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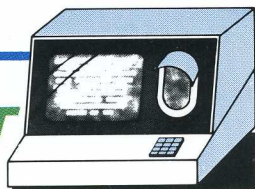
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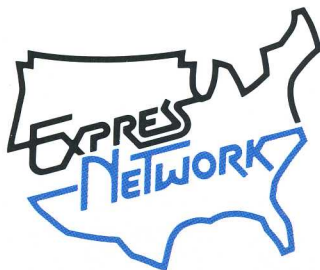
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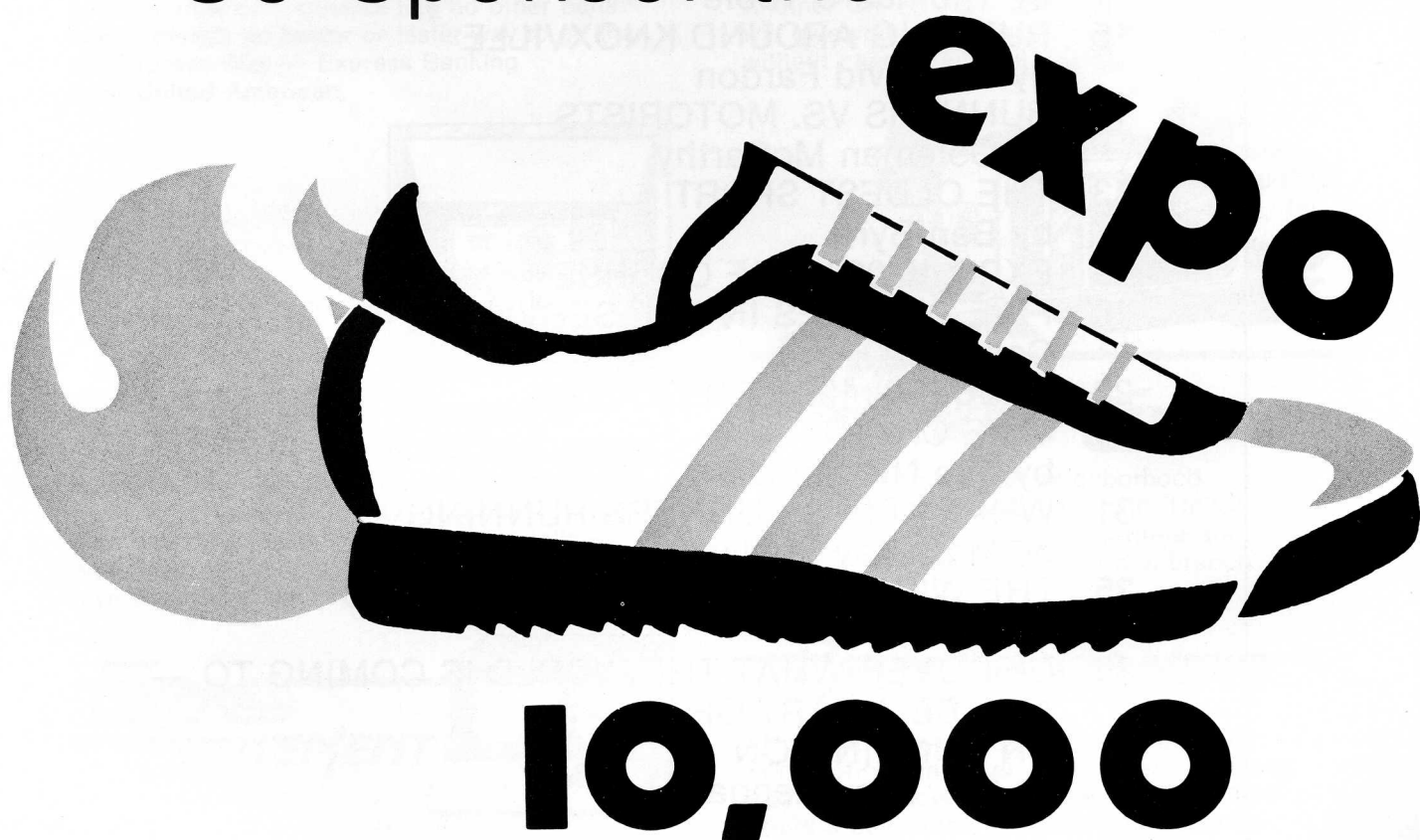
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Adidas is proud of its association with the Knoxville Track Club and the opportunity to support its fine programs by again co-sponsoring with the Athletic House Knoxville's fourth annual Expo 10,000 road race.

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

THE TRACK CENTER OF THE SOUTH

by Thomas O'Toole

When the first Expo 10,000 exploded down Gay Street three years ago, this ambitious little project created a chain reaction throughout Knoxville and the surrounding area.

Already known as a hub for runners, Knoxville and its running community suddenly grew bigger and bigger, much like the mushrooming effect of an atom bomb. Fun runs, 10ks, 5ks, mini-marathons...you name it. Races of all shapes and forms sprung up; so many, in fact, there is hardly an event-free weekend from February through July.

In addition to these informal road races, Knoxville also plays host to a variety of national collegiate and open track meets on the University of Tennessee campus. The Dogwood Relays and Tom Black Track Classic are fixtures on the spring circuit. The Volunteer Track Classic is one of the major high school meets in the nation.

This June, The Athletics Congress men's junior championships will be held at Tom Black Track, and in 1982, the senior nationals are scheduled.

What all this means, is that Knoxville, mainly with the help of the Knoxville Track Club and the Expo 10,000, has become what some people like to call the track center of the south.

"As far as having an all-around program, including road-races and big-time meets, Knoxville has more than Atlanta," boasts Charlie Durham, a Knoxville Track Club official and organizer of the widely-acclaimed Volunteer Track Classic.

"There's a lot of diversity now, and I think the thing that kicked it off was the first Expo run. So many people found out then that this a whole lot of fun.

The running world does not revolve around Knoxville. Houston, Eugene, Philadelphia, Los Angeles and some others are bigger track towns. But Knoxville has moved into the upper echelon of running cities.

Part of this has to do with the Knoxville Track Club, which since 1961 has been the moving force behind track in this area. When Chuck Rohe became head track coach at Tennessee, he pumped new ideas into the fledgling club.

And perhaps the biggest boost to the club has come from the Tennessee programs. The men, under Stan Huntsman, have won two national titles, one in outdoor track, one in cross-country. This winter they finished third in the NCAA Indoors.

The women, just starting to roll with a young team, finished second in the AIAW Indoors while securing 10 All-Americans.

In a relatively short time Coach Terry Crawford has taken a nonexistent women's team (she was the first and only member in 1969) and turned it into a national power.

With lots of freshmen and sophomore stars, the future looks bright indeed.

"I think both the men's and women's programs have helped the community," Crawford says. "They give people a group to identify with. Also, I know people see our women runners out on the streets running and it makes them feel better about running."

Crawford, who was helped by the KTC as much as anyone, has a soft spot in her heart for the club.

"I owe everything to them," she says. "They helped me do a lot of things I might not have been able to do. It was unique then because there weren't that many running clubs in the south then."

Besides her program, Crawford is optimistic about the future of running in Knoxville.

"Running hasn't peaked at all," she says. "Enthusiasm for running is here to stay. The awareness level for staying in good shape is at an all-time high.

"I think Expo '82 will add a big boost, but the Expo run has really gotten the community involved. It has given them something they can relate to."

Huntsman has also given people something they can relate to — winners. His teams are a fixture in the NCAA's upper echelon.

Part of the reason is quality athletes. Another is community involvement, in the form of officials, fans, and boosters.

"We've been real fortunate to have the Knoxville track club, which was here before the University of Tennessee emphasized track," said Huntsman. "Also (Athletic Director Bob) Woodruff has been a real entrepreneur in the South. We were the original leaders in the South in track and field.

"Our meets have always had good attendance...at least 2000 people even on a bad day. It's much better than that on a good day.

"Track is exploding all over the U.S. The Dogwood Relays and Tom Black track have had their hand in the boom. Many records have been set at Tom Black track, and that shows you're in the center of the nation."

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RUNNING AROUND IN KNOXVILLE

by Dr. David Fardon

The title of this article could be taken in all sorts of ways. Here, everyone expects that the "running around" is of the one foot in front of the other variety. Beyond that, however, the meaning gets fuzzier. Can a simple word like "running" be hard to define?

Even among those who know most about it, perhaps especially among them, there is no clear agreement on what "running" is. Some runners are "joggers", some "sports runners", some "elite marathoners", etc. If you've recently struggled through your first ten kilometer race feeling justifiably proud that you "ran" all the way, don't be disheartened if you read somewhere that you really weren't "running", but "jogging" or whatever. I've seen some classifications that would exclude some of the fastest people on earth because they don't do enough "miles per week" to fit any of the "running" categories.

Besides being good for mental health, good for physical health, and good for feeling well (all of which I believe), running has become popular because it is - or was - the simplest of sports. After all, all one really needs are enough clothing to conform to the codes of public decency and a pair of adequate shoes.

However, hundreds of different running shoes have been designed, and with them a glossary of brands and terms complex enough that buying shoes, or even talking about buying shoes, requires a considerable expansion of vocabulary.

Even the lowly arch support, once used by the flatfooted (now known as "pronators") has been renamed "orthotic" when used in running shoes and subject to considerable variation in design and materials.

As a physician, I was asked to write an article about "runners' injuries". Having encountered a good bit of difficulty finding what "runner" now means, the problem was com-

pounded when I tried to impose my traditional concept of what "injury" means on this context.

I once thought of injury as being run over by a bus or poked in the eye with a stick. Medical school taught me that injury could also mean some internal dysfunction that does damage, such as a heart attack.

Learning the vocabulary of running, however, has led me to understand that an "injury" may be most anything, other than time off to make a living, which interferes with running. Classification of injuries is no longer by the number of bones broken or number of organ systems damaged, but by the number of miles per week given up as compromise to the injury.

This new concept of "injury" referring to runners' injuries has an only slightly more specific parallel term - "overuse syndrome". What used to be called "aches and pains", "sprains and strains," and (if between the knee and the ankle) "shinsplints" are now lumped under the more general term "overuse syndromes" and split into a great variety of complexly named disorders.

To understand some of these kinds of "injury" while not deviating too far from our homage to simplicity, it helps to accept a few simple anatomical facts.

Bones are living tissues made of crystals on a fibrous scaffold. When bones are stressed, even a little, they bend a little. Repeated stress, if not outside the limit the bone is conditioned to accept, stimulates the bone to get stronger. If the stress is too much, too soon, the bone may fatigue and "break" like a repeatedly bent green stick - a "fatigue fracture".

Ligaments (bone to bone) and tendons (muscle to bone) are fibrous structures somewhat like ropes. Stress concentrates where they attach to bones. These junctures become stronger with repeated stress, unless too much, too soon, in which case injury and pain occur.

Muscles shorten under the control of nerves. In order to lengthen, they must be stretched by gravity or opposite, "antagonist", muscle pull. Gentle, controlled stretching makes them lengthen more easily under the demands of exercise. Strengthening the antagonist muscles helps control the lengthening and prevent tightness. Tight muscles may partially tear, often where the fibers join their tendons.

Some muscles, nerves, and tendons are in tight compartments or tunnels where they become painful when swollen.

One can well imagine how many different spots there are where stress occurs in bones, muscles, ligaments, tendons, etc. Multiply this by the number of variations of age, sex, body build, running surfaces, shoes, training techniques, etc. which may produce special stress to various areas, and the potential number of "injury" syndromes become huge. The explosion of complex terms like "iliotibial band friction syndrome", "patello-femoral stress syndrome", "miserable malalignment syndrome", "posterior tibial stress syndrome" (the best translation of which was once called "shinsplints"), etc., etc. is a reflection of the attempt to classify this myriad of possible pain spots related to excessive stress.

Most of these overuse syndromes are not unique to a select group of people who get them. It could almost be considered that all humans carry through life the essential features of such as the posterior tibial stress syndrome, but only those who run too fast, too far, too soon ever experience the symptoms.

Fascination with these syndromes is proper and certainly does not need to be limited to experts. Learning about them is not, however, essential for those who wish to run and keep it simple.

Understanding the relation of these injuries to excessive stress allows most runners to treat themselves by reduction of the stress, analysis of what equipment or training error was responsible (the odds on bet is always "too fast, too far, too soon"), keeping tight muscles stretched and strengthening antagonist muscles, gradual resumption of the training schedule, and local ice massage after exercise.

Because we are all human and share frailties which subject us to injuries of more permanent consequence than these overuse syndromes, and because I am a physician before

being a runner, I must also discuss "injury" in the classic medical sense. There are three common types of serious, permanent, life-endangering injuries that threaten runners: heart injury, heat injury, and direct contact injury.

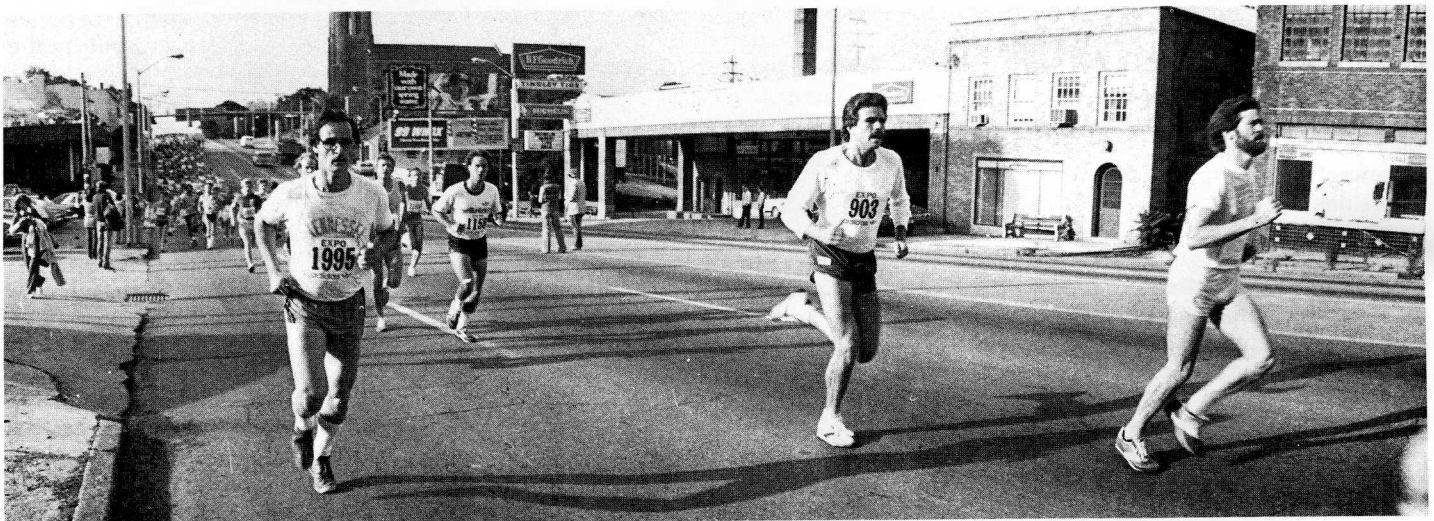
The heart muscle is subject to the same principles of strengthening by repeated minor stress and injury by excessive stress that applies to other muscles. There are some unique features though: the heart's own circulation may be tenuous in some people; large chunks of its mass cannot be spared as might be true with injury to other muscles; and it has a sensitive and vital electrical circuitry which may be especially vulnerable in certain individuals.

