

OLYMPIC NEWSLETTER



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HIS MAJESTY THE KING

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GREETINGS TO ALL COMPETITORS

By Mr. E. J. H. Holt, OBE

Director of Organisation

In a month's time the Olympic Games will commence, and for this reason this is the last issue of the "Olympic News Letter." We trust that it has been interesting and useful to our readers, particularly those from overseas, many of whom are either with us already, or well on the way to London.

Those who accepted the responsibility of promoting the Games two-and-a-half years ago, and those who have planned and framed the organisation, may well ask themselves—has it been worth while? We feel all will reply in the affirmative, despite the all too short time at our disposal and the many difficulties of the restrictive times in which we live. Goodwill has prevailed in all directions, without which it would have been impossible to promote the Games on anything but extremely rigid lines.

It has never been the intention of the Organising Committee to attempt to enter into competition with past Olympic Games, but rather have they endeavoured to maintain a true sense of proportion of the importance of the occasion and to keep the spirit of the movement as a "Festival of Sport" only.

Above all we are keenly looking forward to the visit of the leaders of sport from



Mr. E. J. H. Holt, O.B.E.

other countries and all the contestants to our shores and the many thousands of sport loving peoples who are coming to London from all parts of the globe. They will find a warm welcome everywhere and a friendly disposition. Our sincere hope is that all will return to their native lands, also with the opinion that it all has been well worth while.

There will be keen competition in all the seventeen sporting issues: a display of physical fitness, endurance and courage to which must be added national pride in victory. To this must be added the competitions in the Fine Arts section, and in no lesser degree will they display cultural life alongside the physical displays.

We in Britain will be the first to offer the hand of congratulation to the victors, and applaud the losers for their endeavours.

Finally we have to thank the President, Chairman and all members of the Committees, in the first place for their co-operation, secondly for the practical help willingly given at all times and, thirdly, for the kindly spirit which has prevailed throughout.

Similarly, we wish to pay tribute to the staff who, throughout, have entered into their duties enthusiastically and with enterprise. They have had to work hard—which they have done cheerfully and conscientiously. They now begin to look forward to seeing the result of their labours.

Both officially and personally, I desire to express sincere appreciation and warm thanks for all they have accomplished in so short a time.

THE LAST OF THE OLYMPIC NEWS LETTERS

Editor's Farewell Message

In this, the last of the Olympic News Letters of the 1948 Games, the Editor takes this opportunity of thanking all the officials of the National Olympic Committees who have so kindly responded to the invitation to provide contributions.

The numerous messages of congratulation on the variety of information disseminated through this channel are proof of the interest which the contents have aroused in all parts of the world.

The Press Department of the XIV Olympiad will continue to enjoy association with the vast network of the World's Press until the historic

meeting of sportsmen is concluded and, in the meantime, wishes competitors, officials and Press Representatives all the peace and happiness they desire.

The Press Officers look forward with genuine pleasure to meeting all *bona-fide* working Journalists at the Olympic Press Centre, which, through the generosity of a number of members of the Newspaper Proprietors' Association, and the Newspaper Society, will be established in the Civic Hall, at Wembley.

Latest news which is available after publication of the June "News Letter" will be circulated as frequently as circumstances dictate through the normal sources available in all countries.

GREAT BRITAIN AS HOST

Smoothing the Path of Overseas Visitors

What sort of welcome does Great Britain propose to offer the 500,000 overseas visitors—many of them coming specifically for the Olympic Games—who are expected this summer? These are some of the facts they should know so that they may take advantage of the many facilities provided.

First in importance, of course, is to see that passports and visas are in order. Travellers entering the United Kingdom must have a valid passport and, in most cases, a visa issued by British Consulate authorities abroad, but citizens of a number of countries are allowed entry without British visas. They are countries of the British Commonwealth, Belgium, Denmark, Iceland, France, Algeria, Italy, Luxembourg, Netherlands, Norway, Sweden, Switzerland and Liechtenstein.

New Concessions

Customs regulations will present little difficulty. Procedure has been streamlined to avoid irritating delay to incoming travellers and it is generally agreed that there is less "red tape" on entering Britain than applies in most other countries.

