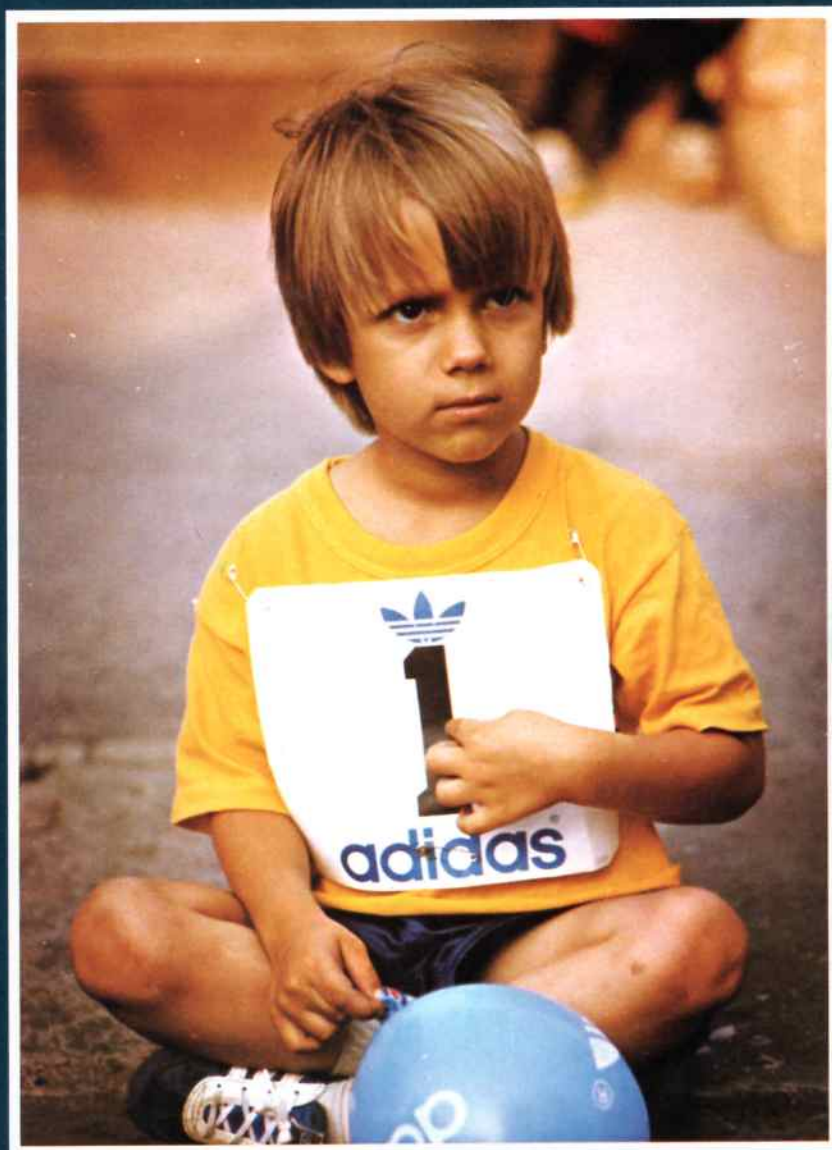




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May 1979 Vol. 1

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So You Want to Run!

By Hal Canfield
Veteran runner and running official

So you are serious about running distance races? Last year you were interested but couldn't quite get to doing the training required to run. However, this year you are determined to enter.

Sound familiar? Well, now's the time to get started!

In preparing for any race, you should be aware that you must be able to run the distance before you can race it, and as running distances increase, just getting through them is increasingly difficult.

Basic training means building the ability to go the distance — laying in a strong foundation of endurance. Without this base, you can forget about speed training. It won't help if you can't lift your legs in the last portion of the race.

You need 12 weeks between now and race day. I've been running for more than 40 years, but this hasn't taught me how to talk with people taking their first steps. I've forgotten what my first ones were like. My running is fun — not fun every minute of every day, but fun in the overall effect.

My running is easy and comfortable, and it feels good. But the first weeks of running will be no fun; it will be tiring. Even the slowest shuffle will be difficult because you're asking your body to do something it hasn't done in a long time — if ever.

All I can do is ask you to bear up. Be strong and patient. Promise yourself you'll stick out this break-in period, and I promise you much better days to come.

The kind of running — jogging recommended in most texts for beginners — 10 to 15 minutes every other day, is a common prescription. It is enough to give a quick, violent workout, but probably not enough to form a lasting habit. It takes this long to convince yourself that you're serious about working and that the body should cooperate.



This is why I say the sooner you make a habit of going beyond 20 minutes a day, the better you'll feel. I recommend a half-hour of movement every day from the first day, even if you have to walk most of it. The idea is not for you to bull through your workout, but to do it comfortably and still be able and anxious to run another day.

I'm recommending an eight-week starting plan with my ideas of what the specifics should be, just so you will have a definite plan to go by. You'll develop your own ideas and will modify the plan as you go, and I encourage this.

Look at yourself before you start. Are you in any kind of shape? Are you significantly overweight? Do you tire easily and get winded during moderate exercise? If you say yes to these, start by walking. Walk a steady half-hour or more every day at a brisk pace. Once you've worked up to an hour of steady walking, you are probably ready to add easy running. The past shouldn't leave you breathless. Run at a pace which lets you sing or whistle to yourself or talk normally with a friend. Mix in the amount of walking needed to keep it comfortable.

Go anywhere and everywhere — streets, parks, tracks, whatever you have available. Any place you can walk, you can run. Wear a watch to measure your running-walking. Don't check distances! For now, only time counts, not distance. You don't want to combine the two because the temptation to race with yourself is too strong.

The amount of running should grow as you go, while the amount of walking shrinks. The system involves waves of effort — long runs followed by short ones, then average length, then short again, and so on. Now you are ready for the eight-week running buildup that follows:

FIRST WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk 6 minutes, run one minute, repeat for ½ hour; Days 3, 5 and 7 — walk 15 minutes, run five minutes (insert walking when needed), walk 10 minutes.

SECOND WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk five minutes, run one minute, repeat for ½ hour; Days 3 and 5 — walk 15 minutes, run five minutes, (walk as needed), walk 10 minutes; Day 7 — walk 10 minutes, run 10 minutes (walk as needed), walk 10 minutes.

THIRD WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk four minutes, run one minute, repeat for ½ hour; Days 3 and 5 — walk 10 minutes, run eight minutes (walk as needed), walk 12 minutes.

FOURTH WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk three minutes, run one minute, repeat for ½ hour; Days 3 and 5 — walk 10 minutes, run 10 minutes (walk as needed), walk 10 minutes; Day 7 — walk five minutes, run 20 minutes (walk as needed), walk five minutes.

FIFTH WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk two minutes, run one minute, repeat for ½ hour; Days 3 and 5 — walk five minutes, run 20 minutes (walk as needed), walk five minutes; Day 7 — run 30 minutes (loosen up and cool down with walking).

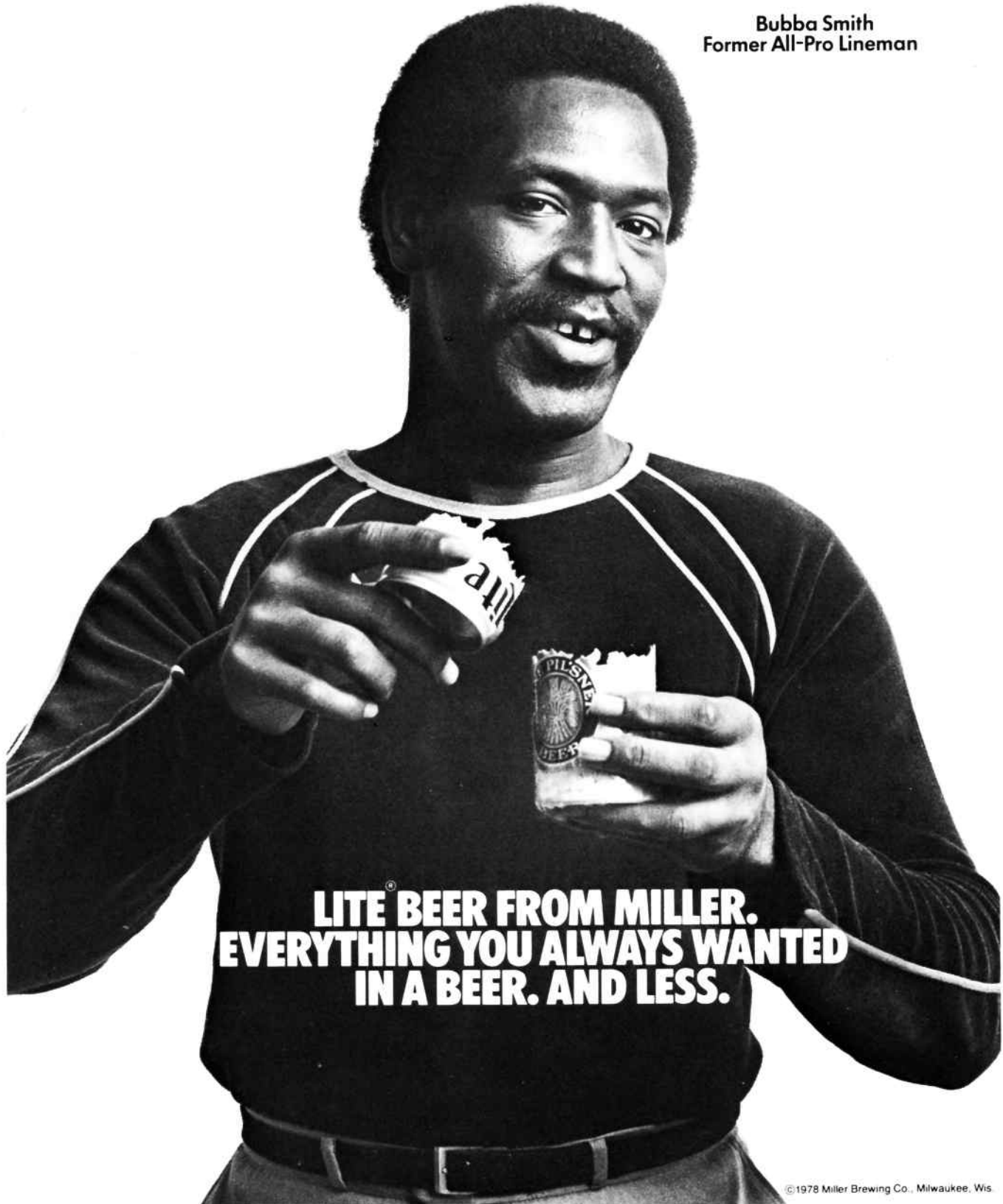
SIXTH WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk two minutes, run one minute, repeat for ½ hour; Days 3 and 5 — walk five minutes, run 20 minutes, walk five minutes; Day 7 — run 40 minutes (walk as needed — loosen up and cool down with walking).