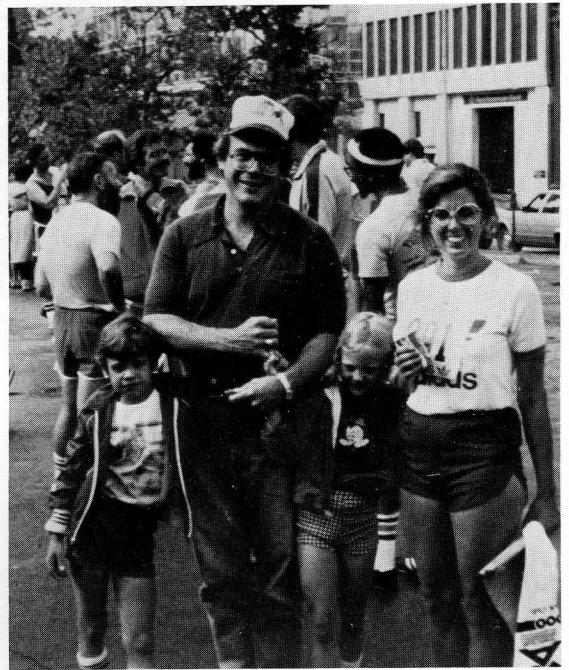
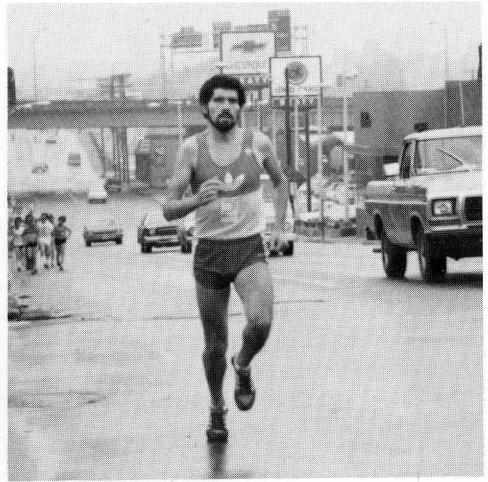
Some people should at least check with their doctor before beginning a vigorous exercise program. In some instances, more extensive testing or a supervised program may be necessary. Those included in the following list should at least check first: over thirty five; very sedentary life; severe overweight; diabetic; history of heart disease, heart beat irregularities, heart murmurs, or chest pains; high blood pressure; heavy smoker; and family history of heart disease or sudden unexplained death. People on this list may definitely be helped with some (though not the over thirty five) of these problems by running, but should receive their doctor's "O.K." first.

Everyone should learn cardiopulmonary resuscitation. It gives you an extra margin of safety to run with someone who knows CPR, and knowing it yourself gives you the confidence that you are ready to help someone else.

Running generates a great deal of heat. Body temperature is kept down by sweating. Excessive loss of body fluids and salts from sweating can result in permanent serious injury, even death. It takes at least a couple of weeks exercising in the heat to acclimatize so that one sweats more fluid and loses less salt. It is hard to acclimatize if most of the day is spent in air conditioning.

Taking salt tablets before or during running does not help and may make things worse. Taking water before and during running does help. Presence of fever, recent vomiting or diarrhea, previous exercise in the same day, or prior history of heat injury all make one particularly susceptible. The temperature and humidity of the day, clothing worn, and





duration and intensity of the effort are the determining factors.

Earliest symptoms of excess heat and fluid loss are muscle cramps. The next stage, called "heat fatigue" or "heat exhaustion" is characterized by loss of initiative, confusion, and lethargy. The more severe "heat stroke" occurs when sweating diminishes, body temperature rises, and sometimes vomiting or convulsions occur. Symptoms of heat fatigue call for the runner to quit for the day and replace fluids. Symptoms of heat stroke require emergency measures to lower body temperature (rub with iced towels) and to secure expert medical help to replace body fluids and support life.

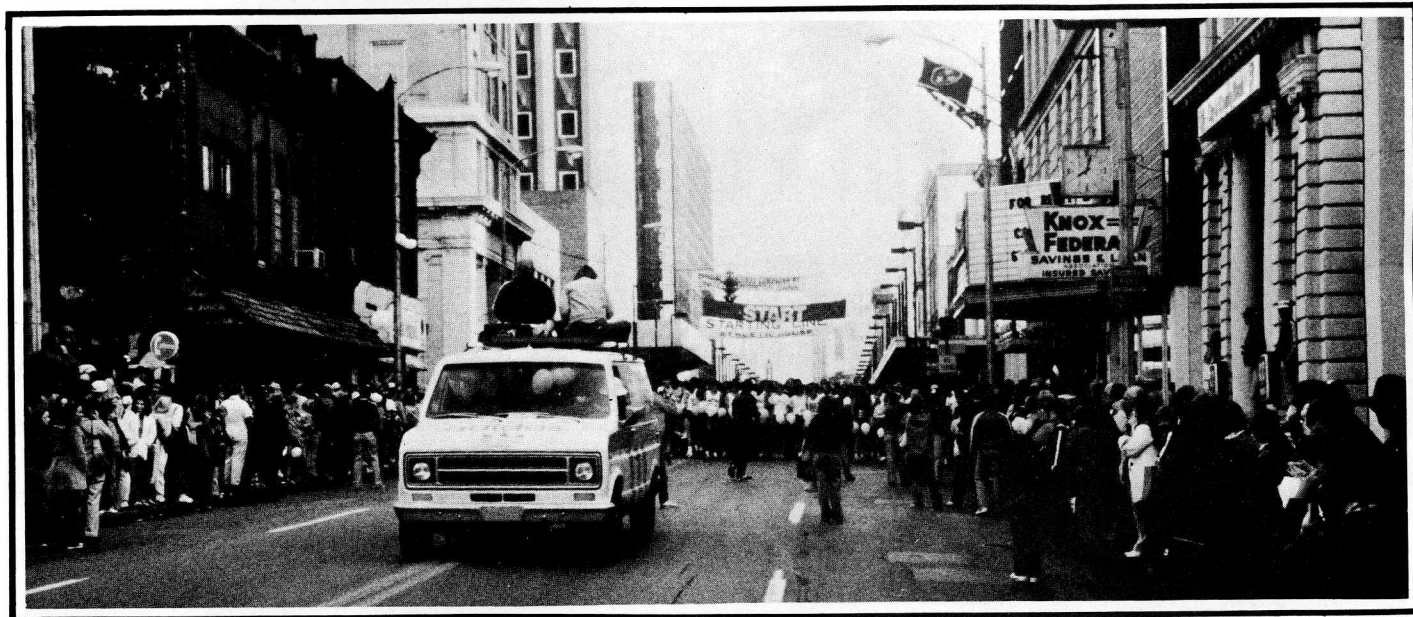
Another threat of permanent injury or death to runners is linked to the penchant most runners have for roads. Those with the personality to tolerate repeated circling of flat ovals may run on tracks and obviate this concern. Most of us, however, are willing to accept what risks that roads impose for the small rewards of periodic surface changes, a little uphill, a little downhill, a bush, a tree, a friendly dog, a neighbor's wave, a view of the bluffs across Lake Loudon, or out-running the traffic on Kingston Pike.

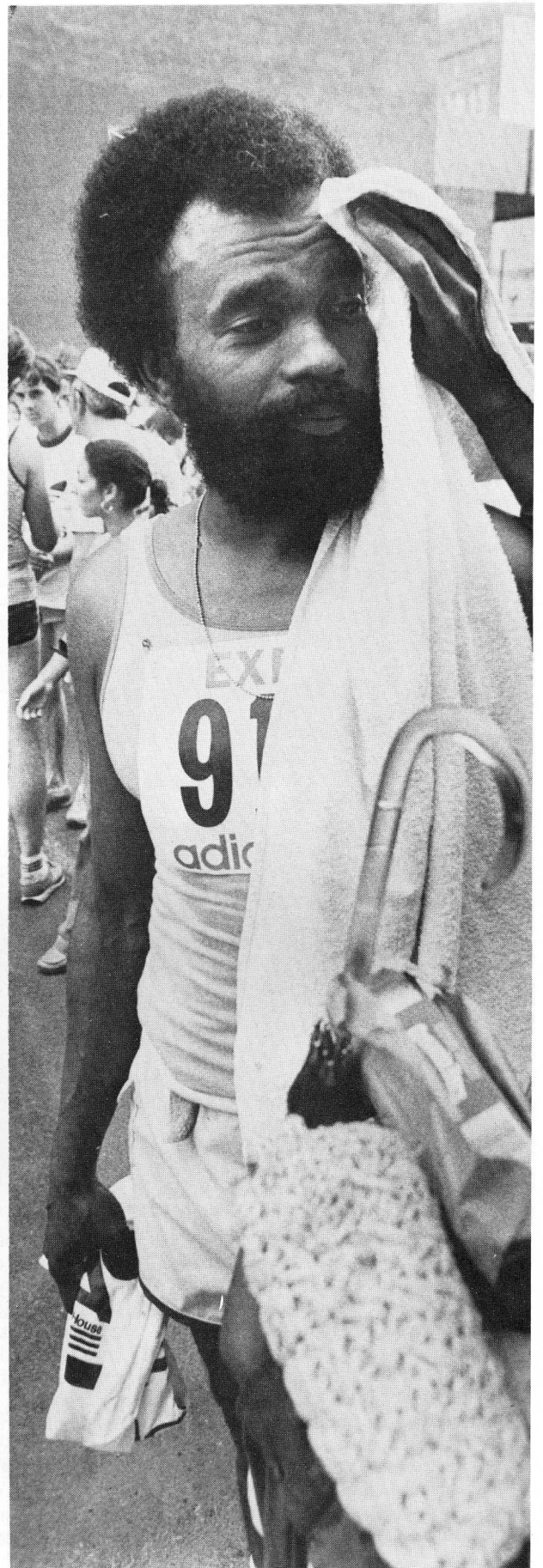
The primary danger of road running is the potential for collision with a motor vehicle. No matter how immortal we may feel from running, we must know that, in collisions with vehicles, runners invariably lose. It is the runner's responsibility (not to say that it is not also the motorist's responsibility) that such collisions not occur. Runners must dress and run in places and at times so they can be seen and so that they can see the traffic. They must assume single file when motorists

approach. If the lane does not leave ample room for runner and vehicle, the runner must get off the road, even if it means (heaven forbid) that he stop running for a moment. Dogs rarely bite, and, when they do, it is very rare that serious harm follows. If threatened by a dog, the runner should stop, face the animal, and back away. Never dodge or run away from a dog by stepping into the traffic lane. Road runners need to run with their ears, being especially wary when planes, construction equipment or other ambient noise interferes with ability to hear nearby traffic, and being careful of the second car close behind the one that was heard.

Running can be as complex as you want to make it. Try all the training schedules. Take all the vitamins and special diets (except harmful ones). Go to all the practitioners who try to help runners with problems. Buy all the special equipment. Change shoes every month or two. Learn the physiology of exercise and the pertinent anatomy. Keep up with the names of the syndromes. Try the home remedies (except the potentially harmful ones). Join the clubs. Buy the books. Subscribe to the magazines. Talk to runners (most are nice folks anxious to help). Do some or all of these things if it makes it better for you and keeps you at it.

But if you want it simple or if you are afraid to get into running because it all sounds so complicated, don't be put off. The ground rules of safe running are simple - really just elaborations on common sense. Don't hurt your heart, don't get overheated, don't get hit by a car, and be patient with your progress. Follow these simple dictates and running can be simple, safe and fun.





COOLING OFF: COLMAN McCARTHY

Runners vs. motorists

A study of accidents shows it's a no-win war

As runners would have it, we are among the earth's most endangered species. What the electric harpoons of the Japanese and Russian whaleboats are doing to the vanishing humpbacks and sperms of the vast ocean is nothing compared with what cars, trucks, buses and motorcycles are doing to us.

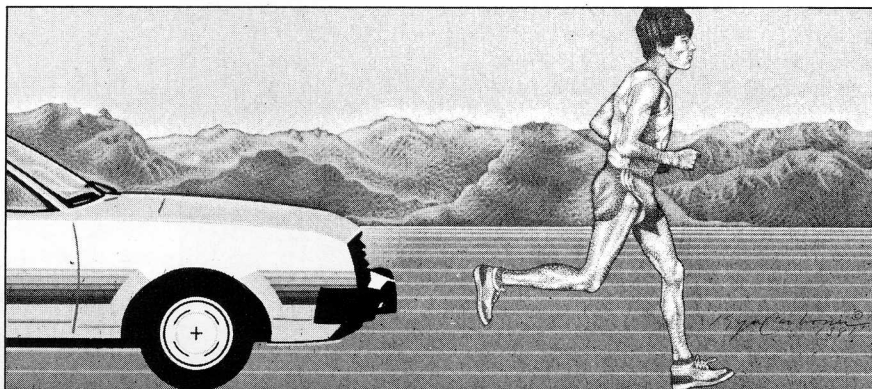
Every runner, it seems, has a story of The Great Near Miss: "If I hadn't jumped out of the way at the last split-second, I'd have been nailed." And every runner has something to contribute to the ledger on Motorist Arrogance: "It was raining and this lunatic deliberately drove through the puddle to splash me."

You've heard the stories and I've heard them. But what are the facts? What information do we have about the safety of running on roads designed for motor vehicles?

Thanks to some diligent research by the Insurance Institute for Highway Safety, a respected Washington organization whose work I have often relied on in the past, some objective information is available. Last fall, the institute released a study that analyzed 60 runner-motor vehicle collisions in which 65 runners were struck, 30 fatally injured.

Among the findings: Two-thirds of the runners hit were male; in approximately one-third of the collisions, two or more persons were running together; most of the runners struck were between 15 to 24 years old; the most dangerous hours were between 3 P.M. and 9 P.M.

Those are the general facts about the accidents, which occurred in a one-year period from mid-August 1978 to mid-August 1979. The surprising part of the study is in the section on "collision responsibility." With information on the movements of runners and vehicles before the collision available for 55 of the 60 accidents, the institute reports: "In 15 cases it appeared that drivers were primarily responsible for initiating collisions—e.g., their vehicles went off the road and hit joggers running on the shoulder. In 17 cases, joggers appeared to be primarily responsible—e.g., they ran across the road between intersections. In another 17 cases, both drivers and joggers contributed to the collision—e.g., joggers running on roadways were struck from behind. In each of the 17 collisions involving shared responsibility, joggers were on roads in or near the paths of vehicles



traveling legally in the lanes in which joggers were struck. Although it appeared that drivers could have avoided some of these collisions, eight of the 17 collisions occurred in darkness, and in two cases joggers were coming around blind curves."

