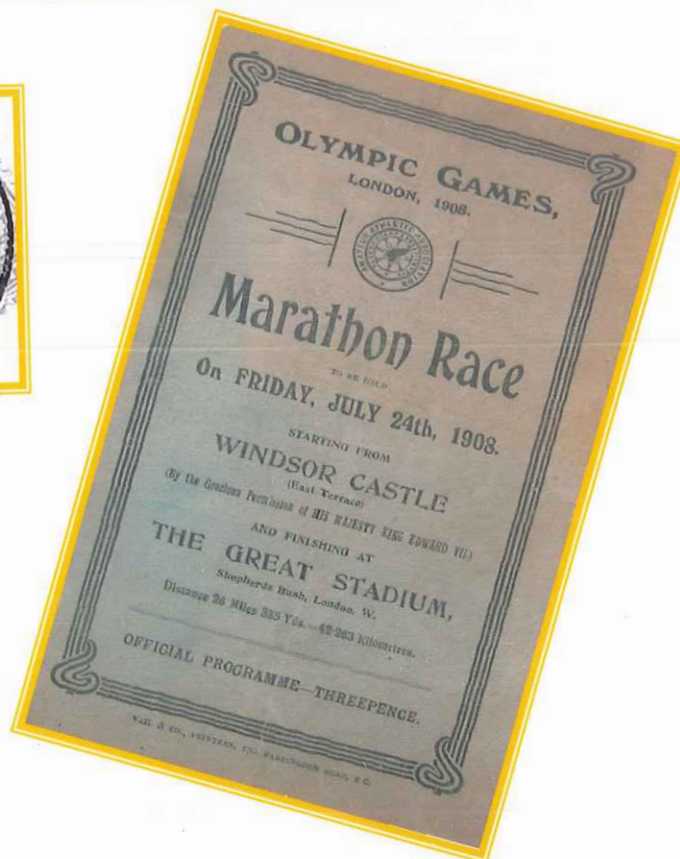
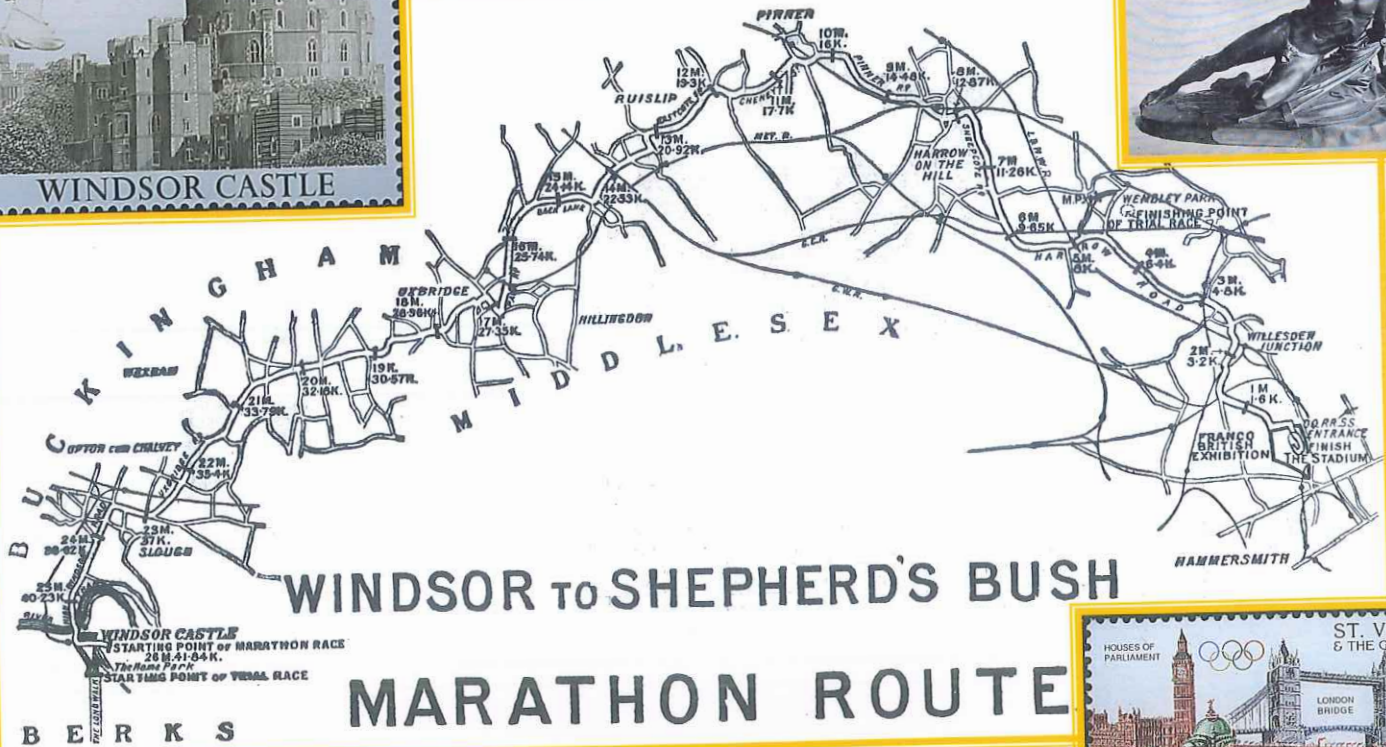


The Games of the Fourth Olympiad, London 1908

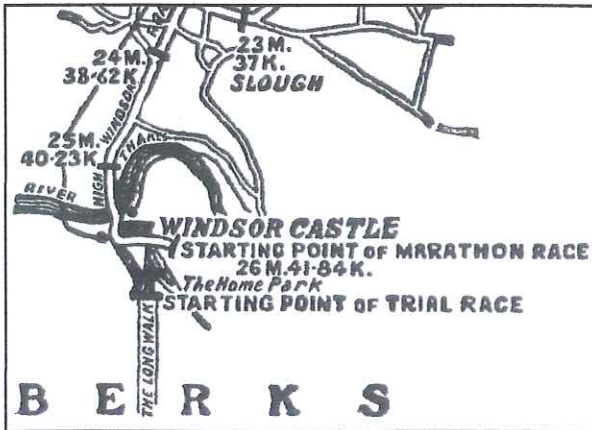
The Marathon Race

Windsor to the Stadium - 24 July 1908



The Trial Marathon *Windsor to Wembley – 25 April 1908*

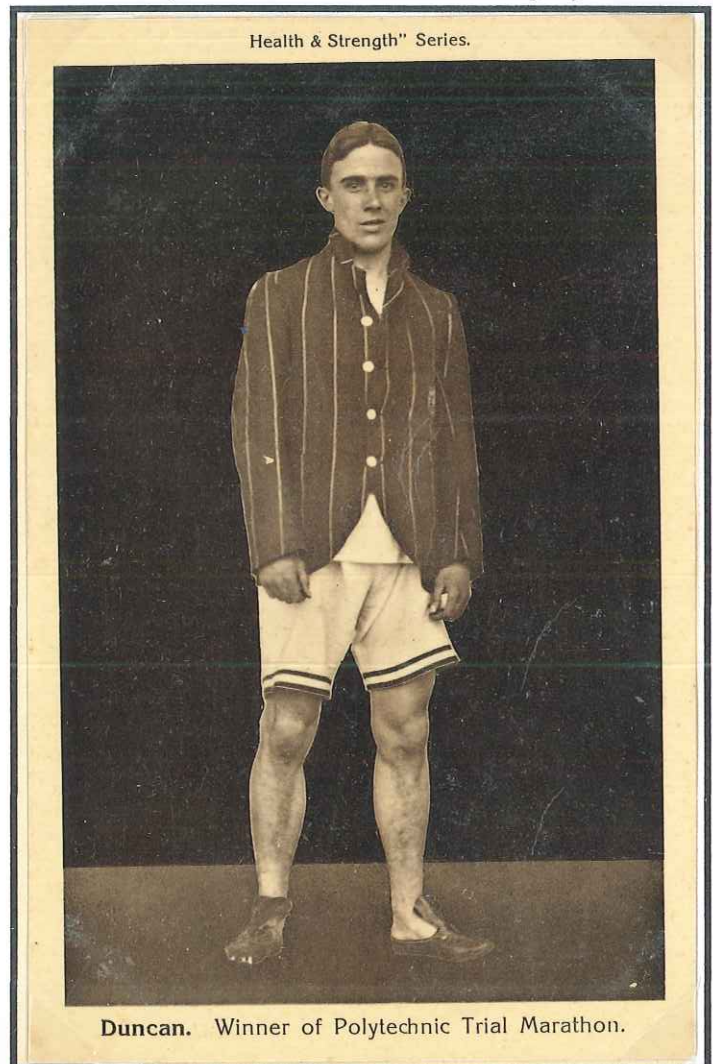
The Polytechnic Harriers were charged with organising a Trial Marathon, using as far as possible the Olympic route determined by Jack Andrew, their Secretary and representative on the AAA Committee.



The race was started by Lord Desborough along the Long Walk in Windsor Great Park, 700 yards from Queen Victoria's Statue, the same distance from the statue as the Olympic start on the private East Terrace.

*It finished at Wembley Trotting Track (just under 23 miles),
the Olympic Stadium not being ready.*

The race was won by Alexander Duncan, who retired from the Olympic Marathon after 10 miles.



Health & Strength postcard 08 53969

The Start of the Marathon

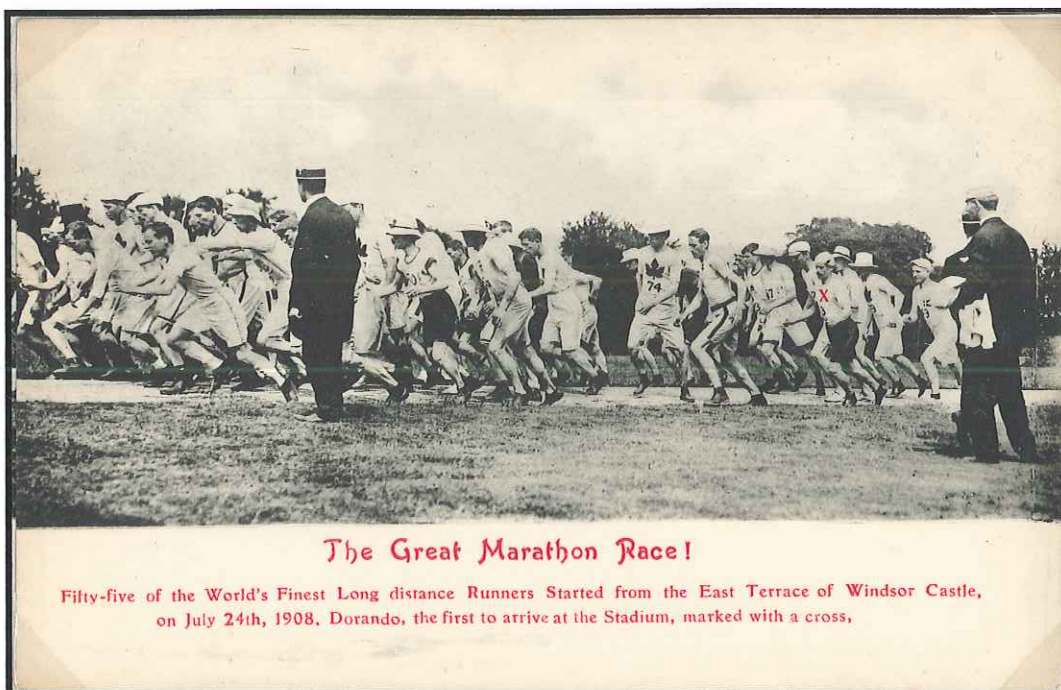
The marathon started just after 2:30 p.m. on Friday 24 July 1908 on the private East Terrace of Windsor Castle, by permission of King Edward VII so that crowds would not interfere with the start.



