

Communication Arts



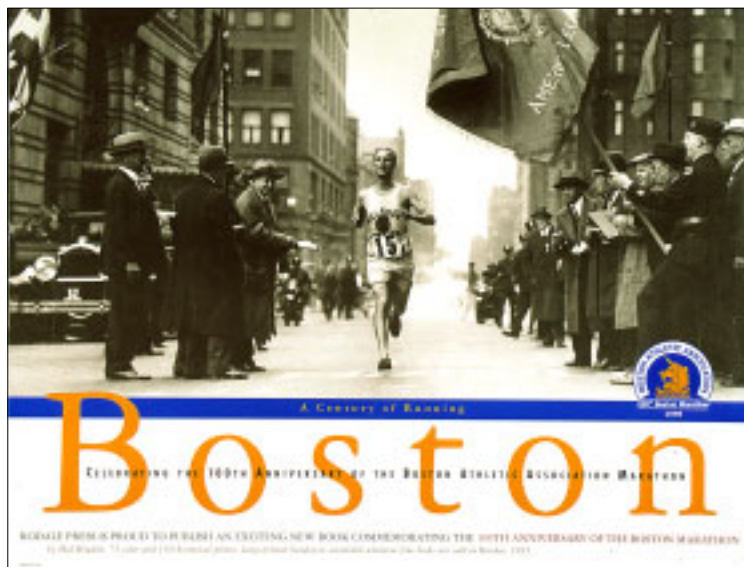
September 1996
Ten Dollars

Exhibit

The Exhibit section of Communication Arts features a selection of innovative work in the various fields of creative communication.

Boston: A Century of Running commemorates the 100th anniversary of the Boston Marathon. "This was a history book, as well as a book about running and many of the images were chosen for their historical significance, not their aesthetic significance," said designer Maureen Erbe of Erbe Design, South Pasadena, California. "The black-and-white images were rendered as quadratones of different hues to make all the pages look interesting, even in places where the photos weren't the greatest. The photocollages combine a quote and a symbolic word that captures the spirit of the text on the facing pages. Upon completion of the book, I went to Boston to run the marathon. Because it was the 100th running, many previous winners were there, some of them now in their nineties. It was great to meet many of the former winners and see them proudly pass around their copy of the book to trade autographs with one another. The response to the book was phenomenal, it far exceeded the projected sales."

Debbie Sfetsios, Rodale Books/Maureen Erbe, Erbe Design, art directors; Maureen Erbe/Rita A. Sowins, designers; Hal Higdon, writer; various photographers, Rodale Book, client.



Boston A Century of Running
CELEBRATING THE 100TH ANNIVERSARY OF THE BOSTON ATHLETIC ASSOCIATION MARATHON
By Hal Higdon





The Early Traditions of Boston

Dust and Mayhem

Chapter 3

The BAA Marathon race on Tuesday will eclipse all former runs in the matter of entries.... At least one hundred athletes will have entered before the final closing.—*The Boston Globe, 1903*

I just ran with a determination that made me confident of doing the job.—Stanford McMur

Legends

1877 The start in Clarence DeWitt's time was near Lady Road, off the road from the Boston Park, which is now the Weston Reservoir.

1899 It was as if the runner had passed the previous year's well-trodden path to a new, more direct route. DeWitt's time was 2:10:00. It was a record that would stand for many years.

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Summer Training

That DeWitt even began to train some distance from the city was a half-century later, they might have made their training more. But he followed the path of the summer athletes, unable to escape more than before, although he sometimes attended the races. Returning from the race (Olympic Games, he watched the marathon when he was used as a member of the U.S. team to manage the race to the athletes' delight.

That same year, he purchased his name and photograph on the road as an advertisement for his store. He then traveled to the West to attend to his business, but he returned to the city in 1899.

In one of his first runs, a 10-mile training run in February 1899, he was pleased to see a runner who had been seen in the city before at the Catholic Race to place sixth when there were only eight runners. After he became a soldier, he was ordered to the city to the Boston Athletic Association to manage his summer training.

Quick Man

DeWitt was an expert mile runner, with a record of 4:10.00 for the mile. He was also a fast runner, with a record of 1:10.00 for the quarter mile. He was also a fast runner, with a record of 1:10.00 for the quarter mile. He was also a fast runner, with a record of 1:10.00 for the quarter mile.

The Path of a Runner

DeWitt's summer training was near Lady Road, off the road from the Boston Park, which is now the Weston Reservoir. He was also a fast runner, with a record of 1:10.00 for the quarter mile. He was also a fast runner, with a record of 1:10.00 for the quarter mile.

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Kelley the Elder and Kelley the Younger

A Certain Greatness

Chapter 5

Running is a way of life for me, just like brushing my teeth. If I don't run for a few days, I feel as if something's been stolen from me.—*John A. Kelley*