So we aren't so blameless after all. That was my reading of the situation long before this report appeared. In fact, I am mildly astonished that the death and injury rate is not higher. Not owning a car, I commute 50 miles a week by bicycle, with the rarest sight in my travels being a law-abiding runner. At intersections, red lights mean nothing; if an opening in the traffic can be found, it is an invitation to bolt. If a driver has to brake suddenly and is telescoped from behind by another car, so what? No doubt, the lawbreaking runner congratulates himself on his inventive kind of "interval work."

If red lights mean almost nothing to jayrunners, stop signs are utterly meaningless. They are for motor vehicles, not runners. As for common courtesy, such as avoiding congested sidewalks in business districts, well, those lazy pedestrians deserve to be elbowed out of the way.

These attitudes belong to the mean-spirited runners, probably a small percentage. Most of us break the laws thoughtlessly. Not long ago, I accompanied a friend on his regular training route, a 10-mile stretch through neighborhood streets. I had just read the IIHS report and so was conscious of how runners conduct themselves in traffic. In 10 miles, I counted 47 traffic violations committed by my friend. At the end of the run, he said innocently, "You gotta be careful, a lot of nutty drivers are out there."

Indeed there are, I said to myself,

and breaking the law 47 times is a good way to increase your chances of getting that run-down feeling.

What's to be done? The IIHS study suggests a few guidelines. Don't run on the roads at dark. Investigating the police reports of the collisions, the institute learned that no mention was made of runners wearing reflective materials at night. Several runners were wearing dark clothing.

A second counsel is to run against, not with, traffic. That ought to be obvious, though it wasn't to one of the runners in the study. He decided to run on the center stripe of a U.S. interstate highway, in the dark, no less. He was killed head-on by a car.

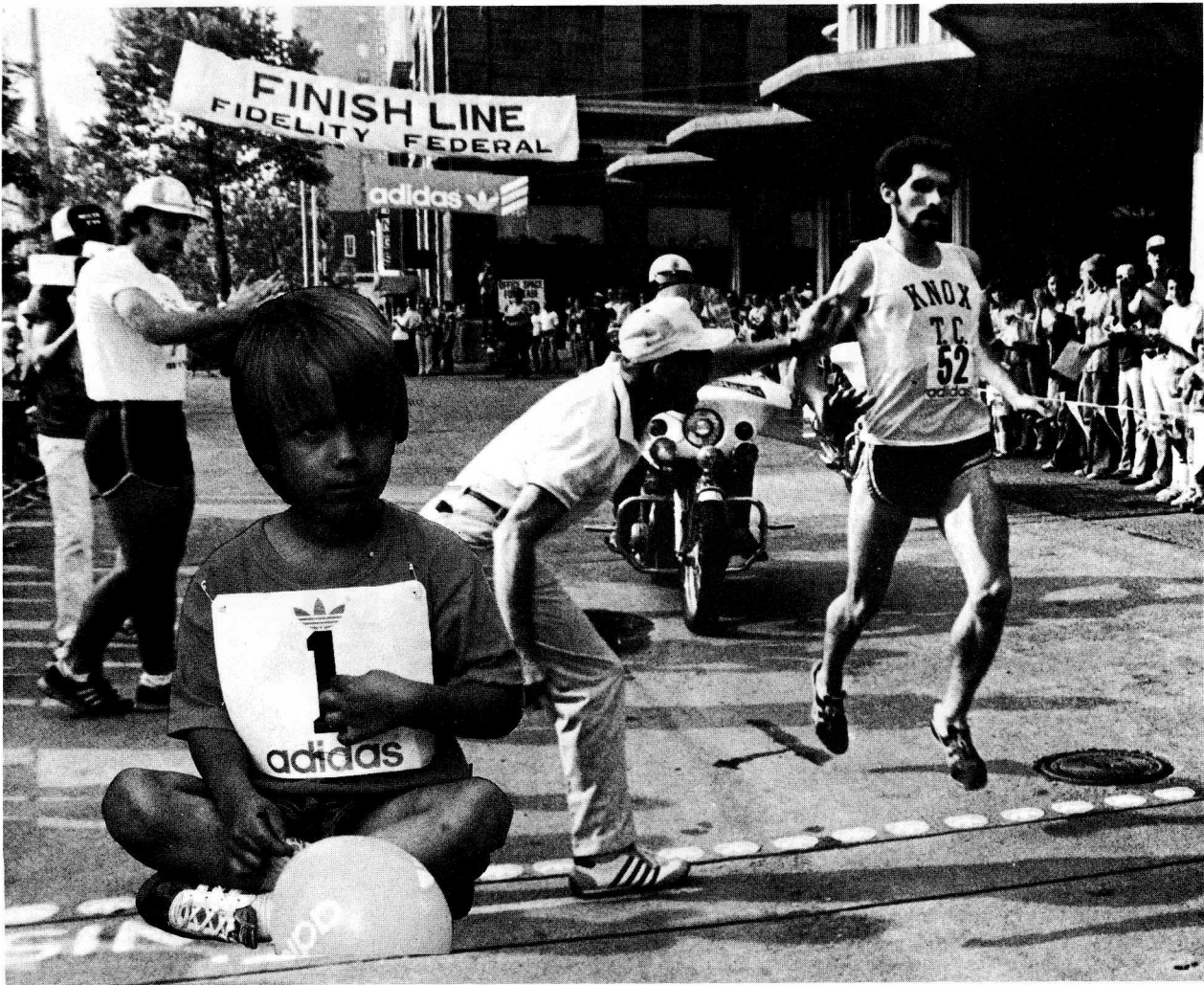
Third, get out of the way of traffic by running on the shoulders or if there is none get as close to the edge of the road as possible.

My own traffic safety program is ultra-conservative, the opposite of my politics. I run as much as I can on a neighborhood track. It is a half-mile from my home, most of that over the open land of a playground. For me, risking a run on the open road is not worth it. One mistake by one driver, and that's it. Ten miles on the track has its tedious moments, for sure, but they are *safe* moments. Unless you are on a road closed to all motor vehicles, road running has no safe moments: Both real and potential dangers are ever coming at you, from front and behind.

Maybe I'm a little paranoid, but I keep thinking about one case in the IIHS study. "A car reportedly passed a jogger on the road, then turned around and came back at high speed. The jogger reportedly tried to escape by running up an embankment, but was struck and sustained two broken legs."

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THE OLDEST SPORT

By Ben Byrd

I'm sure that running is the oldest sport, since it is the basic ingredient of most other sports. Baseball, football, basketball, you name it—all of them include running as the first fundamental move. It is possible to get cute here and point out that one does not have to run in order to play golf, but we are talking about sports that are engaged in by humans and I'm not sure that golfers are entirely human. Or even mostly human, for that matter.

Anyway, heaven knows how long people have been running. Almost, I guess, as long as they have been walking. The presumption is generally made that they first ran out of enlightened self-interest, to escape some sort of wild beast, probably. We do know, however, when and where distance running became a sport. It was in ancient Greece, either in 490 or 491 B.C., that Pheidippides ran a distance of more than twenty miles from Marathon to Athens to bring the news of the Greek victory in the Battle of Marathon. He then dropped dead, which didn't exactly get the sport off to a flying start. But the Greeks commemorated his courageous feat by holding Marathon races on a regular basis, and in 1924 the Marathon was standardized at a length of 26 miles and 385 yards.

The Expo 10,000 is not, of course, a Marathon, its distance being something less than one-fourth of the Marathon's, but it is a descendant of Pheidippides' run and a cousin of all the other distance races in the world, at whatever length. The distance runner is a special breed. He is not, except in exceptional circumstances such as the Olympics or the

Boston Marathon, a very widely celebrated athlete. He (or she) spends most of his (or her) career in obscurity, often in solitude, and not infrequently in pain. (Now that I think about it, maybe golfers aren't so crazy after all.)

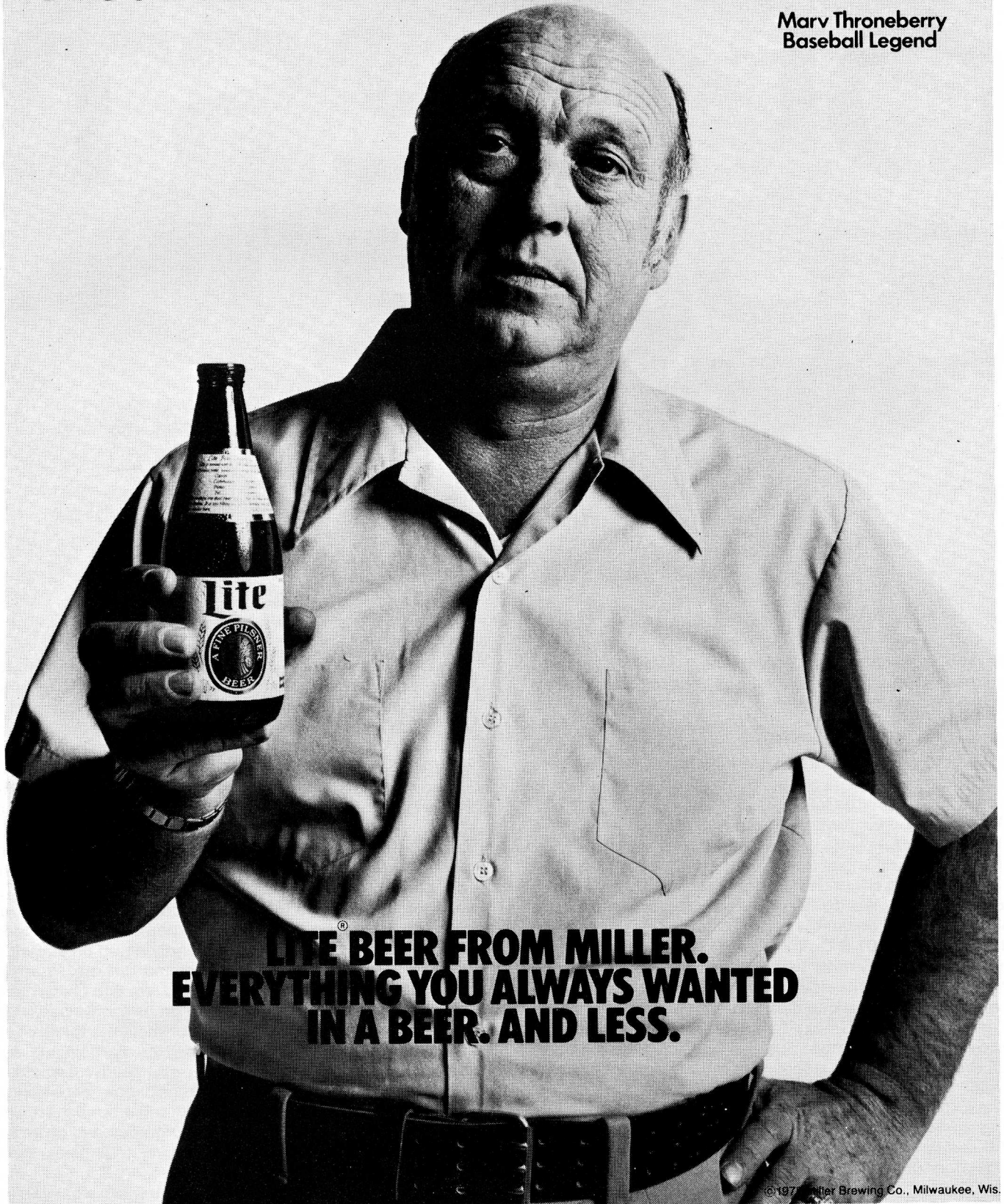
But the runner has his reward. It is not usually anything material, although they do give away tee shirts and various do-dads these days to recognize the finishing of a race. His reward is in the doing, in having set out to run X number of miles and completing X number of miles, in setting himself a goal and then reaching that goal. And even if he falls short, as we all do sometimes in whatever we do, he still has the satisfaction of knowing that he at least tried. If I had to recruit a platoon of people to tackle a particularly difficult or even hazardous job, I think I would pick a troop of distance runners because I cannot imagine them ever giving up on anything.

The Expo run is not an especially glamorous race, from the standpoint of having a celebrated field. We don't have many distance running superstars drop in on us for the occasion. But it is a good thing for our town, for the area, for all of us. It brings thousands of people together, participants and spectators, in a celebration of spring and youth (of whatever age). It shows the world that we've got some people right here in Knoxville, Tennessee, who can run around the town's inside loop two times, up some steep grades and down the other side of them, and across the river four times, twice going south and twice going north.

You think that's not important? It is, if that's what you set out to do.

