





XIV OLYMPIAD





HIS MAJESTY KING GEORGE VI

THE OFFICIAL REPORT  
OF  
THE ORGANISING COMMITTEE FOR THE  
XIV OLYMPIAD



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*“THE spirit of the Olympic Games, which has tarried here awhile, sets forth once more. May it prosper throughout the world, safe in the keeping of all those who have felt its noble impulse in this great Festival of Sport.”*

LORD BURGHEY, *Chairman of the Organising Committee, for the scoreboard at the Closing Ceremony, August 14, 1948.*

## INTRODUCTION

*By the General Editor, The Right Hon. The Lord Burghley, K.C.M.G.*

**I**N the production and presentation of this Official Report, the Organising Committee has endeavoured to satisfy two primary objects: that the matter shall be, as far as possible, accurate, and that it shall serve not only as a record of the work leading up to the staging of the London Games of 1948, and of the competitions themselves, but also that it may be of assistance to future Organising Committees in their work.

The arrangement of the matter has been dictated, apart from the Results sections and those articles dealing with the celebration of the actual Games themselves, by the arrangement of the work of the departments of the Organising Committee which it was found necessary to create.

With their immensely varied ramifications the Games depend enormously for their successful organisation on the enthusiastic team spirit of all those engaged in the work. Although the shortage of time made the rapid assembly of an organisation necessary, yet in fact it suffered but little for this. If the success of the Games can be attributed to one factor more than any other, it is to the remarkable way in which the Olympic spirit fired all those who worked in the organisation, whether on a voluntary or a paid basis. It is the proudest boast of each and every one of them that they contributed to their uttermost to create a great and glorious landmark, not only in the saga of sport, but also in the achievement of youth to rise above the jealousies of the world and lay a cornerstone in that building of tolerance, understanding and friendship within which the world alone can truly prosper.



### The President of the Games

*Within a few months of the conclusion of the London Games, all those connected with them suffered a most grievous loss in the death of the President of the Games, Lord Portal. The position was planned originally as a non-executive one, but it was typical of the man that in his very busy life he yet found time, during those last eighteen months, not only to attend all the meetings of the Executive Committee, but also to preside over the General Purposes Committee in its most important work. His wisdom, experience, enthusiasm and generosity played a vital part in the success of the Games, and all connected with their organisation mourn the loss of not only a most valued colleague but a true friend.*

## ACKNOWLEDGMENTS

IN the preparation of a Report of this magnitude, it is not possible to pay tribute to all those persons who have given of their services. The Organising Committee, however, gratefully acknowledges the contributions of the undermentioned persons who provided the material which formed the basis of the various articles preceding the results :

H. M. Abrahams, H. S. Anderson, G. A. Bark, C. L. de Beaumont, O. van Beets, J. Beresford, W. R. Browning, J. Dudderidge, F. G. Hands, B. Joy, Cmdr. H. Lingard, Major A. A. Longden, P. Longhurst, G. Mackenzie, G. T. Marveieff, T. O'Connor, J. Scott Hughes, E. A. Simmonds, O. State, Lt.-Col. O. G. White, H. Wynmalen.

The Organising Committee also extends its thanks to the many technical representatives who have submitted articles and given their advice and time in the preparation of the technical and administrative sections of this Report. These members of the national governing bodies of sport in Great Britain, the staffs of the various organisations with whom the Organising Committee worked and the staff of the Organising Committee itself, have all endeavoured to produce a true picture of the happenings in London in 1948. No list can be comprehensive but mention must be made of at least the following persons :

E. A. Barker, C. J. Battersby, S. G. Briault, R. A. Brown, W. R. Browning, R. F. Church, Cmdr. F. W. Collins, Capt. B. W. Cummins, C. S. Dann, E. Dennison-Cross, J. Dudderidge, Lt.-Col. D. A. Farquharson, L. V. Fildes, Miss M. Hallifax, F. G. Hands, P. W. A. Herbert, Castleton Knight, L. Litchfield, Major A. A. Longden, S. J. de Lotbiniere, J. McIntosh, Cmdr. E. Mount-Haes, I. Orr-Ewing, D. T. Pain, A. E. Porritt, E. A. Simmonds, E. J. Southcott, O. State, F. Osborne, B. J. Wainwright, Lt.-Col. O. G. White, L. D. Williams, H. Wynn-Jones.

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Lord Burghley, together with Mr. E. J. Holt, Mr. C. L. Elliott and Mr. E. B. Christie, acknowledge with grateful thanks the assistance rendered to them by all persons, both in voluntary and paid capacities, in the production of this work. Many former members of the staff of the Organising Committee spent many hours in the checking of proofs, results sections and like matter, a task of no small magnitude. In particular, it extends its thanks to Mrs. B. F. Syer, Miss E. Brie and Mr. J. Ashenden, the representative of Messrs. M<sup>c</sup>Corquodale & Co. Ltd.



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*The particulars given on pages 13-15 are as at the time of the 1948 Olympic Games, and may since have changed.*

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## XIV OLYMPIAD LONDON 1948

PATRON  
HIS MAJESTY THE KING

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CHAIRMAN OF THE ORGANISING COMMITTEE  
The Rt Hon The Lord Burghley KCMG

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The Rt Hon The Lord Aberdare	Mr E. J. H. Holt OBE
Sir Noel Curtis-Bennett KCVO	Colonel Evan A. Hunter OBE
Mr Jack Beresford	Mr J. Emrys Lloyd OBE
Mr C. B. Cowley	Mr C. J. Patteson
Mr J. Eaton Griffith OBE	Mr Arthur Porritt CBE FRCS
Alderman H. E. Fern OBE JP	Mr S. F. Rous CBE
	Mr R. B. Studdert

CHAIRMAN OF THE EXECUTIVE COMMITTEE  
The Rt Hon The Lord Burghley KCMG

MEMBERS OF THE EXECUTIVE COMMITTEE

Mr C. B. Cowley	Colonel Evan A. Hunter OBE
Mr J. Eaton Griffith OBE	Mr S. F. Rous CBE
Alderman H. E. Fern OBE JP	Mr R. B. Studdert

DIRECTOR OF ORGANISATION  
Mr E. J. H. Holt OBE

GENERAL ORGANISING SECRETARY  
Lt-Col T. P. M. Bevan MC

## XIV OLYMPIAD LONDON 1948

THE Olympic Games of the modern era were created by the genius of a Frenchman, Baron de Coubertin, who, with a small band from various countries devoted to the same ideals, carried through the plan of holding the first Games in Greece in 1896. They followed at regular four-yearly intervals until the World War of 1914 caused an interruption. Although, like so many great movements, substantial difficulties and opposition were encountered in the early days, the devotion and enthusiasm of those who believed in the Olympic movement planted their roots firmly, and with the end of the war they were held once more in 1920. From that year they were celebrated in each subsequent Olympiad, or four-yearly period, until the Great World War of 1939 intervened.

With the termination of hostilities in 1945, the Olympic Movement throughout the world wondered when it would be possible to re-start the Games. The International Olympic Committee with courage and foresight decided that it would be possible, though difficult, for them to be staged in 1948. The Games of 1944 had been allocated to London, and so it was that in October, 1945, the Chairman of the British Olympic Council, Lord Burghley, went to Stockholm and saw the President of the International Olympic Committee to discuss the question of London being chosen for this great event. As a result, an investigating committee was set up by the British Olympic Council to work out in some detail the possibility of holding the Games. After several meetings they recommended to the Council that the Lord Mayor of London should be invited to apply for the allocation of the Olympic Games of 1948. The investigating committee was under no illusion as to the magnitude of the task which confronted them. The organisation of the Olympic Games under ordinary circumstances is a tremendous undertaking; to carry through what promised to be the largest gathering ever held, in a country which had been torn and wracked by warfare, and for which the problems of housing, feeding, equipment and the like had thereby been increased a hundredfold, was indeed a herculean task. But the spirit of the people had come through the war not only unimpaired but strengthened, and the same was true of its belief in all those great ideals of amateur sport, whether followed in sport or in life, for which the Olympic movement stands. A postal vote was taken by the International Olympic Committee and early in March, 1946, the Games to celebrate the XIV Olympiad were allotted to London.



## ORGANISATION OF THE GAMES

It is the task of the National Olympic Committee of the country to whom the Games are allotted to set up a Committee, with full responsibility for their organisation. An Organising Committee was formed therefore on March 14, 1946, composed of the officers of the British Olympic Association: Lord Burghley, Chairman, Sir Noel Curtis-Bennett, Mr. E. J. H. Holt, Alderman H. E. Fern, Colonel Evan A. Hunter, Mr. J. Emrys Lloyd, together with the other British member of the International Olympic Committee, Lord Aberdare, and Mr. A. E. Porritt, the New Zealand member who is now resident in London.

The next step was to appoint an Executive Committee or Board of Directors to carry out the operative work. Lord Burghley was elected Chairman with the following as members: Mr. E. J. H. Holt, Colonel Evan A. Hunter, Mr. J. Emrys Lloyd, and shortly afterwards they co-opted Mr. R. B. Studdert, Managing Director of the Army & Navy Stores, and Mr. C. B. Cowley, of the London Press and Advertising, to the Committee. Lt.-Colonel T. P. M. Bevan was appointed as General Organising Secretary.

In July, 1946, Mr. Stanley Rous, the Secretary of the Football Association, was invited to join the Organising and Executive Committees, and the Olympic Rowing Champion, Mr. Jack Beresford, became a member of the Organising Committee. After Wembley had been chosen as the principal venue, Sir Arthur Elvin, the Managing Director of Wembley Stadium Ltd., was invited to attend the Meetings of the Organising and Executive Committees. During 1946, the Executive Committee held fifteen meetings and the Organising Committee three.

From April, 1947, Lord Portal, the President of the Games, began to attend the meetings of the Executive and Organising Committees and from then onwards took a lively interest in the organisation. On December 23, 1947, Mr. J. Eaton Griffith was nominated by the Prime Minister to join the Committee as full-time Government representative. On the incorporation of the Organising Committee in December, 1946, the firm of Messrs. Farrar & Co., of Lincoln's Inn Fields, was appointed Legal Advisors, and Mr. J. Emrys Lloyd, who was a partner in the firm, retired from the Executive Committee. He continued, however, to attend all the meetings in his capacity as Legal Advisor. In 1947, thirty Executive Committee meetings were held and one Ordinary and one Extraordinary Meeting of the Organising Committee.

In 1948, Mr. J. C. Patteson, one of the Canadian members of the International Olympic Committee, who was resident in London, joined the Organising Committee. In this year eighteen Executive Committee Meetings were held and eight Extraordinary General Meetings of the Organising Committee.