SEVENTH WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk two minutes, run one minute, repeat for ½ hour. Days 3 and 5 — walk two-three minutes, run 25 minutes, walk two-three minutes; Day 7 — run 50 minutes (walk as needed).

EIGHTH WEEK: Day 1 — walk ½ hour; Days 2, 4 and 6 — walk one minute, run one minute, repeat for ½ hour; Days 3 and 5 — run 30 minutes (walk as needed); Day 7 — run 60 minutes (walk as needed).

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KTC Runs the Runners

HISTORY OF THE KNOXVILLE TRACK CLUB

Coppley Vickers first thought of forming the Knoxville Track Club.

In May 1961, Vickers, now an attorney in Sevierville, had graduated as a star miler from Fulton High School and was attending Furman U. on a track scholarship. He approached Charlie Durham, long time area track buff, about forming a team to compete in a series of Olympic Development Meets. Durham, although working for the Atomic Energy Commission, was a track assistant under the late B. E. Sharp at Fulton.

A meeting was called at Sharp's house. Sam Venable, Mitchell Vickers, Ben Plotnicki, Charlie Lobetti, Hal Canfield, Bob Neff, and Durham attended. A team was formed of local high school and college athletes, called the Knoxville Track Club. The KTC competed in its first meet at Furman and finished a close second in a 15 team meet.

A year later, Coach Chuck Rohe was hired from Furman as the new UT track coach. Vickers transferred to Tennessee with Rohe. KTC members, numbering about 15, met Rohe during the Club's first AAU meet held at Evans-Collins Field in June 1962. Thereafter, Rohe became the motivating force behind the KTC. Weekly planning sessions were held in his office. The Club soon obtained a state charter as a non-profit club, membership began to grow, and the group took on a new objective of promoting track and field throughout East Tennessee.

Many "Rohe ideas" were implemented by the dedicated KTC leaders. The Club assumed the role of officiating all the key high school and college track meets in the Knoxville community, later officiating in the SEC and NCAA Championships. Canfield, long distance events being his specialty, initiated a cross country program for East Tennessee high schools, and a road run program. Durham assumed the role as KTC coach of the men's team, and it wasn't long before KTC was competing on the national level. KTC initiated a program for women later and Judy Penton won the National Junior Olympics in the long jump. Terry Hull (now Terry Crawford and coach of the UT Lady Vols) was twice National USTFF Champion in the 880 and barely missed the USA Olympic team in 1972.

As the Club continued to progress under Rohe's direction and then later Stan Huntsman, many activities were expanded as the Club grew in forces. Summer development programs were conducted for children at all age levels at Tom Black Track. Two National Junior AAU and two National Junior Olympic Championships were directed by KTC at Tom Black. An annual banquet honoring the UT track teams, high school coaches and athletes, and KTC officials became a feature event. A Masters program for

competitors 40 AND over provided 41-year old Tom Chilton, who was on the first team in 1962, to win the National and World Master's Championship in the long jump with a world record jump of 23-7½. Coaching and officials clinics were conducted.

The most successful event over a period of time has been the annual Volunteer Track Classic, a meet held for outstanding prep track athletes throughout the Southeast. Durham and Jerry Wrinkle, who succeeded Sharp at Fulton, organized the first meet in 1962, with some 250 participants. The meet in 1978 attracted 1200 athletes from 14 states. The VTC is regarded by most coaches as the most competitive high school meet in the U.S.

With road-running gaining interest throughout the world and with many runners joining the KTC, Canfield expanded his program to include 20 major events each year. The first Expo 10,000 Run in downtown Knoxville in May 1978 was a tremendous success with over 1800 runners, from age 6 to 72. Some 4,000 are expected in the second run set for May 26, 1979. KTC's Ed Leddy won the first run.

KTC continues to emphasize competition for AAU meets and has about 25 class athletes. In 1977, with ex-Vol Doug Brown, leading the way, the Club finished only one point out of first place in the National AAU Cross Country Championships. Leddy won the AAU 5,000 meter title in 1976. Brenda Webb has many wins for KTC in competing in AAU sanctioned meets throughout the nation.

Financially, the KTC operates all activities from a budget of about \$20,000. Major sources of income are family memberships (\$15 per family), the Expo 10,000 Run entry fees, Volunteer Track Classic, and miscellaneous donations from area businesses. Some 370 members support the club, many coming from the professional fields (e.g., doctors, lawyers, bankers). The Club goal is 10,000 members. About half of the members indicate their primary interest is jogging or road running.

The KTC originated the Expo 10,000 meter race in 1978, attracting 1,800 entries. The race is sponsored by The Athletic House and Adidas.

The current President is Klem Jones. Coaches Huntsman and Crawford serve as Executive Directors. Of the original charter members, Canfield, Durham, and Neff are still active. These people, together with others such as Al Rovere, Bob Killefer, Mike Crawford, Joe Shepherd, Jess Brown, to name a few, are the driving force behind a very viable track and field program in Knoxville. They have dedicated themselves to improvement in the world's oldest competitive sport.

Running and Old Age

By E. C. Frederick

Life plays some nasty tricks on us. Perhaps the nastiest is that midlife shifting of gears which we euphemistically call "the change of life". Just when you should be reaping the rewards of a job well done - children grown and gone, a respected place in the community, etc. - your robot pulls a switch and throws your body chemistry and your mind into turmoil.

The reports of confusion and depression, of doubt and despair are all too familiar to require repeating. Most people seek a solution. For some it means a return to school, a new career. Willie Ann Albea chose running.

At 51, Willie Ann felt tired and depressed. She began to feel she had failed in her career as a grade school teacher. And when her principal asked her to transfer she resigned. Willie Ann was sorry she had quit and hoped she would be asked to reconsider. No one said a word.

Five years later Willie Ann Albea is a different woman. The people around her home town call her the "legend". That sad lonely woman with the legs coated with middle-aged flab is gone and, in her place, runs a handsome, contented woman with the legs of a teenager and an unflagging enthusiasm for life. Her resting pulse is 46 and a recent blood pressure reading was 110/68, a reading which would be good for a 20 year old.

Call it a transformation. The thousands of miles Willie Ann has run in the last five years have "tightened up just about everything," and given her a new view of herself. "I feel freer to do what I want to do now," she said, "to just be me. Before I started running, I felt tired every morning. I was depressed. I cried and spent my time trying to decide what to do with my 24 hours."

Willie Ann and her husband Emmet, a magistrate in the local district court, live in a small house in Anniston, Alabama. Their two children are grown. Without offspring to care for and a job to go to, there was little to give any structure to Willie Ann's life.

One Saturday afternoon she happened to read a notice about the local YMCA. So she got into her El Camino and drove down to the Y to sign up for their ladies' exercise class. Her first day out she barely made 200 yards around the track. Today, at 56, she runs as far as 9 miles in a single run, has run up to 93 miles in a week, and averages about 175 miles in a month.

In 1976 Willie Ann was inducted into the National

Jogging Association Spirit of '76 Jog Hall of Fame as a result of the 1776 miles she ran in that year. She now teaches a regular exercise class at her church and orients the rest of the day around her daily run. She calls it her "me time" and few things can keep her from her run. "I do it because it relieves my tensions and I just lose myself in it. In fact, if for some reason I have a day when I can't run, I feel miserable."

Willie Ann runs for an hour most days and rests on Sunday. She does 10 to 15 minutes of stretching before each run and regularly goes for a swim at noon. The rest of her day is spent in keeping house, reading her devotionals and gardening.

She has found that there is "more to running than putting one foot in front of the other" and she regularly reads several running magazines and books. Like most people running the mileage she is running she spends a lot of time recovering from minor injuries. She feels that many of the books and magazines she reads help her avoid and care for these injuries.