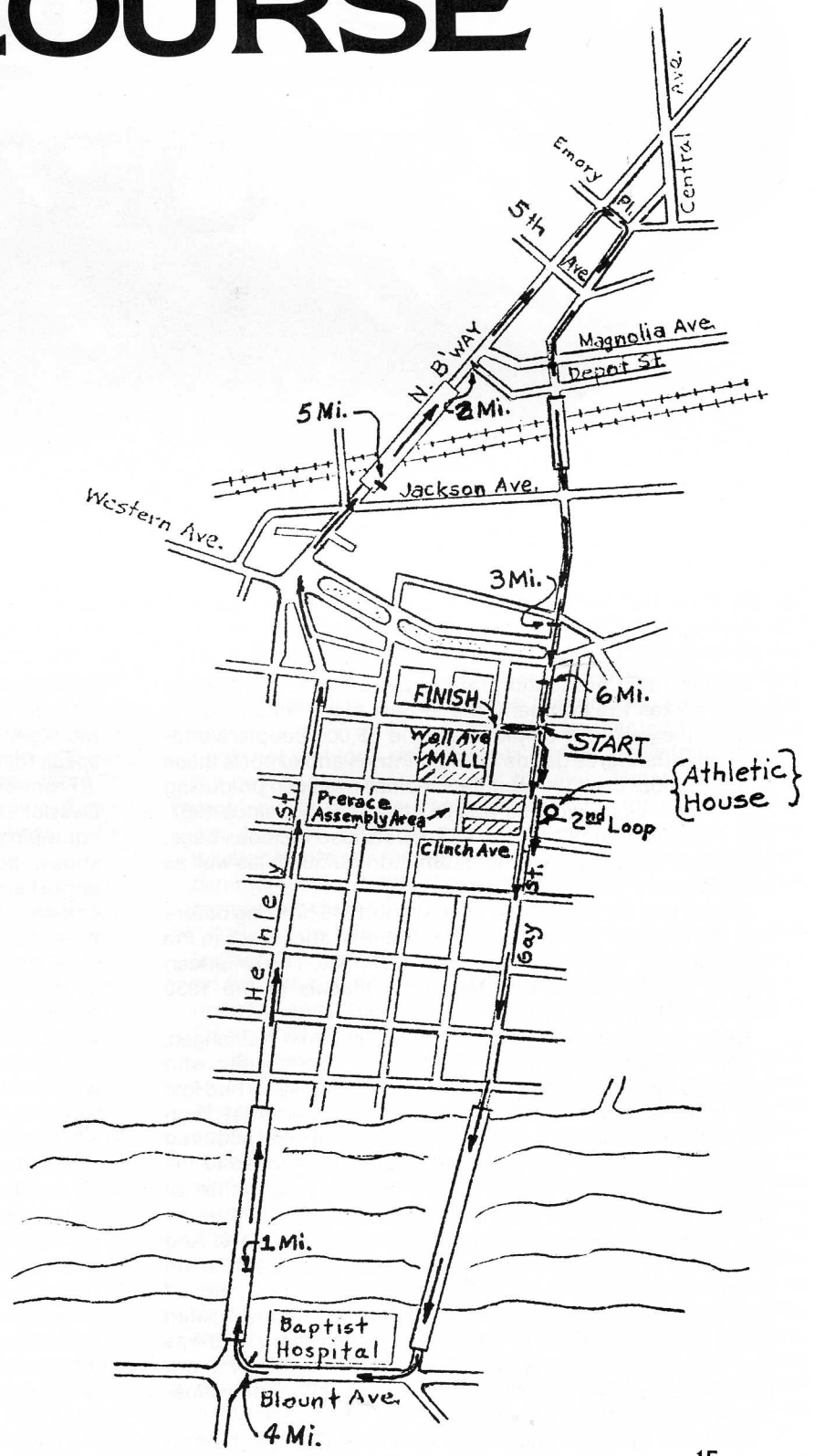
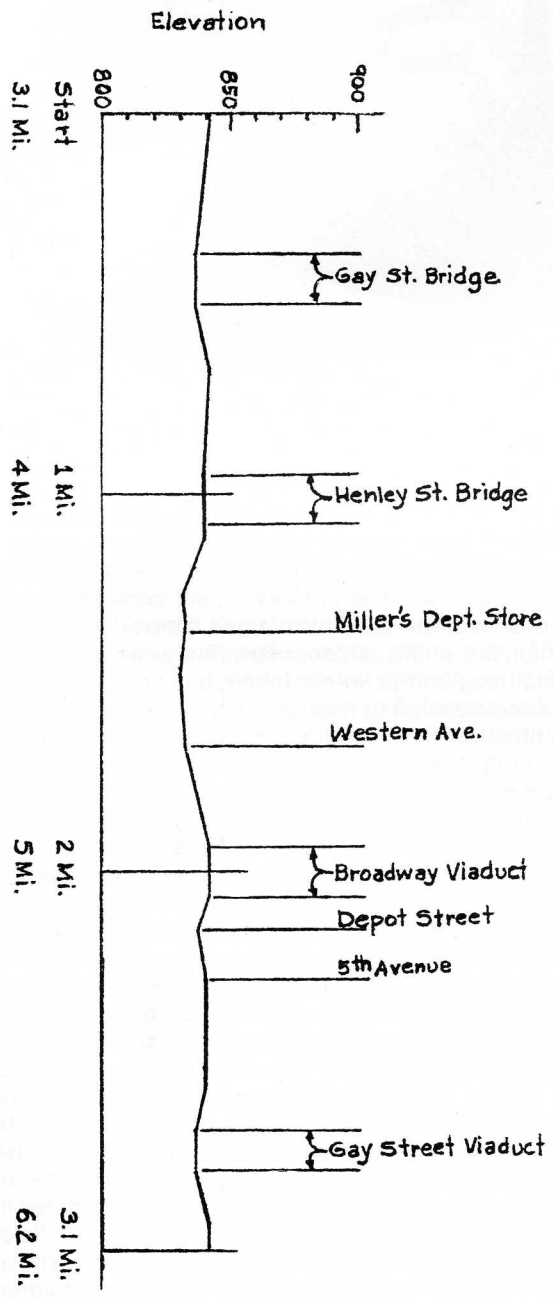
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EXPO 10,000 THE COURSE



FIVE DECADES IN THE SERVICE OF SPORTS

Adidas' daily production rate of 280,000 pairs of athletic shoes makes the company the largest manufacturer of its kind in the world. It employs around 15,000 people worldwide, manufactures goods in 20 countries and exports these goods to more than 150 countries. Adidas has been producing sports- and leisurewear as well as athletic shoes since 1967. The extensive range of Adidas products also includes bags, balls and tennis, squash and badminton racquets, as well as cross-country skis and bindings.

Adidas was founded by Adi Dassler in 1948 but long before that the founder had already contributed to successes in the world of sport with his Dassler athletic shoes. The American athlete Jesse Owens won four gold medals in the 1936 Summer Olympics in Berlin wearing Dassler shoes.

When Adolf Dassler died in the University Clinic in Erlangen, it was not only his family, friends and colleagues who lamented his passing away - the whole world of sport had lost one of its very great men. And just as the other greats won victories, records and medals in his shoes, he acquired patents, constantly improving his shoes in response to the surfaces, spurred on as well by the "citius, altius, fortius" of sport. When the others were training in his training shoes, he was working away at the foundations of their success. And when their sporting exertions were over or they were taking a rest, Adi Dassler was often only just beginning. He himself then ran and played, practiced shooting and jumping, tested soles, studs and spikes. In brief, his so-called spare time was also filled with thoughts and deeds in the service of sport. And so he became the "shoe professor", the "victor's shoemaker", the "nation's shoemaker".

No doubt there are many more names to describe the man and his work. But however appropriate each single des-

cription may be, none can embrace his personality fully. He was more than the "shoe professor", the experimenter or the ingenious inventor. Only his life and his work can really speak for him, but where can one start, where can one finish?

From small beginnings in his family business, when Adi Dassler started translating into practical terms his ideals of equipping athletes to best effect and produced his first sport shoes, he built up a gigantic company, established the largest sport shoe manufacturer in the world and in doing so constantly provided help for all athletes. Right from the start he was one of them, he knew their problems, knew where the shoe pinches. Whether it be for studs or spikes, for protection of the ankle or Achilles tendon, for synthetic surfaces or artificial tennis courts, the "boss", as they all called him, would always find a way out and stick doggedly to his task until he found the solution. So it is no wonder that - as one well-known newspaper wrote - athletes all over the world were his friends. Whether it be Jesse Owens or Muhammad Ali, they all called him "Adi".

But his advice did not only serve famous athletes; his shoes also helped many unknown and unnamed athletes to overcome injuries and attain old and new success. Because he himself had played hockey and soccer on many different pitches and in many different positions, he had competed in boxing matches and won many a victory in track and field. When he introduced the sport of skiing to his Franconian hometown, Herzogenaurach, a cluster of gaping children marched behind him: a kitchen table was converted into a ski-jumping platform, and the ski jumps he made were remarkable for the time. At 60, he still used to reach for his tennis racquet, and his personal experience continued to provide him with new insight and ideas.



"Adi, stud up!" Sepp Herberger is supposed to have said, and the boss did. First for the German national soccer team which then became World Champions in 1954, and then for soccer players all the world over. And Sepp Herberger had another ardent wish: "Make me a shoe under 400 grams" — and the "World Cup '78", Adi Dassler's last soccer shoe development, weighed a mere 240 grams! There are numerous similar anecdotes, but they all have one thing in common: over and over again, Adi Dassler set himself new tasks, and over and over again he found solutions — he always accepted the challenge and won.

Up until now over 500 world records have been set up in Adidas shoes as well as countless medals won at Olympic Games and World Championships. Here to prove it are some figures from the recent past: 83% of all sportsmen who took part in the 1976 Olympics in Montreal wore shoes and sportswear by Adidas. At the 1978 World Cup in Argentina, 75% of the players put their trust in Adidas' shoes and 70% in the sportswear with the 3-stripes. And, by the way, all the goals in this World Cup series were scored with Adidas "Tango" soccer balls. At the 1980 Winter Olympics in Lake Placid, Adidas participated in the winning of 25 gold, 22 silver and 19 bronze medals.

Adi Dassler shared the secret of his success with his staff during the many years of working together. Since his death in September 1978, they have been carrying on his work as he would have wished.

After their Olympic victory in Mexico, the German rowing professor Karl Adam wrote to Herzogenaurach: "You have done more than a whole room full of officials". By this, he was referring to the development of a shoe which could be screwed onto the footrest, giving the German rowing eight a firm foothold when they pulled at the oars.

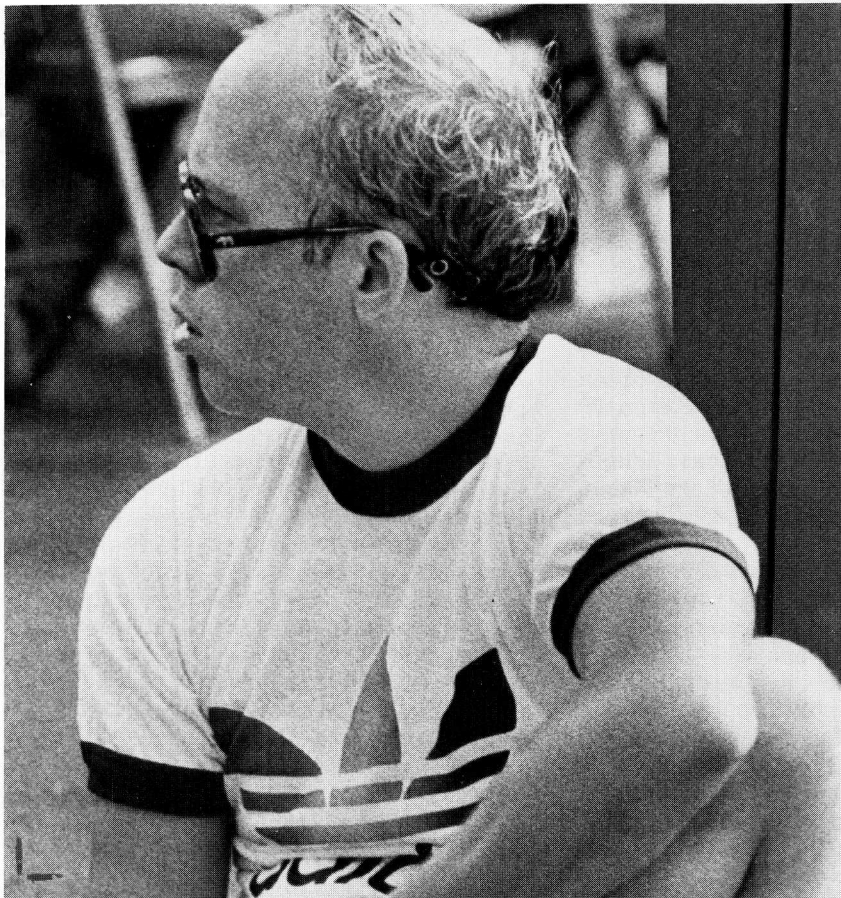
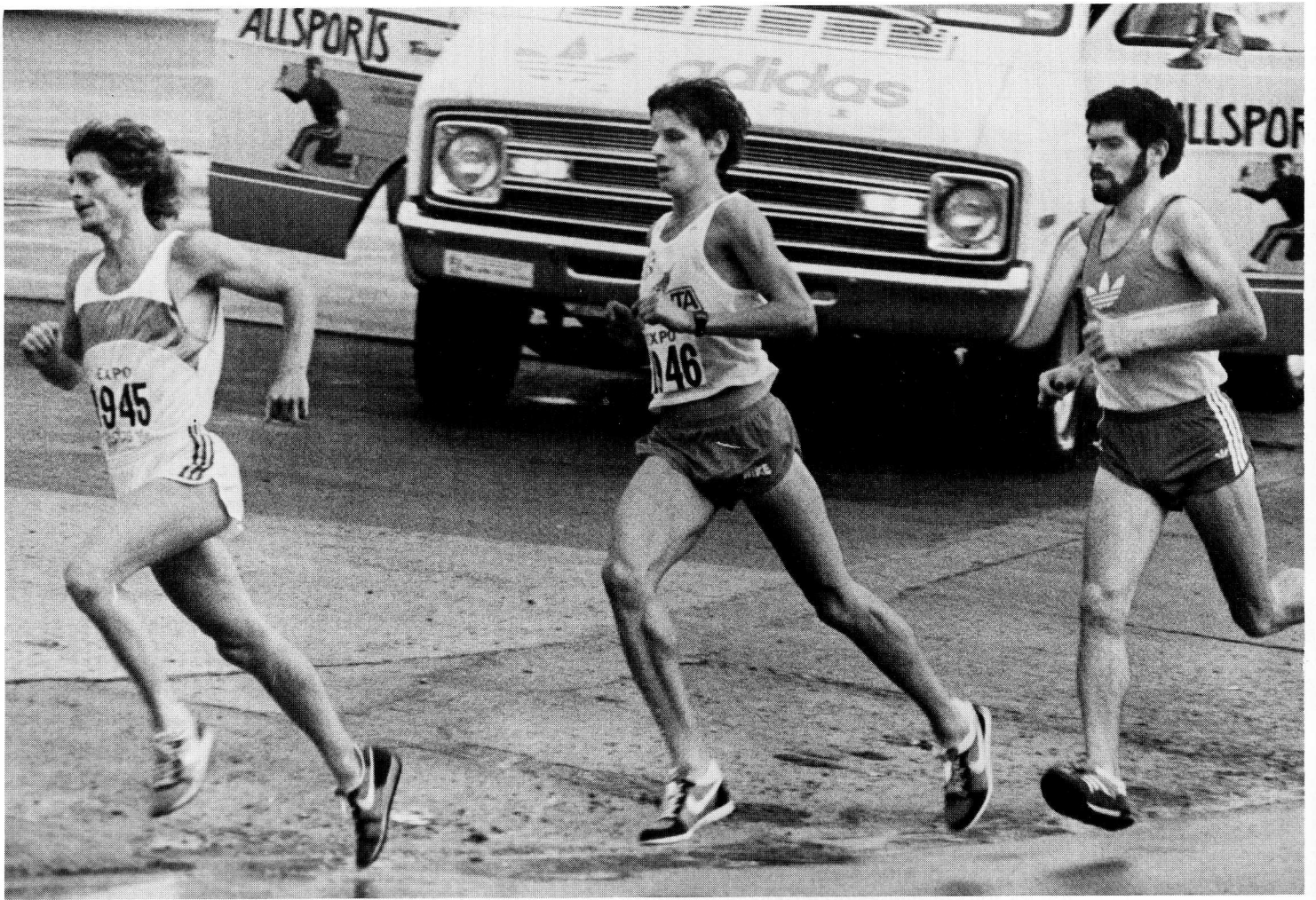
Adi Dassler's 800 patents and patent applications world-

wide reinforce the message. One journalist quite rightly wrote: "Adi Dassler has become a legend in his own time". He was "the most famous sport shoe manufacturer in the world. Those who did not know him would never have guessed there were these characteristics behind this man." For the boss was no lover of the limelight, he wanted things to be right, not just look right, he was concerned with producing the best shoe, concerned with the man, the athlete and his problems; business success was of minor importance — that was there in order to produce even better shoes. These developments are recorded in his shoe museum, where one can marvel at his star shoes, each of which is linked with a famous athlete of the last half century.