### The Patron

In 1946, one of the first actions of the Organising Committee was to approach His Majesty the King and humbly request him to accept the position of Patron of the Games. His Majesty was graciously pleased to accede to this request.

### The President of the Games

Viscount Portal of Laverstoke, President of the British Olympic Association, accepted an invitation to become President of the Games.

### Government Help

The Committee approached H.M. Government at an early date and stated that, whereas financial help was not sought, there were many ways in which the Government could assist the Committee. To this the Government readily agreed, and in the ensuing liaison the Committee was most fortunate in that the then Secretary of State for Air was the Rt. Hon. P. J. Noel-Baker, who had himself been second in the 1,500 metres in the Antwerp Games of 1920 and who had always been an enthusiastic supporter of the Olympic movement. He gave the greatest assistance, particularly on questions related to housing which closely affected the Government.

The Government gave considerable help in many directions, most of which is referred to in detail throughout this report. There is, however, no appropriate place elsewhere to pay tribute to the Special Committee which the War Office established to help in the work of the Organising Committee, and which gave assistance in many directions, particularly in regard to the arrangements for the modern pentathlon and equestrian events. To facilitate these arrangements, Major G. White with a small group was posted to an office in the Aldershot area.

For obvious reasons the Organising Committee decided that it was advisable to form itself into a limited liability company, and this was soon accomplished with the help of the Legal Advisor, Mr. J. Emrys Lloyd.

For the detailed organisation of the Games eight committees of voluntary members were set up, each with a secretary from the staff of the Organising Committee.

The activities of these Committees varied from an advisory capacity to full executive powers subject only to general and financial approval from the Executive Committee.

### Assistance from Governing Bodies of Sport

Each Governing Body in Britain of sports included in the Games was invited to nominate a representative to form the Technical Committee, under the chairmanship of Mr. E. J. H. Holt. At the first meeting each of these bodies was requested to co-operate with the Executive Committee and undertake the responsibility for the technical planning of their separate sports; the response was universal acceptance, and in most cases the planning was carried out on a voluntary basis. These technical arrangements had to be inspected and approved by the International Federation for each sport, immediately previous to the Games. Considerable credit is due to the Governing Bodies for the fine spirit in which they entered upon their respective tasks and for the excellent manner in which they carried out their duties.



### General Purposes Committee

For the first twenty-one months of the preparations the Executive Committee itself was able to deal with all the general business of the Organisation. However, by the end of 1947, it was apparent that its work would increase substantially over the last six months, and the General Purposes Committee, a sub-committee of the Executive Committee, was therefore set up. Lord Portal kindly accepted the Chairmanship of this Committee, and his wide business experience and interests were of the utmost value. The General Purposes Committee was composed of: Viscount Portal, Chairman, Sir Arthur Elvin, Alderman H. E. Fern, Mr. J. Eaton Griffith, Mr. E. J. H. Holt, Mr. J. Emrys Lloyd, Mr. S. F. Rous, Mr. R. B. Studdert, Mr. E. B. Christie, Secretary.

All commercial questions concerning agreements on housing, catering and the like were passed to it. The Committee took operative decisions on certain matters, and after detailed examination made recommendations to the Executive Committee on the more important questions which fell within its purview.

In addition, whereas all financial commitments up to £1,000 were screened by the Finance Committee, those in excess of this sum came before the General Purposes Committee as did any supplementary estimates above the agreed budget laid down by the Executive Committee. Recommendations to the Executive Committee were made on any such estimates.

Before the Games took place the General Purposes Committee drafted a "Plan of Liquidation" which was put into operation after the Closing Ceremony and which the General Purposes Committee supervised. All major accounts were examined by it and approved for settlement during this period.

In addition its work included a close contact with those Government Departments which were providing facilities for the Organising Committee. It held its first meeting on January 8, 1948, and, like the Executive Committee, met once a fortnight until just before the Opening Ceremony. During the Games there were naturally many formal and informal meetings.

### Staff

It was decided that it would be unnecessary to build up a large paid staff immediately, but that, as the work developed, additional personnel of the manager standard should be brought in. To start with, this meant that two men carried out the work, and as the various sections grew, they were shed off among additional staff, until finally each man had only one main activity. As a result of this policy the early senior members of the staff had a wide knowledge of the problems and activities of the different sections of the organisation.

By the end of 1947, five main groups had emerged, each in charge of a manager who was also Secretary to the corresponding Committee. They were:—

Mr. E. A. Barker, *Technical*.  
Mr. S. G. J. Briault, *Housing*.  
Mr. R. F. Church, *Press*.  
Major A. A. Longden, *Art*.  
Mr. B. J. Wainwright, *Transport*.

All further necessary expansion occurred within these headings.

On the top level, in due course, it became apparent that the load on Colonel Bevan was increasing substantially and that it would be of great assistance to have the added help of a top senior executive with technical experience of sports and their government. Mr. E. J. Holt was therefore appointed Director of Organisation and on his shoulders fell much of the responsibility, including the technical organisation of the Games. This general organisation proved adequate until six months before the opening, when the following final set up for the day-to-day work was evolved. The Chairman, Lord Burghley, with Mr. Holt and Colonel Bevan, covered all the I.O.C. arrangements, technical preparations for the sports venues, foreign contacts with International Federations and National Olympic Committees, complimentary and other special seating arrangements, press problems, ceremonial, including the Opening and Closing Ceremonies, Arts Competitions and general office organisation.

Lord Portal, with Mr. Eaton Griffith (and, until illness intervened, Mr. R. B. Studdert), on the other hand, looked after the commercial angles of housing, catering and transport, all agreements over the use of the venues, such as Wembley and Empress Hall, and kept a continual watch on the budget.

This system worked smoothly and stood up to the severe test imposed by the tremendous pressure of the period immediately before and during the Games.

Messrs. Kemp Chatteris & Co. were appointed Auditors to the Organising Committee and a representative in either Mr. C. G. Moira or Mr. Gordon Johnston was in attendance at all the meetings.

### Work of Executive Committee

It is not proposed here to cover in full the work of the Executive Committee, for the decisions which they took will be found in greater detail in their implementation under various headings in this report. There are, however, certain points which do not appear elsewhere and which for the sake of record are now given.

### Reports to I.O.C.

At the meetings of the I.O.C. in Lausanne in 1946, Stockholm in 1947, and St. Moritz in 1948, detailed reports of the progress of the preparations were presented to the Committee in full Council, both in writing and orally, by the Chairman and a small delegation from the Executive Committee.

### International Federations

In arranging the programme close contact was kept with the International Federations governing the sports which were to be included. In certain cases protracted negotiations were necessary in order that the most satisfactory dates and arrangements could be ensured



for all concerned. The task of the Committee was, however, complicated by the fact that, in Britain, unlike most other countries, no competitions are held on Sundays. To meet this point the I.O.C. agreed to an extra day being given for the celebration of the Games. As a result of these discussions with the International Federations final integration of the various sports into the programme was concluded towards the end of 1947. An original plan, drawn up in 1947, had to be modified as the I.O.C. added events to certain sports and also decided to include women's gymnastics in the programme. A large number of other sports applied to be included, but these applications were resisted by the Organising Committee on the grounds of the enormous size of the programme, and the I.O.C. supported this view.

#### Invitations

The official invitations to the Member Countries of the I.O.C. to take part in the Games were sent through their Embassies in London on April 17, 1947. The design for the invitation was the work of Mr. J. E. Slater, of Leicester, and a reproduction of it is shown elsewhere. The position was somewhat complicated by the fact that a considerable number of additional countries were accepted for affiliation by the I.O.C. during the next year, which necessitated the production of more of these special invitation forms.

#### Torch Relay

The Committee decided, after careful consideration, that the Torch Relay, first held in 1936, had a great symbolic value to the Olympic Games, and that, although considerable expense would be involved, it should be included in the plans for the Games.

The route in general and the negotiations with the Countries concerned were concluded by the Committee, and the responsibility for the detailed organisation was then handed over to a small committee organised under Commander F. W. Collins, R.N. (Rtd.).

#### Ceremonial Flag

The Ceremonial Flag, presented to the I.O.C. by the Belgian Olympic Committee in 1920, had disappeared in Berlin during the war. However, the British Army was successful in discovering it intact, and it was brought to London for the Games. The official book of guests for the 1936 Games was discovered in the ruins of Berlin at the same time, and, after being on display in the Art Exhibition at the Victoria and Albert Museum during the Games, was sent to the Olympic Museum in Lausanne.

#### Symbol

The Committee gave lengthy consideration to the choice of an appropriate symbol for the London Games. It was felt that it should be one typically British but with a special meaning, not only to the present generation but to future ones. It was decided that it should be the clock tower of the Houses of Parliament, with the hands of the famous "Big Ben" pointing to 4 o'clock, the hour at which the Games would in due course be declared open.

## STAFF

The problem facing the Organising Committee was that of building up a satisfactory secretariat which, while allowing of the efficiency of a permanent body, was to be made up of temporary staff, the majority of whom would be employed for only the briefest period.

As has already been said the first appointments made were those of the General Organising Secretary, Lt.-Col. T. P. M. Bevan, and his secretary. This was in 1946. By the Autumn of that year the volume of work and research to be done had grown sufficiently to warrant the employment of two assistant secretaries of the executive grade, together with a consequent enlargement of the clerical and typing staff. At this early date no hard and fast rules were laid down as to responsibility and the broad principles of the organisation were known to all.

By the Spring of 1947 the Organising Committee had appointed the Director of Organisation, Mr. E. J. Holt, as its Chief Executive Officer responsible for the implementation of all policy matters and for the administration of the Games. The General Organising Secretary was responsible for the day to day administration of the offices and staff which, as the Games drew nearer, grew in size and responsibilities.

Throughout the period leading up to the Games the Organising Committee were, on the executive side, most fortunate in the very considerable help that was rendered by several Committee members in a voluntary capacity. By the constant presence of Committee members at the Offices and their availability to answer questions and guide the steps of the paid executives, not only was work made easier, but much time and money was saved to the Committee.

The Chairman of the Organising Committee, Lord Burghley, had an office from the start and was in constant attendance. Later, in January 1948, the President of the Games, Lord Portal, also had office accommodation and his deputy on the General Purposes Committee, Mr. J. Eaton-Griffith, too, was in attendance every day. The Chairmen of the Sectional Committees were in frequent attendance, and for necessary consultations, as regards their particular interests. Also the British Olympic Association had temporary offices with the Organising Committee and so it was that the Secretary of the Association, who was a member of the Executive Committee, was always present for consultation. With the comparatively short period available for the entire organisation this voluntary help by committee members was an extremely important factor.