She advises regular stretching and a gradual introduction to running for middle-aged women just getting started. "Easy does this. Start with 4 to 5 weeks of walking 15 minutes a day and then walk one (lap) and jog one. Then walk one, jog two and so on." She warns that exercise does not always feel wonderful: "For the first six or eight weeks I had pain in my knees and ankles and I sometimes didn't feel good. But I knew my cells were meant to be healthy and eventually they would heal. It takes some discipline, especially at first, but you end up feeling better."

Dr. H.A. DeVries of the Andrus Gerontology Center at the University of Southern California studied the effects of regular exercise on a group of men and women aged 52-88. He found that many regained a good deal of youthful vigor; in some cases reducing their apparent "physiological age" by as much as 20 to 30 years. He observed lowered blood pressures, improved heart function and breathing capacity, loss of fat and improved ability to relax.

Willie Ann can attest to all of these changes in herself. She confesses however, that running does not stop all the aging processes. She told me with a twinkle in her eye, "there are three things that happen when you get older. One of them is you lose your memory. . .and I can't remember the other two."

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Adidas, Superstar

**A German speed merchant makes a runaway success
outfitting the sports world**

by Roger M. Williams

**By Courtesy of "Signature"
The Diners Club Mag
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Everybody with two feet knows what has happened to sneakers. They've become striped, colored, scientifically designed and damned expensive: A good pair of "Running shoes"—the term *sneaker* is passé—now can cost over \$40. What's more, sneakers have become fashion items. (And logically enough: A \$40 shoe should be good for something besides playing games.) The sidewalks of American cities are increasingly being trod by Adidas, Pumas, Nikes and a welter of other brands. In New York City and a few other places, they are showing up at cocktail parties and even at more formal occasions.

If you consider this yet another triumph of American marketing skill, you're wrong. The folks who sell the world American soft drinks, toothpaste and razor blades were passed on the first turn in the sports shoe derby. That is, they were left to pitch Keds and other artifacts from the Stone Age of sneakers, or, like Nike, to plunge late into the business and play catch-up. The company they've been catching up to, especially in design and marketing ideas, is West Germany's Adidas. The name may just possibly be unfamiliar, but not its omnipresent trademarks: three parallel stripes and three leaves in the shape of an artichoke.

"Adidas led the way," says Elmer Blasco of the National Sporting Goods Association. "They made an athletic shoe that was recognizable, with those stripes on the side." And look, Blasco adds, where that has led:

"A shop used to offer four shoes—white and black, high top and low. Now you need one shoe to run uphill and another to run back down again."

A truly global sporting goods company, Adidas (the Germans accent the first, rather than the middle, syllable) distributes its products in some 150 countries. Shoes remain its staple. The current U.S. catalog lists 226 adult and children's models for sports that range from soccer to windsurfing and that include such all-American pastimes as baseball and football. The catalog also displays a dozen models of "leisure" shoes, for those dressier occasions when tennis or jogging gear won't quite do.

But Adidas does not stop with shoes. It makes rackets, balls, tote bags and that other essential of fashionable exercising, warm-up suits. In the suburbs of America, the warm-up suit has become to the supermarket trip what the jogging shoe is to the casual party—a means of telling the world that the wearer is both athletic and *au courant*. Half a world and many cultures away, similar trends are evident. In the back-country of Zaire last summer, Western witnesses to a German rocket test were surprised by the attire of the black work crew: All wore Adidas T-shirts, and several carried Adidas bags.

Although Adidas and its major competitors do not release sales figures and other financial data, it is safe to say that, at present, Adidas is the world's most

successful sporting goods manufacturer. In the huge American market—20 million pairs of tennis and jogging shoes sold in 1977—the company does not lead in terms of total units. But, according to its general manager for the U.S., “we’re considered number one in running and training, in tennis and in pro football.”

It is relentless promotion that best characterizes Adidas’ approach to merchandising. For at least two decades, Adidas has shod an outsized proportion of Olympic track and field athletes (83 percent in 1976). This has been coupled, over the past few Olympic Games, with international TV coverage; athletes on camera have been known to point to their three-striped shoes and even to wave them at that world full of potential customers—all to the professed horror of Adidas’ officials, of course.

Adidas also trumpets its connections with slightly less earthshaking events, such as world heavyweight title fights. And it leans heavily on individual endorsements involving big names: the New York Cosmos’ Franz Beckenbauer and several European stars for soccer shoes; Kareem Abdul-Jabbar for basketball shoes; Ilie Nastase, Billy Jean King, et al. for a wide range of tennis equipment.

The “development” projects that Adidas pursues with leading practitioners of various sports involve part promotion and part legitimate research. Recent examples include Charlie Brumfield and Marty Hogan, stars of America’s fast-growing sport of racquetball, and racing driver Mario Andretti. The racer advised Adidas on production of a shoe called the Monza, which is fireproof and has a non-slip sole, attributes that prompt the Adidas people to claim—of auto racing, no less—that “it’s the shoe you wear that’s all important.” The market for such a shoe might seem limited, but given Adidas’ talent for huckstering, it is not difficult to imagine Dad taking advantage of the Monza’s accelerator grip to gun his Camaro into a 90-degree turn at the shopping center.

From a management standpoint, Adidas is a tightly controlled family operation that holds the press—and outsiders in general—at arm’s length. Its spokesmen proclaim, ad nauseam, the superior quality of the company’s products and the saintliness of its late founder, Adolf (Adi) Dassler, while turning away routine questions that they consider indecently probing. Adi Dassler (he telescoped his name into “Adidas”) died last September at the age of 77. He spent his life watching and talking with athletes and analyzing the problems and possibilities of the equipment they use. First from Europe, then from everywhere, athletes and their coaches came to the little town of Herzogenaurach, near Nuremberg, to consult with Dassler’s designers and technicians.

Among the results have been a long series of improvements in sporting goods, improvements that benefit not only the world-class performer but the weekend amateur as well. Dassler himself held several hundred patents. His innovations included the first

shoes with screw-in, interchangeable spikes and cleats, and the first shoes orthopedically designed and specially padded to protect such vulnerable points as the Achilles tendon.

All of Adidas’ triumphs, of the feet and the balance sheet, have been achieved in an odd business setting. Herzogenaurach is far removed from the great sporting goods markets and citadels of promotion, yet Dassler and his descendants have made every policy decision right at home. Both the advertising themes for the U.S. and the pitch to be used with the coach of Russia’s track team are decided at headquarters on the banks of the spindly Aurach river. Even odder is the local competitive situation: Just across the river, on Herzogenaurach’s main street, sit the offices of Puma, which, in sporting goods, has traditionally played Avis to Adidas’ Hertz.

Until his death in 1974, Adi Dassler’s elder brother, Rudolf (Rudi) ran Puma, and the struggle between them has assumed almost mythical proportions. Their father started a slipper factory which the sons, in the Twenties, converted to sports shoes. Soccer and running shoes were the Dassler Company mainstays. Its single greatest achievement came on the flying feet of American sprinter Jesse Owens, who wore two pairs of Dasslers while winning four gold medals at the 1936 Olympic Games.

In 1948 the Dasslers parted amid great bitterness. Adi kept the shoe factory and a few dozen workers and renamed the enterprise Adidas. Rudi turned a house into a second factory, persuaded 15 of their former workers to join him, and slapped the name Puma on the sports shoes that came off the assembly line; before long he had his own trademark and symbol—a single, streamlined stripe on the sides of his shoes. Rudi himself, tall and silver haired, became known as “Old Puma.”

Precisely why the Dasslers split remains a secret that, according to people in Herzogenaurach, is known only to the dead brothers and their tight-lipped families. Officials at both companies insist that the reasons were personal, not commercial. Whatever that means, the results were indisputably startling. For 16 years, from the split until Rudi’s death, the brothers never spoke to each other. As far as is known, they never saw each other—a remarkable feat in a town of 15,000. Rudi’s funeral was attended by a few members of Adi’s side of the family, but not by Adi himself, and none of Rudi’s descendants were even invited to Adi’s funeral.

Some local historians rank the break between the Dasslers with a 17th-century visit by marauding Swedes as the major events in the town’s 1,000-year lifespan. According to slightly lascivious legend, Herzogenaurach was originally a meeting place for monks and women. It is dominated today by a pair of towers that formed the strong points in a wall that encircled the first settlement. Narrow, cobbled streets twist away in various directions, and at rush hours, the

main road echoes to the buzz of motorbikes and the rumble of diesel trucks. The town's principal sporting goods shop plays it safe, giving equal billing to Adidas and Puma. And on the streets, the brands seem to get about equal wear, with the choice, one suspects, often made according to where a relative works.

The dining room of a local hotel hums with assorted languages, as Adidas executives entertain clients from afar. Sellers as well as buyers appear. The week I was there, a representative of a Texas firm called American Pneumatics was attempting to interest Adidas in an air-inflated running shoe. The Texan termed the shoe, which can be inflated to suit the weight of the wearer, "so far ahead of anything in footwear that it's like comparing a 707 with a DC-3." Adidas was cautious. "The air shoe *could* be the future," a company official told me, "but it seems that when you step down on the heel, the air will all go to the toe. Then what happens?"

Business at the six-story corporate headquarters is conducted amid elaborate security: closed-circuit TV monitors, doors hinged from the inside that open only with assistance from within, and interior lights that automatically dim when a door does open. The system was installed several years ago, while West Germany's most implacable terrorists were loose. Though Adidas has never been attacked, the company has received threats.