Olympic visitors will enjoy new tourist concessions recently introduced. A new system for the coupon-free purchase of clothing, footwear and other goods is now in operation. Visitors can obtain Tourist Voucher Books through the banks upon presentation of a passport issued abroad and the cashing of £25 worth of overseas currency.

These books contain six vouchers, each permitting one purchase, free of coupons, of clothing, footwear, etc., for immediate delivery in Britain. "One purchase," for example, would be a suit or a dress length or a pair of shoes. For those who wish to buy more than six separate purchases their vouchers represent or those who do not obtain a Voucher Book, there is the Personal Export Scheme, under which normally rationed clothing and footwear can be bought without coupons for dispatch to an overseas address or to the ship or plane on which the visitor is returning.

Facilities for Motorists

Many visitors will be bringing their cars and some will be planning to buy a car or motorcycle in this country for subsequent export. They will receive an allowance of petrol sufficient to take them from their port of arrival, or place of delivery of a new model, to their furthest destination and back to port of embarkation, plus an allowance sufficient for 600 miles of motoring for

the first two weeks of their stay. Upon application a further allowance for 400 miles will be issued during the remainder of the first month, and allowances for the second and third month, covering 300 miles a month, will be granted.

For those without their own means of transport, taxi and private hire-cars are available in all towns at reasonable rates. Visitors can hire cars, whether chauffeur or self-driven, without surrendering petrol coupons by producing a Tourist Voucher Book. There is no limitation whatever on distance.

In addition to seeing the Games a great many visitors will be taking the opportunity of getting to know Britain. The relaxation of petrol controls will permit almost unlimited sight-seeing tours. All the famous holiday centres, such as the coastal and inland resorts, the Lake District, Wales, Scotland, Northern Ireland and the Shakespeare country are within easy motoring range of London.

How to Secure Accommodation

For those who come without a planned itinerary a visit to the Information Centre of the British Travel Association in Leicester Square, London, will prove of great value. A specially trained staff, many of them expert linguists, will assist with advice and information. A wide selection of literature and maps is freely available and there is a rest room where visitors may write letters and meet friends.

The problem of accommodation has been solved in advance by the setting up of the special Olympic Games Accommodation Bureau through which most intending visitors will already have made reservations. For those who have not taken the precaution of booking in advance, accommodation will be hard to find in London at short notice but there should be little difficulty if the visitor is prepared to go a little further afield to the towns on the outskirts of London where there are many excellent hotels and boarding houses. Buses and electric train services at intervals of a few minutes, connect the outlying districts to Central London and ensure that visitors will be within easy reach of the main venues.

The Bureau has placed most reservations within a price range of from 60s. a night in first class hotels to 10s. 6d. for bed and breakfast in private homes. Many visitors requiring "dormitory type" accommodation because of limited funds allowed by their own country's currency regulations are being accommodated in camps and schools taken over for the Games period.

No Ration Book Necessary

Visitors resident in hotels or other catering establishments are not required to produce a ration book for a stay of less than 28 days. Those in private houses or establishments not holding a catering licence will be issued with temporary cards obtained on the authority of passport or travel documents. The "host" can obtain the card on the visitor's behalf and everything has been done to simplify the procedure and free it of complicated formalities.

Visitors who have not yet secured accommodation can still write to the Manager, Olympic Games Accommodation (Overseas Visitors) Bureau, 10, Mayfair Place, Piccadilly, London, W.1, stating their requirements but no time should be lost if accommodation is to be guaranteed.

An encouraging recent development which will greatly ease financial problems of many Continental visitors, is the increase in travel allowances now agreed by several countries which heretofore have allowed almost negligible amounts of currency to their nationals travelling abroad. The following allowances per head now apply: France £15, Holland £30, Denmark £25, Norway £25. These figures represent substantial increases.

HOW THE B.B.C. WILL TELL THE WORLD

The British Broadcasting Corporation has completed arrangements for the dissemination of news of the Olympic Games to all parts of the world. The task has involved months of detailed organisation and numerous visits to all the centres and although it may not be easy to forecast how all the Radio facilities will work out in practice, the B.B.C. gladly acknowledge that such planning could not have been possible without the closest co-operation from the Olympic Games Organising Committee, officials of the Post Office, and the Wembley Stadium authorities and those in control at other venues.