#### Staff Employment

By Autumn 1947 the departmental heads had taken up their duties and as is seen in the departmental reports, built up from that date their own internal organisations. The central administration too under the General Organising Secretary also grew, but even by the Spring of 1948 the total staff on the headquarters strength was comparatively small. As the Opening of the Games drew nearer it was necessary to expand quickly and this eventuality was met in all departments by the employment of student labour. On July 29 when the staff requirements reached their peak the total strength on the headquarters pay roll, which included all the departments whose reports are contained in this volume, other than those dealing with outside services called in, was 219.



**Staff run-down**

The fact that the organisation was only transitory made it necessary for a scheme to be ready, directly the Games were concluded, for the run-down of staff. Such a scheme was in fact drawn up by June 1948 and came into operation during the progress of the Games themselves. All student labour was released by the middle of August and the junior executives commenced to depart at the same time.

In September 1948 the work of winding up was in full swing and as each section of each department was able to bring its work down to small proportions these were then handed over to the departmental head and the sectional chief was released. Eventually when the department's work and responsibilities themselves had dwindled sufficiently the department itself wound up and handed over the remaining problems to the small central staff remaining.

By January 1949 all departments had been merged and the organisation had gone the full cycle, for in the next three months one executive with two secretaries dealt with the work and was responsible to the Executive Committee.

As with any organisation, the final problems and matters tend to be financial and on April 1, 1949, the last member of the full-time staff was released and all matters that related to the Organisation of the London Olympic Games 1948 were transferred to the Accountants to the Committee who, from that time, were able to deal with the problems as part of their normal work.

**Internal Administration**

Elsewhere in this volume the working of the departments is dealt with under their particular headings but these had to be woven together and certain functions carried out which did not fall within any particular sphere.

The Executive Committee which was solely responsible for policy decisions was served by the General Organising Secretary and his staff, who was responsible for passing on to the departmental heads and, consequently, the committee responsible for that department, the decisions which would have to be implemented by that section. All routine finance as well was handled by the central department and reciprocally the central department had to be informed that matters passed out to departments for action were in fact dealt with and the results reported back to the Executive Committee.

The Director of Organisation held conferences with his staff heads from time to time at which it was possible for all departments to be kept readily in touch with the workings of others and at which, too, it was possible to find out where there might be overlap and consequent co-ordination of effort. This co-ordination was carried out through the General Secretary's department.

From the central department went out to all nations, accepting the invitation, the administration bulletins which superseded the departmental circulars which were despatched in the early months of the organisation. It was found that whereas in the initial stages departments could profitably circulate nations on their own, as the Games drew nearer, it was necessary for the information to go out and answers and queries to come

in, as far as possible through a central office which could at once see that it went to the proper department and that action was taken on it immediately if necessary.

Mail too was centralised and a special mail section was set up to handle all outgoing and incoming mail. This not only reduced the amount of clerical staff required by each department but also made the financial control of postage considerably easier.

A central information bureau was also set up under the control of the Director of Organisation which acted not only to answer queries from the visitor to the Organising Committee Offices but as a means of channelling visitors to the right department when the bureau itself could not deal with the query.

Each department was responsible for its own records and filing, as it proved that with but two and a half years in which to organise the whole Games, the setting up of a central registry was not justified by the time lag in handling the files. When the wind up of the organisation took place all files were whittled down to financial commitments and necessary information before being handed over to the central department for final sorting, clearance or retention.

**OFFICE ACCOMMODATION**

On the formation of the Organising Committee by the British Olympic Association, the latter arranged for the General Organising Secretary and his assistant to have accommodation in their permanent offices in St. George's Square. It was apparent however that this could be but a temporary measure and further space was sought.

Due to the kindness of the Directors of the Army and Navy Stores, accommodation was found in the stores premises which allowed for expansion, and for committee meetings. Here the departments were set up and broke away from the central administration. By the Autumn of 1947 two suites of offices in the Army and Navy Stores had been occupied. Subsequently it was found to be necessary to obtain larger accommodation as the staff continued to grow. Also visitors could not come to the offices outside normal trading hours, and, as many of these were members of voluntary associations, they tended to call after business hours.

Through the help of the Ministry of Works two houses in Upper Brook Street, Mayfair, were made available to the Organising Committee which provided much larger facilities and easier access than before. Departments were able to be grouped and to some extent cater for their own proposed expansion. Had the period of the organisation not been post war it is true to state that much larger accommodation would have been advantageous, which particularly relates to the period immediately prior to and during the Games, when due to the number of visitors and the amount of time that they had to spend in the Organising Committee Offices work was difficult on account of lack of space.

The Organising Committee kept down to an absolute minimum the amount of equipment that it purchased. This was possible again due to the help of the Ministry of Works which made furniture available on hire. Had it been necessary to purchase office furniture and equipment, the amount of money spent would have been very considerable. Fortunately this was obviated. Typewriters were hired and in some cases purchased but these found a ready market after the Games and were therefore not a liability.



Duplicating machines and the smaller items of office equipment too, were bought but as far as possible central facilities were used to avoid too great a duplication of effort.

A direct telephone line was installed between the Organising Committee Offices and Wembley Stadium which more than carried its anticipated traffic. The twenty-line switch-board at Upper Brook Street was, during the months of June, July and August, 1948, taxed to the uttermost and in fact for that period direct line instruments were provided for all the senior executives.

### FINANCE

In reading the official reports of previous Olympic Games, all allude to the difficulties which had to be overcome on the financial issues. The following comment in the report of the Olympic Games held in 1908 in London was most apt—"If the question of finance has proved difficult in the past, that difficulty is not likely to diminish in the future, for Olympic balance sheets like other budgets are in the habit of proving their healthy existence by a vigorous growth." It is sufficient to state that the expenditure incurred in 1908 approximated £15,000, which figure did not allow for the construction of the new stadium at Shepherds Bush, provided by the Franco-British Exhibition at a cost in the region of £60,000. The total receipts amounted to £21,500, of which sum £15,850 was donated. In 1948, expenditure totalled approximately £732,000, which included the cost of housing, feeding and transporting the teams while in England—an item for which a charge is made to the National Olympic Committees and which did not operate in 1908 as each country made its own arrangements. The receipts approximated to £762,000.

It must be pointed out that the sponsors of the Games, the International Olympic Committee, determine the conditions under which the Games must be held. They endeavour to ensure that they are promoted not so much as a commercial venture but in the best interests of sport. For this reason many means of raising money are not permissible, such for example as the inclusion of advertisements in the brochures and programmes. It must be realised, in assessing any profit in connection with the London Games, that although substantial expenditure had to be incurred in connection with the Herne Hill cycle track and the erection of additional stand accommodation at other places, the Organising Committee had not to build any stadia or arenas and had the use of some venues given to them free of any rental charge. Many other facilities were provided without any charge being made. Therefore, it is not possible to view the Games as a coldly calculated business proposition of which the principal motive is to make a profit.

The Executive Committee gave much time and careful thought to the financial aspect, and in the early stages had to consider three principal items, so far as could be envisaged at that time—(a) to make provision for finance up to the period when money became available from advance ticket sales, (b) estimated revenue from all sources and (c) estimated total expenditure. With reference to the provision of finance, an offer by Wembley Stadium Ltd. to make advances free of interest up to an amount not exceeding £100,000 against the ticket receipts was accepted. In addition a further offer of a guarantee against loss to the extent of £100,000 made by the same company was also accepted. These offers

supported the agreement that the Organising Committee should have the full use of the Wembley properties during the games and for fourteen days previously, together with the services of the Executive staff of the Stadium Company, and the benefit of its organisation. Bound up with the agreement, the Organising Committee undertook to compensate Wembley Stadium Ltd., for loss of revenue during the time the Stadium had to be closed to their ordinary business, for the preparation and duration of the Games, as well as the period required for re-adjustment to normal working. The figure of compensation was based on the previous year's results, after taking into account external factors such as the Government decrees on the permissible number of racing days and petrol rationing. The amount advanced was £62,500, which was repaid one month before the Games commenced, and the guarantee was released at about the same time.

The estimated revenue was based on the sale of admission tickets and turnstile takings, film rights, programmes, trading concessions, equipment after the Games and salvage. Estimated expenditure covered general administration (including box office, accountancy and legal fees), torch relay, technical equipment, transport for the Organising Committee, printing and stationery, medical services, telephone installations, temporary works and replacements, and technical charges at Wembley Stadium, compensation to Wembley Stadium Ltd., staff wages and daily maintenance at arenas, insurance, reception and entertainment by the Organising Committee, equipment of the British team, contribution to the International Olympic Committee and a marginal amount for miscellaneous expenses. In addition an independent estimated budget was prepared relating to housing, feeding and transport for the competing teams.

#### Finance Committee

A Finance Committee was appointed which consisted of:—

Ald. H. E. Fern, O.B.E., J.P., Chairman  
 Mr. E. J. Holt, O.B.E. (Director of Organisation)  
 Mr. S. F. Rous, O.B.E.  
 Col. E. A. Hunter, O.B.E.  
 Mr. R. B. Studdert  
 Mr. C. G. Moira

Lt.-Col. T. P. M. Bevan, M.C. (General Organising Secretary)

Detailed reports relating to receipts and disbursements were submitted periodically to the Committee and summaries, together with matters relating to ticket receipts and any extensive expenditure, were referred to the Executive Committee. Messrs. Kemp Chatteris & Co., who had been appointed auditors, worked closely with the organisation throughout, and undertook the accountancy work.

In preparing the first budget it was not possible to make reference to the Games held at Los Angeles in 1932 or at Berlin in 1936, as no statements of accounts had been published, and recourse had to be made to the figures related to the Olympic Games held at Amsterdam in 1928. These were helpful as a guide to expenditure items only, as it was appreciated that, owing to the rapid development at Los Angeles in 1932 and at Berlin in 1936, they bore no proportion to subsequent Games. The war factor also had brought



about a complete change in values, accentuated by shortages of materials, and rising costs of both wages and goods. Although due allowance had been made to cover these points, it was soon obvious that the original figures would have to be revised, and a fresh budget was drawn up to cover increased expenditure. Even this fell considerably short of the actual amount which was spent and supplementary estimates had to be placed before the Executive Committee from time to time.