One room at headquarters is devoted to a museum, a sort of shrine to the sweaty foot. A half-dozen glass cases solemnly display shoes associated with this or that track or soccer feat; one of Owens' 1936 pairs is on exhibit. Other memorabilia include the biggest shoes the company has made—for American basketball players Artis Gilmore and Bob Lanier.

Adidas produces shoes and "textiles," as it calls warm-up suits and other articles of clothing, in several German factories and 17 other countries. Shoe production alone totals about 180,000 pairs a day. At least to a first-time visitor, its processes seem old-fashioned. Making those sleek, contemporary-looking sneakers involves rather rudimentary machines and a lot of handwork, done mostly by women seated in long rows at sewing machines. Even the three stripes are sewn on by hand.

Ever since Adi Dassler switched from slippers to sports shoes, Adidas' goal has been to make the shoes lighter. The museum exhibits provide evidence of its success. In the Thirties, soccer shoes looked like combat boots and weighed almost as much, or so it must have seemed to the players wearing them. Adidas' latest model weighs a mere 240 grams. The "Marathon 80" jogging shoe weighs a feathery 170; a child's helium-filled balloon can carry one aloft.

The lightweight soccer shoe took almost two years to develop and is a typical example of how Adidas goes about improving the breed. Bearing in mind the need for foot support and durability, the company's designers interviewed numerous German soccer players. They also studied the game itself and

concluded, says Dr. Ingo Rössler, the marketing manager, "that 95 percent of the time soccer players are running, not kicking. Therefore, they don't need a heavy, strong shoe. They need one light enough for the 100-meter dash." So Adidas prepared six or seven prototypes, which were worn by German stars under game conditions. The players' reactions led to modifications, such as making the sole flexible along both the vertical and horizontal axes. "World Cup '78," as the shoe was called, appeared in time for the event of the same name, and it wound up, according to Adidas, on more Cup feet than any other shoe.

Adidas leans heavily on its stature as the shoemaker of champions. The standard recitation includes these Adidas connections: 82 of the 99 individual medals and 44 of the 48 relay medals won in the 1976 Olympics; some 75 percent of all the players in the 1978 World Cup (actually a decrease of 5 percent from four years earlier); both contestants in the 1971 championship bout between Muhammad Ali and Joe Frazier; and 14 of the 18 teams in Germany's premier soccer league, a ratio worth many marks in the country that remains Adidas' number one market.

"When a kid goes into a store and says, 'I want a pair of Adidas,'" Ingo Rössler declares, "he realizes that there's a whole aura of gold medal winners behind those shoes. Nobody's interested in losers—although they're wearing our shoes, too."

My own teen-age daughter doesn't know a gold medal from a pulled muscle, but she does know what's in with her schoolmates. When she went into a store a few months ago, she refused to accept a discontinued Adidas model that was perfect save for one detail—the brand name was not emblazoned on the heel. She explained, "People won't be sure I'm wearing Adidas."

Rössler readily acknowledges that Adidas' arrival as a fashion item is a happy accident. "It's not just with kids," he says. "Bartenders in Los Angeles, we're told, are wearing our boxing shoes. That sounds a little crazy, but the shoes are light and comfortable. Aside from comfort, you have the prestige aspect. Passive people want to identify with active, sporty types, and Adidas stands for being sportive."

Rössler's presence at Adidas illustrates its desire to import talent from other fields in order to capitalize on the rapidly expanding sporting goods market. He is a 35-year-old Doctor of Economy who worked as a marketing executive for Ford-Europe and Opel/General Motors. A crisp, no-small-talk model of German efficiency, he represents a deliberate departure from the professional shoemakers who built the company. Yet the top echelon at Adidas carries on in the old manner. The company is run by Adi Dassler's widow, Kaethe, and their four daughters, one son and two sons-in-law.

It is truly management by committee. "The family," along with a single non-Dassler, meets every workday after lunching at home in their white stucco residence, known as "the villa." Although they have relaxed their

grip on company affairs, the Dasslers still make all the important decisions.

Presumably under the Dasslers' direction, Adidas' relations with the crosstown competition have warmed slightly. As a Puma official puts it: "If the two companies have a common problem now, they talk about it. And if one of our executives meets one of theirs on an airplane, we say hello." Some of the conflict is resolved on local playing fields. Soccer teams from the two companies meet twice a year, drawing several thousand spectators; no shares of market ride on the outcome, but the game is always fiercely contested.

Puma seem content to be the Avis of German sports

shoes and to stick solely with shoe manufacturing. "Let Adidas push all these other lines," says Puma's public relations director airily. "We do not intend to be a pharmacy for sporting goods."

That is lucky for Puma, one feels. Adidas' Dassler clan, together with its crew of marketing specialists, seemingly will not rest until every dog in the Lapland 500 is saddled with a three-striped blanket—and signed to an Adidas contract. As Rössler says, his Prussian restraint working hard to suppress buoyant optimism: "People everywhere are more health and recreation conscious now, and they have more leisure time. We see no end to it all."

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OAK RIDGE

1541 Oak Ridge Turnpike
Oak Ridge, Tennessee 37830

WEST

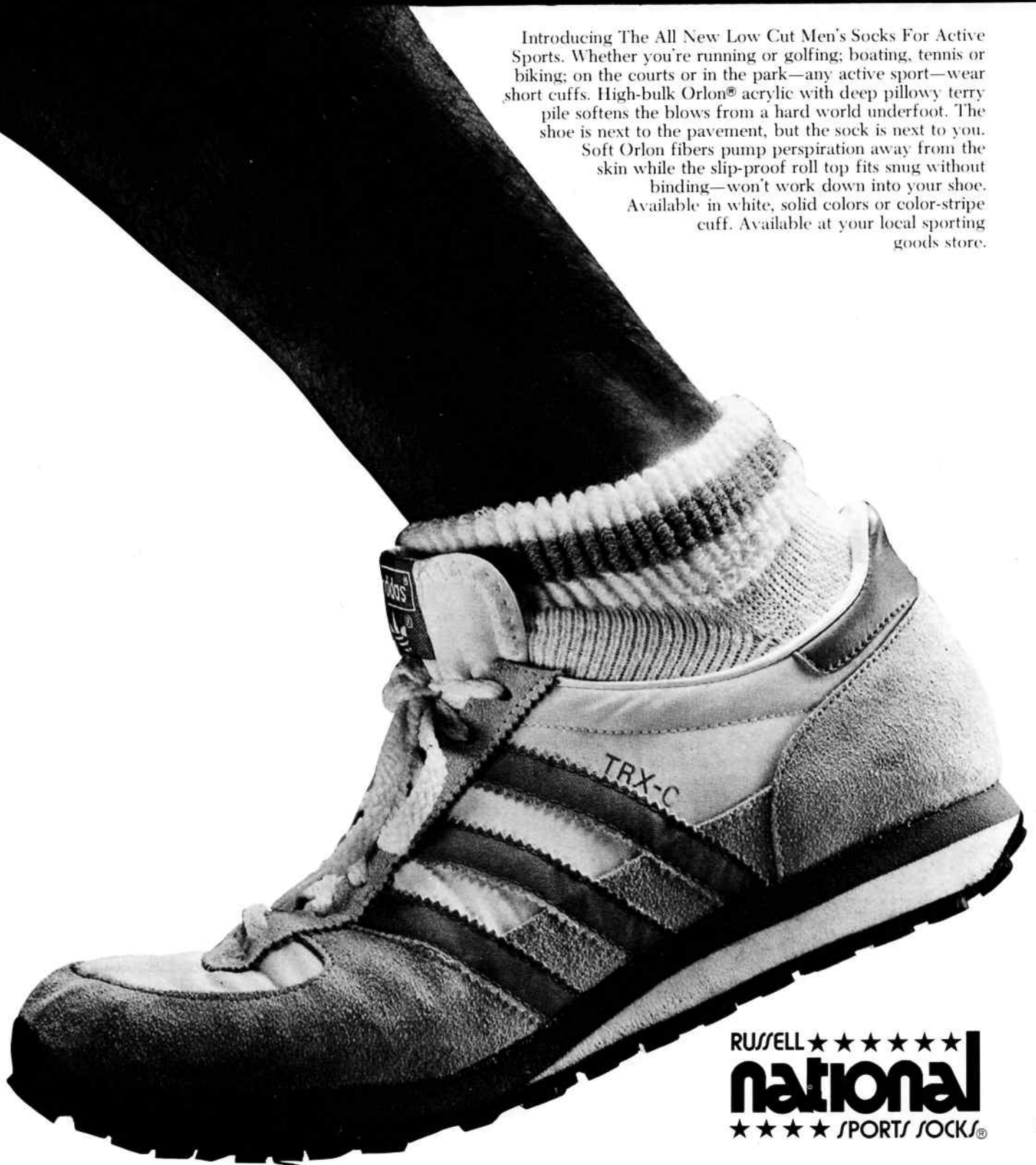
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"Bannister"—The Unforgettable

By Tom Siler
Sports Editor Knoxville News-Sentinel



Roger Bannister, 1954, beaming over two of the many cups and trophies he received after running the first sub-four minute mile ever.

The athletic feat that electrified the world took just under 240 seconds.

And the science of running has never been the same since. The stunning accomplishment occurred just 25 years ago. It was May 6, 1954 that Roger Bannister ran the most famous mile race ever, the historic 3:59.4, the first man to break the four-minute barrier.

Now, just a quarter of a century later it may be hard to dramatize the magnitude of that accomplishment, sated as we are by new records all the time, records spun off in scores of meets around the world and confirmed electronically on the spot.