It was widely expected that the King would start the race, but an announcement from Buckingham Palace made clear he would not.



The newspapers on the day reported that Crown Prince Gustaf Adolf of Sweden would start the race, but the Princess of Wales arrived at the start with her children, and she started the race by sending an electric signal to Lord Desborough who fired the starting gun and the Crown Prince of Sweden just gave them "Go!"



A second after the start, the runners are just moving away from the Crown Prince



The Runners Set Off!

The runners set off for the Sovereign's Gate to the Castle.

Dorando (19) started in the back row.

Immediately in front of him were Joseph Forshaw (24) who took the bronze medal, and Arthur Burn of Canada (74)



Burn quickly moved forward to take second place as they approached the gate. Dorando also moved well forward, but Johnny Hayes stayed somewhere in the pack.



(Illustration

THE MARATHON RACE, 1908.—Start from East Terrace, Windsor Castle.

Bureau).



Scotcher
Farm
mbs
Sturminster
Suffolk

Posted from Windsor just 1 month later part of the message on this card reads:

"Thought you might like a photo of the Race"

A vintage black and white photograph capturing a large gathering of people in front of a massive, multi-story stone building with numerous arched windows and a crenellated roofline, suggesting a castle or a grand government building. In the foreground, a wide, open square is filled with a large crowd. A group of individuals dressed in white uniforms, possibly police or military, are running across the square towards the right. The crowd on the left is composed of men in dark suits and hats, and women in light-colored dresses and hats. The scene is set outdoors on a bright day, with long shadows cast across the ground. The photograph has a slightly aged, grainy quality.

POST CARD

THE ADDRESS ONLY
WRITTEN HERE

The start of the
"Manowbone"
race 24/7/08
by your effort
going on board
Monday to 1st June
6 Station Terrace
Minehead

Mr. C. Leone
Queen St
Whittlesea
Cambs





Down Castle Hill

*Clarke and Burn are first past Queen Victoria's Statue.
Behind them was Tom Longboat of Canada. Dorando, in the dark shorts, was 5th.*



Needless to say, the Dunlop Hoarding was not there!
This is an early example of ambush marketing, and one of the few cards bearing the word "Olympic".
Printing in Canada after the Games, Dunlop obviously felt secure.



In this photo Longboat is the leading runner (Clarke and Burn have already passed).
Dorando is third in view.
The cobbled surface is clear to see.



Castle Hill to Thames Street, Windsor

Clarke and Burn passed the Queen's Statue first, followed by Longboat, Barnes and Dorando



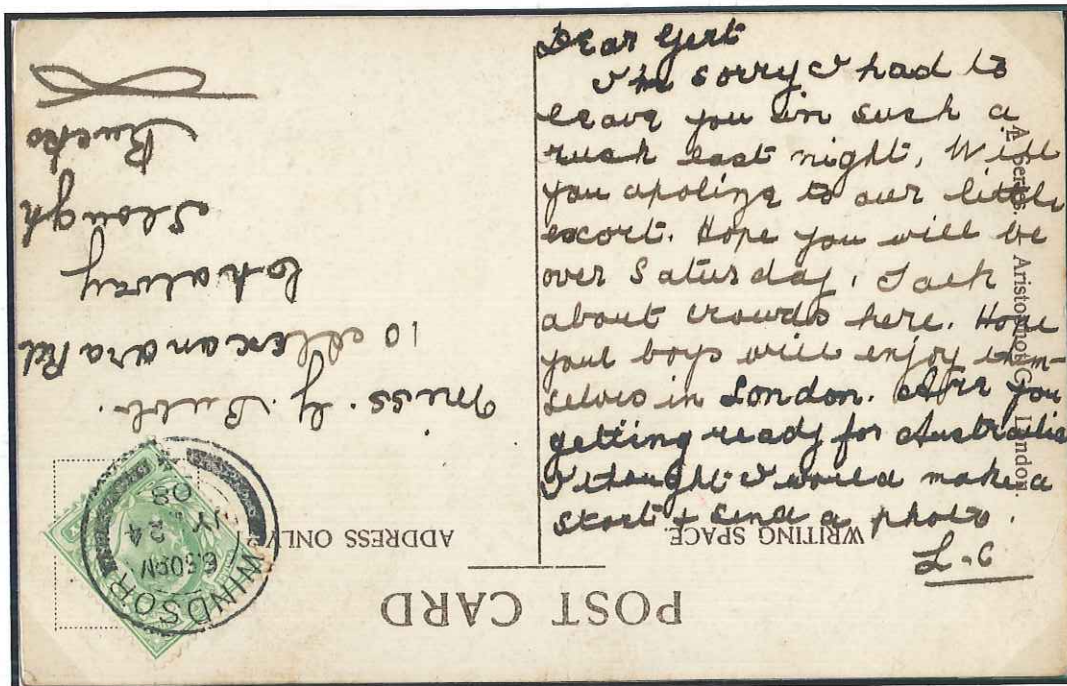
In Thames Street Longboat was still 3rd, but Dorando moved up to 4th



Windsor and Eton

"Talk about crowds here"-

part of the message on a card sent from Windsor on marathon day:



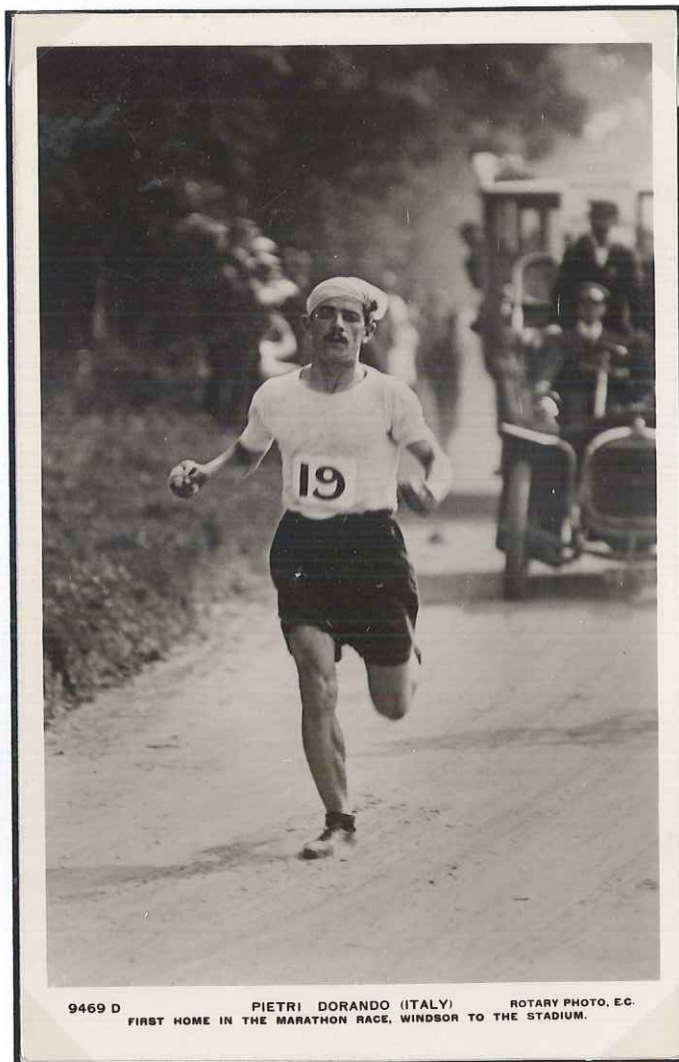
Thomas Jack (61) of Great Britain took over the lead by the first mile-post at Barnespool Bridge, Eton. He led for the next 4 miles, dropped down to a walk, "had recourse to refreshment" at the Crooked Billet Inn and never recovered, retiring before the 6th mile.





Dorando in the first 5 Miles

*At 3 miles Dorando was 5th, with Jack leading.
By 4 miles Hefferon had raced up to the leaders,
and at 5 miles Hefferon, Duncan and Dorando were in a group about 50 yards behind Jack.*



9469 D PIETRI DORANDO (ITALY) ROTARY PHOTO. E.C.
FIRST HOME IN THE MARATHON RACE, WINDSOR TO THE STADIUM.

*At the 5 mile point the runners' cycle attendants were allowed to join them.
At 10 miles Price and Lord were leading for Britain, Hefferon was 3rd, Dorando 4th, Longboat 5th,
and Hayes 11th.*

13 Miles - Half Way - Hayes at Ruislip



JOHNNY HAYES, I. A. A. C.

A close-up photo of Hayes and his cycle attendant George Cameron passing Enoch Kent's boot and shoe shop in Ruislip.

Hayes was lying seventh at this point.

(Cameron competed unsuccessfully in two cycling events)

The copy below was posted from Brooklyn on 30 August 1908. The message says:

"Saw the parade from Charlie's office yesterday. ..."

referring to the ticker-tape welcome for all the American Team in New York the previous day.

Correspondence	Address
<p><i>Saw the parade from Charlie's office yesterday. We leave here the last of the week, going to G for a few days and then on to B. Come down when you can</i> <i>Annab Nana</i></p>	<p><i>Mr William G. Luke Care J. J. Macdonald Princeton New Jersey</i></p>



14 – 15 Miles: Eastcote to Pinner

Jack Price (55) of Great Britain was in the lead at the 14 milepost, Eastcote Post Office, but dropped out shortly afterwards.



The man with the megaphone in the official car appears to be Jack Andrew



At Pinner Gas Works, 15 miles, Dorando was 2nd behind Hefferon, with Longboat 3rd.