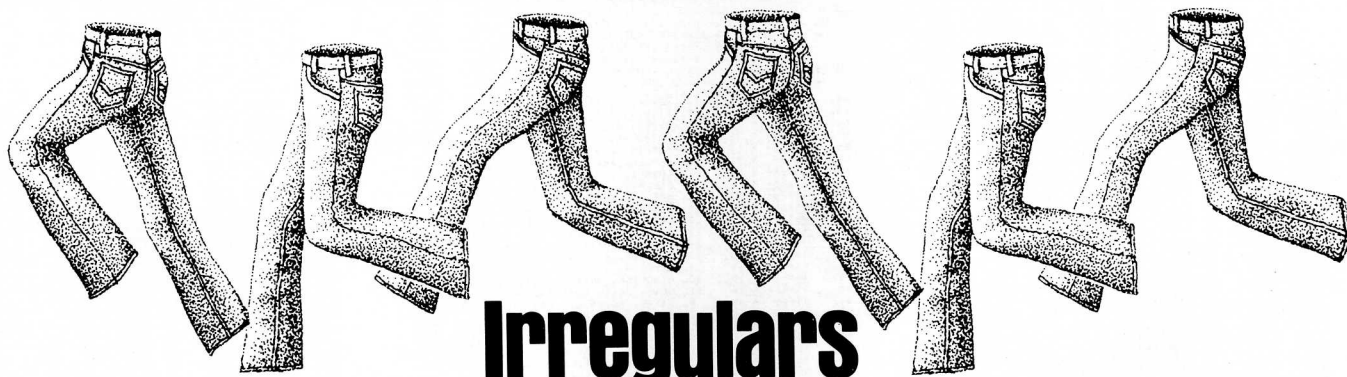
This is how he wanted it right from the start: he was always intimately concerned with his products, his fingers always on the pulse of new developments. And so it remained right up to the end: on his desk lay new shoe components, designs for another shoe.

Adi Dassler was always on the search, always eager to talk to athletes, coaches and doctors, material scientists and of course his workers. But it had to be a good discussion. He soon saw through empty talk, but he appreciated well-founded criticism. Perhaps it was just here, in his ability to work together with others, to find workers and provide them with motivation, in his clear and direct approach to problems and in his single-minded pursuit of goals, that there lay a source of his great achievements and his dogged conviction. The jury must have been thinking along these lines when in January this year they accepted him, the first non-American, into the Hall of Fame of the American Sport Shoe Industry.

He succeeded in creating an outstanding team, from members of his family and many colleagues of international experience — a team to be his great legacy, to carry on his work and uphold his principles, in the service of sport.



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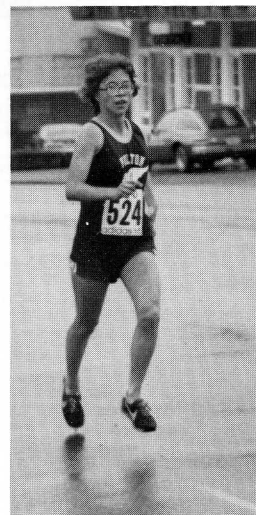
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expo 10,000 --- 1980



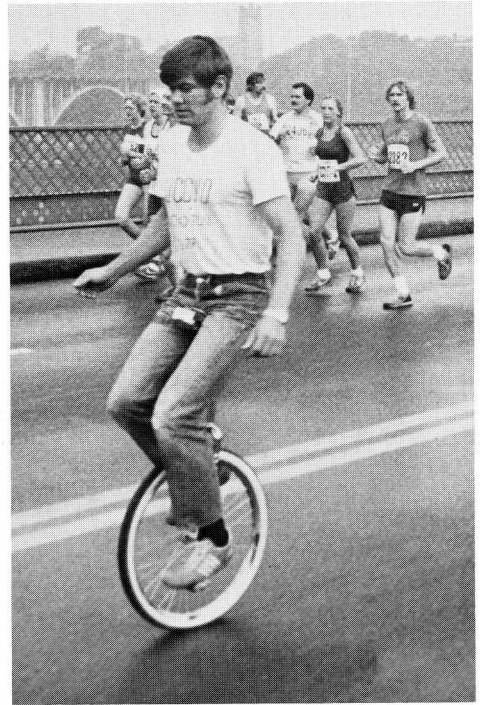


2,141. 1:05:32 F 11	28. JUDDINS, ALEXIA, FLETCHER, NC	2,203. 1:08:39 F 29	84. GUDUD, RENEE B., KNOXVILLE, TN	2,241. 1:13:25 M 11	143. HOLLAND, ALFRED EUGENE, KNOXVILLE, TN
2,142. 1:05:32 F 23	54. PETERSON, MARY C., KNOXVILLE, TENN	2,204. 1:08:37 F 29	85. FRESHOUR, PHYLLIS C., KNOXVILLE, TENN	2,242. 1:13:30 F 34	68. KOLLER, REBECCA M., KNOXVILLE, TN
2,143. 1:05:30 M 53	36. PETERSUN, HANDEY A., KNOXVILLE, TN	2,205. 1:08:40 M 14	139. HAYNER, RANDY, KNOXVILLE, TENN	2,243. 1:13:36 F 29	88. AMES, DEBBY, KNOXVILLE, TENN
2,144. 1:05:34 M 10	132. HALL, FRED WILLIAM, KNOXVILLE, TENN	2,206. 1:08:43 F 21	62. BEAN, SUSAN JANE, KNOXVILLE, TN	2,244. 1:13:36 F 40	25. FARDON, JUDY, KNOXVILLE, TENN
2,145. 1:05:34 M 10	133. COWARD, CHRIS, KNOXVILLE, TENN	2,207. 1:08:46 M 10	136. CAPTAIN, CHRIS, KNOXVILLE, TENN	2,245. 1:13:44 M 13	144. BAYNE, HOWARD JR., KNOXVILLE, TN
2,146. 1:05:35 F 27	78. LAIMING, VIRGINIA A., KNOXVILLE, TN	2,208. 1:08:50 F 39	42. CAMPBELL, JUDY H., OAK RIDGE, TN	2,246. 1:13:52 F 24	89. WEBB, MARILETTA, SEYMOUR, TN
2,147. 1:05:35 M 17	241. RECTOR, CHRISTOPHER D., KNOXVILLE, TN	2,209. 1:08:52 F 22	63. JONES, KAREN ELAINE, MEMPHIS, TN	2,248. 1:13:59 M 12	145. HANDLER, CHARLES ANDREW, KNOXVILLE, TN
2,148. 1:05:36 M 12	134. BEVINS, PHILLIP, KNOXVILLE, TN	2,210. 1:09:06 F 18	61. SCHEER, LAUREN, KNOXVILLE, TENN	2,247. 1:13:54 F 26	89. WEBB, MARILETTA, SEYMOUR, TN
2,149. 1:05:41 M 33	356. THORNIN, KENNETH W., KNOXVILLE, TENN	2,211. 1:09:18 M 49	67. ATCHLEY, BEN, KNOXVILLE, TN	2,249. 1:13:58 M 61	145. HANDLER, CHARLES ANDREW, KNOXVILLE, TN
2,150. 1:05:38 F 30	58. LAYMAN, JUDY, SEVIERVILLE, TN	2,212. 1:09:29 M 7	17. MORGAN, WESLEY G., KNOXVILLE, TENN	2,250. 1:14:10 F 11	11. SMART, JOHN M., KNOXVILLE, TN
2,151. 1:05:43 F 10	29. BURKES, CHRISTY, KNOXVILLE, TN	2,213. 1:09:31 M 40	120. MORGAN, WESLEY G., KNOXVILLE, TENN	2,251. 1:14:22 F 42	33. GUILLEN, DAWN ELIZABETH, RICHMOND, KY
2,152. 1:05:45 F 38	37. COE, PHYLLIS B., KNOXVILLE, TENN	2,214. 1:09:34 F 27	86. MOURE, SUE, KNOXVILLE, TENN	2,252. 1:14:39 F 11	26. TREADWAY, JOANN, ROCKWOD, TENN
2,153. 1:05:47 F 34	59. GORDON, SYLVIA H., KNOXVILLE, TENN	2,215. 1:09:36 F 21	64. MAGGONER, PAMELA D., KNOXVILLE, TENN	2,253. 1:14:45 F 28	90. PAYNE, JETTA, KNOXVILLE, TN
2,154. 1:05:48 M 36	229. BITNER, BUB, KNOXVILLE, TENN	2,216. 1:10:01 F 24	137. WILSON, CHRISTOPHER JOHN, KNOXVILLE, TN	2,254. 1:15:02 M 10	146. NOVINGER, M STEWART, KNOXVILLE, TN
2,155. 1:05:50 F 21	55. REELING, JANE, KNOXVILLE, TENN	2,217. 1:10:19 M 10	138. NAVE, JAY, KNOXVILLE, TN	2,255. 1:15:03 F 18	62. BYERS, ANITA, SEYMOUR, TN
2,156. 1:05:52 F 36	38. EDWARDS, MARGARET K., GREENVILLE, SC	2,218. 1:10:27 M 10	6. SOUTHER, LAURA, KNOXVILLE, TN	2,256. 1:15:04 M 11	147. FROST, BOB, KNOXVILLE, TENN
2,157. 1:05:54 M 61	9. BASSETT, C A., KNOXVILLE, TN	2,219. 1:10:31 F 9	32. JUDKINS, CAROLINE, FLETCHER, NC	2,257. 1:15:05 F 35	44. JENKINS, SARAH L., KNOXVILLE, TN
2,158. 1:05:56 F 40	22. KECK, VIRGINIA J., KNOXVILLE, TENN	2,220. 1:10:41 F 14	233. TURNER, FRED, MARYVILLE, TN	2,258. 1:15:06 M 36	234. HILL, STEVE G., POWELL, TN
2,159. 1:05:59 F 24	56. JONES, LINDA S., KNOXVILLE, TN	2,221. 1:10:51 M 37	242. COWARD, CHUCK, KNOXVILLE, TENN	2,259. 1:15:06 M 43	121. DUGHERTY, W. P. BOONE, KNOXVILLE, TN
2,160. 1:06:01 F 46	8. SELLE, ELEANOR B., OAK RIDGE, TENN	2,222. 1:10:51 M 18	139. CLARK, RANDY, KNOXVILLE, TENN	2,260. 1:16:27 F 36	45. HAYNER, JUDY, KNOXVILLE, TENN
2,161. 1:06:03 F 25	79. BLACKWELL, KIMBERLY G., KNOXVILLE, TN	2,223. 1:10:51 M 12	7. SPIVEY, JENNIFER, KNOXVILLE, TENN	2,261. 1:16:28 F 31	69. POWELL, TERESA, MARYVILLE, TENN
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2,163. 1:06:07 F 33	60. KICIDIS, DIANE, CONCORD, TENN	2,225. 1:11:44 F 45	65. SPIVEY, JANE, KNOXVILLE, TENN	2,263. 1:16:31 F 26	92. SHERROD, JANICE Y., KNOXVILLE, TENN
2,164. 1:06:10 M 40	119. CRAWFORD, JIM, KNOXVILLE, TN	2,226. 1:11:45 F 33	342. COWARD, JOHN M., SEYMOUR, TN	2,264. 1:16:34 M 13	148. LYNCH, DAVID SCOTT, KNOXVILLE, TENN
2,165. 1:06:12 F 50	3. CAITRELL, SHIRLEY L., KNOXVILLE, TN	2,227. 1:11:55 M 29	18. WILSON, MICHAEL, KNOXVILLE, TN	2,265. 1:16:37 F 31	70. GREENHILL, LOUISE, SUMMERVILLE, SC
2,166. 1:06:14 F 20	58. LUGG, PAMELA, KNOXVILLE, TN	2,229. 1:12:17 F 37	43. WILSON, SCOTT, KNOXVILLE, TN	2,266. 1:16:40 F 30	71. ILDEKTON, SANDY G., CHARLESTON, SC
2,167. 1:06:16 M 21	252. LUSK, RICHARD M., KNOXVILLE, TN	2,230. 1:12:20 F 33	66. NOVINGER, GRIER, KNOXVILLE, TN	2,267. 1:17:12 F 11	34. ROGERS, CINDY, KNOXVILLE, TN
2,168. 1:06:23 M 20	253. POSTON, BRYON C., HARRIMAN, TN	2,231. 1:12:23 F 29	87. ANDREWS, WICKI, ROCKFORD, TENN	2,268. 1:17:13 F 37	235. ROGERS, M. D., KNOXVILLE, TN
2,169. 1:06:28 F 38	80. WALKER, JAN, KNOXVILLE, TN	2,232. 1:12:27 F 40	24. BURKETT, SUSAN B., KNOXVILLE, TENN	2,269. 1:18:04 F 30	72. BOWLING, ELLIE, KNOXVILLE, TENN
2,170. 1:06:30 F 11	30. CREASON, ANGELA M., KNOXVILLE, TENN	2,233. 1:12:32 F 53	4. BOYATT, VERA, MARYVILLE, TENN	2,270. 1:18:45 F 32	73. POOLE, TEKESA, KNOXVILLE, TN
2,171. 1:06:36 F 27	39. WILLIAMS, SONDRA, KNOXVILLE, TENN	2,234. 1:12:45 M 13	140. SMITH, MARK, MARYVILLE, TENN	2,271. 1:19:05 M 11	149. LAYMAN, GREG, SEVIERVILLE, TN
2,172. 1:06:38 F 53	81. WALKER, CINDY, CONCORD, NC	2,235. 1:12:47 F 31	67. HUMPHREY, JU, ANDERSONVILLE, TN	2,272. 1:20:40 F 41	27. ASBURY, BARBARA, KNOXVILLE, TENN
2,173. 1:06:44 M 28	35. SMALLLEY, LESTER L., KNOXVILLE, TENN	2,236. 1:12:50 M 11	141. HUSKEY, MICHAEL, KNOXVILLE, TN	2,273. 1:21:03 M 43	122. ARNETT, JAMES, KNOXVILLE, TN
2,174. 1:06:55 F 21	59. ABERNATHY, JULIE, GALLATIN, TN	2,237. 1:12:50 M 11	142. FOSTER, DAVID, POWELL, TENN	2,274. 1:21:27 F 51	5. RENFRO, J. JEANETTE, KNOXVILLE, TENN
2,175. 1:06:55 F 19	58. DENG, KAREN, KNOXVILLE, TENN	2,238. 1:12:55 M 18	243. KIMSEY, TIMOTHY, ROCKFORD, TN	2,275. 1:21:50 M 62	12. THRESS, JOHN, KNOXVILLE, TENN
2,176. 1:06:56 M 45	63. SMITH, PAUL C., MARYVILLE, TN	2,239. 1:12:55 M 20	239. MERRETT, JEFF, ALCOA, TN	2,276. 1:24:15 F 53	6. WESTBRUK, PAT, OAK RIDGE, TN
2,177. 1:06:57 F 29	82. KUNDRKA, SUZANNE, MORRISTOWN, TENN	2,240. 1:12:55 M 34	360. SEDELEY, RICHARD A., KNOXVILLE, TENN	2,277. 1:28:25 F 50	7. MCLEAN, MARJORIE S., KNOXVILLE, TENN
2,178. 1:06:58 F 48	9. FRYE, GENEVIEVE, KNOXVILLE, TENN			2,278. 1:31:55 M 63	13. FEAREY, KENT, OAK RIDGE, TENN
2,179. 1:07:00 M 30	357. WARD, STEVE, KNOXVILLE, TN				
2,180. 1:07:05 M 38	230. NAVE, J. W., KNOXVILLE, TN				
2,181. 1:07:10 F 35	40. CREASON, ELLA EUGENE, KNOXVILLE, TENN				
2,182. 1:07:16 F 37	41. COKER, SHARRON M., KNOXVILLE, TN				
2,183. 1:07:18 M 31	358. LOW, KIRK H., KNOXVILLE, TENN				
2,184. 1:07:21 F 21	60. FUREHAND, CYNTHIA ELAINE, KNOXVILLE, TENN				
2,185. 1:07:26 F 19	31. MADIGAN, RUBIN J., KNOXVILLE, TN				
2,186. 1:07:28 M 38	231. MADIGAN, ROBERT, KNOXVILLE, TENN				
2,187. 1:07:31 F 9	5. KELLY, ERIN LEIGH, KNOXVILLE, TENN				
2,188. 1:07:31 M 30	359. KELLY, PATRICK GARRETT, KNOXVILLE, TENN				
2,189. 1:07:33 F 25	83. HODGES, JULIE C., KNOXVILLE, TN				
2,190. 1:07:39 F 17	59. SUNDAHL, KATHY L., KNOXVILLE, TENN				
2,191. 1:07:45 F 42	23. SUNDAHL, LINDA L., KNOXVILLE, TENN				
2,192. 1:07:55 M 67	66. ZEHNER, CARL D., LENIOR CITY, TN				
2,193. 1:07:58 M 6	16. LEADBETTER, LEE C., KNOXVILLE, TN				
2,194. 1:08:01 F 61	61. MITCHELL, JUDY, TALBOT, TENN				
2,195. 1:08:02 M 60	10. ACKER, JOSEPH E. JR., KNOXVILLE, TENN				
2,196. 1:08:06 F 33	62. LEADBETTER, THERESA E., KNOXVILLE, TN				
2,197. 1:08:13 F 33	63. FILBY, LYNN, MARYVILLE, TENN				
2,198. 1:08:30 M 22	254. HAMMON, KANDALL B., KNOXVILLE, TENN				
2,199. 1:08:31 F 23	61. WEST, JENNIFER H., KNOXVILLE, TENN				
2,200. 1:08:32 F 18	60. SCHELL, SARA, KNOXVILLE, TENN.				
2,201. 1:08:44 F 30	64. MCNALLY, SHIRLEY, KINGSBURT, TENN				
2,202. 1:08:36 M 36	232. MCNALLY, RANDY (J. RAND III), OAK RIDGE, TN				