Bannister's 3:59.4 run broke the existing mile mark of 4:01.4 held by Gunder Haegg of Sweden. Haegg's record had endured for nine years. The mile race, the glamor event of the track in those days, had produced record after record down through the 20th century. I remember when anything under 4:20 was fast, then 4:10 became fairly common. But the lowering came slower and slower and some medical experts suggested it was not humanly possible to run the mile in less than four minutes.

Nonsense, of course. The barrier was psychological, not physical. Bannister's magnificent mark lasted a mere 46 days. John Landy of Australia ran a 3:57.9 mile and in the next decade 38 different milers broke the four-minute mark 144 times.

But Bannister's fame is secure. He showed the others that it could be done. At the time he was a medical student in London, age 24. He set up a training regimen that dominated his life for six months. Roger Bannister had already said it could be done. Now, he set about to prove himself right. He finally decided he was ready and he ran the race as part of a track meet at Oxford with two friends as pacesetters, Chris Chataway and Chris Brasher.

Bannister ran in a light drizzle, a modest wind helping him in one direction, bucking him on the other side of the track. A scant 1500 spectators saw the run.

Bannister went on to no other notable running deeds. But he will always be remembered as the man who led the way, the one who proved that many obstacles are more in the mind than the body.

Today? Bannister, now 49, is in the midst of a distinguished medical career in London. And the world mile mark, held by John Walker, is 3:49.4, exactly 10 seconds under Roger Bannister's immortal run.

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NO. 27?



EXPO 10,000

FASTEST GROWING MARATHON IN THE SOUTHEAST



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Jogging For Beginners

by Dr. Tom Prince

Because a tremendous number of people have recently committed themselves to a jogging program, we thought it would be timely to offer help to the beginning runner. Dr. Tom Prince graciously consented to offer some guidelines for the beginner. Dr. Prince runs regularly and recently won his division (Veterans I) in the EXPO 10,000. He also teamed up with his son, Steve, to win the Father/Son specialty division. Even if you are not a beginner there is plenty of useful information in this article that can be used every day by virtually everyone.

Jogging beginners, unless given good advice by one knowledgeable in such matters almost always make several mistakes, usually in the following order:

- (1) Run in the wrong shoes.
- (2) Do not use proper running technique.
- (3) Wear the wrong clothes.
- (4) Run too far too soon.
- (5) Run too fast too soon.
- (6) Run too often.
- (7) Listen to the advice of world class (or seriously competitive) runners.

SHOES: This is your **most important** piece of equipment. Go to a store which carries **running** or **jogging** shoes as a specialty or subspecialty and take time to try on several different types and makes. **Be prepared to invest some money.** Good shoes do not come cheap and are well worth it in the long run. Do not try to jog in tennis shoes, basketball shoes, soccer shoes, football or baseball shoes, or barefoot. A good pair of shoes will save you all kinds of misery later.

Stores in Knoxville which carry good shoes are numerous. The most reliable lines of running shoes are: Adidas, Brooks, Converse, Etonic, New Balance, Nike, Puma, and Tigers. Those of you sharpies reading this will note that I have listed them in alphabetical order - not necessarily in order of personal preference, but then, my shoes are not always good for everyone.

There is a wide selection of types, widths, heel support, arch support, etc. Perhaps the best advice is to wear an athletic sock and try on a few pairs of various makes to determine comfortable fit, "cushion effect" of sole, good arch support, and heel support for your particular foot. If it doesn't feel good walking, it for sure

won't feel good running. And don't let the salesman tell you it will feel better after it's "broken in." The majority of good shoes nowadays require very little if any "breaking in." They should feel good from the moment you lace them up if they are right for your feet.



RUNNING TECHNIQUE: Don't run on your toes, flat footed or on your heels. Proper running/jogging technique for **aerobic** work (look it up) dictates a landing on the heel first with a roll forward (not a **slap**) and a push off from the ball of the foot and toes. The stride should be comfortable in length and not overextended. Shorter strides with the body in the upright or slightly forward position are the most efficient. Position of the arms is a comfortably bent elbow with the hands waist high or slightly above, swinging comfortably with each step ahead of the body and slightly toward the midline and then back as far as comfortable.

The head should be held erect in a comfortable position. Breathing should be natural and through the mouth. There has been a lot written and you will hear much about proper "breathing techniques" - it's all horsefeathers. (Horsefeathers is what the editor told me to say.) You can't run and force yourself into a breathing pattern at the same time. Breathe naturally as your body physiology demands, since your involuntary nervous system and reflexes (over which you have no real conscious control) set the breathing pattern your body demands far better than your voluntary or conscious control centers can.

CLOTHES: Wear light weight, loose fitting garments. Men need a support, nylon shorts and "T" shirt (or less in summer) with additional layers added for cooler to cold weather. Gloves, hat, rain gear, sweat bands are all items of personal preference. In summer **DO NOT** wear sweat suits or rubber suits. This can lead to serious heat exhaustion/heat stroke problem. In winter, do not wear stiff material which can get stiffer as the temperature drops.

Hint: Apply vaseline liberally to friction areas.



RUNNING TOO FAR, TOO FAST, & TOO TOO OFTEN: Absolute beginners should start off with $\frac{1}{2}$ mile, 3 or 4 times a week and try to increase about $\frac{1}{4}$ mile each time. If you have to "push" to make the distance, slow down and walk the rest of the way. Eventually you'll make it comfortably. Speed at first is dangerous if you are not used to athletics, it will take about one month of consistent training for every year you have not exercised just to get in **decent** physical condition. **NOT EXCELLENT**, mind you, just decent.

Your speed should be determined by your rate of breathing. If you can carry on a fairly comfortable conversation while running/jogging, your training pace is just about right for you. If no one jogs with you, talk to yourself—most people think we're flaky anyway.

After age 25, the body takes over 24 hours to recover from a heavy exercise period, consequently you should only run 4 days a week maximum, or maybe as you progress, 3 days hard and 3 days easy. You need at least one complete day of inactivity per week to properly recover for a good effort the next work out. (Now don't some of you wise guys start telling me about the likes of Doug Brown or Keith Kahl or Joe Shepherd - I'm talking **average** - understand?)

LISTENING TO ADVICE: Don't listen to world class runners or serious competitors because:

- (a) They inherited superior genes and thus are out of our "average" class.
- (b) They stay hurt a lot.

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Adidas is proud of its association with the Knoxville Track Club and the opportunity to support its fine programs by again co-sponsoring with the Athletic House Knoxville's second annual Expo 10,000 road race.

As running increases nationwide in popularity as well as in our own community the leadership and guidance extended by an organization like the Knoxville Track Club becomes increasingly important.

Sincerely,
Hugh Wilson

EXPO 10,000



000 — 1978



Results

EXPO 10,000
May 27, 1978
Knoxville, Tennessee

MALE:

Junior I

1. John Marsh
2. Brad Perkins
3. Brian Robbins
4. Bennett Northern
5. Will Nussbaumer

Junior II

1. Gary Gayman
2. Ronnie Gross
3. Bill Floyd
4. Steve Robbins
5. Tony Bowery

Senior I

1. Andrew Schramm
2. Steve Mays
3. Randal Bruner
4. Tom Murrell
5. Jeffrey Sodemann

Senior II

1. Bob Godwin
2. W. C. Orr
3. Royce Sayer
4. Yoshiniko Onogi
5. Lonnie Williams

Open

1. Ed Leddy
2. Bill Haviland
3. Louie DeLorenzo
4. Joe Kauffman
5. David West
6. Russ Smalley
7. Phil Stanforth
8. David Wiley
9. John Durland
10. Jim Elminger

Masters I

1. Ken Winn
2. David Bishop
3. Robin Hines
4. Don Jett
5. James Helms

Masters II

1. Keith Kahl
2. David Bishop
3. Sam Fowler
4. Tommy Brooks
5. Ben Granger

Veterans I

1. Dr. Tom Prince
2. Ray Wymmer
3. Robert Michel
4. A. C. Masingill
5. Kerry Schell

Veterans II

1. Charles Gibson
2. Bill Quinn
3. Bill Hackulick
4. Lloyd Lundin
5. Tom Fowler

Advanced

1. Joe Shepherd
2. Rea McKinney
3. Max Springer
4. John P. Hart
5. Hugh Faust

FEMALE:

Junior I

1. Lynne Ridenour
2. Judy Sexton
3. Nancy Morgan
4. Nann McEllean
5. Laura Cheal

Junior II

1. Phyllis Hines
2. Michelle Brown
3. Tasha Zoller
4. Rhonda Winn
5. Susan Shipley

Senior I

1. Heather Telford
2. Laura Ledbetter
3. Bird Anderson
4. Jeanne Abore
5. Diane Long

Senior II

1. Vicki Johnson
2. Wendy Williams
3. Paye Borthnick
4. Vera Adler
5. Ann Mitchell

Teams - Male

Junior High - Jefferson Jr. High - D. Frye, K. Frye, J. Jenkins, R. Perkins
Senior High - Tennessee Hi - K. Wyatt, M. Locke, T. Bowery, R. Gross
Senior Men - KTC Buzzards - S. Hall, R. Bergeron, B. Doolittle, P. Williams
Veteran Men - U. T. Faculty-Masters - B. Granger, D. Jett, R. Sanders, R. McLean