16 Miles: Pinner
Longboat leading Dorando



Postcard by Pike Photo mailed from Pinner 28 July, 4 days after the race



17½ Miles – the Roxborough Hotel, Harrow

Hefferon was leading, followed by Dorando.

Longboat had passed Dorando, but dropped to a walk, and by the Roxborough Hotel Dorando was just in front of him again.

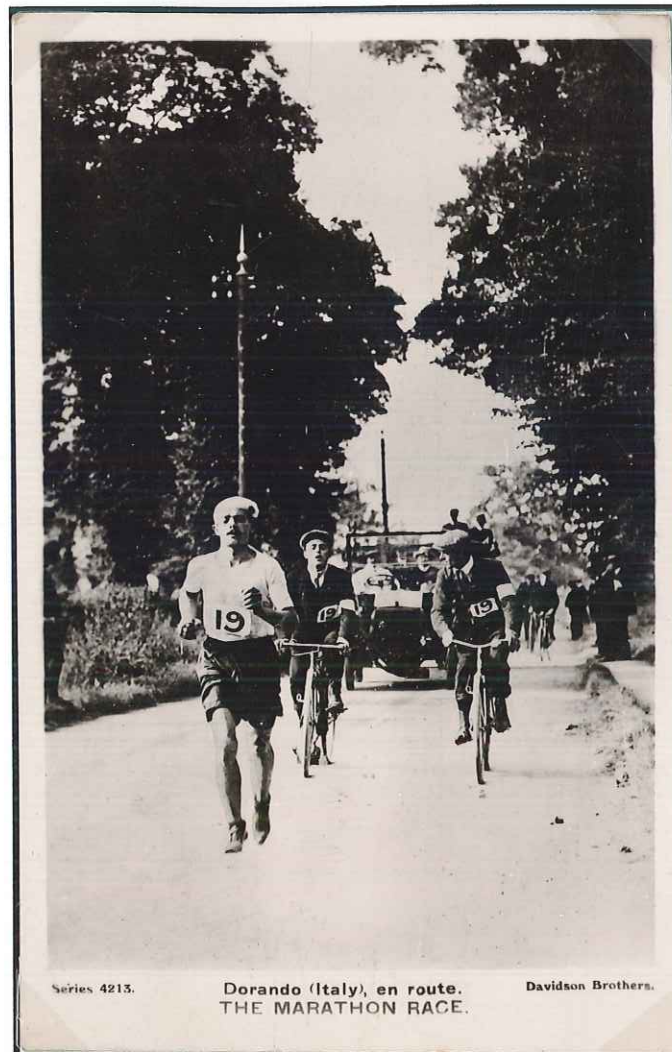


Hayes position when he passed the hotel has not been reported.



21 Miles: Wembley

Dorando was 2nd behind Hefferon from about 15 miles



Series 4213.

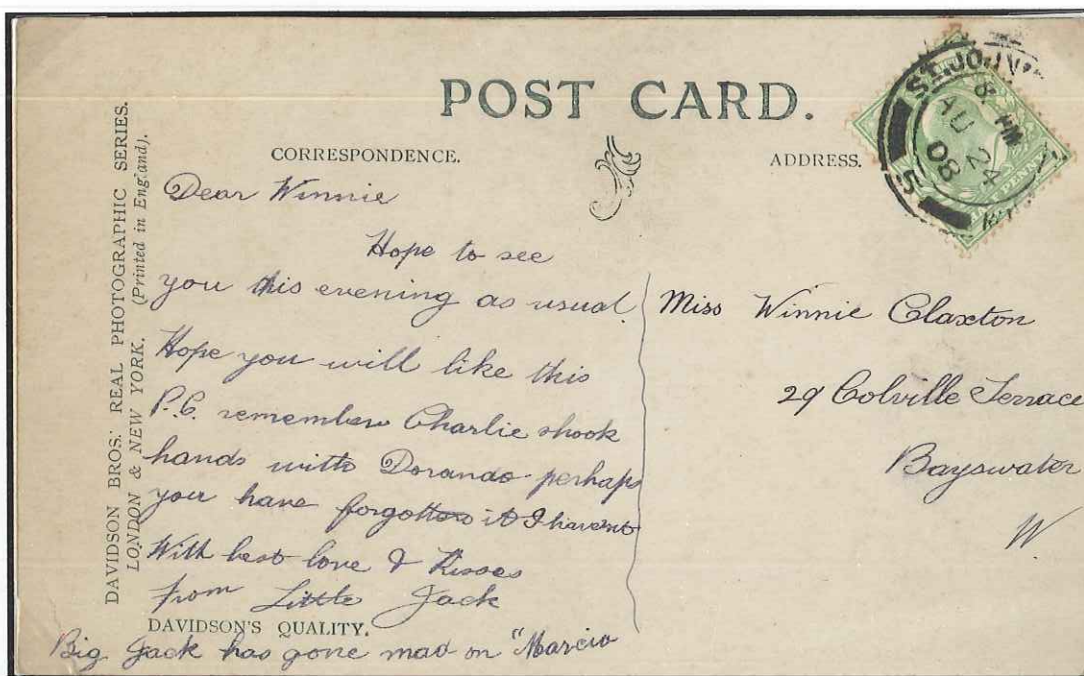
Dorando (Italy), en route.
THE MARATHON RACE.

Davidson Brothers.



This St. Vincent stamp of 1996 seems to incorporate the image of Dorando from this Wembley photo.
Note the black shorts error.

The message says "...remember Charlie shook hands with Dorando - perhaps you have forgotten it - I haven't"



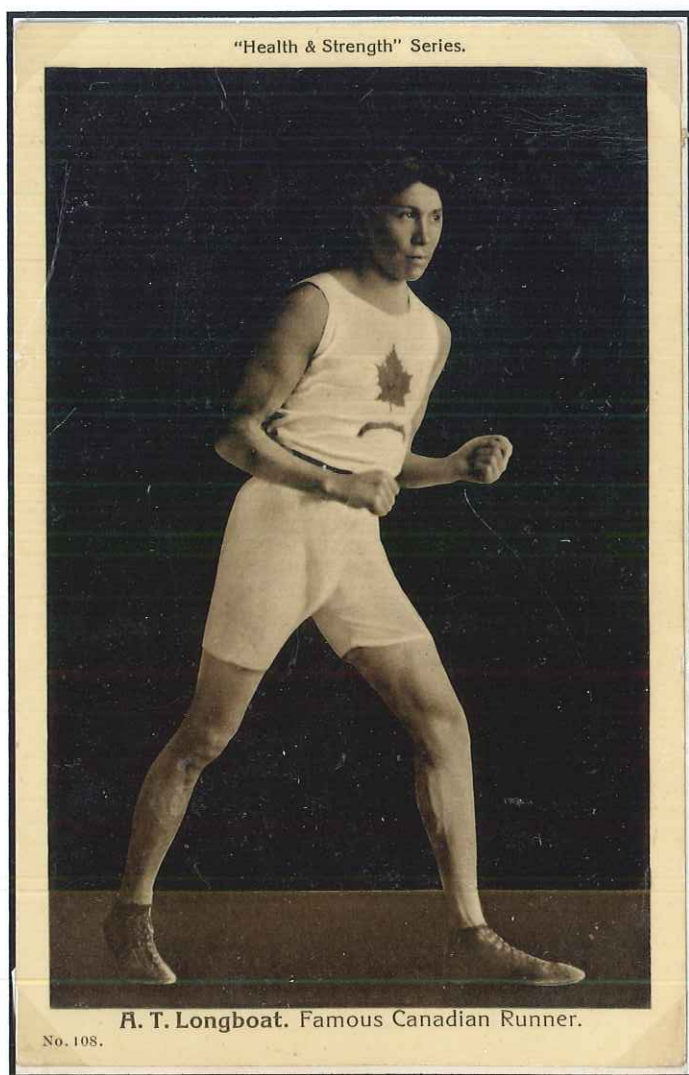


21½ Miles: Longboat Retires

Tom Longboat was pre-race favourite.

A Canadian and Native American of the Onodaga Tribe of the Iroquois Nation, he won the 1907 Boston Marathon. The Americans claimed that he was a professional, a claim not accepted by the British Olympic Council, but he ran under an official protest.

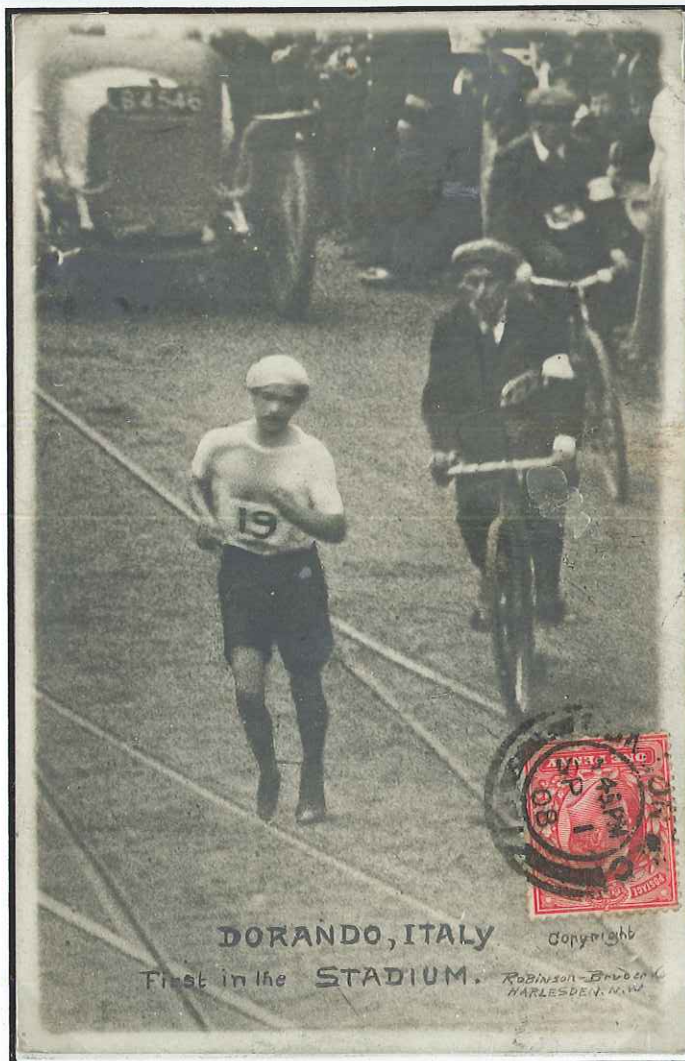
From about 17 miles he alternately walked and ran, finally retiring in the 22nd mile. His retirement resolved the protest, but he was still first in the stadium, having been taken there in an official car!