The B.B.C. staff look forward with keen pleasure to the unique opportunity thus presented of meeting Broadcasters from so many other countries, and doing all within their power to assist them in their task of reporting to listeners throughout the world the story of the greatest festival of International Sport that has yet been staged.

Commentators at all Venues

One hundred and twenty broadcasting points have been planned for commentators. They cover every one of the 28 venues and range from 32 points in Wembley Stadium (Athletics) to a single point at Bisley (Shooting). With each set of microphone points go a certain number of

additional seats—so that broadcasters can be watching events for description later in the day or while awaiting their turn at the microphone.

The total number of broadcasting points had to be limited by considerations of space, equipment and technical staff; so the problem has been to decide in advance how the 120 points can be most effectively distributed between the various venues. Priority has necessarily gone to those events which command the most general interest and which lend themselves best to running commentary. Hence the 32 points in the Stadium for the Athletics and the 16 points in the Empire Pool for the Swimming and Boxing. At the other end of the scale come, say, the Pentathlon events, in the Aldershot and Camberley areas. For these there will be at most a single microphone point for use probably after the event and by way of a report rather than a running commentary.

With the football there is plenty of good broadcasting material, but each match involves only two countries during the whole session, so that two microphones have been thought sufficient, with a third microphone at each of the four grounds staging the quarter finals.

At Torquay, for the Yachting, there will be one launch with a short wave transmitter and a position on shore for after-the-event reports.

Keen Interest in Basketball

Events like the track cycling and rowing will, at most, involve two or three competitors per race, but the races will follow one another quickly and so the microphone quota both at Herne Hill and at Henley has been fixed at six. For weight-lifting, wrestling and basketball the quota goes down to four. This seems high, perhaps, for basketball, since each match can involve only two countries and the pressure cannot be very high in an event that spreads itself out over thirteen days. The answer is that basketball excites a strong North American interest and with four major United States net-works to take into account, the facilities cannot safely be reduced beyond this limit.

Besides these broadcasting facilities at the various venues, the B.B.C. is equipping a Radio Centre at Wembley. This will be the headquarters of broadcasting for the Games, and it will include 8 studios, 20 recording channels, an Olympic Games Information Room, a radio correspondents' room and a canteen. It is realised that the facilities provided cannot be sufficient for all that might ideally be required at "peak load," but with co-operation between visiting broadcasters and the B.B.C.'s own broadcasting teams, it is hoped that the facilities will be ample to give full world-wide coverage to the Games.

Broadcasters from 40 Countries

The B.B.C. expects about a hundred visiting broadcasters from some 40 countries. The B.B.C.'s own team of broadcasters will not fall short of the hundred, as it is planned to cover the Games in 40 or more different languages. Spectators who find themselves near the commentators' positions will very soon appreciate the internationality of the occasion, since most of the microphone positions will not be enclosed. The reason for this is that sound proof boxes not only take up valuable space, but are liable to obstruct the view for other spectators—so that their use is necessarily restricted on such occasions.

Commentators will be using a special "lip-microphone" which is held very close to the mouth and which excludes surrounding sounds—so much so that a commentator can have the benefit of a "race-reader" without irritation to his listeners. This may prove a considerable help to commentators who will be seeing most of the competitors for the first time.

COMMANDANT AT WEST DRAYTON

Group Captain H. Dawes, CBE, who was appointed Commandant of the Olympic Centre, West Drayton, on the 1st May, 1948, is a retired Officer of the regular Royal Air Force. Originally in the Royal Navy, he saw active service in Somaliland and served in a Seaplane Carrier in the Grand Fleet during the 1914-18 War. During the last war he was Senior Personnel Staff Officer of Bomber Command, where he served for 6½ years.

Prior to retiring he was appointed to create, command and disperse a Tented Camp in Kensington Gardens to accommodate approximately 2,500 British and Allied personnel taking part in the Victory Parade.

As a Staff Officer he has held important posts in the Air Ministry and outside Commands and took an active part in the formation of the Royal Auxiliary Air Forces (Flying and Balloons).

He also represented the Royal Navy and Kent County at Soccer.

