest names in the sport of track and field.

What you will see is as old as history and as new as tomorrow. Old, because men have engaged in contests of running, jumping and throwing since the dawn of time. New, because the contests you will see will be controlled and judged by the most modern electronic equipment available and will be presented with consummate professional showmanship to give you, the fan, maximum enjoyment. The two go hand in hand; for example, the new photo-finish device, one of the first of its kind in the Western Hemisphere, will separate finishers as close as an inch apart and will time each contestant to one one hundredth of a second. Results of even the closest finish will be available less than a minute after the race is over.

The ITA photo-finish camera will also permit elimination of much of the clutter which has been associated with the judging and timing of track meets. Instead of twenty or so judges and timers gathered at the finish line (and possibly blocking your view), a single official will read the order of finish and official times from the photo-finish picture.

So you, the track fan, will benefit not only from getting a faster, more accurate result, but also by being able to enjoy each race more. The times and event results will then appear promptly next to each participant's name on the new ITA Action Center Printer.

Another ITA feature is the separate strategy of each event. No two events will be underway at the same time. Nothing will distract from the individual efforts and achievements of the athletes. You will be introduced to each participant by Master of Ceremonies, Marty Liquori, who will interview the winners and present them with their cash awards.

Measurements in the field events are automated where feasible, but in all cases the latest in electronic equipment will give you the results within seconds after each effort. The long jump, pole vault, shot put and high jump event areas will be equipped with indicators so you will know which event is being featured and which event is on deck.

The ITA-designed Pacer Lites which line the track will "pace" the distance runners to new records while telling the fan if the leader is ahead or behind world-record pace.

Every stage in the production of the ITA meet is carefully choreographed. The objective will be streamlined, exciting world-class competition under conditions that benefit and respect the athlete and the spectator.



ITA President O'Hara (seated) and members of the Advisory Board



Michael F. O'Hara, ITA Founder and President

THE FOUNDER

The ITA founders have dedicated themselves to the challenge of returning the classical sport of track and field to the position it once held as the premier athletic endeavor of the world.

*Michael F. O'Hara
ITA President
September, 1972*

Michael F. O'Hara, Founder and President of the International Track Association, has been affiliated with world-class athletes for the last fifteen years. An outstanding volleyball player, he was captain of the team that represented the United States in the 1963 Pan-American Games and a member of the 1964 United States Olympic volleyball team.

He became friends with several members of the United States track team during the '63 Pan-Am Games and from that friendship and the realization of the sacrifices made by trackmen grew the germ of an idea which has now manifested itself as the International Track Association.

It took a circuitous route for O'Hara's idea to develop. With two former UCLA classmates, Gary Davidson and Don Regan, he became involved in the formation of the American Basketball Association and the World Hockey Association. After developing a comprehensive understanding of the mechanics of organizing and developing such new ideas as the ABA and the WHA, he was ready to launch ITA. He researched and developed plans for two years and began ITA operations after the Munich Games.

As the President of the International Track Association, O'Hara is quick to point out he does not consider himself the greatest track brain in the world. "I'm not a track expert by a long shot," he said, "but I have surrounded myself by experts. Everyone who has come aboard is a proven winner. We are all committed to making pro track work and with the experience of the ABA and WHA behind us, I have to think this is the best management group ever assembled in any sport."

Explaining the ITA decision to start with a program of indoor meets in key cities, O'Hara said, "We want to walk before we fly. We want to put on good performances indoors where we can use new kinds of showmanship and put fans in close proximity to the athletes before we try to present pro track to larger crowds in outdoor stadiums.

"Our hope is to motivate high school and college athletes to stay in track and field rather than switching to other sports which previously had a more promising monetary future."

Nothing is so powerful as an idea whose time has come. Michael F. O'Hara believes the time has now come for professional track.



O'Hara and world record holders Seagren and Ryun

The International Track Association is dedicated to the development and promotion of track and field throughout the world . . . With that simple statement of purpose, ITA was formed nearly two years ago. Since that time, every stage of development has been consistent with achieving the objective of world-class track and field competitions with high entertainment impact. To obtain the goals which the ITA founders set for themselves, several key elements were necessary:

- Knowledgeable pro-sports management specialists in all phases of meet promotion and presentation.

- An advisory group representing all areas in which ITA must operate effectively; i.e., communications, promotion, marketing. In short, an advisory group who knew and respected the sport and the athlete.

- The commitment of the world's best track and field athletes.

- Sports fans willing to invest in the future of track and field.

Fortunately, all of these elements were found and effectively brought together by ITA President, Michael F. O'Hara. The pro-sports management experience O'Hara acquired in his founding efforts with the American Basketball Association and the World Hockey Association was a strong plus in organizing ITA. O'Hara then assembled an Advisory Committee composed of a who's who of the sport. The very best people available were added in the areas of promotion and meet operation. The result was a finely tuned, experienced management team.

The next step was to find investors who were convinced ITA would work and would back that conviction with dollars. In addition to a substantial investment by Mr. O'Hara and his founding group, many additional investors did step up and ITA was in business — ITA was then able to obtain the major asset of the enterprise — world-class athletes. With the management, funds, and athletes it became time to set the stage for the confrontation of the world's best. The plan is quite simple . . .