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FOOTNOTES: TIM NIEDERMANN

Time chart

Computing your race based on your pace



Mile Pace	5 MI	10 KM (6.2 MI)	15 KM (9.3 MI)	10 MI	20 KM (12.4 MI)	Half Mar (13.1 MI)	25 KM (15.5 MI)	30 KM (18.6 MI)	Marathon (26.2 MI)
4:30	22:30	27:54	41:51	45:00	55:48	59:00	1:09:44	1:23:42	1:57:59
4:45	23:45	29:27	44:11	47:30	58:54	1:02:16	1:13:38	1:28:21	2:04:33
5:00	25:00	31:00	46:30	50:00	1:02:00	1:05:33	1:17:30	1:33:00	2:11:06
5:15	26:15	32:33	48:50	52:30	1:05:06	1:08:50	1:21:23	1:37:39	2:17:40
5:30	27:30	34:06	51:09	55:00	1:08:12	1:12:07	1:25:15	1:42:18	2:24:13
5:45	28:45	35:39	53:29	57:30	1:11:18	1:15:23	1:29:08	1:46:57	2:30:46
6:00	30:00	37:12	55:48	1:00:00	1:14:24	1:18:39	1:33:00	1:51:36	2:37:19
6:15	31:15	38:45	58:08	1:02:30	1:17:30	1:21:56	1:36:53	1:55:45	2:43:53
6:30	32:30	40:18	1:00:27	1:05:00	1:20:36	1:25:13	1:40:45	2:00:44	2:50:26
6:45	33:45	41:51	1:02:47	1:07:30	1:23:42	1:28:29	1:44:38	2:05:33	2:56:59
7:00	35:00	43:24	1:05:06	1:10:00	1:26:50	1:31:46	1:48:30	2:10:12	3:03:32
7:15	36:15	44:57	1:07:26	1:12:30	1:29:54	1:35:03	1:52:23	2:14:51	3:10:06
7:30	37:30	46:30	1:09:45	1:15:00	1:33:00	1:38:19	1:56:15	2:19:30	3:18:39
7:45	38:45	48:03	1:12:05	1:17:30	1:36:06	1:41:36	2:00:08	2:24:09	3:23:13
8:00	40:00	49:36	1:14:24	1:20:00	1:39:12	1:44:53	2:04:00	2:28:48	3:29:46
8:15	41:15	51:09	1:16:44	1:22:30	1:42:12	1:48:10	2:07:53	2:33:27	3:36:20
8:30	42:30	52:42	1:19:03	1:25:00	1:45:24	1:51:26	2:11:45	2:38:06	3:42:52
8:45	43:45	54:15	1:21:23	1:27:30	1:48:30	1:54:43	2:15:38	2:42:45	3:49:26
9:00	45:00	55:48	1:23:42	1:30:00	1:51:36	1:57:59	2:19:30	2:47:24	3:55:59
9:15	46:15	57:21	1:26:02	1:32:30	1:54:42	2:01:16	2:23:23	2:52:03	4:02:32
9:30	47:30	58:54	1:28:21	1:35:00	1:57:48	2:04:33	2:27:15	2:56:42	4:09:05
9:45	48:45	1:00:27	1:30:41	1:37:30	2:00:54	2:07:49	2:31:08	3:01:21	4:15:33
10:00	50:00	1:02:00	1:33:00	1:40:00	2:04:00	2:11:06	2:35:00	3:06:00	4:22:12

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WHAT KEEPS LONG-TIME RUNNERS RUNNING

by Mary Kay Sullivan

Time: 1959.

Place: Stuttgart, Arkansas.

The neighborhood kids has stumbled across an exciting secret that had them all a-titter. It was a chance discovery overheard in a grown-up conversation, and it certainly seemed strange.

Dr. Jones (name changed to protect the innocent), the local surgeon, whom we teen-agers had never seen in the light of day, rose every morning before the sun, donned shorts and a tee shirt even in the coldest of weather, and went out to run. He was not running to any place in particular, mind you, but just running to run. This was related on good authority, his neighbors having seen him return home in his skimpy attire, drenched with perspiration, day after day as they went out to get the newspaper.

A contingent of high-schoolers, fresh from reading To Kill A Mockingbird, gleefully dubbed him a local Boo Radley, and laid plans to sneak out one morning and observe this bizarre behavior.

Their parents, while perturbed by this aberration, were more sanguine. Their assessment was "This is just a temporary thing; he'll get over it soon."

Sound familiar?

The skeptics of today still offer similar pronouncements on running: "It's a fad. This, too, shall pass."

The Wall Street Journal recently declared that the running "craze" had peaked, and other publications are talking about "runner burn-out".

But Dr. Jones in Stuttgart is still running. The reason, I am told by one of the former gawkers brave enough to ask him, is simple. "Because", he says, "everyone needs his quotient of play."

John Kelley, who will have run his 50th Boston Marathon this year, is no longer in contention as a winner, but he keeps lacing up his running shoes. Why? "Running is fun," he says.

Fun? Play?

Could this be the secret that keeps long-time runners running?

If we intend to keep running over the decades to come, maybe we need to stop and ask ourselves a question. Is some of the fun...the play...the spontaneity slipping away in our running routine? If so, it's time to combat potential "runner burn-out".

Several Knoxville runners who have found lethargy creeping into their training have offered some suggestions to help keep the fun in running. So, take heart and take note!

Tired of the same old terrain? Then, for goodness' sake, change it. Knoxville has much more to offer than just Cherokee Boulevard.

Try running the Dogwood Trails. The Holston Hills trail, for example, takes one past farmland, up and down hills through tranquil neighborhoods, and along a ridge following the river. In spring there's a profusion of blooms and fragrances that would lift any sagging spirits.

Any of the Dogwood Trails offer varied scenery any time of the year. Just follow the painted pink marks on the pavement, and time your tour when motorists are not apt to be there.

An exhilarating change of landscape is the 11-mile Cades Cove Loop Road near Townsend. Here early on a summer morning a runner can see deer grazing, spot an occasional ground hog — and maybe even a wild turkey or two. Wildflowers from pink ladies' slipper to ironweed add a splash of color to fields and forest and there's the peaceful solitude of an era gone by.

Other area parks offer hiking trails that are easily adapted to a slow, sight-seeing run. The 7-mile perimeter path around Cumberland Falls State Park, for example, meanders past low-lying bogs, through virgin beech forest, and over boulders along a rippling stream.

Then there's Knoxville itself to explore. Try running downtown at lunch-time on a sunny day and celebrate the diversity of people. What about running the Expo course some week at less-than-race pace with an eye Knoxville's early architecture? Or a tour around the World's Fair site to investigate progress first hand? There's one area runner who has caught a bus to a new area of town, just to run home and see new sights along the way!

Another thought: change your pace and your perspective. Scandinavians have long touted the "fartlek", a Swedish word meaning "speed play". It's a cross-country run over varied terrain, alternating fast and slow running. Raoul Mollett, in his book How They Train, describes fartlek running enthusiastically:

"...an idea of training...which one would classify as

'happy'. Fartlek, with its walks, its runs at slow pace through the woods, its short sprints, was able to revolutionize the training of the track world."

Grete Waitz we may never be, but a Scandinavian fartlek can offer a hard, but happy, workout.

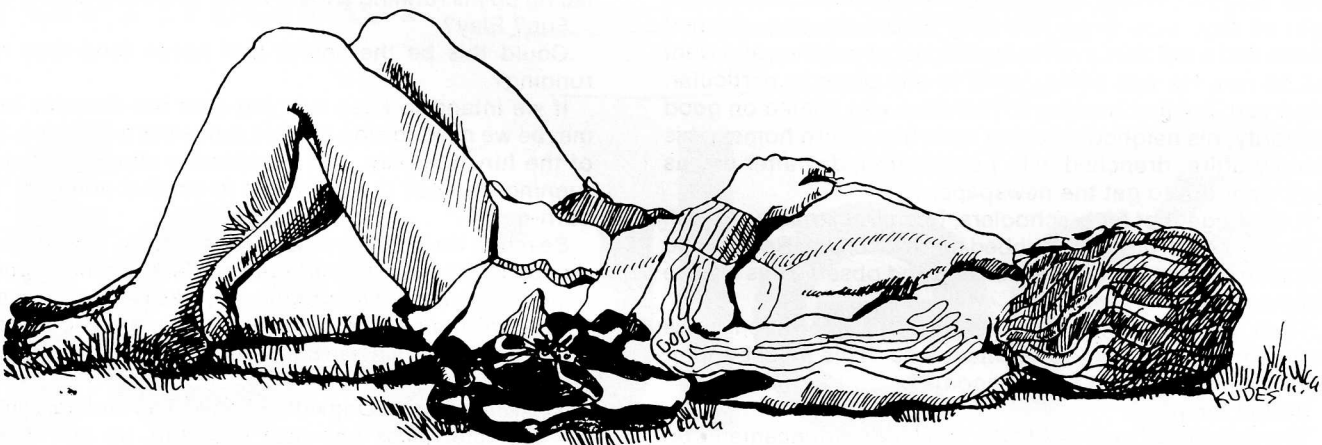
A change of perspective, too, can inject new life into old surroundings. The Lakeshore jogging trails may be as familiar as those well-worn shoes. But try running it in reverse. Coming up the road to Cliffside-Peterson and over the major hill on Orchard reveals a breath-taking view of an island in the river with the Smokies towering above. (Trail maps are available at the gate house, where joggers are asked to sign in.)

Many everyday courses hold similar surprises if approached from a new angle.

Don't forget neighboring cities, by the way. The maps of area race courses offer new territory to explore. The Greenbelt in Maryville, Main Street of LaFollette, and Sevierville with a close-up look at its picturesque court house — these are just for starters. The possibilities are endless, and the discoveries are a joy in themselves!

No, Wall Street Journal, you're wrong. Running is not on the way out, just occasionally suffering from tired blood. But a change of place, pace, and perspective can easily remedy that.

We're with you, John Kelley and Dr. Jones. We plan to be running for many years to come. And we intend to keep the joy in our jogging.

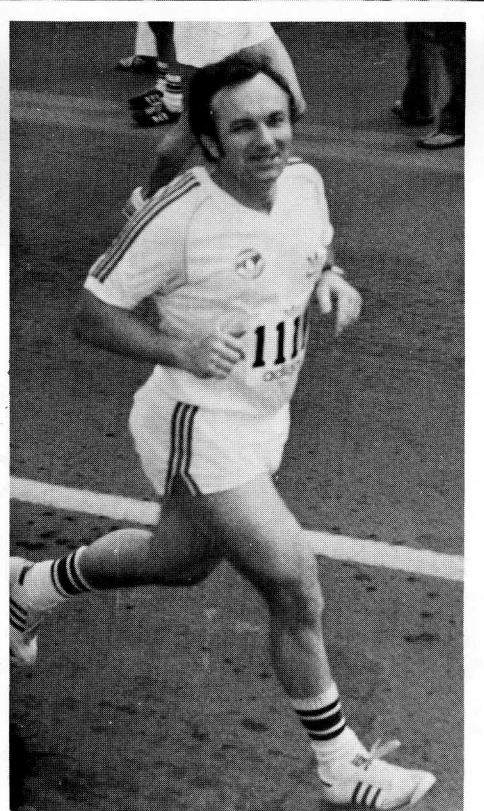


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THE WIDE WORLD'S FAIR OF SPORTS

by Tom Siler

The Knoxville World's Fair is only 50 weeks away. And this might just be the proper time to poll the delegation, at least those interested in running.