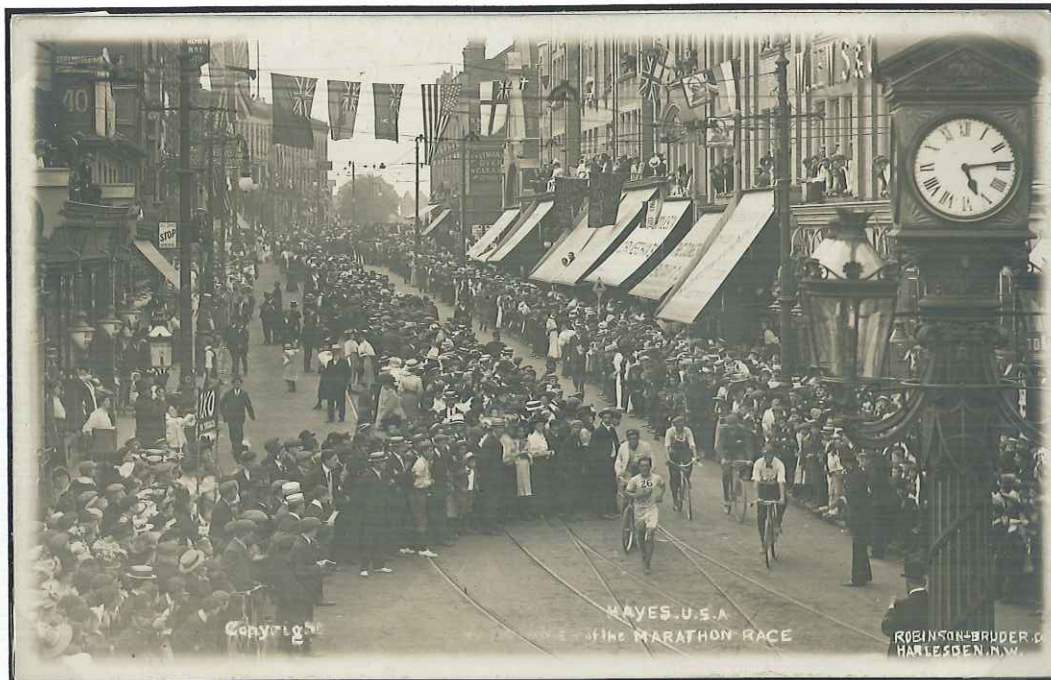
A stamp in Canada's Millennium series commemorated Longboat's marathon running.

A Health & Strength postcard issued in 1909.

23½ Miles: Jubilee Clock Tower, Harlesden
5:10 p.m. Dorando passes the clock.



23½ Miles: Jubilee Clock Tower, Harlesden
5:14 p.m. Hayes passes the clock.



24 Miles – Willesden Junction Station Approach – the last of the Water Stations

Hefferon was leading Dorando by about 2 minutes

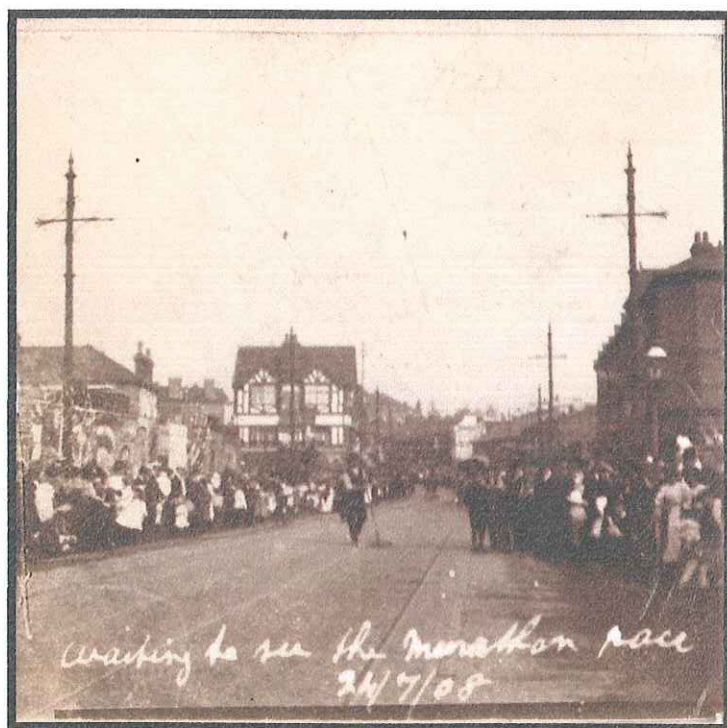


Hayes was 5 minutes behind Dorando

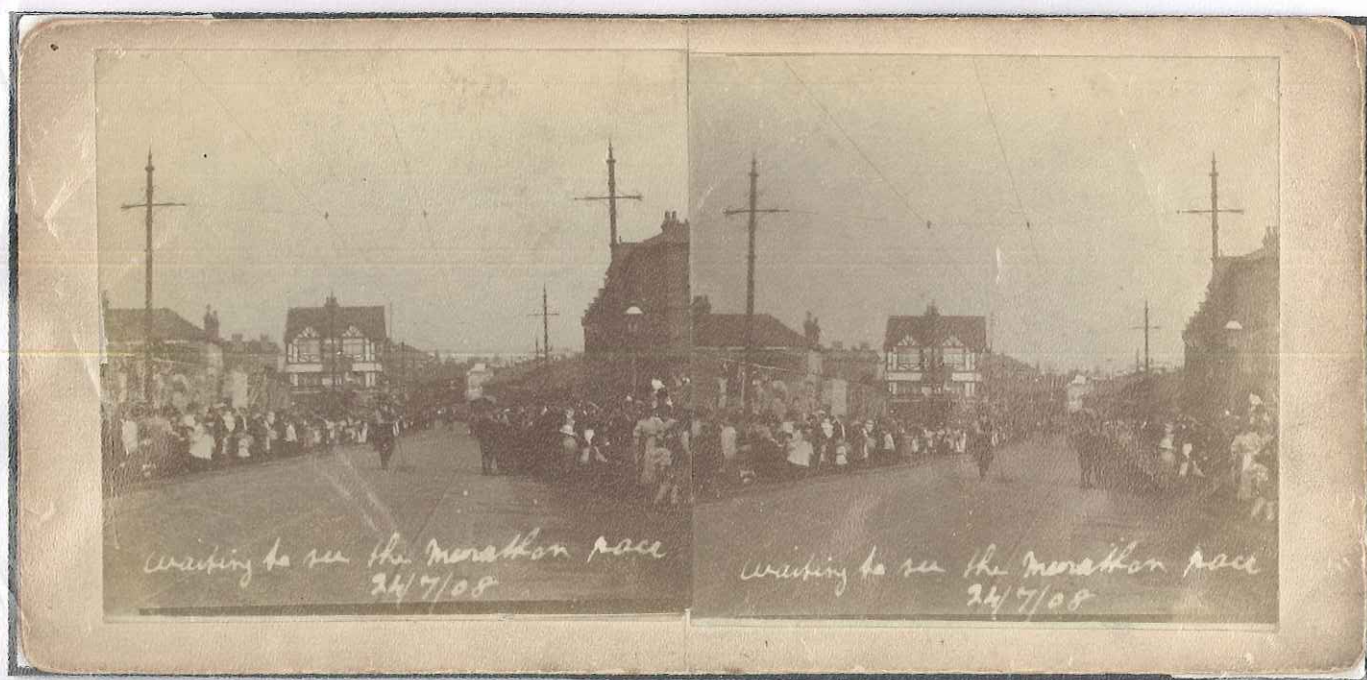


Hefferon soon dropped to a walking pace, with cramp in his leg, Dorando put on a spurt to overtake him, and on Wormwood Scrubbs he was passed by Hayes.

*Approaching the Stadium:
Crowd "Waiting to see the Marathon Race"*



*A stereo view towards the end of the race.
At the far left, behind the crowd is a poster advertising the Olympics*



5:20 p.m. Queen and Crowd await the Winner

Queen Alexandra arrived in the Stadium about 2:45 p.m. watching the afternoon's swimming and diving, before the track was cleared for the arrival of the marathon runners.



The postcard also shows Pierre de Coubertin next to Princess Victoria.

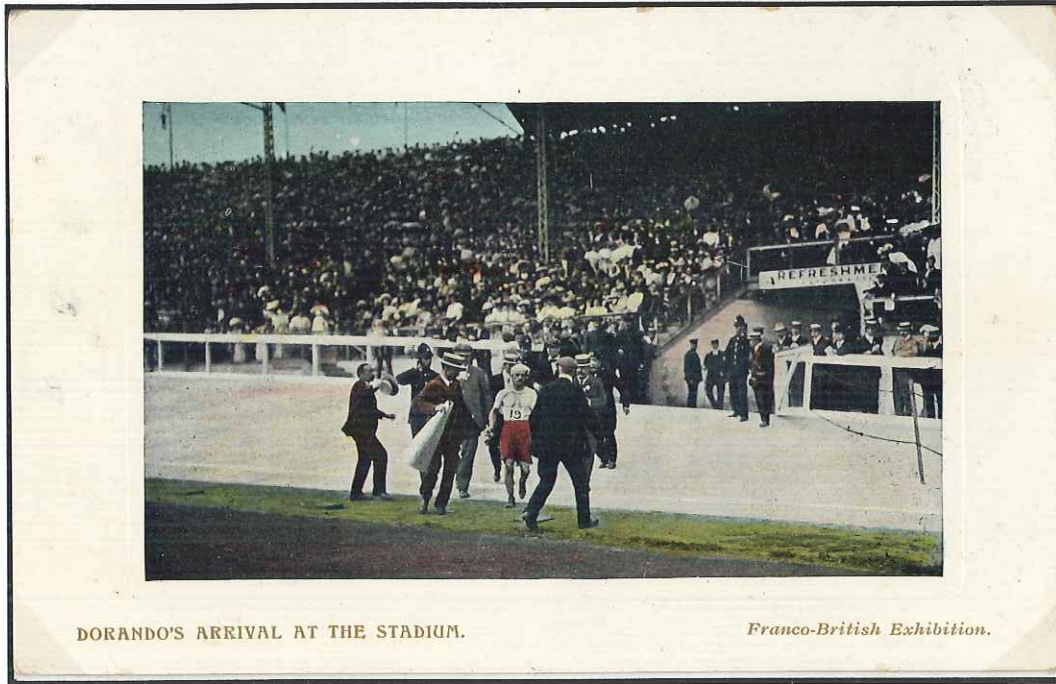
The Stadium was crammed full to overflowing, such was the interest in the race, with numbers variously reported as being between 90,000 and 100,000, the largest gathering of people in one place in the world at that time.