He has been awarded the MBE and the OBE, and during the recent war the CBE, the Legion of Merit (America), the Order of the Polonia Restituta (Polish), and was mentioned in Despatches.

TURKISH WRESTLERS

According to a communication received from Mr. Burhan Felek, Secretary-General of the Turkish National Olympic Committee, Turkey will be represented by a national team of Wrestlers, composed of two groups, one for Greco-Roman and the other Free style. It is expected the teams

will consist of sixteen.

Hundreds of amateur wrestlers throughout Turkey were invited to a training camp near Istanbul and there was keen competition for final selection. Three who are most likely to be seen in London are Yasar Dogu, European title holder in free and Greco-Roman styles; Celal Atik and Gazanfer Bilge, European Champions of 1947.

CEYLON KNOWS HOW TO PLAY THE GAME

The Hon. Mr. D. S. Senanayake, Prime Minister of Ceylon—our youngest Dominion—has sent the following message to "World Sports," official magazine of the British Olympic Association:—

"It gives me very great pleasure indeed to send a message of greetings to "World Sports." I am particularly pleased at the opportunity, too, because we are participating in the Olympic Games for the first time this year.

"Whatever the laurels that may await the Ceylon team, there can be no doubt regarding the spirit in which they will be joining in the great international meet. Ceylon knows how to 'play the game' and she appreciates others that do.

"There can be no better ambassadors of goodwill and peace than those that belong to the realm of sports, and I feel certain that more will be contributed towards international understanding at the present time by the representatives of nations that will gather at the Olympic Games than by any other means. As the newest entrant at the Games, Ceylon hopes that the cause of world peace will be greatly assisted by the Fourteenth Olympiad."

FINE ARTS EXHIBITION An Encouraging Response

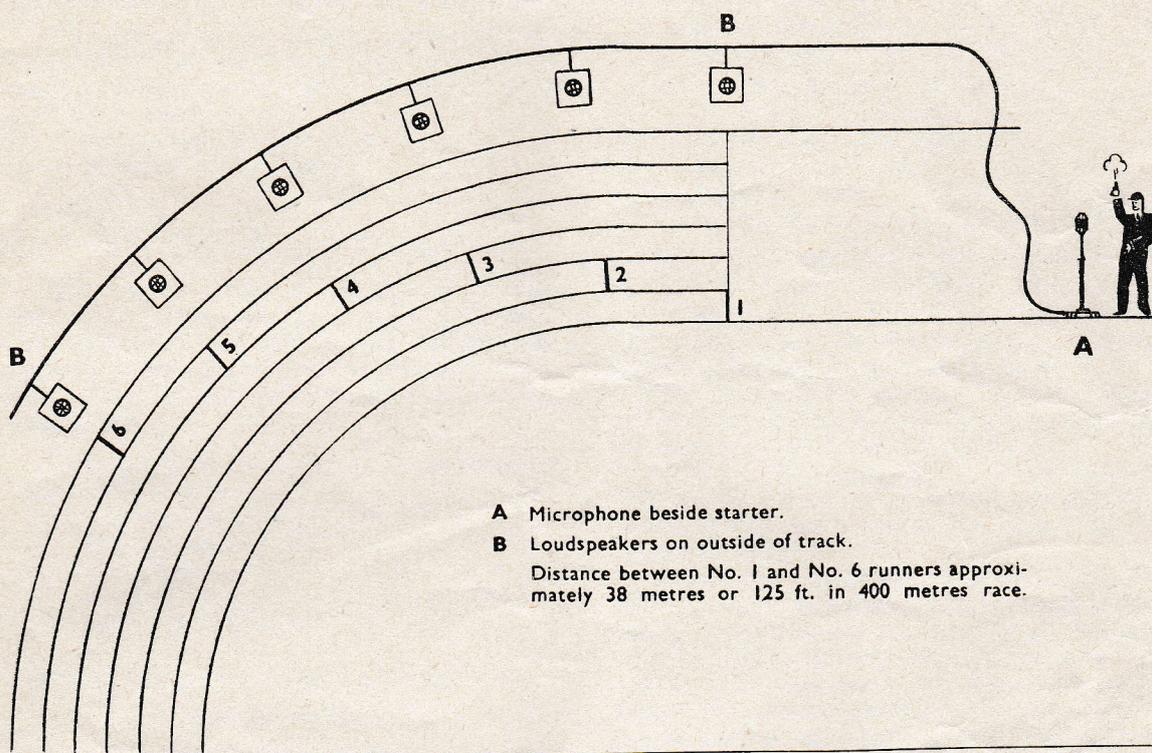
All the British contributions to the Fine Arts Exhibition in connection with the Olympic Games have been received. In every section there has been an encouraging response, *i.e.*, Architecture, Painting, Sculpture and Graphic Art.