The principal item of revenue was the sale of tickets. This came under constant review, particularly with regard to sales in advance, by which means it was possible to get an indication from time to time as to the likelihood of making ends meet. In a sporting undertaking of this magnitude, there were inevitably times when shocks were received. In particular, the number of tickets ordered from abroad which were not taken up at one time assumed alarming dimensions. Fortunately the demand during the Games enabled the organisation to dispose of the greater part of the tickets which had not been taken up.

Arrangements, which worked very satisfactorily, were made with the organisations to whom the venues belonged, in co-operation with the auditors to the Organising Committee for the receipt of monies taken at the turnstiles during the Games. Messrs. Betts, Son and Malyon were appointed agents for the sale of programmes.

The arrangements for receiving payments for the housing and feeding of competitors and officials were made on a day-to-day basis. Each day the numbers in residence were agreed between the camp cashier and the principal officer of each delegation. Where possible a settlement was effected daily, but owing to the scattered area over which the teams were lodged this could not always be done. In this connection the appointed attaches gave much help, particularly in obtaining outstanding accounts.

The agreed figures were checked regularly by the auditors and the monies banked.

Insurance was effected against the risk of the Games being postponed at any time. This was done by taking out policies at intervals as cover against accrued expenditure.

Other insurances which were taken out covered liabilities against injuries to staff, public and third party risks, loss or damage to equipment, yachts and deaths of horses.

#### Control of Expenditure

The control of expenditure was somewhat difficult particularly in the period immediately before the Games. This was due in no small measure to the short time available in which to organise the Games, and was aggravated by the prevailing conditions of shortage of materials and labour. The difficulty lay in the fact that the organisation had of necessity to be built up rapidly and in consequence a system of routine, such as would be in existence in an old established organisation, was not possible. The ideal method would have been to have centralised the ordering of goods and services through one channel; this, however, would have meant delays, which in the short time available would have been dangerous. The preparations at the housing centres caused some anxiety on the score of extravagance; in the end special arrangements were made to watch the development carefully, and check unnecessary expenditure. It must be remembered that London had less than two and a half years in which to promote the Games. Los Angeles, in anticipation of being allocated the Games in 1932, began to make their plans as far ahead as 1923,

and Berlin, for the Games of 1936, had commenced their preliminary organisation in 1931. The particulars with regard to box office receipts will be found under the special chapter dealing with the subject.

In order that visiting competitors could import technical equipment free of customs duty, the Customs and Excise authorities insisted upon a guarantee of £10,000 being given. The guarantee was given jointly by Viscount Portal and Lord Burghley, who in turn were indemnified by the Organising Committee. Except for a few sales and expendable items, all equipment was taken back by the competitors and very little duty and purchase tax had to be paid.

#### Receipts and Expenditure

The following statement of Receipts and Expenditure to December 31, 1949, is not completed owing to certain contingent liabilities remaining outstanding, but it is anticipated the final accounts will show an approximate profit of £29,000, subject to tax and to the publication of the Official Report.

RECEIPTS		£
GROSS REVENUE FROM THE SPORTS	... ..	545,628
HOUSING, FEEDING AND TRANSPORT OF COMPETITORS	... ..	174,097
MISCELLANEOUS INCOME (less outgoings directly chargeable thereto)	... ..	41,963
		<u>£761,688</u>
EXPENDITURE		£
TECHNICAL CHARGES AND EQUIPMENT (including Staff wages during the Games)...	... ..	121,741
TEMPORARY WORKS AT WEMBLEY AND OTHER VENUES	... ..	78,120
WEMBLEY STADIUM, LTD—COMPENSATION	... ..	92,500
WORKS AND SERVICES PROVIDED BY GOVERNMENT DEPARTMENTS (including accommodation and telephone)	... ..	118,033
HOUSING, FEEDING AND TRANSPORT OF COMPETITORS	... ..	164,644
TRANSPORT	... ..	37,925
INSURANCE AGAINST CANCELLATION	... ..	7,821
EQUIPMENT OF BRITISH TEAM	... ..	10,884
ADMINISTRATIVE CHARGES (including professional fees)	... ..	90,557
PAYMENT TO THE INTERNATIONAL OLYMPIC COMMITTEE	... ..	5,000
ENTERTAINMENT	... ..	3,638
PERMANENT RECORD OF WINNERS AT MAIN STADIUM (Provision)	... ..	1,000
OFFICE FURNITURE (Amount written off)	... ..	405
BALANCE, BEING EXCESS OF INCOME OVER EXPENDITURE, SUBJECT TO INCOME TAX, PROFITS TAX, PUBLICATION OF THE OFFICIAL REPORT AND CERTAIN CONTINGENT LIABILITIES	... ..	29,420
		<u>£761,688</u>



When the accounts are finally completed an audited copy will be filed at Bush House in accordance with the Companies Act, where they will be available to the public.

The promotion of the Games of the XIV Olympiad has proved successful financially as well as in all other respects. In this connection, tribute must be paid to His Majesty's Government and the respective Government Departments concerned, for the full co-operation and assistance which was so willingly given to the Organising Committee and its officials at all times. It is fair to state that, without such help, it would not have been possible to stage the Games in the adequate manner in which they were presented to the visiting nations and the general public.

### ATTACHES

The Olympic Attaches are, from the point of view of an Organising Committee, an integral part of the machine. When used to full advantage, they can play a great part in the success of the work leading up to the Games, and assist, in no small measure, in the smooth running of the organisation during the Games.

The Organising Committee wrote to each nation, as soon as it had accepted the invitation to the 1948 Games, urging the necessity of appointing an attache in London. The Rules of the I.O.C. require that such appointments shall be made not later than six months prior to the commencement of the Games. Some nations complied with this, others did not, either through the difficulty, especially in the case of the smaller countries, of finding a suitable person with the time at his disposal to take on what can only be called an extremely exacting task, or through failure to appreciate the paramount need for such an official. One nation in particular brought their attache with them as a member of their team administration, and though, when he came, he was a most useful and excellent officer, there can be no doubt that his presence in London for the six months before July 29 would have helped to iron out many difficulties which were encountered.

Due to the short time at the disposal of the Organising Committee for setting up the administration of the Games, and to the fact that, in the immediate post-war period of 1946-47, world communications were not up to their peace time level, the Organising Committee used the attaches very greatly as clearing houses for information and for urgent communication work. Those attaches who were members of their country's diplomatic mission in London were much better placed than those who were in business, since this channel of communication to their own country was generally easier.

The first meeting of the attaches was held 18 May, 1948, at which the Director of Organisation outlined to those present the arduous duties that the Organising Committee would expect them to fulfil, apart from any they might have from the Chef de Mission of their team before its arrival. It was explained that they would be regarded as the first check on all information received; that they would be expected to advise on all special matters of housing and catering, if time did not permit of communication with the National Olympic Committee; that they would be responsible for their team if the arrival date was before the official opening of the housing centres (this, in fact, arose in only one case), and after the closing of the centres as well, if the team stayed on; they

would also have to arrange any transport that the team might require other than that for training, participation or official functions, and all transport outside certain specified dates. Officials accompanying their team but not an integral part of it and persons related thereto, would be their responsibility throughout. In addition to these duties, they would be required to attend a daily meeting at the H.Q. of the Organising Committee during the Games, to receive any vital information for immediate transmission to their Chef de Mission and to deal with demands for tickets by competitors at venues (other than the main stadium) for which the holders' identity card was not a valid entry document.

All these functions the attaches performed and several more beside and most of them seemed to spend much of their waking lives in the office of the Committee for many weeks before the Games.

To facilitate liaison with the Organising Committee the attaches formed amongst themselves an Executive Committee under the Chairmanship of Mr. Bjorn Bjornsson (Iceland), and with Hon. Secretary, Mr. C. Roberts (Argentina); Treasurer, Mr. B. McCabe (Great Britain); and members, Capt. Carlbom (Sweden), Dr. Y. S. Chen (China) and Mr. M. Saad El Din (Egypt).

Each time the attaches met before the Games, the procedure followed was that they met first by themselves and decided outstanding matters and then the Executive Committee of the attaches handled all details with the staff of the Organising Committee. General matters and those affecting overall policy were still subject to full meeting with the Organising Committee representatives.

As far as possible, each time such a committee meeting was held one representative of each department of the Organising Committee was present and dealt with queries that the attaches had received from their National Olympic Committees. Reciprocally, the department member could ask the attache of any particular country to follow up any point on which information was needed. In this way, it was not long before the attaches were able, by the knowledge they had of the Committee's working procedure, to deal direct either by visit or telephone call with that particular officer at H.Q. who was responsible for any section of the work.

One of the Committee's main difficulties in the Housing, Transport and Entry Form Departments was the lack of accurate information as to team strength and dates of arrival and departure. Here the attaches were of particular help and it cannot be too strongly stressed that this source of information was invaluable. Whenever possible, attaches were included in the reception parties meeting teams, when they were able to help over many difficulties such as language and also shepherd those persons who arrived unheralded with the teams and who had no official standing, and were therefore no one's official responsibility.

From Monday, July 26, until Thursday, August 12, the attaches met daily at 8.45 in the morning under the Chairmanship of the Assistant to the Director of Organisation, Mr. E. Blanchard Christie, and either with or without H.Q. department personnel, as necessary. Due to several factors, these meetings did not always fulfil their original object. The transference from H.Q. to Wembley of the Technical Department resulted



in the draws and timing of events reaching the teams direct by teleprint, telephone or special message. Housing Department was able to use the meetings, however, to get a fairly accurate preview of the departure dates and for the clearance of points on financial matters. Transport, too, found these meetings beneficial since there were many movements of personnel required which were not on the scheduled scheme and which the Organisation were able to provide either on a paid or unpaid basis. The Reception Committee was able, through the medium of the attaches' meetings, to pass on to interested teams the many invitations that were extended to competitors and officials either locally around housing centres or on a comprehensive scale by major London social and other bodies.

Inevitably, the supply of additional complimentary tickets to team members and officials caused no little heartburning and it must be said that the attaches took much of the sting out of the comments made by teams and, by their willingness to help, did secure to some great measure an equity in distribution which would have been impossible if an attempt had been made to allocate the very small ration of free seats against individual team application to H.Q.

Some reference should be made to the hospitality extended by the Olympic Attaches' Committee. An inaugural cocktail party was held before the day of the Opening Ceremony, another to say farewell after the close of the Games. At a later date still they met once more, not in any way to wind up, but to continue that spirit of international camaraderie that had been engendered during the months preceding the Games. In addition to these functions, each individual attache extended hospitality to his fellow members and to the Organising Committee in munificent manner.