Teams - Female

Junior High - Jefferson Jr. High - N. Morgan, N. Reed, S. Inouye, K. Hill
Senior High - Tennessee Hi - J. Morton, C. Seneker, N. Steele, E. McAllister
Senior Women - KTC - J. Hall, P. Hines, M. Lindahl, K. Frincke

Specialties

Father-Son: Dr. Tom Prince-Steven Prince Over 220 Lbs.: Randy Gordon
Mother-Daughter: Jane Jennings-Becky Jennings Wheel Chair: Kent Fearley
Oldest: George Maley Youngest: Aron Mast/Adam Smith
Largest Family: David, Judy, Zach, Josh, Alex and Amee Fardon
Expo 82: Mark Carver

117. S. Klotz (15) 36:57
118. R. Fox (33) 36:59
119. C. Gibson (55) 37:01
120. J. Krewson (32) 37:02
121. S. Overbury (27) 37:07
122. B. Northern (14) 37:07
123. A. Keim (32) 37:08
124. W. Nussbaumer (13) 37:10
125. T. Norris (21) 37:11
126. B. Morgan (21) 37:15
127. R. Clift (17) 37:16
128. S. Bressaese (17) 37:16
129. J. Finger (38) 37:17
130. T. Zoller (18) 37:18
131. W. Berleyoung (38) 37:19
132. M. Purlong (15) 37:29
133. D. Bishop (46) 37:33
134. S. Robbins (25) 37:36
135. K. Oster (27) 37:36
136. O. Longine (28) 37:37
137. O. Dodson (24) 37:39
138. D. Barnett (17) 37:39
139. B. Anderson (22) 37:42
140. J. Abore (24) 37:44
141. R. Winn (16) 37:46
142. M. Loy (16) 37:46
143. C. Hatten (22) 37:48
144. T. Webster (37) 37:49
145. W. Honeycutt (25) 37:50
146. T. Coombs (23) 37:52
147. T. Rogers (31) 37:54
148. D. Dillard (35) 37:56
149. J. Roberts (32) 37:58
150. R. Haviland (32) 37:59
151. P. Ulrich (13) 37:59
152. E. Holt (21) 38:00
153. J. Kreis (21) 38:00
154. L. Wilson (23) 38:01
155. D. Jett (41) 38:02
156. T. Helms (29) 38:03
157. M. Hendricks (14) 38:05
158. T. Harvey (21) 38:07
159. B. Mitchell (29) 38:12
160. B. Abrahamsen (23) 38:15
161. S. Moore (16) 38:16
162. T. Bennett (18) 38:17
163. S. Fisher (20) 38:18
164. D. Brewer (21) 38:19
165. C. Hulse (16) 38:20
166. A. Baer (35) 38:23
167. D. Long (20) 38:24
168. S. Thomas (26) 38:27
169. K. Frye (15) 38:29
170. B. Quinn (55) 38:30
171. B. Grimley (22) 38:30
172. T. Nelson (22) 38:31
173. J. Helms (44) 38:32
174. B. Cain (34) 38:33
175. B. Thomas (19) 38:37
176. T. Perry (28) 38:37
177. B. Paylor (29) 38:39

178. T. Job (23) 38:41
179. B. Sherrod (31) 38:42
180. J. Christian (28) 38:42
181. P. Carey (30) 38:43
182. E. Peck (38) 38:43
183. S. Shipley (15) 38:43
184. B. Wolfenbarger (27) 38:45
185. T. Wagers (21) 38:48
186. M. Barrack (26) 38:50
187. S. Fowler (49) 38:51
188. R. Mykitta (19) 38:53
189. A. Pardon (14) 38:54
190. J. Boyd (18) 38:57
191. T. Mary (15) 38:59
192. D. Smith (20) 38:59
193. D. Cederblom (35) 39:00
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233. T. McCrimmon (13) 39:57
234. J. Sexton (19) 39:59
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236. M. Best (18) 40:00
237. B. Reagan (21) 40:05
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281. D. Timmworth (43) 40:59
282. R. Jones (24) 41:00
283. A. Cheatsan (29) 41:00
284. J. Exum (21) 41:01
285. M. Ridenour (16) 41:01
286. Dr. T. Prince (51) 41:03
287. S. Pettit (16) 41:05
288. T. Bradbury (23) 41:05
289. M. Mullins (24) 41:05
290. H. L. Poindexter (30) 41:11
291. L. Dukes (34) 41:12
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297. T. Brooks (45) 41:15
298. R. Sanders (42) 41:15
299. B. Granger (46) 41:16
300. R. Jackson (14) 41:18

301. K. Hill (18) 41:19
302. P. Conley (30) 41:19
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311. B. Holt (25) 41:26
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337. B. Rhodes (21) 41:52
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340. P. Fry (15) 41:53
341. K. Culpepper (28) 41:54
342. L. Larkin (55) 41:54
343. D. Crain (46) 41:54
344. O'Donnell (18) 41:55
345. C. Sparks (18) 41:55
346. B. Bryant (26) 41:55
347. B. Pell (24) 42:04
348. M. Carringer (32) 42:05
349. R. Bender (35) 42:05
350. F. Farmer (23) 42:06
351. K. Paul (15) 42:07
352. M. Kelleher (24) 42:13
353. H. Howard (18) 42:13
354. T. Schumpert (39) 42:13
355. L. Ridenour (14) 42:13
356. J. McKenzie (36) 42:15
357. B. Ramsey (20) 42:15
358. E. D. Gage (35) 42:20
359. D. Self (38) 42:21
360. B. Cartwright (16) 42:24
361. P. Hogan (33) 42:24
362. M. Kerley (24) 42:25

ORDER OF FINISH

1039. G. Vining (23)
 1040. M. Murphy (13)
 1041. E. Boruff (28)
 1042. M. Keller (33)
 1043. J. Greene (26)
 1044. B. Walker (19)
 1045. R. Rankin (13)
 1046. R. Newman (27)
 1047. E. Owen (30)
 1048. E. Underwood (17)
 1049. K. Raines (17)
 1050. B. Hines (10)
 1051. J. Mynatt (32)
 1052. A. Knott (22)
 1053. L. Lindsay (28)
 1054. B. Horwedel (27)
 1055. L. Sliger (47)
 1056. S. Bishop (44)
 1057. T. Long (27)
 1058. M. Stratton (37)
 1059. J. Haslam II (47)
 1060. G. Proven (14)
 1061. R. O'Neill (18)
 1062. P. Soule (29)
 1063. S. Seiler (30)
 1064. E. Holt (45)
 1065. J. Ryan (37)
 1066. J. Redmon (31)
 1067. F. Hamilton (23)
 1068. P. Martin (38)
 1069. K. Hinkle (30)
 1070. J. Goins (26)
 1071. T. Parks (30)
 1072. J. Dickerson (17)
 1073. C. McDowell (16)
 1074. D. Snupe (37)
 1075. J. R. Webb (35)
 1076. S. Coker (36)
 1077. M. Bush (32)
 1078. L. Bush (32)
 1079. D. Spencer (24)
 1080. C. Whitman (35)
 1081. M. Wills (26)
 1082. A. Kotz (25)
 1083. M. Springer (64)
 1084. M. Correll (17)
 1085. P. Toran (27)
 1086. C. Achilles (42)
 1087. C. Ferebee (25)
 1088. B. Jennings (22)
 1089. B. Evans (25)
 1090. B. Hendricks, Jr. (27)
 1091. J. Finch (14)
 1092. D. Blevins (15)
 1093. C. Norman (26)
 1094. Unknown
 1095. J. Tolson (44)
 1096. S. Dickenson (23)
 1097. J. Meeks (26)
 1098. B. Granger (19)
 1099. V. Moseley (27)

1100. K. Sanders (48)
 1101. G. Klaasen (37)
 1102. J. Herring (28)
 1103. J. Michel (24)
 1104. J. Bolton (37)
 1105. J. Nagan (21)
 1106. J. Hewitt (21)
 1107. G. King (18)
 1108. R. Langley (40)
 1109. G. Glendens (29)
 1110. M. Colavecchio (20)
 1111. K. Cockren (13)
 1112. S. Satterfield (18)
 1113. C. Miller (24)
 1114. M. Mathis (38)
 1115. C. Cole (29)
 1116. J. Ramsey (24)
 1117. J. Jones (24)
 1118. S. Hensley (23)
 1119. J. Williamson (37)
 1120. S. McTeer (19)
 1121. R. Stinnett (15)
 1122. B. Barbish (47)
 1123. B. Weber (34)
 1124. R. Kennedy (47)
 1125. C. Bradley (19)
 1126. B. Fisher (34)
 1127. S. Inouye (13)
 1128. T. Williams (33)
 1129. J. Day (55)
 1130. D. Congleton (26)
 1131. M. Ulmer (35)
 1132. J. Lowe (39)
 1133. J. Gilmore (30)
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 1136. D. Dillard (35)
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 1561. E. McKinney (59)
 1562. H. McGregor (59)
 1563. M. McLean (48)
 1576. F. Martin (29)



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Terry and Stan

By Marvin West
Knoxville News-Sentinel Writer



The hula-hoop has faded. There aren't many goldfish-swallowers still around. The twist was just another dance fad. Running is here to stay.

At the hub of moving on in Knoxville are two University of Tennessee track coaches, Stan Huntsman for men, Terry Hull Crawford for women, both outstanding in their profession.