Several examples of engraved glass, of silver, posters and textiles with appropriate motifs have also been received.

From photographs of examples coming from abroad, it is clear that many important art exhibits are on their way, especially from France, Italy, Switzerland, Austria and Canada.

The Exhibition, which opens for a month on July 15th, should prove a great attraction to everyone interested in sport and art, for there are exhibits from the purely academic to the ultra-modern, to suit all tastes.

DIAGRAM OF THE NEW STARTING SYSTEM



- A Microphone beside starter.
B Loudspeakers on outside of track.

Distance between No. 1 and No. 6 runners approximately 38 metres or 125 ft. in 400 metres race.

STARTING IN ECHELON New Apparatus which solves Athletic Problem

For many years the problem of the automatic handicap caused by the varying displacement of the runners when starting in echelon from the starting pistol has exercised the minds of athletic promoters. A serious attempt to solve the problem was made in 1947 by the substitution of a remote controlled starting gun in the place of the pistol held by the starter. By placing this remote controlled gun at a spot where it was equidistant from all the runners and having it fired electrically by the starter standing in his normal position from which he can see all runners, a fair start to all competitors was assured and the time lag of approximately one tenth of a second (in the 400 metres) between the times the report was heard by the inside man and by the man in the sixth lane was eliminated. Thus the first stage of the problem was solved inasmuch as every runner heard the report simultaneously. An adjunct to the apparatus described above was the installation of a loudspeaker beside the pistol in order that the starter's instructions would emanate from the same source as the report. This ingenious apparatus was designed by Mr. H. Rottenburg.

This method, although fair to the competitors at the start, produced another problem. The time keepers start their watches with the flash of the gun and, as the remote controlled gun had to be

sited sufficiently far from the competitors to be equidistant from them, the sound of the report was arriving to the runners again approximately one tenth of a second later than the time at which the flash was seen by the time keepers, who would thus have their watches running before the competitors could possibly start.

A small but logical development from this system solved both the problem of the discrepancies between sight and sound and the original bogey of time lag. By providing the starter with a sensitive microphone and placing its attendant loudspeakers, six in number, on the outside of the track opposite each man in his starting lane, it has been found that the competitors get a perfectly fair start and the timekeepers are able to return an accurate time. The starter is in his normal position and both his cautionary instructions and the report of the pistol are relayed over the microphone to the loudspeakers.

The system has the added advantage of eliminating all shouting by the starter as each competitor has his own particular speaker which gives him intimately the instructions of the starter, with the resultant increase in control of the start and a lessening of the tenseness of the competitor on his mark.

First trials have been successfully conducted and it is expected that the equipment, which is very simple, will find its place in the major championships in this country and in the Olympic Games.

AMERICAN YACHTSMEN AT TORQUAY

The United States Olympic Committee has notified the Organising Committee that yachtsmen from their country will compete in the following events at Torquay :—

International 6 metre Class.
Dragon Class one design.
Star " " "
Swallow " " "
Firefly Class one design Dinghy.

The Finnish Yacht Racing Association will send eleven men to compete in the 6 metre class, the Dragon, Star and 12 ft. Dinghy classes at the Olympic Events to be held at Torquay. The Yachtsmen will be selected after eliminating trials in June.

Italian yachtsmen will compete in the following events at Torquay :—

International 6 metre Class.
Dragon Class.
Star Class.
Swallow Class.
12 ft. Firefly Dinghy.

FINAL ARRANGEMENTS FOR THE TORCH RELAY

Routes and Times

Commander F. W. Collins (R.N. retired) the organiser of the Torch Relay in connection with the Olympic Games has finalised all details of the routes and times for carrying the Flame from Olympia, in Greece, to Wembley Stadium.