The meetings of attaches, either official or social, are yet another noteworthy example of international friendliness brought about by the Olympic Games. That the representatives of over 50 nations did work together as a team in such a happy spirit with such outstanding success proves yet again that the Olympic Games are a potent force towards the drawing together of the peoples of the world.

**ATTACHES APPOINTED BY THE NATIONAL OLYMPIC COMMITTEES TO REPRESENT THEM IN LONDON**

C. B. ROBERTS, *Argentina*  
 NORMAN R. MIGHELL: D. T. GLYNN, *Australia*  
 Sir GEORGE FRANCKENSTEIN, *GCVO, Austria*  
 Major I. M. FLOOR, *DSO, MBE, Belgium*  
 JAMES MURRAY, *Bermuda*  
 Don RAMOS DE CARVALHO, *Brazil*  
 H. G. SEAFORD, *OBE, British Guiana*  
 U. THEIN KYAW, *Burma*  
 J. C. PATTESON, *CMG, J. F. G. SWAN, Canada*  
 A. WEERASINGHE, *Ceylon*  
 Don HORACIO SUAREZ: EDUARDO GROVE (*Assistant*) *Chile*  
 Dr. Y. S. CHEN and T. C. LAI (*Assistant*), *China*  
 JULIO A. BRODERMAN, *Cuba*

Dr. A. FELZMANN: D. VOJTA, *Czechoslovakia*  
 NILS MIDDLEBOE: E. MUNCK, *Denmark*  
 M. SAAD EL DIN, *Egypt*  
 Prof. P. F. DONOVAN, *Eire*  
 Colonel JACK HILLS: A. R. LINDSAY (*Assistant*), *Finland*  
 PAUL GRALL, *France*  
 BRIAN McCABE, *MC, Great Britain*  
 LEONIDES A. PAPAGOS, *Greece*  
 Lt.-Col. L. J. A. SCHOONENBERG, *Holland*  
 BELA PAL MIKLOS, *Hungary*  
 BJORN BJORNSSON, *Iceland*  
 SUNDAR KABADI, *India*  
 E. KAZEMI: H. G. KIYANI, *Iran*  
 E. R. J. HUSSEY, *Iraq*  
 RENZO CHIOVENDA, *Italy*  
 H. J. SHELLEY, *Jamaica*  
 Lt.-Col. C. HWANG: LEE WON SOON, *Korea*  
 FAWZY SHEHADI, *Lebanon*  
 PETER CASSON: P. LUBBOCK, *Liechtenstein*  
 GEORGE HEISBOURG, *Luxembourg*  
 Lt.-Col. A. V. AGIUS, *MC, TD, Malta*  
 Dr. A. MENA: Dr. FRANCISCO CUEVAS, *Mexico*  
 F. T. SANDFORD, *New Zealand*  
 Major AARDAL: K. KREFTING, *Norway*  
 GHULAM M. MUMTAZ, *Pakistan*  
 E. MORALES, *Panama*  
 J. FERNANDEZ DAVILA, *Peru*  
 Dr. FELIX HOCSON, *Philippines*  
 K. DUNIN-KEMPLICZ: S. ROLAND, *Poland*  
 Lt.-Col. LUIZ DA CAMARA PINA, *Portugal*  
 O. T. BUSSEK, *Singapore*  
 H. WELSH, *South Africa*  
 JOSE BRUGADA Y WOOD, *Spain*  
 Captain EDWARD CARLBOM, *Sweden*  
 ROY HUNZIKER: V. UMBRICH, *Switzerland*  
 M. JOSEPH-MITCHELL, *Trinidad*  
 IHSAN TUREMEN, *Turkey*  
 L. H. CLOSE, *Uruguay*  
 J. LYMAN BINGHAM, *U.S.A.*  
 JAKOV BRADANOVIC, *Yugoslavia*



## TECHNICAL DEPARTMENT

In view of the many ramifications in the work of the Technical Department, consequent upon the Committee decisions already enumerated, it was necessary to break it down into several sub-sections. In this report, the work of each sub-section is considered separately, so far as is possible. In the section dealing with the arena arrangements and the provision of equipment, however, it has been found more convenient to deal with each sport separately.

### Administration of Department

The work of the Department began in October, 1946. In a report to the International Olympic Committee in September, 1946, the Chairman of the Organising Committee had already announced that the Empire Stadium, Wembley, had been chosen as the main Olympic Stadium and that boxing and swimming would be held at the Empire Pool, Wembley. Rowing was to be at Henley-on-Thames, cycling at Herne Hill and yachting probably at Torquay.

The main work envisaged at that time for the Technical Department was to find the numerous other venues and courses which were needed, circulate the rules approved by the International Federation governing each sport; provide medals, badges and diplomas, programmes, flags; and arrange for music and technical research.

The Technical Committee had as Chairman, Mr. E. J. Holt, O.B.E., who later became Director of Organisation, and as Deputy Chairman, Colonel E. A. Hunter, O.B.E., (the Secretary of the British Olympic Association). The members consisted of one representative from each of the National Governing Bodies in Great Britain of those sports included in the Games, and representatives from the Royal Navy, the Army and the Royal Air Force Sports Boards.

#### *List of Members*

- Mr. E. J. H. Holt, O.B.E. (Chairman)
- Col. Evan A. Hunter, O.B.E. (Vice-Chairman)
- Mr. D. T. P. Pain (British Amateur Athletic Board)
- Mr. W. Browning (Amateur Basketball Association)
- Mr. J. M. Wyatt, F.R.C.S. (Amateur Boxing Association)
- Mr. H. E. Wells (British Canoe Union)
- Mr. A. P. Chamberlin (National Cyclists' Union)
- Col. V. D. S. Williams, O.B.E. (British Horse Society)
- Mr. L. V. Fildes (Amateur Fencing Association)
- Mr. C. J. Battersby (Football Association)
- Mr. E. A. Simmonds (Amateur Gymnastic Association)
- Mr. A. G. J. Hands (Hockey Association)
- Lt.-Col. O. G. W. White, D.S.O. (Modern Pentathlon Association of Great Britain)
- Mr. G. O. Nickalls (Amateur Rowing Association)
- Cdr. H. Lingard, R.N. (retd.) (National Rifle Association)
- Mr. A. J. Palmer (National Smallbore Rifle Association)

- Capt. B. W. Cummins (Amateur Swimming Association)
- Mr. O. State (British Amateur Weightlifting Association)
- Mr. P. Scott, M.B.E., D.S.C. (Yacht Racing Association of Great Britain)
- Lt.-Col. R. H. Russell (International Amateur Boxing Association)
- Lt.-Cdr. R. S. Attwater, R.N. (Royal Navy and Royal Marines)
- Wing Cdr. A. F. Ingram (Royal Air Force)
- Brigadier L. F. E. Wieler, C.B.E. (Army)
- Mr. E. A. Barker (Secretary to Committee and Technical Manager)

The policy of the Organising Committee was to ask the National Governing Bodies, not only to act as technical advisers on every phase in the preparations, but to provide the necessary personnel for the actual competitions, apart from those officials nominated by the various International Federations themselves.

All the National Governing Bodies responded immediately, despite the heavy burden involved, and most of them set up special Olympic sub-committees. Throughout the preparatory work and during the Games these voluntary organisers carried out their work with unfailing enthusiasm and efficiency. Without the help of the Associations, which provided over 1,000 officials during the Games, the task of the Organising Committee and of the Technical Department in particular would have proved very difficult and would have entailed the employment of a far larger paid staff. These officials devoted their leisure hours during many months to ensure the success of the technical arrangements.

In planning the work of the Department, it was considered essential to set up at least the following sections :—

Arenas	Communications
Handbooks	Results
Training	Entry Forms
Equipment	

A staff table was drawn up showing the dates on which each section would commence work and the dates of expansion of staff. In the main, this table proved an accurate forecast though naturally adjustments had to be made.

Much extra work was undertaken by the Department, including the work in connection with the special Customs arrangements, the distribution of mail, obtaining and allocating clothing coupons for uniforms for officials, and other matters.

The detailed arrangements in regard to Victory Ceremonies, flags of the nations and decorations were carried out by the Department. In November, 1947, the Executive Committee set up a special Decorations Sub-Committee which included members of the Technical Committee.

The Department undertook the preliminary negotiations in the research for a suitable fuel for the torch to be carried in the relay from Olympia and with the Olympic Committees abroad.



The Technical Department conducted discussions with the B.B.C. (radio and television) on the programme of events and the venues to be used. Each venue was surveyed in turn by the Director of Outside Broadcasts or other members of the B.B.C. staff, and all information of alterations in the programme of events was passed on as quickly as possible to the B.B.C.

In considering the work of the Technical Department, as indeed, with the organisation as a whole, the background of a country recovering from the effects of war must be appreciated. Government regulations and controls affected almost every phase of preparation. Equipment was either in short supply or was affected by orders of the Treasury, Board of Trade or other Government departments. Government licences were necessary to obtain timber for constructional work, petrol and other items.

#### Arenas and Equipment

A provisional timetable of events was drawn up for the meeting of the International Olympic Committee in September, 1946. Subsequently, it proved necessary to amend this for every one of the 17 sports except athletics.

Previous Organising Committees have experienced the same difficulty in making firm decisions as to the dates and times of the various events at an early stage. It was not until June, 1948, that the final timetable was produced. When the International Federations were approached, early in 1947, to ascertain if they had any comments to make on the proposed dates and times, many Federations asked for alterations, usually requesting additional time for their sport. Every effort was made to assess the probable number of entries in the different sports and thus to calculate the time required.

In finding adequate accommodation, the Organising Committee had to use and adapt existing buildings. Every stadium or hall which could be used was inspected to see if it were suitable. Dressing rooms were often inadequate owing, not only to the probable number of competitors, but also to the desirability of grouping teams. Furthermore, difficulty was often experienced in adapting or adding to the existing accommodation.

In obtaining the equipment needed for the 17 sports, two principles were followed. The equipment had to be the finest available and that made in Great Britain used so long as it fulfilled the first condition.

The Technical Department ascertained the exact type, and approximate quantities of equipment required by each International Federation, and then approached British manufacturers to find out if they could produce it to Olympic standards.

It was, of course, not always possible to decide at that stage, the exact quantities required, as most International Federations had little knowledge, in 1946, of the number of competitors likely to take part.

The manufacturers of many items of equipment bought in England had to ask for priority in the supply of raw materials, and the Technical Department negotiated this with the Government department concerned. It was necessary to place orders, so far as possible, well in advance as many firms were unable to fulfil orders at short notice owing to the prevailing industrial and economic conditions.