Huntsman is coming up on his second assignment as an Olympic coach. That's a heavy honor, based in part on success in the arena and service to the sport. It is fitting that Stan will polish Americans for middle distance and distance races in Moscow. His best teams at Tennessee, his greatest national triumphs had distance demons as foundations.

Huntsman and his Volunteers have won a few . . . NCAA championships in cross-country (1972) and outdoor track (1974), all eight outdoor titles in the Southeastern Conference since Stan switched from Ohio University in 1971. Three times his teams have won SEC indoor championships, seven times first prize in cross-country. Doug Brown followed Huntsman teachings to the front of so many races, he was almost as famous as football All-Americans in Big Orange Country.

Huntsman is a respected teacher, a calm, poised man who doesn't get the shakes if somebody asks why this or why that. His ideas come from a sound background and years of refinement in the big leagues.

Stan Huntsman's dad was his coach at Wabash College. Stan won national honors in the decathlon (best events were the shot put, discus and javelin). He was Little All-America as a fullback, a fierce competitor in all sports.

For 14 years, Huntsman coached at Ohio U. He was good enough there to win Chuck Rohe's recommendation. He's been good enough here to break Rohe's records.



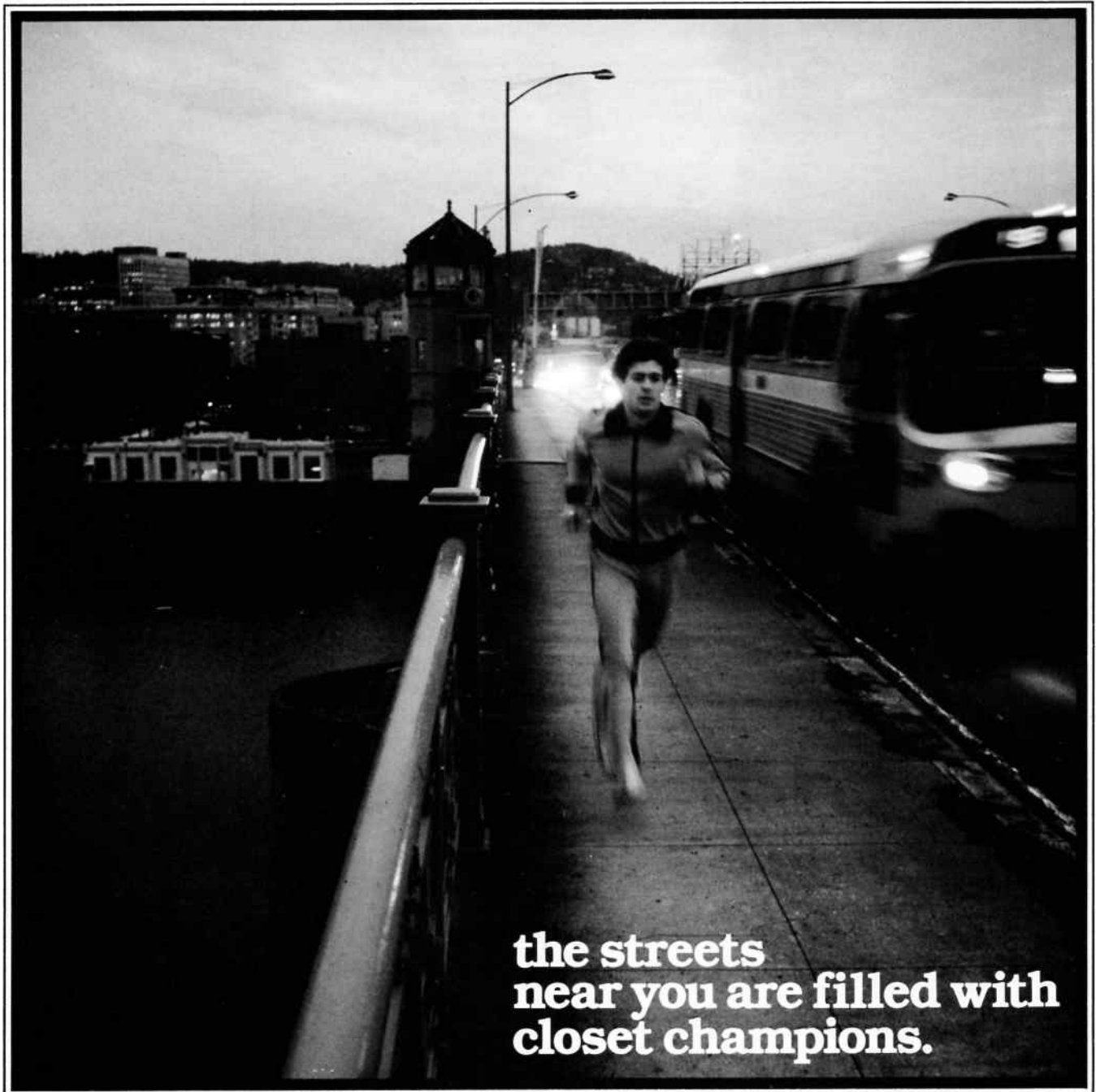
Terry Hull Crawford is younger and can run faster. She'll put on shorts or sweats and pace workouts for her dashers and middle-distance Volunteers. Call that coaching leadership.

Terry was once Tennessee's women's track team. She was the only Vol at the first women's collegiate nationals in 1969, San Marcos, Tex. 'Tis sad to report Terry, as a team, didn't do too well. She placed fifth. As an individual, in a uniform borrowed from the UT men's track team, Terry won her two races and great respect.

It continues. Terry and Tennessee track were the attractions which brought some 800 women athletes to Knoxville last spring for the AIAW National Championships.

Terry was internationally competitive under the flag of the Knoxville Track Club. She has been honored as KTC athlete-of-the-year, recognized for her patient determination as a coach, admired for rare organizational abilities as an administrator. Terry and Stan are two top reasons Knoxville is on the run.

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Expo Champ Back Again

By Tom Siler
Sports Editor, Knoxville News-Sentinel

Ed Leddy wants to get on the gold standard, Olympic gold.

That's the common goal of all ambitious track men and Leddy is one of the best. He failed at Munich and he failed again at Montreal.

Now, he shoots for the Olympics in Moscow.

But this isn't the same Ed Leddy who came over from Ireland early in this decade. We first heard of Leddy and Neal Cusack and their running mates from Erin when they began running for Coach Dave Walker at East Tennessee State at Johnson City. It's been tough all the way. Eddy runs all over the country. Just last May he was an easy winner of Knoxville's first Expo, the downtown road race at 10,000 meters. That was a mere canter for Leddy who was timed in 28.35 and coasting.

Leddy is back again shooting for another Expo victory. If possible, he's in better running condition than ever before. In fact, he's never out of shape.

Eddy has been working hard toward long range goals for a long time. Back there in the early 1970's when he came over from Ireland he had to work to help pay his way through East Tennessee State. Under the rules of the Ohio Valley Conference no scholarships could be given in non-revenue sports. Ed waited tables and washed pots and pans.

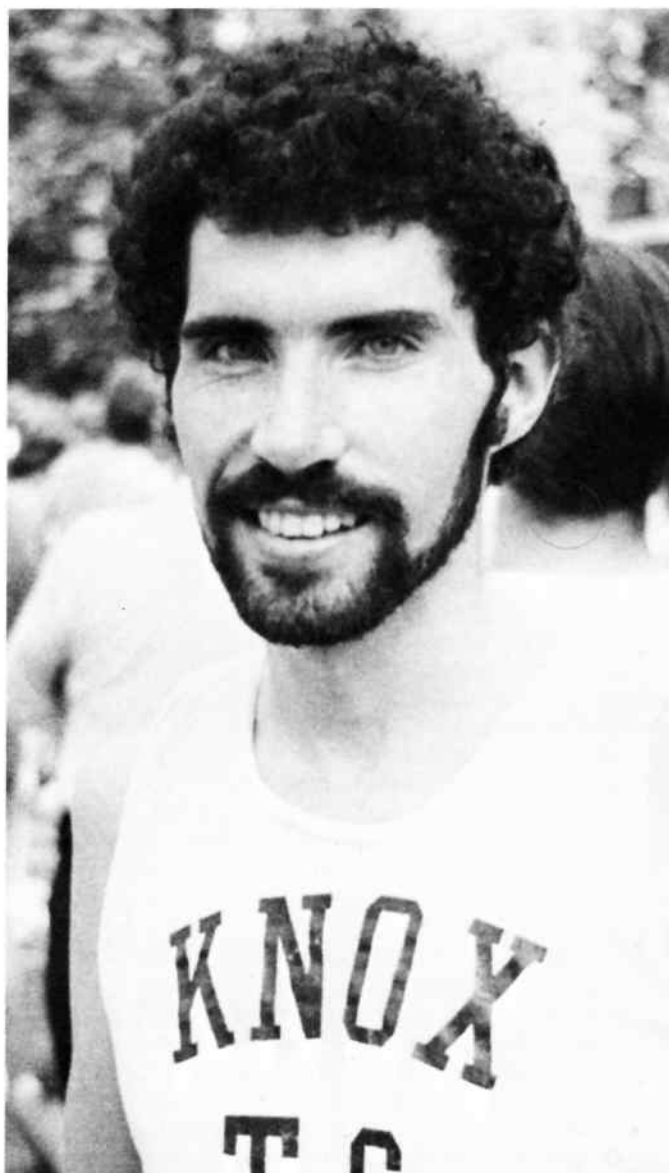
Ed and Cusack and old friends from Ireland won lots of headlines for East Tennessee State. Cusack won the NCAA cross country individual title one year and in 1972 East Tennessee finished second in the cross country and the University of Tennessee was first.