5:24 p.m. Dorando's Arrival at the Stadium

Dorando ran out of the shade behind the Stadium into the marathon tunnel and then into the bright sunshine to be greeted by the roar of the crowd, than a gasp as he tried to turn right, was directed left, stumbled and fell.



DORANDO'S ARRIVAL AT THE STADIUM.

Franco-British Exhibition.

The official with the megaphone to Dorando's right is Jack Andrew, Chief Clerk of the Course, and immediately behind him is Dr. Michael Bulger, member of the British Olympic Council, and Chief Medical Officer for the race.

Also of note are Dorando's bright red shorts.

The Daily Mail, and their special reporter, Sir Arthur Conan Doyle describe what happened next:

Then the great moment arrived. ... But what an appearance it was! The great Olympic cheer for which everybody had been waiting was throttled at its birth. Through the doorway crawled a little, exhausted man, with a livid face, his figure scarcely noticeable but for the red breeches he wore. He seemed bewildered by the immensity of the crowd. He turned the wrong way – not as one who made a mistake, but with the dreamy air of one whose faculties were absolutely exhausted.” (The Daily Mail)

“Thank God, he is on his feet again – the little red legs going incoherently, but drumming hard, driven by a supreme will within. There is a groan as he falls once more, and a cheer as he staggers again to his feet. It is horrible, and yet fascinating, this struggle between a set purpose and an utterly exhausted frame. Again, for a hundred yards he ran in the same furious and yet uncertain gait. Then again he collapsed, kind hands saving him from a heavy fall.

He was within a few yards of my seat. Amid stooping figures and grasping hands I caught a glimpse of the haggard, yellow face, the glazed, expressionless eyes, the lank, black hair streaked across the brow. Surely he is done now. He cannot rise again.

From under the archway has darted the second runner, Hayes, Stars and Stripes on his breast, going gallantly well within his strength. There is only twenty yards to do if the Italian can do it. He staggered up, no trace of intelligence upon his set face, and again the red legs broke into their strange automatic amble.

Will he fall again? No, he sways, he balances, and then he is through the tape and into a score of friendly arms. He has gone to the extreme of human endurance. No Roman of the prime ever bore himself better than Dorando of the Olympic of 1908. The great breed is not yet extinct.”



5:26 p.m. Hayes' Arrival at the Stadium

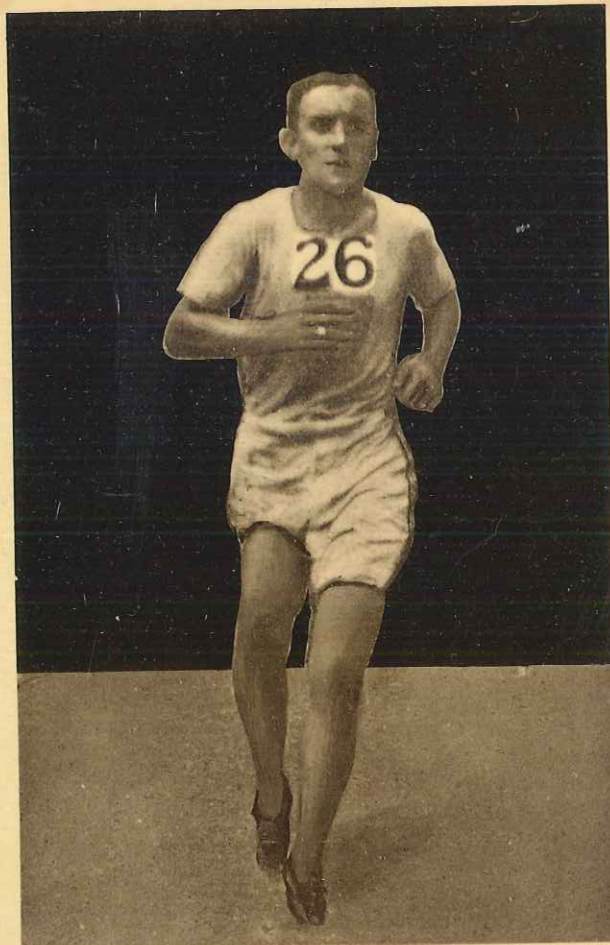
As Dorando struggled around the final 385 yards, Johnny Hayes entered the Stadium, adding more tension and excitement to the unfolding drama on the track.

"Health & Strength" Series.



Dorando (Italy) entering Stadium.

"Health & Strength" Series.



Hayes (U. S. A.) entering Stadium.

5:27 p.m. Dorando Reaches the Tape

With Jack Andrew holding his right upper arm and Dr. Bulger running beside him to his left Dorando is spurred on by the sight of the worsted tape in front of him.

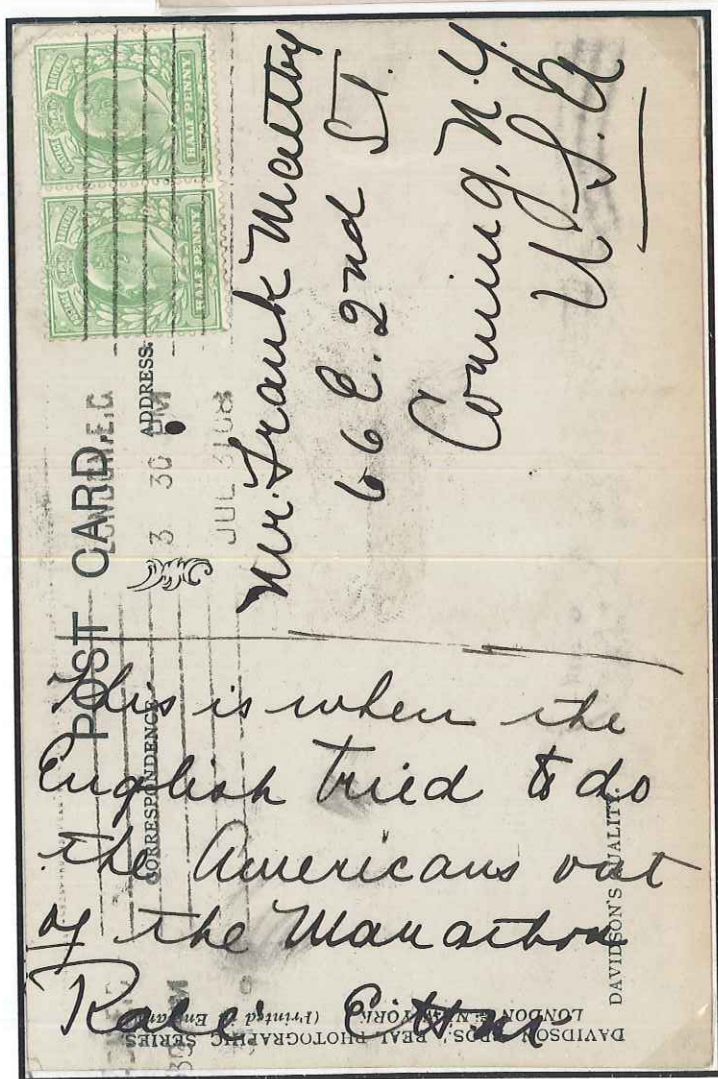


Two paces later Dorando is straining the tape, Jack Andrew still firmly holding his arm.



5:27 p.m. Dorando Finishes

One further agonising pace and Dorando has broken the tape.



The images on this 1996 St. Vincent stamp, and this 2004 Sierra Leone issue are clearly based on this photograph of the finish. The green shorts are artistic licence.

The Italian Flag was raised on the flag-pole and the megaphone men announced Dorando's "victory", but it was short-lived. As soon as Johnny Hayes finished the Americans raised a protest, which was quickly upheld, and Dorando was disqualified, for assistance given.

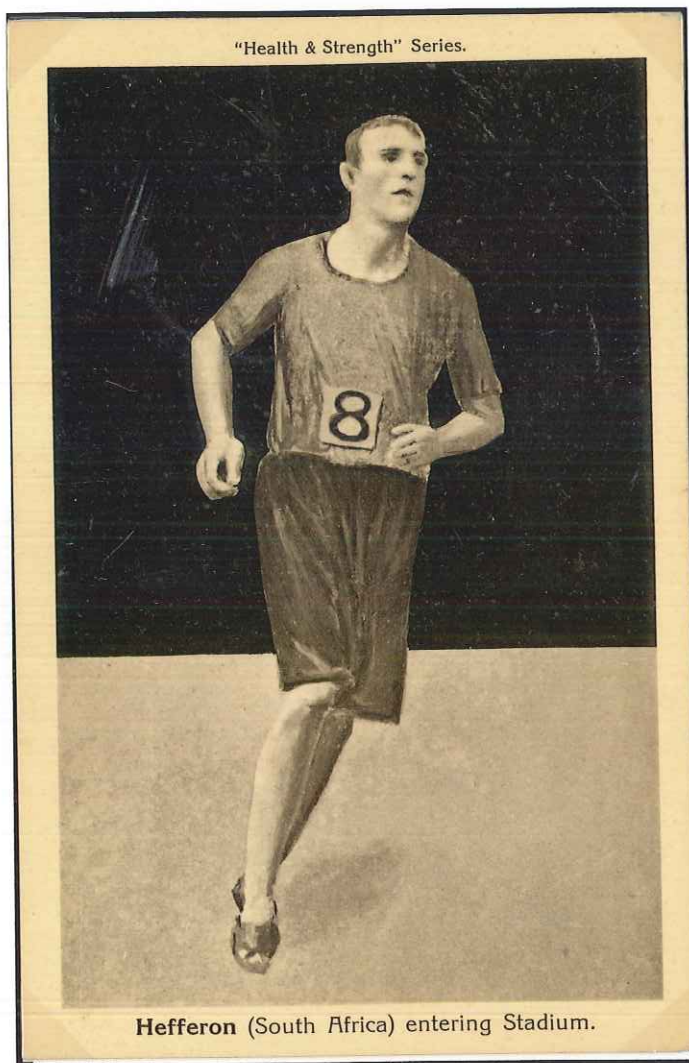
This was one of a number of Anglo-American controversies, and the mood is reflected in this postcard sent to the USA just 6 days after the race:

"This is when the English tried to do the Americans out of the marathon Race"



5:27 p.m. *Hefferon Enters the Stadium* as *Dorando Finishes*

English-born Charles Hefferon, representing South Africa, entered the Stadium less than a minute after Hayes and just about in time to glimpse the dramatic finish on the opposite side of the track.