The greatest care was taken to ensure that each item to be purchased was first approved by the appropriate International Federation or its British representative. In many cases this involved long delays, but the care exercised was justified in that no type of equipment in any sport was condemned on final inspection, and only a very small percentage of articles rejected because of faulty workmanship.

British manufacturers were able to supply all leather goods such as balls and boxing gloves. Finland and Sweden provided most of the athletic equipment for field events.

Detailed lists were prepared of all the equipment necessary for the conduct of each sport, from major items down to scoresheets, whistles, pencils and the like, and agreement was then reached on whether the Technical Department or the National Governing Body should be responsible for providing them. In addition to the equipment needed for the competitions, it was necessary to provide that for nearly 100 training centres.

### PROGRAMMES AND DATES

#### Athletics

This was the only sport for which the original allocation of dates was maintained. This was mainly due to the policy of the International Amateur Athletic Federation of having a standard programme for the Games which required only slight modification.

For the Games of the XIV Olympiad, the alterations made, compared with the XI Olympiad, were the addition of the 10,000 metres track walk, and, for women, the 200 metres, long jump and weight (these events had, however, been included in the provisional programme for Helsinki, 1940).

#### Basketball

Owing to the large number of entries expected, and the length of time required to conduct the tournament on the "pool" system as laid down by the International Federation, it appeared necessary to provide two courts in Harringay arena which was also to be used to stage the wrestling events. The International Federation throughout the negotiations was most co-operative and agreed to limit the number of days to eight and to modify their "pool" system. Eventually, however, it became clear that the physical difficulties of providing two courts on one arena, together with the problems that this would create for the box office in guaranteeing seating for any specified match, were so great that it was considered necessary to move the wrestlers to another venue, and so allow 13 full days to be devoted to basketball at Harringay, using only one court.

#### Boxing

In the original schedule, boxing was to take place at the Empire Pool in the first week of the Games, two rings being used simultaneously. This led to a protest from the International Amateur Wrestling Association who asked that, as certain officials were common to both sports, they should not be held on the same days. It was, therefore, decided to move the wrestling to the second week. Subsequently, it proved necessary to transfer swimming to the first week and boxing to the second week, to facilitate the arena change-over at the Pool. Wrestling was therefore moved back to the first week.



Further complications arose, first owing to negotiations with F.I.N.A. who wished swimming to be held in the second week, and secondly, because the boxing authorities did not agree to the use of two rings in the same arena. It had been tried at Berlin in 1936, and found unsatisfactory. As the prospective number of entries was uncertain, the decision was left until June 16th, when the entries closed. Though the entries were not as large as had at one time been expected, it was decided to start the boxing on August 7th at the Empress Hall, using two rings. Boxing in the Empire Pool began on the afternoon of August 9th, which was the earliest time by which the Pool could be converted from use for the swimming events.

### Canoeing

The International Canoeing Federation made early application for an increase in the number of events and for the inclusion of women's competitions. The question of the inclusion of women was raised at the International Olympic Committee meeting in Stockholm in 1947, and it was agreed that an event for women could be included, provided that there was no increase in the number of canoeing events already fixed. The Federation decided to omit the proposed men's K.1 relay and include a K.1 women's event over 500 metres.

### Cycling

Discussions took place between the U.C.I., the N.C.U. and the Organising Committee on the number of events and the arrangement of the programme. The U.C.I. wished to increase the number of participants per nation to two in the sprint and tandem events. The Organising Committee was reluctant to accept this suggestion in view of the consequent increase in the number of competitors, and the U.C.I. agreed to waive it.

There was considerable difficulty in agreeing the detailed timetable of events and the hours of racing with the U.C.I. and the N.C.U., and it was not possible to settle this finally until just prior to the Games, thus causing considerable dislocation of the box office arrangements.

### Equestrian

The programme of events for the equestrian sports is well established and there was no intention of making any variation. The difficulties encountered were only on timing.

The time to be allowed for all the events depended directly on the number of competitors. The F.E.I. obtained a reasonable forecast of numbers in the light of the regular programme of international events in this sport. It was agreed to limit the sessional duration of the dressage in view of the strain upon the judges, and this involved allowing one-and-a-half days each for the Dressage competition, and for the Dressage section of the Three Day Event. The likely duration of the Prix des Nations had a direct bearing upon the timing of the Closing Ceremony, as it was desired to obviate the late finishing hour in Berlin (due to a jump off), and time was allowed not only for this eventuality but also for the removal of certain of the jumps.

Discussions were necessary over the starting time of some of the events. The F.E.I. wished the Dressage events to start at 8 a.m., and the cross-country section of the Three Day Event at 5.30 a.m. The latter was agreed on to avoid exposing the horses to the heat of the day, and also as no box office considerations were involved. A compromise was reached over the Dressage, which began at 9 a.m. to give spectators a reasonable chance of seeing the whole event.

### Fencing

The programme of events for the fencing tournament was unchanged; it was again allocated 13 full days. Due to the fact that all the events are conducted on the "pool" system, no accurate forecast of the finishing time of any session could be given. The timing was also dependent on the number of pistes available. The estimated entries were accurate. A world championship meeting had been held in Lisbon in 1947, and the experience gained from this was most helpful in the necessary planning by the Federation and Amateur Fencing Association officials.

### Football

The regulations for Olympic football laid down by the F.I.F.A. admit sixteen nations only to the tournament proper. This necessitated making arrangements for preliminary matches to be held as the number of competing nations was more than sixteen. It was agreed in conjunction with the I.O.C. and F.I.F.A. that as these did not form part of the Olympic Games proper, they might be held outside London and before the Opening Ceremony. The draw for the eliminating rounds was held in Zurich on June 17th. At that date 23 teams had declared their intention of entering but only 18 actually played. This meant that matches on three of the grounds outside London that were to have been used were cancelled.

### Gymnastics

Two major decisions had to be reached over the gymnastic events. The inclusion of women's events, which had been queried by the Organising Committee, was agreed upon by the I.O.C. at their 1947 Congress, subject to a minimum of six nations indicating that they would be represented, and to the contest being confined to a team event.

The International Federation were most anxious that the gymnastic events should be held in the main stadium. The A.G.A. counselled that this was inadvisable, due to the uncertainty of the English climate, as the main stadium inevitably meant open-air competition. The I.O.C. supported the International Federation and the mornings and afternoons of three days of the last week of the Games were allocated to gymnastics at the Empire Stadium. The major difficulty was that the clearing of the Stadium in readiness for the hockey and football semi-finals, which were fixed for the evening sessions of those days, necessitated the closure of the gymnastic session by 4 p.m.

Due to torrential rains on the day and night preceding the start of the gymnastics, the whole programme had to be postponed at a moment's notice until the last three days of Games when it was possible to occupy the Empress Hall. The consequent strain upon



the box office administration was severe. However, as three sessions were available each day at the Empress Hall, and as the men's and women's events were run simultaneously, the competitions were concluded by mid-day on Saturday.

### Hockey

The increased number of countries likely to compete in the hockey tournament caused the Organising Committee to extend the number of days from four to nine, and to provide three grounds instead of two for the preliminary matches.

### Modern Pentathlon

There was no deviation from the order of events laid down by the International Federation, but the event was begun one day earlier than had originally been planned in order that it should be completed before the commencement of the epee event in London.

### Rowing

There was no change in the programme of events. F.I.S.A. objected to the original time schedule as they wished to have a rest day between the semi-finals and the finals. For box office reasons it was desirable that this should be a Sunday, particularly as by holding the semi-finals on Saturday, August 7th, there was a reasonable chance of a larger crowd attending on the final day, when both the athletics and swimming events had been concluded.

### Shooting

The programme of events, as to the type of arm to be used was settled early in 1947. Due to the difficulty of the conversion of English ranges to metric distances, the Organising Committee made representations with a view to altering some of the technical details of the International Federation's programme. These were finally agreed at the Congress of the International Federation in September, 1947. This Congress was held at the same time as a World Championship meeting as a result of which much valuable experience was gained.

### Swimming

Certain difficulties were encountered in arranging the dates for this sport. Originally it was planned to take place in the second week and an outside pool was to have been constructed at Wembley for the diving and water polo events.

In the spring of 1947, however, the Wembley authorities stated that, due to rising costs of labour and materials, the cost of building the outside pool would be prohibitive, and further that the work could not be completed in time.

It also became apparent that an extra day for swimming would be needed and in addition an outside bath for the preliminary rounds of the water polo. This was only possible if the change-over from swimming to boxing or vice versa took place at a week-end, allowing the Sunday for the necessary work. Owing to the number of days allotted to these sports, the order had to be swimming followed by boxing. In addition, F.I.N.A. were

most anxious that the pool should be available for practice before the opening of the Games. F.I.N.A. were therefore asked to approve the suggestion that swimming should take place from July 29th to August 7th.

They eventually agreed to this alteration of dates, after the I.O.C. had consented, in view of the special difficulties involved, to the holding of the F.I.N.A. Inter-Continental Relays (a non-Olympic event usually held immediately after the end of the Games) in the Empire Pool during the Olympic period. The Relays took place on the evening of Saturday, August 7th, and, in order to allow sufficient time for the change-over to boxing, the I.A.B.A. and A.B.A., with ready co-operation, altered their programme to commence in the afternoon of August 9th instead of in the morning.

### Weightlifting

The weightlifting programme included one extra class in comparison with the Berlin Games, that for bantamweights which had been added to the recognised international schedule of the International Federation. Early agreement was reached that six sessions would be needed, one for each weight, and if possible, spread over three days to avoid undue strain upon the officials. The chief obstacle in settling the dates was to find a suitable venue giving adequate accommodation both for spectators and competitors, and which would, if possible, meet the request of the weightlifting authorities that all the spectators should face the front of the platform on which the lifting took place. When the wrestling events were arranged for the Empress Hall, it was decided that it would be desirable to use the same venue for weightlifting after the conclusion of the wrestling events.

### Wrestling

The wrestling programme also was larger than it had been at Berlin, as the flyweight class had been added in both Greco-Roman and Free Styles. It was realised that more time must be allocated than previously, to avoid the competitions continuing until the early hours of the morning as had occurred at the Berlin Games. When it was intended to stage the events at Harringay where the basket ball was also to take place, it was feared that the number of competitors would be so great as to necessitate starting the competitions before the Opening Ceremony, which is contrary to Olympic practice. In making the decision to allocate Harringay exclusively to basket ball, and to move the wrestling to the Empress Hall, it was at once apparent that sufficient time could easily be allotted to this sport at this latter arena. Morning and evening sessions took place on seven days, three for the free style events and four for the Greco-Roman, and the programme was completed before midnight each evening.