This preliminary to the Games has aroused considerable excitement throughout the world and their Majesties the King and Queen displayed deep interest in the Torch they saw burning at the British Industries Fair last month.

The route and time table from Olympia to Calais are :—

Flame lit at Olympia about noon, 15th July.
Leaves Corfu about 2 p.m., 18th July.
Arrives Bari, noon, 19th July.
Swiss Frontier, 11 p.m., 23rd July.
Lausanne, 5 p.m., 24th July.
French Frontier, 12.30 a.m., 25th July.
Luxembourg Frontier, 12.30 a.m., 27th July.
Belgium Frontier, 10.30 a.m., 27th July.
Brussels, 11 p.m., 27th July.
French Frontier, 7 a.m., 28th July.
Calais, 5.15 p.m., 28th July.

(All the above are Continental Times, two hours fast on Greenwich.)

The relay will be continued from Calais to

Wembley as follows :—

Leaves Calais, 6.45 p.m., 28th July.
Arrives Dover, 8.15 p.m., 28th July.

From Dover the route and times are :—

Canterbury, 10.30 p.m.
Westerham, 6 a.m., 29th July.
Guildford, 9.30 a.m.
Windsor, 1 p.m.
Arrives Wembley, 3.45 to 4 p.m., 29th July.

(All times from Calais are B.S.T., one hour fast on Greenwich.)

Other towns through which the Torch bearers will pass include Maidstone, Reigate, Redhill, Dorking, Bagshot, Slough and Uxbridge.

The runners from Dover to Wembley will be provided by the Athletic Clubs of the Counties through which the Torch is carried.

H.M.S. "Whitesand Bay" (Lt.-Cdr. R. P. C. O'Sullivan), a Frigate, will carry the Flame from Corfu to Bari and a special gas burner will be installed in her.

Each Torch bearer, in all countries, will retain his Torch as a memento. The Secretary of the Olympic Committee of the countries on the route will be presented with two Torches—one for himself and one for the President—as a memento from the Organising Committee. The inscription on the bowl of the Torch is : "XIV Olympiad, 1948: Olympia to London with thanks to the Bearer."

Ceremonies will be held in Greece at Olympia and Athens, in Switzerland, at the Tomb of Baron de Coubertin at Lausanne; and in Brussels, at the Tomb of the Unknown Soldier. At Dover, a ceremony is being arranged by the Mayor, in which the Lord Lieutenant of Kent will take part.

British manufacturers have co-operated most enthusiastically in the production of the Torch, which was designed by Mr. Ralph Lavers, ARIBA. The firms responsible for the complete product are :—

E.M.I. Limited.
High Duty Alloys.
Metal Box Company.
Wessex Aircraft Engineering Co. Ltd.
Promedico Products, Ltd.
Cascelloids, Ltd.

Great help has also been given by the Government Fuel Research Station at East Greenwich.

In order to ensure that the journey is made through Europe according to programme, a British car will follow the runners from Bari to Calais during the day time. The official British representative will be Mr. K. S. Duncan. In

Greece, the official car will be supplied by the Greek Olympic Committee.

Mr. K. S. Duncan is an athlete of distinction. He was a double Blue at Oxford University; was Captain of the University Association F.C. in 1934, and President of the University Athletic Club in 1935. He won the Long Jump at the Public Schools Championships when at Malvern in 1931 with 22 ft. 5 $\frac{3}{4}$ in. He won the Long Jump for Oxford against Cambridge in 1932 with 22 ft. 9 $\frac{1}{2}$ in. and in 1935 scored a victory for Oxford in the 100 yds. (10.1 secs). He won the British International Long Jump in 1932 and 1938, and was also successful in the 80 yds. and Long Jump at the British Indoor Championships.

He recorded a victory for Oxford and Cambridge against Princeton and Cornell with a Long Jump of 23 ft. 7 $\frac{3}{8}$ ins. He won the Scottish Native Championship with a record jump of 23 ft. 8 in. When representing Sussex County A.A., of which he is now Vice-President, he won the 100 yds. in 9.9 secs.; Putting the Shot with 42 ft. 3 ins.; Throwing the Discus with 128 ft. 2 $\frac{1}{2}$ ins. and the Long Jump with 23 ft. 2 ins.