The grip in Dorando's right hand can be clearly seen; distance runners at that time believed they helped concentration.

5:28 – 5:30 the Medallists Finish

Johnny Hayes was running strongly when he finished, Jack Andrew being ready to support him, but no such help was needed. After the protest, he was awarded the Gold Medal.

Dear Daisy
The Exhibition is great
We are going to see
the finish on the great
Marathon race in
the Stadium on Friday.
It's the event of the games



J. J. HAYES, U.S.A., Winner Marathon Race.

This image clearly shows the cycle track to the right and the swimming tank to the left, and that the last 385 yards were run the 'wrong' way round the track i.e. "right-hand inside". This may have contributed to Dorando's confusion, but caused no problems for others. This was a late change, when the Royal Entrance was made unavailable, and the marathon tunnel had to be moved opposite. The direction of running was changed so that the runners passed before more of the crowd.

The next man home was Charles Heffernon, who was awarded the Silver Medal. He collapsed after crossing the line and had to be carried off.

Finishing at almost exactly 5:30 was Joseph Forshaw of the USA. He later claimed to have dived into the swimming tank to cool off, but this was not recorded in the papers of the day.

Emmerich Rath of Austria (25th) is reported as having done this.

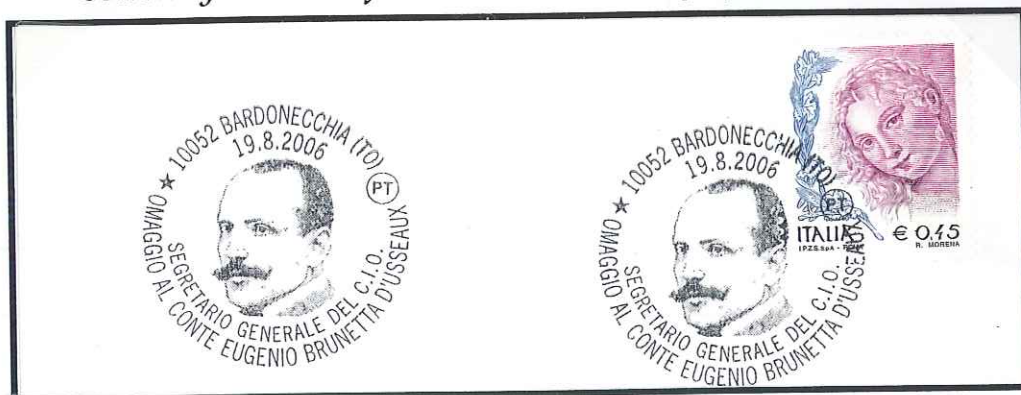


The Marathon - Awards

The Queen's Cup for Dorando

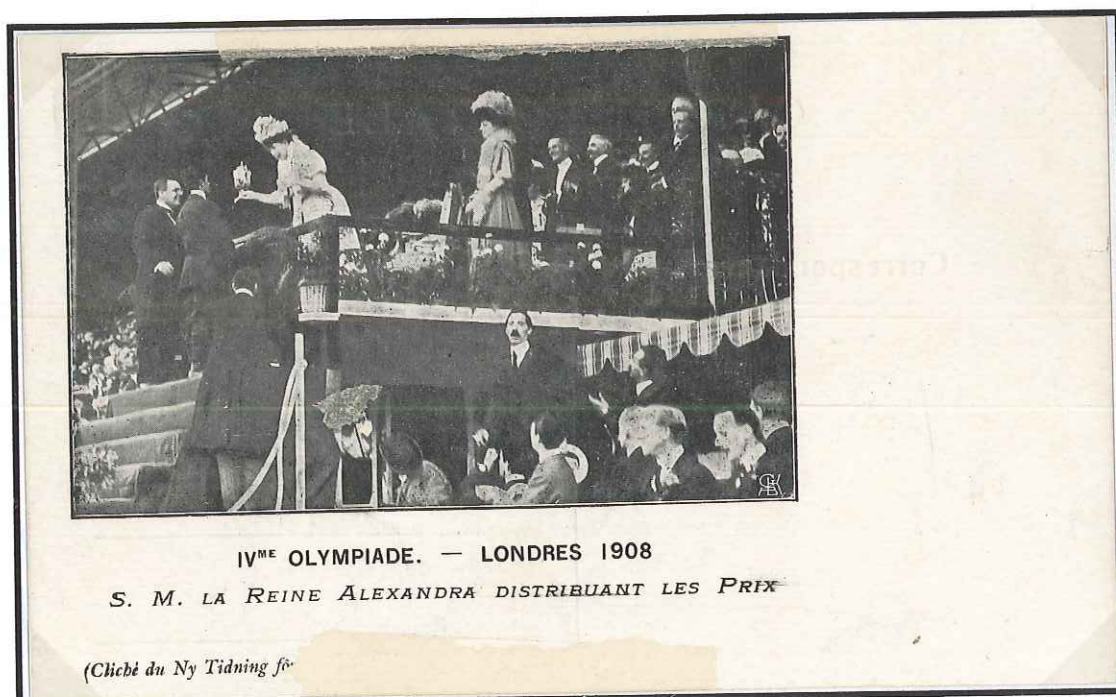
Dorando's plucky effort so moved Queen Alexandra that she decided to present him with a special cup.

The news was announced by Lord Desborough at a banquet at the Grafton Galleries, London, on the evening of the racer, and carried to Dorando by Count Brunetta d'Usseaux, the Italian Secretary-General of the International Olympic Committee.



The Presentation - 25 July

Queen Alexandra presented the Gold Medals to all the athletes, including Johnny Hayes. Then the Queen presented the Cup to Dorando, Count Brunetta d'Usseaux congratulating him as he approached the dais.



IV^{ME} OLYMPIADE. — LONDRES 1908

S. M. LA REINE ALEXANDRA DISTRIBUANT LES PRIX

(Cliché du Ny Tidning för)

With the Queen in the Royal Box were Princess Victoria, and, just behind the Princess, Baron Pierre de Coubertin.

25 July - The Presentation of the Queen's Cup

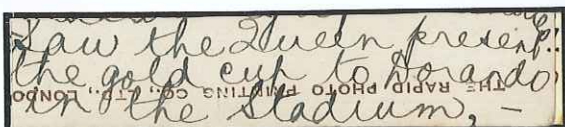
The Queen's Cup is a classic silver-gilt urn, 36 centimetres high, with a deep bowl, short stem and pedestal. It has a plain lid with a raised central knob.

It was made by Carrington & Co. of Regent Street, London.

HER MAJESTY'S GRACIOUS ACT.



The Queen Presenting Dorando Pietri with a Gold Cup in Commemoration of his great effort in the Marathon Race.



An excited spectator wrote:
"Saw the Queen present the gold cup to Dorando in the stadium"



9469 B PIETRI DORANDO (ITALY) ROTARY PHOTO. E.C.
 FIRST HOME IN THE MARATHON RACE, WINDSOR TO THE STADIUM,
 RECEIVING THE GOLD CUP FROM H.M. QUEEN ALEXANDRA.

The Cup was made by Carrington & Co. of Regent Street, London.

*It was presented with a card bearing the words intended to be engraved upon it
 "For Pietri Dorando. In remembrance of the Marathon Race from Windsor to the Stadium.
 From Queen Alexandra"*

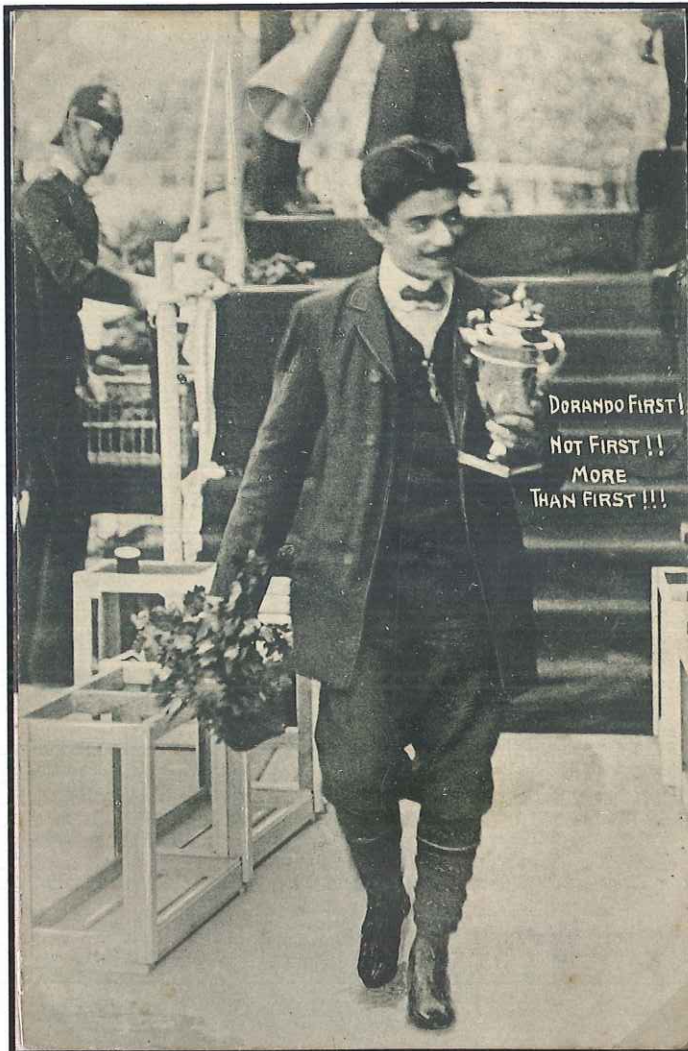
*The actual engraving reads:
 "To Pietri Dorando. In remembrance of the Marathon Race from Windsor to the Stadium.*

July. 24. 1908

From Queen Alexandra"



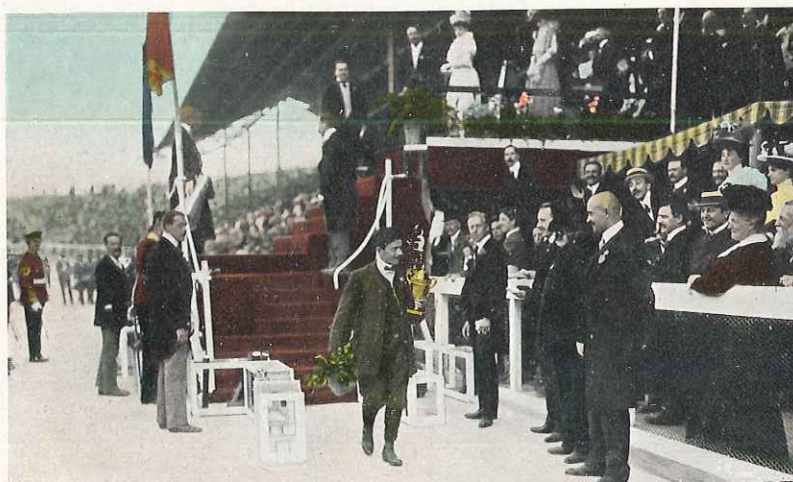
The Presentation to Dorando Gold Cup and Oak Leaves



As well as the Queen's Cup, Dorando also received a sprig of oak leaves from Windsor Castle.