Each year ITA will stage approximately 25 meets in the United States and Canada, starting after the amateur indoor circuit in March. ITA will then move to Europe for an additional 10 to 15 meets during the summer. At each meet, about 50 athletes will compete in 12 events — the 60 yard dash, the 500, the 1000, the mile, two mile, 60 yard hurdles, pole vault, shot put, high jump, long jump, women's 60 yard dash plus a special "celebrity challenge." ITA pays all the travel expenses for its contract competitors and guarantees minimum prize money for each event. In addition to the cash awards of \$500 for first, \$250 for second, \$100 for third and \$50 for fourth, ITA will use a "Grand Prix" formula (similar to auto racing and tennis), whereby in ad-



Evans, Seagren, Ryun, Flowers, Liquori, Matson, O'Hara, and the '73 purse check

dition to the event award, winning participants will accumulate points toward an annual award.

A "PAY DAY" FOR TRACK AND FIELD — Unfortunately, for the athlete, until ITA was formed the subject of money for track and field excellence never came up. Track and field athletes were expected to devote more hours to training than athletes in other sports, observe stricter training, diet and living routines and perfect their skills with no promise that if world-class status was attained there would be any reward for their years of commitment. Each year many world-class athletes are forced to abandon track and field for economic reasons. Many have tried professional football (although that wasn't their principle sport in college) — some were successful but most have been lost in a sport that was not their first love. ITA has now provided a better way. With ITA now on the scene, these world-class track athletes, who were willing to make great personal sacrifices in college and who represented their countries with honor, can now convert those hours of amateur success into a professional track career.

The ITA track concept is structured to reward a select group of world-class performers in each event for their effort in full public view during each meet.

Monetary awards to athletes have become an important aspect in building the public's interest in a sport. The public has become increasingly prize money oriented. Professional tennis is a good example — that sport has grown and the amateur side of the sport blossomed with the advent of the WCT. ITA believes that monetary rewards for the highly trained, dedicated athlete is essential to moving the sport of track and field to center stage in the world of professional sports. A "pay day" for the track athlete is essential to building the superstar image.

To those who suggest that offering a professional opportunity to the track athlete is wrong, founders of ITA offer the following rebuttle by Kansas coach, Bob Timmons — "It's strange how you hear . . . people say they are disturbed about the idea of pro track but think nothing of professionalism in other sports . . . I can see nothing wrong at all with pro track. The track man should have his chance for equal rewards."

Although the ITA program is oriented to the professional side of the sport, cooperation with the amateur organization is part of ITA's founding philosophy. Hopefully, with the advent of professional track, the amateur track program will remain truly amateur and the sport hopefully will avoid the pitfalls faced by amateur tennis and Olympic skiing where claims that monies paid "under the table" taint the amateur image. ITA supports the concept of amateur competition. ITA will undoubtedly benefit from the recognition gained by athletes in college track and field and in the Olympics — in fact, the world-wide recognition gained by the athlete in these areas is a necessary element in building the super-star image of an ITA athlete.

Those who have brought the ITA program this far against very difficult odds believe that an effective program of professional track and field on a world-wide basis is long overdue. ITA feels the sport can become an avenue of personal and financial growth for dedicated athletes from all walks of life.

We thank you, the sports fan, for your support of the ITA philosophy.

With your attendance at this meet, you, the fan, have become the final and critical element in ITA's "pattern for success." The ITA team sincerely thanks you.



PROS LONG TIME OVERDUE



Keino and Ryun: the two greatest distance runners in history

Professional track is here. And it's about time.

Nobody expects a talented engineer to work for nothing. Or an actor. Or an electrician.

Of course, to become a top engineer, actor, or electrician requires a high degree of native ability, plus years of training and experience.

But after all, that's also true for world-class performers in track and field. So why should we expect the world's finest track and field athletes to perform for nothing?

The answer is obvious: we shouldn't. And now that the International Track Association is making professional track a reality, some of the greatest athletes in the world are finally going to get a chance at the financial rewards they deserve for the years of hard work they've devoted to achieving greatness.

ITA believes that making track a professional sport will benefit the athlete, the sports fan, and the entire track and field world as well.

Let's face it. Track and field, the most natural, the most ancient, the most universal of all sports, has suffered mightily from the competition of better-organized, better-presented, better-financed professional sports, as well as from the social and economic pressures of our society.

Track has lost both athletes and audiences to professional baseball, basketball and especially football.

Among sprinters alone, more than half the U.S. Olympians from 1960 through 1968 gave up their amateur standing for a shot at pro football money: gold medalists Bob Hayes, Jim Hines, Henry Carr and Tommie Smith, plus Frank Budd, Stone Johnson, Trenton Jackson, Dick Stebbins and John Carlos. Each abandoned a flourishing track career in his early twenties to try his luck in the National Football League.

Some, like Hines, Carlos and Budd, barely got past the first cut. Others, Carr for example, became marginal performers; he was a starting defensive back for two seasons.

Only one made it big: Bob Hayes, a four-time All-Pro receiver for the Dallas Cowboys.