



FOOTPRINTS

Member News, Events, Calendar and More...

FEBRUARY 2023

CLUB ACTIVITIES

TUESDAY Morning: 9:15am Highland Park--Northshore Trail. Meet at the Parking Lot just South of Central on St Johns. Run/Walk and stick around for a pastry and coffee at Curt's Cafe, at 1766 2nd St.

THURSDAY Morning: 11:30 am Lake Forest College run. Six miles through Lake Forest. Meet at the college's Sports & Rec Center.

SATURDAY Morning 8:00am: CLUB RUN: East Lake Forest Train Station. Weekly club run preceded by announcements. Run or walk 6 miles through Lake Forest. Dogs are welcome.

SUNDAY Morning 8:00: Canoe Launch, Rtes. 60&21. 4-6 mile runs around the area.

TRAINING PROGRAMS: Check with club coach Jenny Spangler on programs and dates: jandmfitness@comcast.net

FEBRUARY 11 MEET AND GREET



Double the fun on 2/11: The Old and the New

Join us for our regular Saturday run on February 11 at the East Lake Forest Train station to celebrate two great events.

First, we would like to celebrate and "Welcome" the NEW members who have joined the club in the past year! They have all been sent a special invitation, so let's have a great turnout and make them feel at home.

Second, join us in wishing long-time club member Ken Glick a Happy 90th birthday!!! It's a once in a lifetime event.

*** We will have free coffee and bagels (and cake) after the run in the train station lobby.

HISTORY ON THE RUN #15

The Thanksgiving Run, the Father of Modern Advertising and a BIG Estate

When we run the Tim Plum Thanksgiving morning course, most of our route takes us through what had been the estate of Albert Lasker the man who some experts call the Father of Modern

Advertising. As soon as we cross Everett Road we are on land that was Mill Road Farm. If you venture around Estate Lane you will see white brick buildings that look out of place but that are some of the original buildings from Mill Road Farm. Who was Albert Lasker?

After a short stint as a newspaper reporter, at the age of 18 Lasker started as an office boy with the Lord & Thomas ad agency. One year later he had his first assignment and by the time he was 23 had bought out Lord. By 1912 at the age of 32 he owned the entire firm. Lasker's genius, which seems logical to us now, was to appeal directly to the consumer's psychology. He was in the lead moving ad agencies from brokers placing ads to creating copy working on human emotions. For example, he increased Lucky Strike cigarette's sales 300% in one year, to become the bestselling cigarette in the US, by appealing to women's desire to stay thin with the line: "Reach for a Lucky instead of a sweet". He increased Kotex sales recognizing that women preferred to pick it off the shelf themselves in a non-descript wrapper rather than ask the Pharmacist. He promoted Schlitz Beer with the phrase "The beer that made Milwaukee famous". He also helped citrus growers overcome over production by not only promoting the consumption of oranges but also orange juice. Lasker pioneered the use of radio to advertise products and is credited with developing the soap opera. What did he do with all this money? In the 1920's he built a huge estate called Mill Road Farm which occupied most of the land from Everett south to Rte. 22 and west from Telegraph Rd. to just past today's I-294 toll road. In today's dollars it would have cost over \$450 million. The entire estate occupied 480 acres and included the manor house plus 26 outbuildings and an 18-hole golf course originally 7100 yards long and later reduced to 6557 yards. The 32,000 sq. ft. manor house (attached photo) still exists on Estate Lane. Among the 15 other existing buildings are the golf clubhouse and Caddyshack (attached photo) at 1036 Estate Lane, the gate house at 1450 Old Mill Road, the cow barn 1558 Estate Lane and the milk house 1536 Estate Lane.



Caddyshack and Clubhouse



Manor House

1939 The National Golf Review ranked the golf course as 23rd best in the world. Bobby Jones and other celebrities played there. Lasker offered a prize of \$500 to any golfer who could break par back when the winner of the US Open earned \$1000. No one did for 8 years until Tommy Armour shot 69 in 1934. Lasker himself shot about 100.