Most track fans already know that the World's Fair will serve as host to The Athletic Congress track and field championships in the third week of June, seventh week of the World's Fair.

This, of course will be one of the jewels of the World's Fair, certainly on the sporting side. The city will have 600, give or take, women and men, competing at the University of Tennessee Tom Black facility. Actually that show will be a preview of the USA in the 1984 Olympics at Los Angeles.

Aside from the spectacular TAC show, the World's Fair is going to offer a distance running race. Here's where you, the runner, come in. Which would you prefer? A marathon over a tough course, a marathon over a relatively easy course or a 25-kilometer race, which comes to 15-16 miles? There could be a marathon involving the Smoky Mountains National Park and all of its summertime splendor. There could be a marathon through the hills of Knoxville itself. Which strikes you, Mr. Runner, as the best attraction for The Fair? The idea is to make this World's Fair race fairly restrictive for two reasons: (1) To draw the best distance runners in the world and (2) to ease the burden of logistics for participants as well as those who would like to see some of the race. Many of you will have ideas on this proposal. Please contact Bill Schmidt, a one-time world class javelin thrower. Bill will be anxious to hear from you at P.O. Box 1982, Knoxville, 37901. Bill, if the news escaped you earlier, is the director of all the World's Fair sports activities.

The World's Fair plans a multitude of sports activities but before we leave track and field it is pertinent to mention the cooperation of the University of Tennessee. The school is

making available hundreds of dorm rooms for competitors in many sporting events, a vital factor in holding down cost of food and lodging. In fact, U.T. has relaxed its policy in many ways. The athletic facilities will be made available for many events, including several in Neyland Stadium. The Fair sports program has a chance to be a big success and if it is U.T. deserves considerable credit.

The idea at this Fair is to offer something for everyone, ranging from chess to football, frisbee to basketball and everything in between.

Definite announcement on a dozen events is imminent even though the inclusion of foreign teams tends to slow down and delay the details. But on the drawing board they have plans for rugby, soccer, swimming, baseball, football, tennis, wrestling, rowing, outboard racing, and literally a dozen others.

Sporting action will center on U.T. facilities, the Civic Coliseum and Bill Meyer Stadium.

All of which sharply reminds us of the comparatively poor sports facilities of Knoxville. There is not one field in this community of 300,000 suitable for championship rugby. We need more fields for soccer, a rapidly-growing sport. The Civic Coliseum is excellent for events that draw 6,000 or less. But most sports need larger crowds to break even. Basketball facilities are woefully inadequate.

In this age of television Knoxville has fallen far behind. Maybe the World's Fair will serve as the catalytic agent to help the city find a way to provide more facilities for our youth. And facilities for the boys and girls, the amateurs, is more important than facilities for a few money sports.

The city needs both.

Maybe the World's Fair will inspire all of us to cooperate in long range plans for a better community. If the Fair serves that purpose then all of East Tennessee will be doubly blessed.



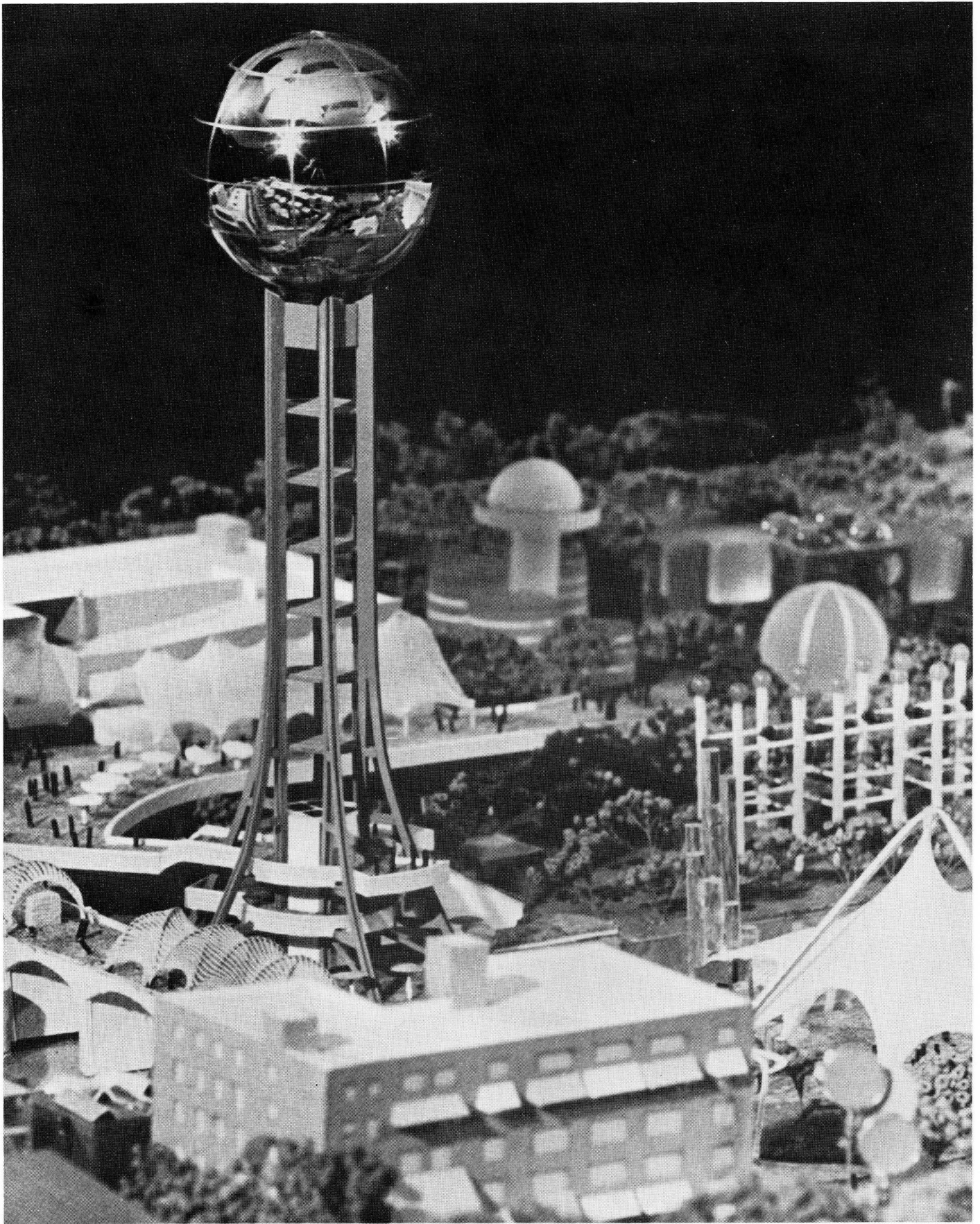


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DISCOVER WHAT THE WORLD IS COMING TO-AND *BE PART OF IT!*

The 1982 World's Fair in Knoxville, Tennessee is the first World's Fair in the United States since 1974 - and the only one sanctioned by the Paris-based Bureau of International Exhibitions in this decade for the U.S.

And that's why the world is making plans to visit this energetic, gifted metropolis (Pop. 450,000) next year, home of the Tennessee Valley Authority, the University of Tennessee, the Oak Ridge National Laboratory (birthplace of the atomic age) and gateway to the Great Smoky Mountains National Park.

In the tradition of great World's Fairs in Montreal, Brussels, Paris, Spokane, Seattle, San Antonio, Chicago and New York, The 1982 World's Fair will draw 11 million visitors from around the world during its run, May 1 through October 31, 1982.

Foreign nations from every continent will be represented, together with dozens of major corporations, states of the union and numerous private and public organizations.

With energy as its timely theme, The 1982 World's Fair will be the place to see the world of tomorrow, today.

But a World's Fair is more than that.

The history of World's Fairs is a history of history-in-the-making. Rich in innovation, ideas and the triumph of the human mind and spirit, every World's Fair has given the world a remarkably accurate glimpse of the future.

In fact, there is nothing so unique as a World's Fair for combining the marvels and thrills of tomorrow with the rich heritage of yesterday—all wrapped up in a whirlwind of good old (and new) fashioned fun.

A World's Fair is a time machine, affording the visitor a vivid look into the future.

A glance back through the annals of these giant expositions, is to see the history of the modern world unfold.

At the Paris World's Fair in 1867, aluminum was introduced. Visitors tasted the world's first ice cream soda and shopped in the first department store.

At Philadelphia's World's Fair in 1876, Alexander Graham Bell was on hand with the telephone. Also introduced for the first time were the first typewriter and the Otis elevator, the latter opening the way for the construction of skyscrapers... and cities would never again look the same.

World's Fair served as midwife to other forms of design structure and architecture. The 1878 World's Fair in Paris gave birth to the Statue of Liberty. In 1889, Paris again wowed the world with the Eiffel Tower. Art Nouveau was seen for the first time in 1900 and Art Deco made its debut in 1925.

The St. Louis World's Fair in 1904 gave the world the ice cream cone.

Television was unwrapped at the 1938 New York World's Fair.

Sputnik opened the Space Age at the 1958 Brussels Fair.

All through the years, each World's Fair has put an indelible stamp on history and The 1982 World's Fair in Knoxville—with energy as its theme—promises to be one of the most important and influential fairs in recent times.

Here, in a city within 400 miles of 52 million people, visitors will come from around the world to share a once-in-a-lifetime experience, to teach, to learn, and to discover the products, ideas, innovations, technologies, talents, spirits, and sense of fun and adventure that is a world's fair.

Certainly the centerpiece and a major highlight of The 1982 World's Fair is the \$20.8 million United States pavilion—an architectural wonder and energy showcase with an abundance of awesome and dazzling demonstrations and entertainment. The cantilevered structure rises dramatically six stories into the air, crowned by a 5000 square foot solar collector running the entire length of the pavilion, powering the building's air conditioning and hot water system.

Inside—a plethora of advanced scientific, electronic and technological miracles.

Nearby, a reflection of the past in the renovated historical L & N Railway station and Freight Depot amidst a scattering of other colorful turn-of-the-century landmarks lovingly preserved for the World's Fair.

Producers of this World's Fair have defined energy in its broadest terms. Thus, the spiritual energy of the world's religions, the creative energy of the world's artists, craftsmen, musicians and entertainers and the physical energies of some of the world's finest athletes, will be a part of the Fair.

"Headliner" entertainment, Broadway shows, world renowned orchestras, ballet and opera companies will showcase their very special kind of energy in the Tennessee State Amphitheatre (capacity: 3000), created especially for The 1982 World's Fair...12 hours a day, every day of the six-month international exposition.

Dancing fountains, the meandering Tennessee River, a giant amusement park, a man-made seven-acre lake...man and Mother Nature have combined forces to create one of the world's finest World's Fair sites.

And the energies of thousands of people from countries from around the world will serve to create what has already been forecast as one of the world's greatest World's Fairs.

A visit to the Knoxville World's Fair in 1982 will change you. As it will change the world.

The 1982 World's Fair in Knoxville, Tennessee - it's what the world is coming to!



ON RUNNING ON

By Joe Sheppard

My "running tracks" go back to 1967, when most of us had no idea what a "decent" running shoe was. I was a 53 year old Career Army Officer with 30 years of active military service and facing retirement within two years.

My physical condition was a little better than average; however, I was the not-so-proud owner of a recurring back problem that had hospitalized me for 17 days. This hospital stint was the most serious health problem of my life and was a very unsettling experience.

Upon being discharged from the hospital, I sought the chief therapist's advice on what could be done to prevent a similar occurrence. He recommended a set of relaxing and strengthening exercises for the back which I have followed religiously. He also was of the opinion that swimming would be a good substitute for golf, handball, basketball, etc. that had previously been my conditioning and recreational sports. He reasoned that running would cause too much pounding in the lower back region for anyone with my problem. Since running had never really been my cup of tea, this advice did not bother me at all.

With this advice I began my personal exercise and swimming program. The swimming project seemed ideal because my office at U.T. was in Stokely Athletic Center located a block from the Aquatic Center. Being an early riser, it was easy to get in 20 or 30 minutes of exercises (mostly calisthenics) before breakfast. I really went to work on my swimming techniques. With my friend, U.T. Swim Coach Ray Bussard's help, I even started looking into age group competition possibilities. A lot of the help I got from Coach Bussard came from watching him work with the U.T. Swim Team; among other things I noticed was that during the early part of the collegiate swimming season Ray would have his U.T. swimmers running a mile each day on the Tom Black Track. My "macho" competitive nature began to emerge. There seemed to be no reason at this point to think that I could not become a world class swimmer in my age group. I started to run on the track either before or after my daily swim. This routine did not get too far along before I found that I was looking forward to the running the swimming was getting to more of a chore. Spending 30 to 45 minutes going up and down the pool with my head under the water most of the time never came across to me as being a fun thing. I was also discovering that the running had no ill effects on my back. This combination led to more running and less swimming. Finally the "hostile" environment of the pool lost out completely.

The shoes that I was running in at that time were two pairs of deck shoes that I had bought for less than \$5.00 a pair at an Army P.X. I ran my first competitive run in these shoes at Cades Cove. I was unaware of it at the time but these shoes were the source of my early metatarsus, heel and tendon problems. The misery associated with these problems would have ended my running experience at a very early date if I had not noticed that some good things were beginning to happen to me. I was losing weight! (This was a goal that had been important to me. By 1960 I had gotten down to 168 lbs. but my efforts had stalled there until the running program had started it moving downward again. It was also apparent that running was improving my back. The incidences of incapacitating pain were becoming fewer and further apart, and they were much less severe. To buy a suit of clothes from the regular racks in the department stores and to like the way it looked was a new and pleasing experience. I was feeling better generally and experiencing fewer tension type headaches. Afternoons in the office after a 3 or 4 mile run at noon instead of a big lunch became an enjoyable experience. Instead of wondering if I was going to be able to keep my eyes open without a struggle until the effects of the noon meal had worn off, I felt fresh and alert. This was money in the bank for me and my employers.

Another important discovery was that my wife Claire and I had made a lot of new and interesting friends that we enjoyed very much. Whenever we went on trips or visits I looked for the best places to run, and this always meant meeting other runners. The best example of this phenomenon is the activities associated with the Peachtree Road Race. For the past several years Claire and I have enjoyed the Peachtree Road Race in Atlanta. We get together with a group of running families from Columbus, Georgia and make reservations at one of the hotels located at the starting line for the race in the Lenox Square area. We make a real fun thing out of it the night before and brunch after the race is over has become a standard part of the party. These are some of the finest people that we have ever known, and we met all of them at a park in Columbus, Georgia where runners go to start their daily runs. I have found this phenomenon to exist for us to a lesser degree in Chattanooga, Atlanta and Tuscaloosa, my home town.