The Federation conducts judging demonstrations and conferences before the competitions in each style. Normally they wish to have a free day between the styles, to allow time for the second conference, but advantage was taken in this case of Sunday, August 1st, although the free style competition did not finish until Monday night.



### Yachting

The number of events was increased over the Berlin figures from four to five. The 8-metre class was abandoned as so few yachts of this size were being sailed in the post-war world, and the "Dragon" and "Swallow" classes were added. For the single-handed event, the Organising Committee agreed to provide boats of the "Firefly" type, a design recognised by the Y.R.A. of Great Britain instead of the monotypes previously sailed.

Agreement was reached some 18 months before the Games with the Torquay authorities, at whose invitation the events were to be held in Torbay, and with the yacht racing authorities that the seven days of sailing should be broken into four in the week of August 2nd, and three in the last week of the Games, thus giving time for overhaul of the boats.

## ARENAS

### Athletics

The early negotiations for holding the Olympic Games in London, were linked up with the Track and Field events taking place in the Empire Stadium at Wembley.

As there was no running track or field event facilities available, it was agreed with the Stadium authorities that these would be provided in accordance with the requirements of the International Amateur Athletic Federation.

### Basketball

The choice of arena for staging the basketball tournament of the Olympic Games was influenced by the need for suitable flooring for the conduct of this sport, as the International Federation had asked that in London the tournament should take place under cover.

It had been intended to provide two courts, a necessity in view of the large number of matches that would have to be played under the "pool" system proposed by the International Federation.

Harringay Arena, a covered building capable of seating some 6,000-7,000 persons, was chosen since it fulfilled the requirements already stated. Much time was spent during the period when basketball had only been allocated eight days within the Games period, in endeavouring to arrange the courts on the arena floor. The decision to allow the full thirteen days simplified the use of this arena.

The wooden flooring was laid in sections, and was approved by the basketball authorities, as was the standard lighting installed at Harringay. In actual practice it was found that sectional flooring is not the ideal for a fast-moving tournament such as this, and a carpenter was in constant attendance in order to reset the flooring between sessions and even, in some cases, at shorter intervals.

An office, equipped with secretarial and telephone facilities, was arranged for the International Federation at Harringay Arena. A Press room was also set up with similar facilities. This principle, of providing an office for the International Federation controlling the sport at each arena, was followed as closely as possible in the arrangements for all sports.

### Boxing

The negotiations over the time table of the boxing did not affect the decision that this event should be held at the Empire Pool. The change-over from swimming to boxing was estimated to take rather more than 24 hours and the work was carried out between midnight, Saturday, August 7th, and midday, Monday, August 9th. A scaffolding bridge was erected in the water of the Pool to carry the ring.

Office accommodation for the International Federation and a weighing-in room were provided. Facilities also had to be arranged for breakfast for the competitors after they had completed their weigh-in.

It was not until a comparatively late date that the arrangements for an additional boxing venue were completed, as for some time it had been thought desirable to have the additional site close to the arena in which most of the bouts would be contested.

When this proviso was waived, the Organising Committee arranged for the preliminary bouts to be held in the Empress Hall, Earl's Court, on Saturday, August 7th. It was originally intended to use two rings in this arena, but due to the reduction in the number of actual contestants, as against entrants, only one was used. A rapid change-over of the arena from wrestling, which had concluded the night previously, was carried out during the night August 6/7th.

### Canoeing

The venue chosen for the canoeing event was the same as that of the rowing. Two main considerations influenced this decision: (1) that the Henley-on-Thames reach provides the only straight 1,600 metres of water within reasonable access of London; (2) for economic reasons it was desirable to stage both the aquatic sports at the same venue. The main difficulty encountered in staging the canoeing events at Henley was lengthening the course for the 10,000 metre events. The regatta rowing course was lengthened in both directions and the requisite 10,000 metres was covered by proceeding down-stream from the enclosure, round Temple Island, up-stream past the enclosures, under Henley Bridge, round Rod Eyot, down the full course again to Temple Island and back as far as the normal finishing post. The river at Henley is, unfortunately, too narrow to allow mass starts in the long-distance events if there were more than six contestants and this necessitated some of these competitions being staged against the clock. The boat tents, landing stages and rackings erected for the rowing regatta, together with all the necessary marquees of the enclosures were, of course, used for this event. The telephonic communication system installed for the rowing was extended to include Temple Island down-stream and Rod Eyot up-stream for the purpose of the control and report of the racing. This field telephone system was laid by the Royal Air Force.

### Cycling

*Track Events.* It was realised in 1946 that, though the Herne Hill track was the only one suitable, considerable work would have to be carried out to bring the arena, both from a competition and spectator point of view, up to the required standard for Olympic events. Minor repairs to the track were carried out, spectator accommodation was increased by the erection of permanent stands (the only major constructional work of a permanent



nature carried out at the instance of the Organising Committee), and the general approaches, gates, turnstiles, were repaired, replaced or augmented. In addition to the permanent stands, a temporary stand was erected on the back straight of the course and the total seating capacity of the ground was considerably added to. Press accommodation was increased and twelve telephone boxes were installed directly behind their seats. The B.B.C. erected a special stand (with control room below) directly behind and slightly above the Press stand. An arena telephone system was installed, in addition to the one in existence, and at the request of the U.C.I. photo-finish equipment was also provided. First aid and refreshment accommodation for competitors and officials were provided in an adjacent field in marquees.

**Road Race.** An attempt was made to secure the use of Richmond Park for the Road Race event as it can be said to lie within the Greater London area. Unfortunately, the Parliamentary Act governing this Park prohibits any such use as was contemplated. By permission of His Majesty The King, however, the Organising Committee were allowed to hold it in Windsor Great Park, and initially a track of four-mile laps was mapped out, lying entirely within the Park itself. Due to representations made to increase the length of lap, the course was re-planned to pass over a short stretch of public road between two of the Park gates, giving a lap of seven miles. Arrangements were made for accommodating spectators by the provision of stands and enclosures on the starting and finishing straight in that area of the Park known as Smith's Lawn. The rest of the course was, of course, open free for spectators, subject to police control. Two sets of pits were erected, one on the finishing straight and one half-way round the course. A special Royal Enclosure at the start and finishing point was arranged for H.R.H. The Duke of Edinburgh, who started the race. It was quite impossible to forecast accurately the probable number of spectators for this event as numbers depended directly upon the weather. Enclosure accommodation was arranged for 10,000 persons and estimates of the probable actual attendance over the entire course varied from 20,000 to 100,000. It is believed from reports received that between 10,000 and 12,000 actually watched the race in torrential rain. A feeding point for competitors was established and catering arrangements made for all officials. Catering for the public was put out to a contractor and, apart from the siting, was not the responsibility of the Organising Committee.

### Equestrian

In conformity with normal Olympic practice, the Prix des Nations was held in the Empire Stadium immediately preceding the Closing Ceremony.

As no suitable area within the precincts of London was available for the cross-country section of the 3-day event, all other events of the equestrian sports were held in or around the Aldershot area. The choice of Aldershot was dictated, not only by this factor but also because adequate stabling and groom accommodation was available there in the military camps.

The use of the Central Stadium of the Aldershot Military Headquarters was secured for the Dressage competitions and for the Jumping section of the 3-day event. The Cross-Country event was planned in conjunction with the British Horse Society and the

Federation Equestre Internationale, and great assistance was received from the military, who played a major part in the organisation, control and constructional work that had to be carried out.

The course of the Cross-Country test falls into five sections, arranged as follows:—

- (i) roads and paths commencing near the Command Central Stadium and stabling accommodation, through Aldershot and out to the Tweseldown racecourse;
- (ii) steeplechase over the Tweseldown racecourse;
- (iii) roads and paths section from Tweseldown racecourse to an area north-west of Aldershot, known as Old Dean Common;
- (iv) cross-country course specially constructed over the Old Dean Common area;
- (v) one km. flat from the cross-country course to the finishing line.

The not inconsiderable work necessary for establishing this 33½ km. course was undertaken on behalf of the Organising Committee under the direct supervision of the British Horse Society. The design of obstacles was also controlled by the British Horse Society, and their construction, for the steeplechase course, was carried out by civilian labour, and for the cross-country course by military labour.

Training grounds for equestrian sports were readily available in Aldershot, and hockey, cricket and football pitches and disused polo grounds were allocated by the military for use by the Organising Committee.

### Fencing

After considerable search within the London area, part of an old exhibition building on the Wembley Empire Exhibition site was secured as the venue of the Fencing events.

Due to the anticipated number of entries, both of teams and individuals, and the "pool" system adopted by the International Federation for their competitions, sufficient floor space had to be acquired for 8 pistes (92 ft. by 6 ft.) with adequate free space surrounding them, together with stand accommodation and the necessary offices and rooms for the conduct of an Olympic event. The building, when taken over by the Organising Committee, was an empty shell and within it were constructed two main stands overlooking the piste to be used for the finals, one smaller stand on the No. 1 piste, a competitors' lounge and cafe, a restaurant, an office for the International Federation, a workshop for the repair and maintenance of weapons, a first aid room and dressing rooms.

As the roof of the Palace of Engineering is glass, daylight lighting was adequate, but as it was anticipated that the fencing events would continue late in the evening, special flood lights were installed over each piste. This necessitated the running of cables into the area allocated for the tournament.

### Football

The final, semi-finals and the third-place match of the Olympic football tournament were held in the Empire Stadium.

As has already been stated in the programme and dates section of this Report, only 16 teams are admitted under the rules of F.I.F.A. to the tournament proper, and it was therefore possible to estimate accurately the number of grounds that would be required



for the preliminary matches. Five football grounds belonging to professional clubs and three to amateur clubs were loaned to the Organising Committee by their owners and arrangements were made for these grounds to be available, not only for the matches of each round, but also for re-plays should these be necessary. For the preliminary matches prior to the official tournament, five clubs on the south coast of England were approached and agreed to loan their grounds for this purpose. Since, of the original 23 entries at the closing date for entries, only 18 teams arrived to take part in the Olympic tournament, only two of the offers were accepted. The actual grounds used were:—

Preliminary matches : Brighton and Hove Albion, and Portsmouth  
 Olympic tournament proper : Arsenal, Crystal Palace, Fulham, Ilford, Brentford,  
 Dulwich Hamlet, Walthamstow Avenue, and  
 Tottenham Hotspur.

The arrangement and control of the football tournament in respect of the negotiations with the various clubs was conducted on behalf of the Organising Committee by the Football Association.