The gift of the King, sprigs were awarded to all the Gold Medallists.

Standing in the Royal Box are
Lord Desborough, Queen Alexandra,
Princess Victoria and Pierre de Coubertin.



DORANDO RECEIVING HER MAJESTY'S GOLD CUP.

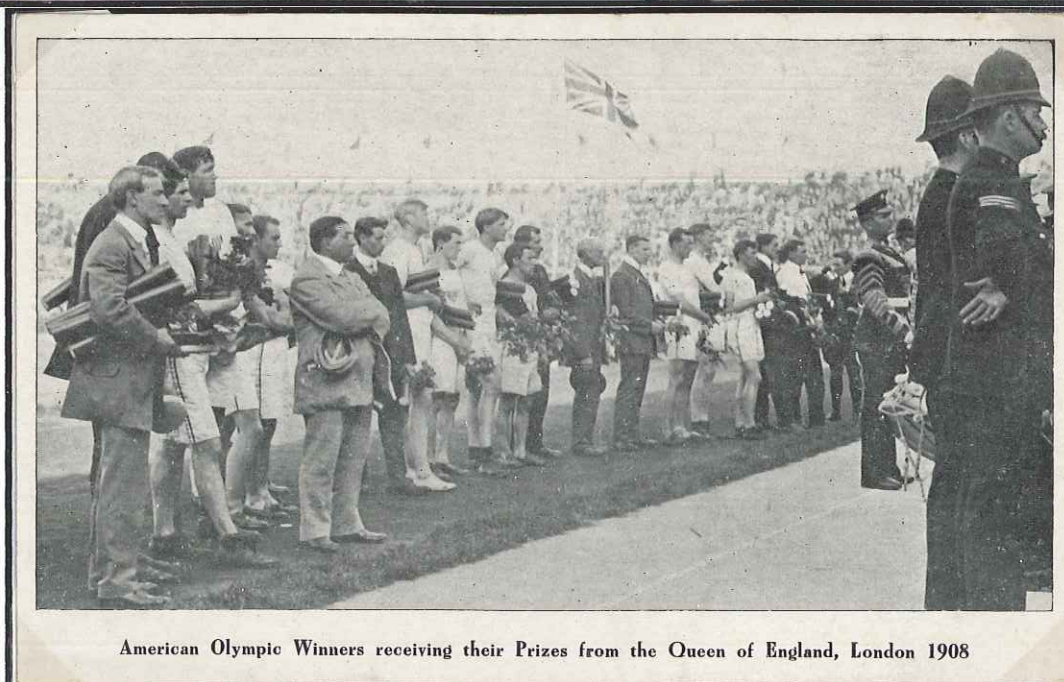
Franco-British Exhibition.

25 July – The Awards Ceremony

The medals for all the Stadium events were presented on the afternoon of 25 July. Queen Alexandra presented the Gold Medals, the Queen's Cup to Dorando in recognition of his marathon achievement, and the Challenge Trophies.



Stadium from the 1908



American Olympic Winners receiving their Prizes from the Queen of England, London 1908

The Greek Trophy for Hayes

After Dorando's Cup had been presented, the Queen presented the challenge cups.

Hayes received the bronze statuette of the dying Pheidippides, the original marathon runner, presented by the Greek Olympic Committee.



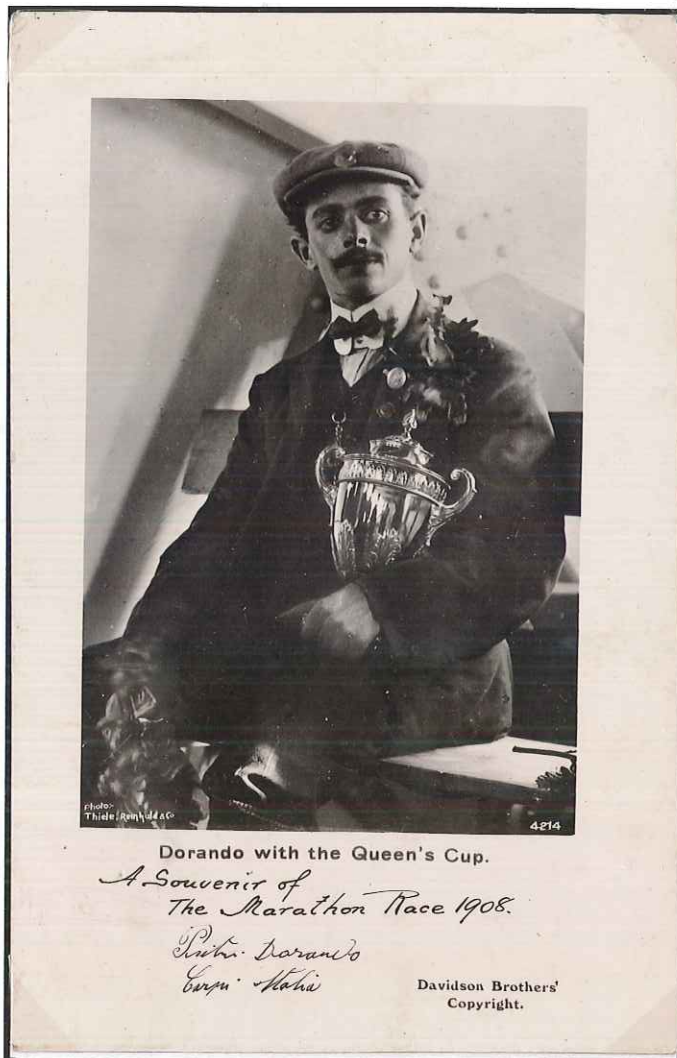
*Hayes was carried by his team-mates triumphantly round the field on a table.
At the front right is Lewis Tewanima (9th) and at the side Joseph Forshaw (Bronze)*



Stamp marking Hayes' win in London, from a Haiti set commemorating marathon winners issued in 1969.



Dorando with the Queen's Cup & at London's Hotel Florence



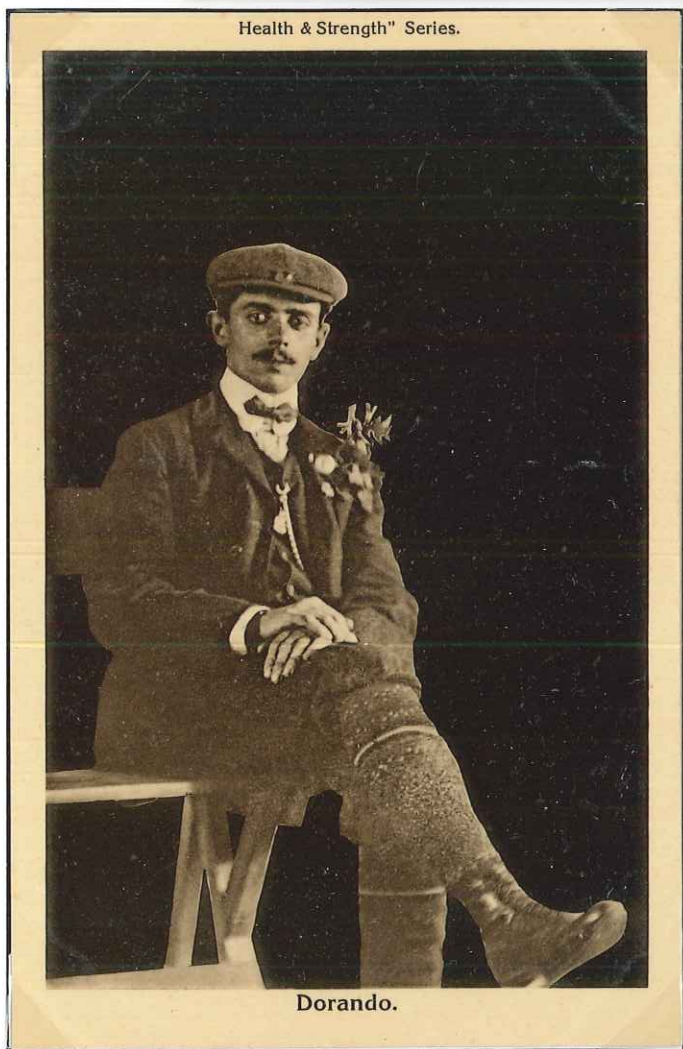
This photo by Thiele Reinhold & Co, and published by Davidson Brothers as a postcard, with a facsimile signature, was taken on the day of the presentation, probably at the Stadium itself.



This studio portrait was taken while Dorando was still in England. He is no longer holding the oak leaves, but has ribbons in Italian colours in his lapel.



After the Race - Dorando, Hayes & Thomas Jack



Dorando is wearing the sprig of oak leaves and his metal competitor's badge. Jack is wearing his British Team badge.

*Monday 27 July 1908:
Johnny Hayes at Birchfield Harriers meeting at Villa Park:*



"... the actual winner of the memorable race, J. J. Hayes (U.S.A.) ... turned out and gave an exhibition run of a mile, being accompanied by George Cameron of the USA cycling contingent at the Olympic Games, who paced and coached him on Friday. A magnificent reception was accorded to the wonderful little runner from the States, and at the conclusion of his run he was presented with several beautiful bouquets."