One Sunday morning several years ago this routine got me an early briefing by Coach Bryant himself on the Alabama/Auburn football game that was played in Birmingham on the previous day.

My favorite running course on the Alabama campus when we attend functions there is the parking lots and road nets in and around the coliseum. During short trips such as this one was, I usually get up early and run before having to drive most of the day. This particular morning it was raining and I saw this figure in the darkness, emerge from a car with briefcase, umbrella, etc. in front of the coliseum. Upon offering to assist this lonely looking, encumbered fellow get out of the car into the building, I was pleasantly surprised to see an old friend, "Bear" Bryant. I remember that although Alabama had won the game with Auburn, Bear wasn't happy with some of the officiating. He felt that a slow whistle was responsible for one of Richard Todd's fumbles that probably resulted in an Auburn score that made things a little uncomfortable for the Tide for a while. Such encounters seem to go on and on.

If you are in the early days of a running program, and it seems like it might become an important part of your life, here are some symptoms you need to recognize. If running seems to come easy for you, if you seem to have some natural speed and endurance, and if you are highly competitive by nature, then you've got "macho" competitive tendencies, and there is nothing that I or anyone else can tell you that will prevent you from going through all of the mistakes that I have made in the past 14 years.

Over the years I have found that running friends and running shoes are the most important elements to a good running program. Some people will say that having the right set of parents is the most important thing in running success. This is probably true if you are the MACHO type to whom winning times is the big thing. This is not to say that the macho type runner does not have friends. They have friends alright. They tend to form a mutually exclusive society. If you have the opportunity of sharing their presence at a gathering of any kind, you can expect to hear little else but how they blew "ole so and so" out at 10 or 15 miles, all about how they are bearing up while running with stress fractures, neuromas, bad knees, Morton's toe syndrome, hip pointers, and what have you. I'm the expert on this type runner. I've been there and back. It has taken some time but I have finally come to believe that running can contribute to the good life without absolutely dominating all other social, physical, economical, and emotional values known to man.

If you are starting your program as a "plugger" and could care less about who wins your age group in EXPO, but still feel good about your running, you too are on your way to years of enjoyment. My advice is to seek out some compatible running mates, learn how to take care of your body with stretching relaxing exercise, pay attention to protecting your feet, and learn to endure remarks from macho friends regarding your physical senility.

Having someone to encourage you, particularly during the pre-addiction stage of running, is very helpful. We always had a small but faithful running group on Tom Black Track every day, and we were very supportive of each other. Our bonds of friendship have become closer during the ensuing years.

A SIMPLE RUNNING PROGRAM WITH A LOT OF MACHO

My beginning running program was very simple. Every day at noon, I went from my office to Tom Black Track. I knew enough from other sports to do a little warming up before running hard. I was always rushed for time so warming up wasn't very important to me. The principle that I followed was to stretch a little, run a warm-up lap, catch my breath and then run as far as I could as fast as I could. I always ran against the clock. Needless to say, I always had aches and pain. However, this was during the days when Chuck Rohe was the U.T. track coach and had put out the word that to be a good runner you must learn to run with pain and to bear it. This sort of logic or illogic took me from 10 miles a week in 1968 to 80 miles a week in 1973 and in one week in 1973 I ran 100 miles and have never been the same since. During that time I won a lot of age group races including Peachtree in Atlanta two years, Chicamauga Chase in Chattanooga two years, and quite a few others. (In fact, there were times when I wasn't doing too bad in the age group below mine.)

I also collected every kind of running injury known to man during this period. These have included: stress fracture of the left metatarsal, synovitis of the right knee, tendonitis of the Achilles tendon, severe

heel pains that lasted for over two years, severe soreness of the adductors, severe soreness in calf muscles of both legs and I have had blisters on every part of the foot surface that can accommodate a blister, and I also had a critical hip pointer. This seemingly never-ending list of problems has caused me to take stock of how much longer I could endure this body abuse and continue running, to which I admit complete addiction. I started talking to various people (including physicians) about what to do and reading every article on the subject that I could find. As a result I have made some modifications in my running program that have brought results causing mixed emotions.

I have reduced my training mileage by 10% to 15%. The distance change wasn't too drastic but I changed the "fast as I could as far as I could" routine to one that called for alternating hard and easy day. I also reduced the interval work to a Fartlek routine and stopped running stadium steps which I normally did one or two days a week. I should qualify these remarks by saying I've almost done this because at times I'm still tempted to do what I know is wrong. It's awfully hard for me to forego a friendly challenge of any kind. I'm stupid enough to pick up the pace to a point that I know full well that I'm in oxygen trouble and couldn't anything get me home at the pace I've gotten myself into except for the good Lord to replace my arms with two big angelic wings. This new style program has made training more pleasant and more nearly injury free. However, my times in competition are not very competitive anymore and I'm sort of a "patsy" in my age group when I get around the old tigers in Chattanooga and Atlanta.

In 1973 I had a PR on the Cherokee Blvd. 5 mile course of 32:35. I also won Peachtree Atlanta 10K in 41:50. My first and only EXPO race as a runner was a 42:32 in 1979.

My endurance however is just as good. A couple of years ago I started working toward the marathon with the idea that I had to go thru this experience once in life. I did. I ran a 3:35 marathon in Eglin Field, Florida, on a fairly level course, but on the day of the race we had a terrible head wind. This affected my time adversely. Although I never made the 3:30 qualifying time for Boston, a group of my running friends petitioned Will Cloney for a special invitation for me to run there in 1980. Having one of my many injuries, synovitis of the right knee 10 days before the race, I didn't do well but finished. I ran poorly on hills and against the wind.

I've been working on my hill problem and can see some improvement. However, in recent work on hills I may have developed another serious foot problem. I've noticed pains that come and go in the metatarsal of the left foot. Most of my foot problems are on the left foot. This caused by excessive pronation which I've tried to overcome with three sets of orthotics and every kind of make-shift device you can put on your foot and in your shoes. None of them appear to be doing the job completely for me. My first set of orthotics caused a hip pointer (right hip) after a couple of years and the second set cause or helped to cause synovitis of the right knee. The third pair of orthotics cured the knee but has caused a neuroma in the left metatarsus.

All of this verbal wandering is designed to tell you one thing: there's definitely a lot that I don't know about running! I would suggest to any of you who are beginners or if you are reevaluating your program, study and learn as much about your particular situation and problem as you can before going final on setting up program or adjusting it.

WHAT I'D DO IF I WERE YOU AND STARTING TO RUN

It is important that you begin by adopting some reasonable type of program with some goals you can reasonably expect to attain and live with physically and emotionally. Ascertain exactly where you are in physical fitness before you start to run to determine at what level or the number of miles you should start with. If you are starting without a good solid background in athletics, I would advise you to start off with a stress test by a competent doctor. I would advise you to start very, very slow. Start with a lot of stretching. Do a lot of calisthenics, walking, and general conditioning. If I were overweight, I'd immediately start to try to reduce my weight. I would also be sure that I was getting plenty of rest and getting a good balanced diet. I'd also consider some vitamin supplements.

FAMILY SUPPORT

Ken Cooper's latest book on aerobics is an excellent guide for the beginner. Find where you fit on his charts and start the program he has outlined for that group. Follow the walking, jogging combinations that he outlines. Pay very careful attention to what your pulse or heart rate was on starting and how fast your recovery is after exercise. Learn your maximum rate (75% of which is your training effect rate) and monitor these daily to note if there is any significant changes that might indicate a problem. Develop and manage your program according to what you learn about what's best for you according to what your goals are. Get you a plan and stick to it. Don't listen to every Tom, Dick and Harry that offers you advice.

Another thing to consider in running on program is family support. If you are a married man and your wife is not a runner, you've got to have her understanding if you expect to be running on for a while. She must be supportive. Knowing that running means something to you, she should encourage you in it. Hopefully, she will take trips with you if you are a competitive runner. She will tolerate you bringing in your wet shoes and putting them wherever she will let you put them. She'll wait for you to get in at some ridiculous time for supper after you've been late at the office and had to get your run in before the evening meal. She is willing to fix you a Sunday brunch after you ran after Church and Sunday School but didn't want to get up early for breakfast. She has to be one that will tolerate you having to have the latest pair of shoes that Adidas, Brooks, Tiger, New Balance or whoever puts out.

SAFETY FOR RUNNING ON

Too many runners are very careless and naive about the importance of safety while running. My non-running friends and neighbors are always complaining about runners on Cherokee Blvd. These complaints include running in groups of 3 or 4 abreast, running in dark clothing during periods of low visibility and a sudden appearance in the inside of blind curves; some runners even seem to demand more road space than is really required to run in. Since I frequently drive around these same running freaks too, I can only agree with my non-running neighbors; someone is going to get clobbered if something isn't done about it.

Some precautions that we should consider for our safety while on the run include:

1. The buddy system - run with someone.
2. Do not run in strange, isolated, or poorly lighted areas at night. (Some areas should be avoided during the day unless you have a good strong dog or small protective device.)
3. Take some form of identity with you. This should contain something about you medically - cardiovascular history - problem - yes or no - Doctor's name - your blood type - telephone and address. Give an idea of what you are all about should you be found along the road in an unconscious state.
4. When in a strange city or area always avoid running in regular running shorts and tank shirt. I wear a T-shirt or golf shirt and walking shorts with pockets. I do this because I think that crazies are more likely to attack you if they think you are absolutely defenseless.
5. When running at night or during periods of low visibility do everything possible to get a higher visibility about yourself. Use light colored clothing and reflective devices. I've also used a small flashlight which can be turned on when approaching a vehicle. Use a headpiece with a visor to keep lights out of the eyes to prevent temporary blindness.

WHAT HAS MADE IT REALLY WORTH RUNNING ON

Some of the most satisfying things about my running experience have been some of the things that I never expected to get out of running. As I told you I started running as a supplement to swimming without much prior planning for my running program. Probably the most satisfying thing to come to me thru running has been the numerous friendships that have come about thru the years. It has brought me friends of all ages and in every walk of life. Since many of them are very affluent and influential these relationships are profitable both socially and economically.

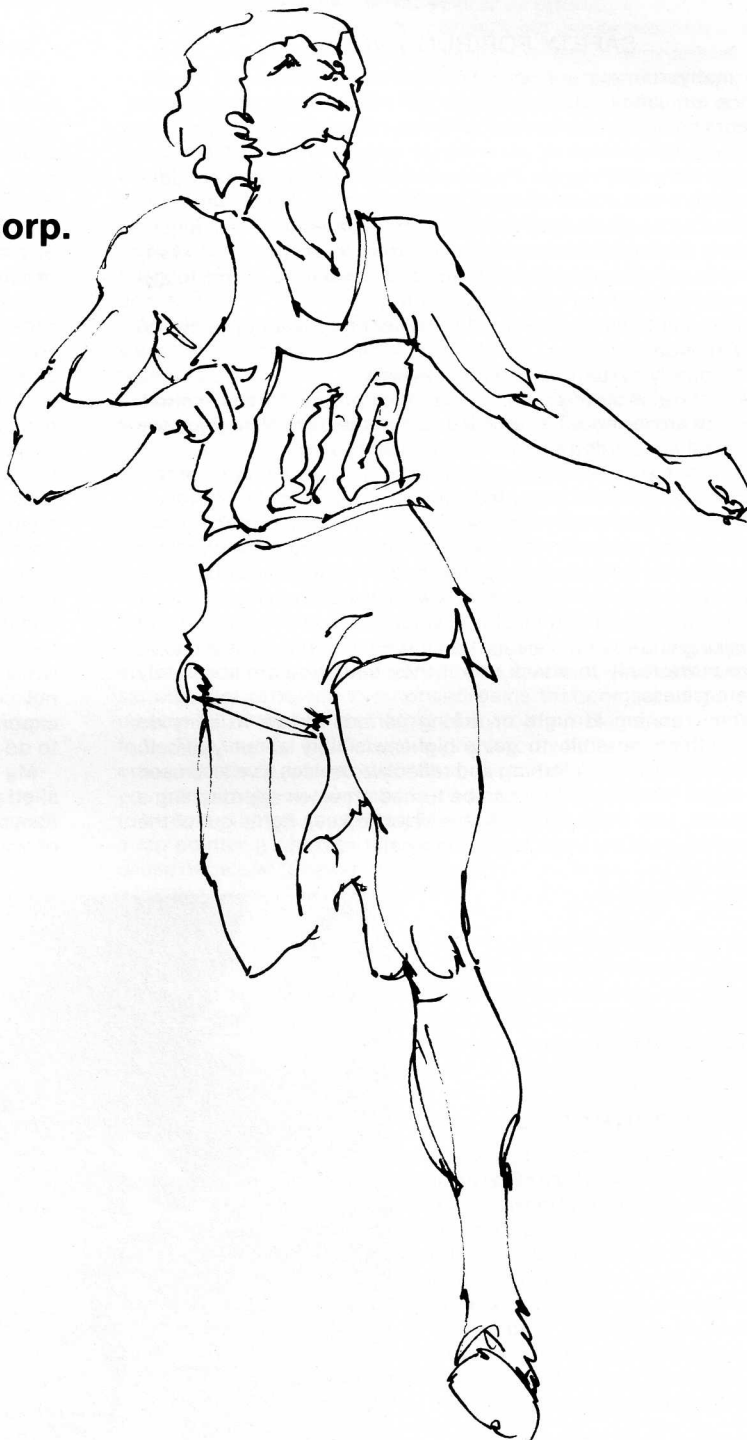
The physical improvements in my body have been very satisfying, especially the improvement in my back. This alone has made it all worth the effort. My body weight is now 135 which represents a loss of 33 pounds (less than 10% body fat). I find that maintaining this level isn't difficult as long as I'm doing a fair amount of running mileage each week. One other thing that makes me think that this 14 year affair with running has been worth it is the fact that during this period I have now lived to an older age (67) than my father who died at age 58 with a massive heart attack. He had four brothers. None of them lived to reach 65. All of them died with some kind of cardiovascular problem. Add to this the fact that only one of my grandparents lived to see this particular grandchild. I have read that heredity is supposed to be one of, if not the most important determinates of human longevity. Assuming this to be true you can see that I need to maximize all the others if I expect to be around for a while. They say that running won't increase longevity; however, I'm not convinced that it hasn't already done this for me. The whole experience has been most satisfying. In fact, running has had more to do with my lifestyle in the past 14 years than anything else.

My final advice to the runner and to those who aspire to run is shod yourself well. Get good advice and use it to build a program that fits your lifestyle and your goals for the future. Then run to the beat of your own drum.



The Sponsors of Expo 10,000 would like to thank the following for their contributions toward this successful event.

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WIVK Radio
Joe Shepherd
Frank Calloway
Ken Morrow
Tom Sudman
Bob Gox
Bob Killefer
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Mike Crawford
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