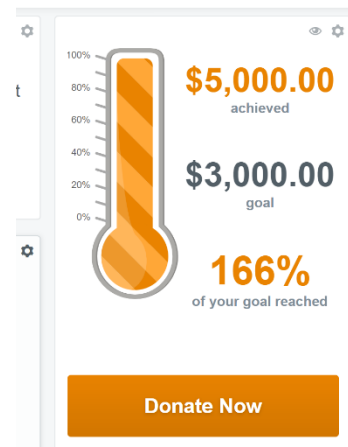
Lasker was a big baseball fan and bought a minority interest in the Chicago Cubs in 1916. which he soon expanded to majority control. In 1925 he sold the team to one of the minority owners William Wrigley and was instrumental in having where they played named after the new owner. Lasker gave up Mill Road Farm in 1939, donating it to the University of Chicago. The University could not find a suitable use for the property and sold the land lot by lot. In 1942 Lasker sold his interest in the firm to three executives and the firm was renamed Foote, Cone and Belding. Lasker, who died in 1952 spent the last years of his life involved in politics and philanthropy. Among other interests, he was instrumental in establishing the National Institute of Health and expanding its budget from \$2.4

million in 1945 to \$5.5 billion by 1985. As you run or walk Thanksgiving morning or perhaps some other time, think of this remarkable man and imagine the estate he created.

Shameless Plug: The Lake Forest/Lake Bluff History Center has an excellent tour of the Lasker Estate which will provide much more information than I can.

CLUB DONATES \$5000 TO NO IL FOOD BANK

We did it! I want to thank everyone who donated to our No IL Food Bank Fund. We just received our last donation and it got us to the \$5000 mark. Really an amazing feat. It is so heartening to see how our club members opened their hearts and their wallets to help others.



I LOVE THIS RACE!! By President Dan

In 2023, club members are looking back and sharing some great stories of their FAVORITE races! I have many favorites. One of them is the Elgin Fox Trot held in late May or early June. I often wondered why I liked this race so much. I think I figured it out. It's 10 miles. **Exactly 10 miles – not more, not less.** A beautifully clean distance that belies the subtle Fox Trot name (i.e. there's no mention of the distance in the name –I think that's cool!)

There is no decimal to mess with. Figuring out your mile pace is easy. No pace charts required. And once you've run 10 miles, you are *done* and heading to the beer garden! Oh yeah!

In a 5K, you finish 3 miles and there's still more to go. Same for a 10K – 6 miles completed and still not done! When someone asks how long a 10K is, what do you say? 6.2 miles? 6.2137 miles? Oh the madness of silly kilometers! And maybe the most frustrating of all is the Shamrock Shuffle 8K. You get tantalizing close to finishing 5 miles but no, you only get to 4.97, ugh! That's why I always run 0.03 after the finish line, so I get in a nice satisfying 5 miles.

Don't even get me started on the marathon. Non-runners congratulate marathoners on finishing 26 miles – only to have the runners politely correct them, "It's 26 point 2 miles". We have the 1908 London Olympics to thank — when the royal family wanted it to start at Windsor Castle and end in front of the royal box in the stadium. Hence, the 26.2 mile distance, a bump up from a beautifully round 25 miles in the first Olympics. Another ugh!

If 26.2 isn't unsettling enough for an exhausted marathoner, he or she must deal with all those annoying 5K timing mats, crossing 30K, 35K, 40K, wondering what the heck the conversion is...and how many miles have I just completed?!?*#



Other races that admirably buck the metric trend with decimal-free miles include the Bix 7 (Iowa) and Cinco De Miler (5 miles) and 4 on the 4th (Elmhurst) but they lack the majestic allure of a "10" miler. Fort2Base makes a futile effort with its nautical 10 miler but nautical miles should be left at sea – as runners don't like being tricked into running 11.5 miles.

10 miles is the perfect distance. 10 marks a standard of beauty. Bo Derek was not a 3.1 or a 6.2 or even a 4.97, she was a "10"!

10 signifies a standard of excellence. In the 1976 Olympics, gymnast Nadia Comaneci earned the 1st perfect 10 with no decimal points to detract from her impeccability.

So, eventually when I run my 10th Elgin Fox Trot, I'll rejoice in having run exactly 100 miles. Or 100.000000 miles for those who love those decimal points!

IMPORTANT ANNOUNCEMENT:

FOR ANYONE WHO HAS NOT RENEWED THEIR MEMBERSHIPS IN THE PAST THREE YEARS, YOU WILL BE REMOVED FROM ALL CLUB MAILING LISTS. YOU WILL NO LONGER RECEIVE THESE AWESOME FOOTPRINTS!

RENEW NOW AT WWW.LFLB.ORG

Any questions, contact us at info@lflb.org