After finishing up at Johnson City Leddy came down to Knoxville and began competing under the umbrella of the Knoxville Track Club.

"Claude Bond brought me down from Johnson City," recalled Eddy. "I needed to make a move. The Knoxville track club did a lot for me. Without the club many of my running trips would not have been possible."

Later, much later, Leddy married Debbie Shipe, a Harriman girl, and they moved to Nashville.

"Ed Leddy is a good man for us," said Fred Ladebauche of Truck Stops of America. "Eddy just got a promotion. He's doing well. And he works a full shift even when he is in training. He works from 8 till 5 just like anyone else. He runs 6-8 miles in the early morning and 7 to 9 miles in the evening."



Fred thinks Leddy is changing his sights from 5,000 and 10,000 meters to the marathon. Fred suspects Leddy may be shooting for a marathon medal in Moscow. Ed finished second to Bill Rodgers in a recent marathon in Birmingham and third in a marathon at Dallas.

Marathon Without Pain?

by Herman M. Frankel, M.D.

(Reprinted by permission of Running Magazine)

There are more ways to run marathons than there are people who run them. The "calldron of pain" experience, so vividly described by Dr. George Sheehan (*Sports Illustrated*, April 17, 1978) is only one approach, one which many runners choose to repeat over and over again.

Another kind of drug-free ecstasy is available, pain-free and injury-free, to those who make the simple decision to run at the same peaceful pace on marathon day as they do during their daily runs. Like other long-distance runners, they also typically find that their running habit provides them with a rich variety of health benefits (feeling relaxed, alert, energetic, patient, sleeping and eating well) and medical benefits (heart, lungs, blood vessels, metabolism, digestion), and with the opportunity of learning how to detect, understand, respect, and act upon the fascinating and important messages coming from themselves.

This is, in fact, the heart of this approach: listen to what your body is telling you and use the information thoughtfully, on marathon day as well as on all other days. At the very start, it's a good idea to get a complete physical checkup, to make sure you don't have any unsuspected abnormalities which might make unsupervised exercise difficult or dangerous, such as anemia, or irregular heartbeat during exertion. Then, use the following guidelines ("the six 20's"), adjusting the details daily in accordance with any evidence of overstress (pains; persistent aches; colds, fever blisters, canker sores, or other signs of infection; feeling washed out, fatigued, or irritable):

(a) Do a variety of gentle stretching, strengthening, and relaxing exercises once or twice a day, about 20 minutes each time, maybe more.

(b) Beginning with a 20-minute walk on the first day, increase your exercise load *very gradually* over the course of about 20 months (perhaps fewer, perhaps more), generally planning a relatively easy (or short) day (or two) after each relatively hard (or long) day.

(c) Keep almost all of your running *gentle* (conversational pace), with a 5-minute walk at the start and at the end, and with walking breaks inserted whenever you need them during your run. Do about 1/20 of your total running at a faster pace, without any sudden jerky speeding up or slowing down. You can do this by estimating the number of *minutes* you'll be running altogether that day, and including three separate stretches of slightly fast running, each lasting that number of *seconds*.

(d) You'll be ready to run an ecstatic, pain-free marathon when you can comfortably cover 20 times the marathon distance ($20 \times 26.2 = 524$ miles) over the



course of the two months before marathon day, this total including

(e) five 20-mile runs, each of which leaves you feeling good enough to enjoy a normal, easy run the next day.

(f) Practice drinking during your long runs. Stop to drink about every 20 minutes, and take a total of at least 20 ounces per hour when running in warm weather. (Water is fine; rely on the natural foods in your diet to replace the minerals lost in sweat.)

Seasoned marathoners might well choose Boston for their first painfree, peak-experience marathon. The ecstasy of interacting with the 26.2 miles of supportive, appreciative, caring people of all colors, ages, sizes, and shapes from Hopkinton to the Pru at this year's Boston Marathon left me feeling that if we runners enriched their lives at all, it was small repayment for the selfless, warm-hearted, generous, loving way in which they enriched ours. Others might seek — and are likely to find — similar experiences by preparing for, and running in, a marathon close to home, even if there won't be over a million enthusiastic people in attendance. If you choose to make use of it, the opportunity will be there for a glorious, uplifting experience, without pain, without injury. . . and you can expect the warm feelings to persist the next day, when you do your regular, easy run, and for a long time thereafter.

Dr. Frankel is a pediatrician with the Kaiser Permanente Medical Care Program of Oregon, and a Senior Investigator for the Kaiser Foundation Health Service Research Center. He completed the 1978 Boston Marathon in 3-hrs. 41-min.

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Is the Marathon a Fad?

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Marathoning is a fad. If you care to, you can quote me. If you prefer, you can bet me. I'll take even money, but before you ante in your shoes I must warn you, I've got a hot tip. My bookie assures me that since the media has become so excited about racing the marathon, it must be a passing fad, for we don't have a great history of sticking with much of anything for very long.

Now don't get me wrong, I'm not against the marathon. What I am against is the current rush to conquer the body by cramming it into the latest fad after having ignored it for so long. Too many of us have a propensity to take this whole running thing too seriously. Many would-be athletes, especially those piling up miles with an eye on faster times, are picking up an awful lot of debilitating and depressing pain and injury (rest vs. stress). My own history of stacking up more and faster miles and the July, 1977, issue of *Runner's World* concur, "50-mile-a-week runners are nearly twice as likely to be injured as those who run 25 miles a week." "Those who race are about twice as likely to get hurt as non-racers. . ." As Dr. George Sheehan so poignantly reminds us, "It's not jogging that's good for us, but jogging that is fun that's good for us." My observations agree with exercise physiologist Dr. Laurence Morehouse's, that "It's not healthy to take health regimens too seriously."

"Health?," some people are going to jump, "I don't run for health, I run for fun." Let's put an end to this dichotomy. Both things can exist at the same time. If

I'm not getting both health and fun from my workouts, then I'm doing something wrong. Both are available, as an increasing number of people know. If I run for fun and find myself drained and hurt, then I'm not going to be able to have much fun. If I'm healthy, I'll get some play and fun, the animal in me will come out. That's what I'm after. Otherwise, life is nothing but work, or waiting for work. Work at work, and work at play. Play is out the window. All that's left is work. At this point we aren't running naturally but as what coach Percy Cerutti calls "Zombies." This is not the art of running.

The problems of trying to redesign ourselves to live up to faddish pressure stifle laughter. The inevitable by-product is rigid seriousness that permeates too much of our existence as it is. When I tinge my running with worry it's a clue that I'm retreating into compulsiveness, albeit often unconsciously. I am flirting with very harsh training schedules and am probably about to override the very subtle signals of my body. The results are predictable — breakdown of one kind or another. Colds, flus, bum knees, hemorrhoids, you name it. This is not where the action is.

The action is in a fresh, strong, well-rested, flexible, healthy body. Because I'm a jogger my legs are a special barometer. I want my legs to be totally free of pain, every day. Occasional fatigue and discomfort are one thing, but no pain. Pain is a loud shout from the body to PAY ATTENTION! I don't want my recreation to lead to that percentage of suffering, however small it

may be, that's avoidable if only I would take it easy.

What I'm suggesting is a re-education that continues to revere the marathon distance and the magical racers who go after it, but which also allows a jogger like me to tackle big challenges and have fun doing what we're doing, without having to live up to arbitrary standards. I simply don't want to train for a three-hour marathon. It wears me out. The corners of my mouth turn down.

However, when I do choose, I want to be able to cover the distance with style, for that's the challenge. Style means being gracefully balanced, hands, jaw and shoulders relaxed, feet nearly silent on the pavement, and free enough to run again tomorrow.

This kind of art and this kind of beauty and this kind of competition have required me to get outside the sport of long-distance running in order to stay in the

sport and get the full physical expression for which I search. I am relearning how to walk, jog, run, bicycle, stretch and train my body with light weights.

I break up my hour jogs with vigorous, brisk walking as I feel like it. Every other day I cycle instead of jog for about an equal amount of time. This has been working out very well for me since each activity uses different muscles. My legs are much more relaxed than they used to be. I am a much better runner.

One day a week I manage to take off for one reason or another. I'm either too busy, or too lazy, or too tired, or some other good excuse. Every day I stretch (I don't think it's as important to stretch before and after a run as it is to get in at least one half hour of stretching sometime during the day.) Three days a week I work out with light weights (at least 15 rep's in a relaxed and balanced way with no strain on the face). I usually get plenty of sleep and have learned to put my feet up when I can. I believe all this variety has been very valuable, as well as fun.

What I propose is the concept of the hobby-athlete, one who enjoys exercise and sports as a source of health, well-being, play and satisfaction during leisure hours. Hobby-athletes' bodies rarely take abuse and are in constant repair. Anything less is ignoring the freedom the body has to offer. I may be able to look flashy at the marathon starting line for a year or two, but I may never learn to deeply love the sport and my body.

My goal is to have this well-being when I'm eighty. Everything and everyone tell me the most important things I can have as I grow older are my health and my sense of humor. I'm not going to be able to keep them without plenty of respect, worthy challenge and love. I can't get these things if the clock, the other guy and competition with myself lead to worry. I can attain them only by unearthing a nature that's deeper and more valuable to me.

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