He was Captain of the British Team which competed in the Empire Games at Sydney, Australia, in 1938. He is a member of the Committee of the Essex County A.A.

Mr. Duncan is Assistant Hon. Secretary of the A.A.A. Coaching Committee; Honorary Coach to Oxford University A.C. and Tutor Coach to Olympic athletes.

GIFT OF FISH FOR COMPETITORS

Generous Offer of British Trawlers' Federation

The Organising Committee for the XIV Olympiad has accepted with pleasure the very generous offer of the British Trawlers' Federation Limited to supply the Housing Centres, in which about 6,000 competitors will be accommodated, with all the white fish likely to be required throughout the period of occupation.

The Federation represents the following ports: Brixham, Cardiff, Dundee, Fleetwood, Grimsby, Hartlepool, Lowestoft, Milford Haven, Newhaven and Granton, North Shields, Plymouth, Scarborough and Swansea.

THE RELEASE OF PIGEONS FROM WEMBLEY

Over £100 in prize money is being presented by the "Racing Pigeon" in the Olympic Games Pigeon Release which is to take place in Wembley Arena immediately after H.M. the King declares the Games open at about 4 o'clock on July 29th.

Competitors will be divided into four sections, according to the distance of their lofts from Wembley Stadium, and in each section a 1st prize

of £15, a 2nd of £7 10s., a 3rd of £3 10s. and a 4th of £1 10s. will be awarded.

Section 1 is confined to pigeons from the Continent, and already the French fanciers are making arrangements and will do their best to attend. Portuguese fanciers are definitely sending pigeons, despite the great difficulties caused by distance, and so are those of Sweden.

The Olympic Games Committee is presenting a Silver Cup to the pigeon returning the highest average speed on the journey to its home loft.

ROYAL VISITORS TO THE GAMES

The following Royal visitors are expected to witness the Olympic Games in London and other venues:—

Prince Jean of Luxembourg.

Prince Francois-Joseph of Luxembourg.

Prince Olaf of Norway.

Prince Axel of Denmark.

H.H. Raja Bhalinda Singh of Patiala.

Prince Bernard of the Netherlands.

H.R.H. Ghazi Shaw Wali Khan of Afghanistan.

Denmark expect to send over 200 competitors, including 14 women—three for fencing and 11 for swimming. They anticipate entering for 15 of the 17 sports included in the Olympic programme, the exceptions being Basketball and the Modern Pentathlon.

AMERICAN WOMEN GYMNASTS

One of the earliest contributors to the U.S. Olympic fund was Mrs. Charles Paddock, widow of the former 100 yards record holder who was a member of three U.S. Olympic teams and won the 100 metres at Antwerp in 1920. Mrs. Paddock contributed \$100 to the Los Angeles local committee.

Eight women have been nominated to the U.S. Olympic gymnastics team, including a competitor in the 1936 Games, Mrs. Consetta Lenz, 29-year-old mother of two daughters, from Baltimore, Maryland.

Others selected include: Miss Clara Schroth and Mrs. Marion Barone, Philadelphia; Miss Helen Schifano, East Orange, N.J.; Miss Anita Simonis and Mrs. Laddie Bakenic, New York; Mrs. Meta Elste, Chicago, and Mrs. Dorothy Dalton, West New York, N.J.

The Dedication Address at the Opening Ceremony of the XIV Olympiad at Wembley will be delivered by The Archbishop of York.

The Address follows the singing of the Olympic Hymn as the Olympic Flag is raised.

XIV OLYMPIAD POSTER



Walter Herz, of Heros Publicity Studios Ltd., has been drawing since childhood. He studied art under Professor Hugo Steiner-Prag, came to England in 1939, where he has since lived and worked. He has held a number of exhibitions in London; exhibited in C.E.M.A. Travelling Exhibition for Allied artists which toured the country and had industrial and fine arts design shown at B.I.F. in 1947. The poster, lithographed in eight colours, was printed by Messrs. McCorquodale & Co. Ltd., London.

Printed in England by McCorquodale & Co. Ltd., London, S.E.1.