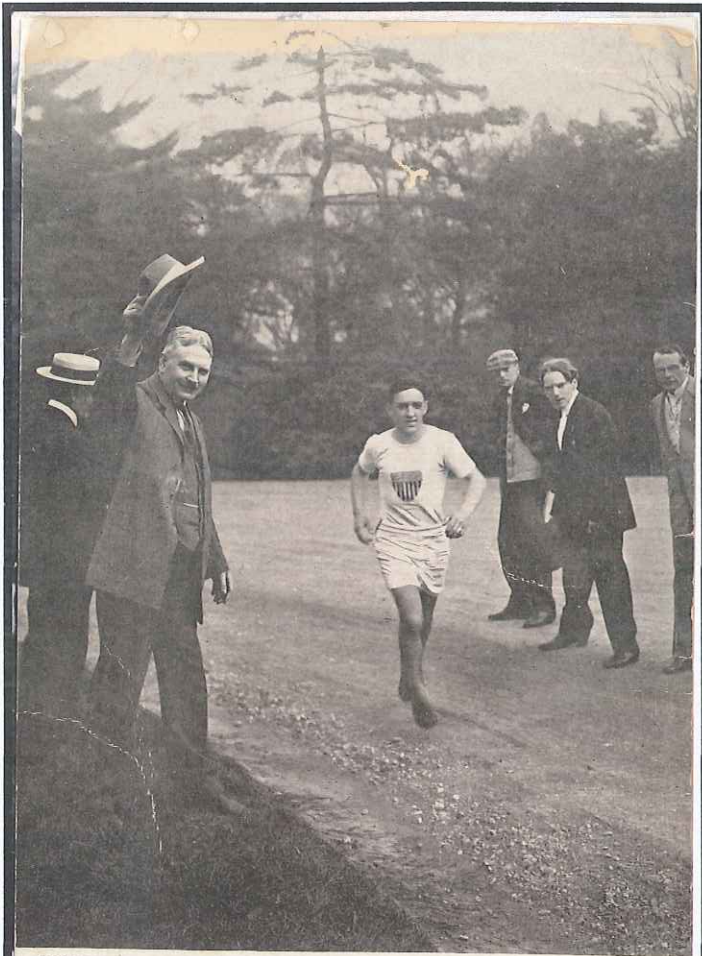
(Birmingham Evening Despatch Sporting Buff)

This photograph and press report give lie to the myth that Hayes raced against a cyclist after the marathon.

Cameron reached the semi-finals of the One Lap (660 yards) and the 1,000 metres Match Sprint races in the Stadium, and also competed in the 10,000 metres

Advertising & Sponsorship

John J. (Johnny) Hayes was contracted to advertise Humphrey O'Sullivan shoes

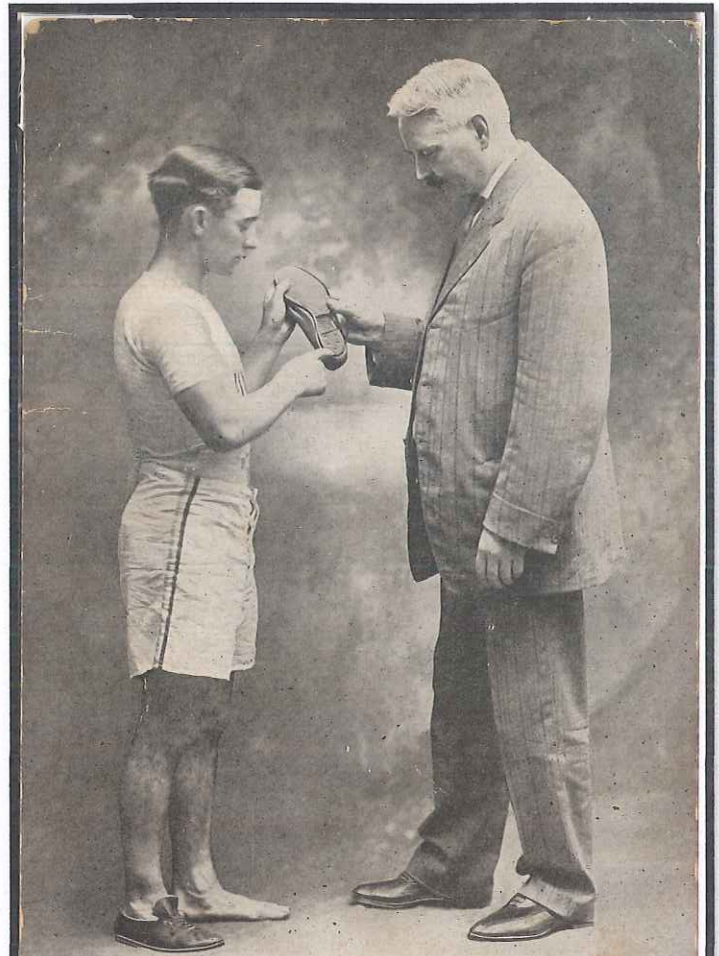


HUMPHREY O'SULLIVAN

JOHN J. HAYES

John J. Hayes exemplifies his Marathon graceful, easy stride for Humphrey O'Sullivan and a party of his advertising friends in Central Park, New York City, September 11, 1908. The shoes with which he won the great race still have on the O'Sullivan Live Rubber Heels that bore him to victory. He prizes these shoes highly. Hundreds of shoe dealers have applied for them to exhibit.

COPYRIGHTED BY HUMPHREY O'SULLIVAN



JOHN J. HAYES

HUMPHREY O'SULLIVAN

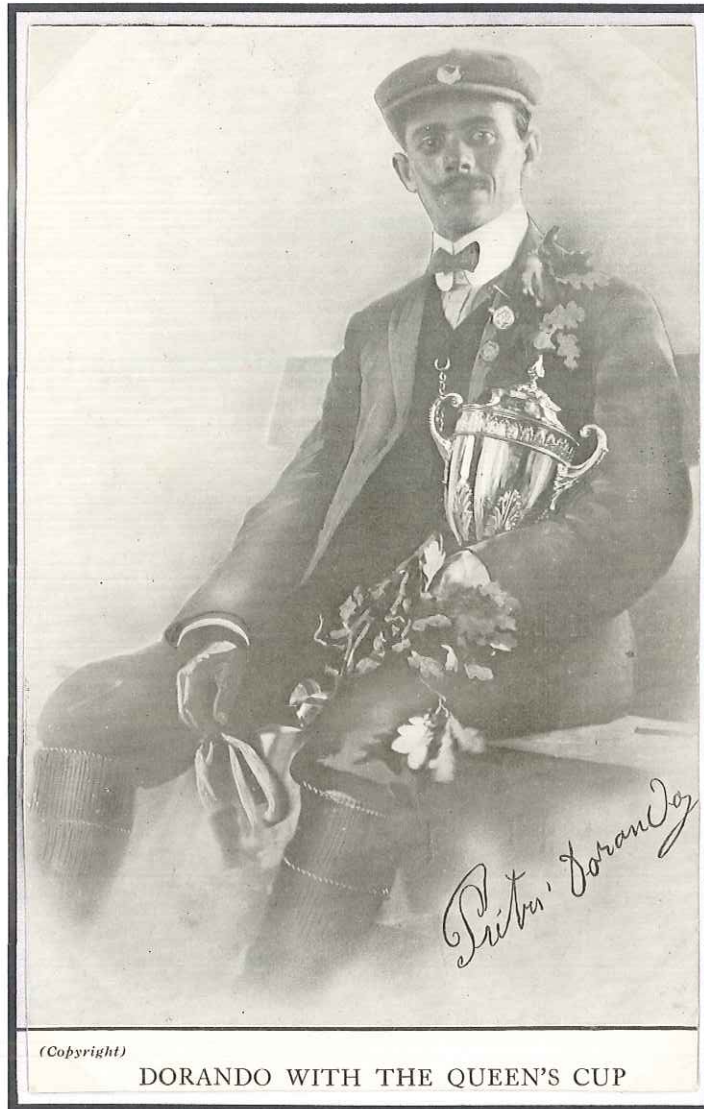
John J. Hayes points out to Humphrey O'Sullivan how the half inch of Live Rubber under his heels in distance running is essential — how it serves to protect the runner from weakening of the arch of the foot, so fatal to runners. In his advice to amateurs he always cautions them to put O'Sullivan's Rubber Heels on their shoes.

Advertising & Sponsorship

Oxo were official beverage suppliers for the marathon

They produced an advertising card depicting Dorando with the Queen's Cup

(this copy has been slightly cut down to postcard size)



(Copyright)

DORANDO WITH THE QUEEN'S CUP

Dorando


"If you have the will you can succeed in everything"

Dorando ran professionally and very successfully until 1911.
Then with his brother, his former coach and manager, Ulpiano
he opened the Grand Hotel Dorando in Carpi.

Grand Hôtel
Caffè e Ristorante
DORANDO
F.lli PIETRI, conduttori
CARPI

Specialità: Bitter Americano

Camere unite e separate
Sala per banchetti
Cucina casalinga
Pranzi a prezzi fissi ed alla carta a
tutte le ore
Vini scelti Nazionali ed Esteri
Servizio inappuntabile
Caloriferi a termosifone
Telefono N. 31.
Garage - Deposito Olio e Benzina



*Albany
G. P. Pietri*



Dorando had a postcard made of himself running in the United States.
It was used to advertise the hotel (as above, card mailed from Carpi).

The postcard below, posted in Carpi on 7 June 1911, before Dorando
retired from running, has the inscription:

"Colla Volontà
si riesce a tutti
Dorando Pietri
Carpi 7-6-1911"

"If you have the will
you can succeed in everything
Dorando Pietri
Carpi 7-6-1911"



Dorando

His Trophies and Business

*Sadly, the Grand hotel was too grand for the town and lost him his fortune.
He bought a garage and taxi business, and in 1923 left Carpi to run a garage in San Remo.*



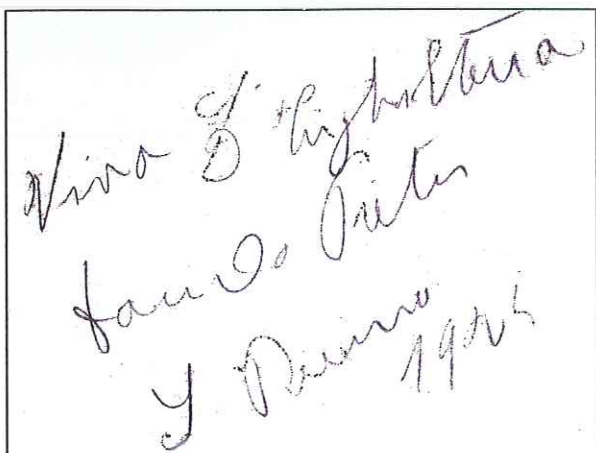
The Queen's Cup takes pride of place in the centre of the display of Dorando's many trophies and prizes.

On the reverse of the card is a printed advertisement for his automobile business.

Dorando understandably traded on his fame: this card advertising his San Remo business is a photo of a cutting from *La Dominica del Corriere* of 2-9 August 1908.

On the reverse is written, in pencil:

*"Viva l'Inghilterra
Dorando Pietri
S. Remo
1925"*



Dorando died in San Remo on 7 February 1942, aged 56.



AUTO GARAGE DORANDO - SANREMO

SERVIZIO D'AUTOMOBILE DI LUSO

PER L'ESTERO

TELEFONO N. 152



Il corridore italiano Pietri Dorando.
Ritratto in esemplare eseguito per la *Domenica*