#### Gymnastics

Despite the objections on the grounds of weather put forward by the Organising Committee and the Amateur Gymnastic Association of Great Britain, the I.O.C. supported the International Federation in urging that the gymnastic events should be staged in the Empire Stadium. The torrential rain of the week-end August 7th-9th, rendered it unfit for the gymnastic events, and the whole competition was therefore transferred at very short notice to the Empress Hall, Earl's Court. As the Wrestling and Weightlifting events had already been held at the Empress Hall, telephone, Press and office facilities were all available and required little alteration.

#### Hockey

The semi-finals, final and third-place match of the Olympic Hockey tournament were held in the Empire Stadium.

Preliminary matches for the hockey tournament were somewhat numerous due to the "pool" system adopted by the International Federation. It was, however, agreed that three grounds would be sufficient and those of the Lyons' Sports Club, Guinness Sports Club and Polytechnic were made available to the Organising Committee. Due to a draw in the third-place match, a re-play was necessary. As no time was available in the Main Stadium, the Lyons' Club ground was used. These grounds normally cater for team matches, so little additional work had to be carried out, with the exception of the installation of Press telephones and marking the grounds. This latter was undertaken by the permanent staff of the venues.

#### Modern Pentathlon

As in the Equestrian sports, the primary consideration in the choice of a venue for the Modern Pentathlon events was finding a suitable terrain for the Riding section and, as far as possible, grouping the other four sections at places reasonably situated in the same neighbourhood. The fact that the Modern Pentathlon has developed entirely out of

military training and that the Association governing it in Great Britain is under the control of the British Army made it natural for the Organising Committee to approach the military authorities for assistance. As the Equestrian sports themselves were already centred in the Aldershot area and the Tweseldown racecourse was to form part of the Cross-Country event, it was decided that Tweseldown should also be used for the riding section of the Pentathlon. The accommodation problem, too, was solved by the British War Office placing the Royal Military Academy, Sandhurst, at the disposal of the Organising Committee for housing the competitors.

(i) *Riding*. As has already been stated, the Tweseldown racecourse was already on loan to the Organising Committee, and a suitable course was marked out in conjunction with the equestrian authorities and the necessary jumps constructed by civilian labour employed by the Organising Committee. Field telephones were laid to all jumps and connected up to a central control point. The Press facilities to be used for the equestrian events were available for this event also.

(ii) *Fencing*. Although it was originally intended to utilise the gymnasium of the Military Academy for the Fencing event, it was decided eventually that what little gate might be attracted would be better encouraged if it was held in Aldershot itself, and Aldershot Military Command kindly loaned the Central Gymnasium.

(iii) *Shooting*. A special range constructed at Bisley, the headquarters of the National Rifle Association, for the rapid-fire pistol event of the shooting proper, was adapted for use for the third section of the Modern Pentathlon. All Press and telephone facilities were, of course, available at Bisley.

(iv) *Swimming*. The municipal authorities of Aldershot placed their public bath at the disposal of the Organising Committee free of charge for the swimming section of the Modern Pentathlon event. As this bath is considerably larger than would normally be necessary, a turning board was arranged at 50 metres. No other alterations were necessary at the pool, and as the event is not conducted on competitive lines but against the clock, it was not considered necessary to have cork lanes as at the Empire Pool. This event attracted a certain number of spectators.

(v) *Running*. The Royal Military Academy is situated in very wooded and undulating country, so the cross-country course for the last section was laid out by officials of the I.A.A.F. in the immediate vicinity of the competitors' housing centre.

#### Rowing

The Royal Regatta course at Henley-on-Thames provides the most suitable situation within reasonable distance of London for a regatta of the importance of an Olympic event, and, of course, the rowing events of the 1908 Games had been held over this course. The Stewards of Henley Regatta undertook the supervision of the necessary work to be carried out and the Secretary of the Regatta Committee was formally attached to the Organising Committee staff for this purpose. As the normal Henley Regatta preceded the Olympic event by about a month, a large amount of preparatory work was already done for the purpose of the former event. It was necessary, however, to widen



the course to allow three boats to take part together in each event. The course was not boomed, as is normal in Great Britain, but cork buoys at 50-yard intervals formed the demarcation lines.

A Press stand on the river itself was constructed to cater for the very much larger number of Pressmen that would attend the Olympic events. The judges box used for the Henley Regatta was converted into a stand for radio commentators. A field telephone system was laid to supplement the normal communications which are used for the Henley Regatta, and served the start and finish and points along the course.

Boat tents, racks and landing stages used for the Henley Regatta were left in position, and a special stand seating 4,000 persons was constructed in the general enclosure.

### Shooting

A decision of the I.O.C. to uphold the application of the Union Internationale de Tir for the inclusion of the 300 metre event in the 1948 Olympic Games made the National Rifle Association ranges at Bisley an obvious choice.

An entirely new range was constructed for the 25-metre rapid-fire pistol event. Alternative cover and open firing positions were provided and a special automatic control for the targets was employed.

*50-metre Free Pistol and 50-metre Small Bore Rifle.* The range known as the "Running Deer" range at Bisley was used and special targets were erected at the requisite distances from the firing point. As the firing point of this range is a grass mound, no construction was needed here other than the erection of cover for the competitors.

*300-metre Free Rifle.* The famous "Century" range of the National Rifle Association at Bisley, which caters for distances both less and greater than that of the Olympic event, was converted for the purpose of this event. To provide the necessary firing point 300 metres from the butts, construction work had to be undertaken, and this was accomplished by taking an area equivalent to the frontage of the targets to be used (30 in number), enclosing it by boards pegged in position 9 inches in height and giving a depth from the targets of 12 feet from the front to back of the firing point. This area was filled to a depth of 7 inches with rough clinker and ash, fine ash and dust, 2 inches in depth on top, and finally rolled and raked. Despite the extremely bad weather experienced during this part of the Olympic Games, this firing point remained dry throughout.

The regulations of the U.I.T. made it necessary to construct covers both for the 300- and 50-metre events. These were erected in the form of a wooden framework, constructed of rafters supported at intervals by uprights and strengthened by cross beams front and back. Across the framework tarpaulins were stretched as tight as possible and overlapping each other by approximately 2 feet. The rafters projected 18 inches in front of the actual firing point and 6 inches to the rear. The tarpaulins folded back under at both points. The back of the construction was enclosed by hessian screens from the actual ash firing point to within 1 inch of the tarpaulin. It should be noted that the gap at the top is most necessary to allow wind to pass through the firing point. When firing in the



The specially designed invitation sent by the Organising Committee to each of the National Olympic Committees recognised by the International Olympic Committee.



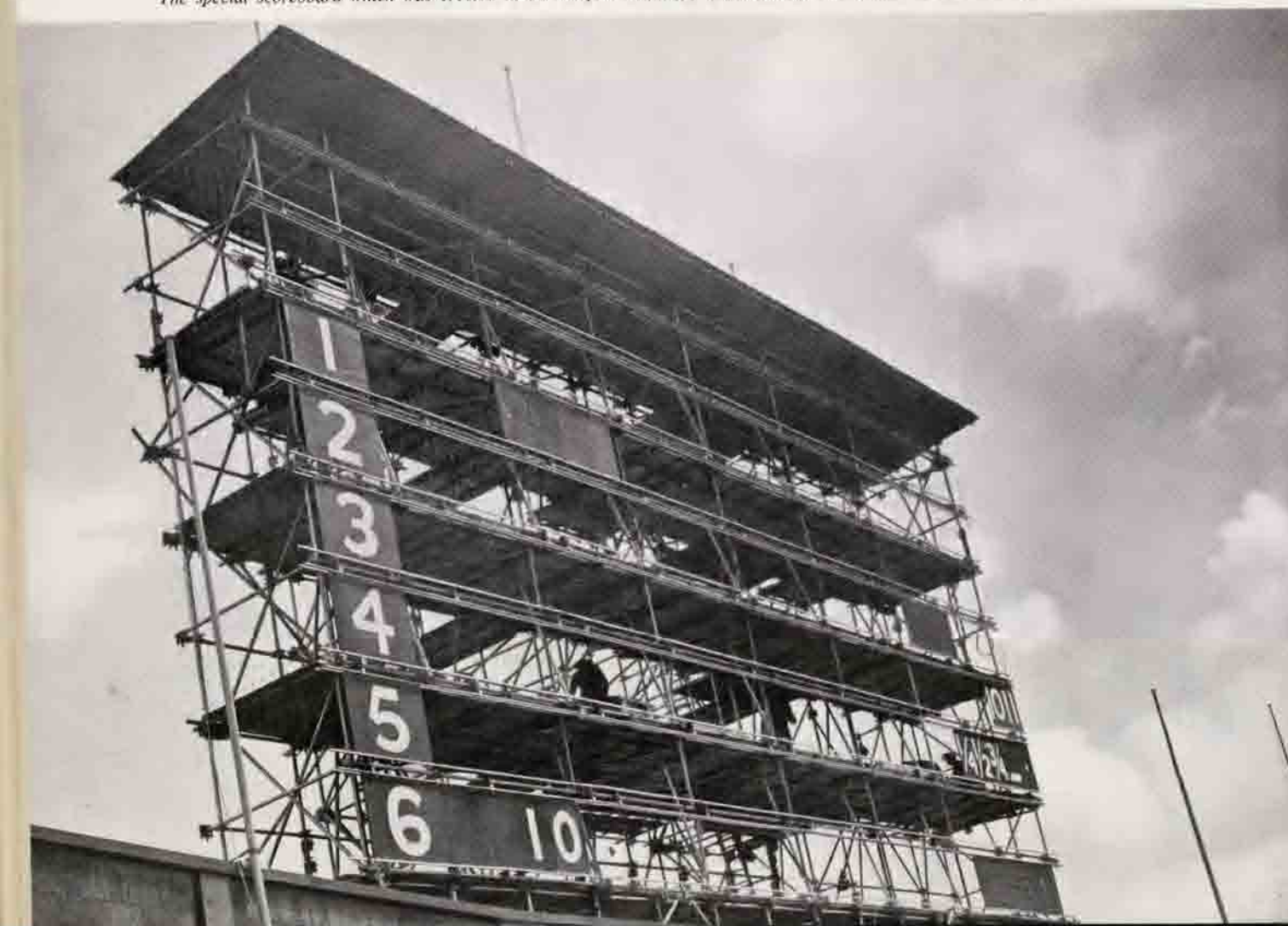
The envelope in which the invitations were sent.





*A general view of the work of laying the special track for the athletic events of the Games at the Empire Stadium, Wembley.*

*The special scoreboard which was erected at the Empire Stadium, Wembley, for the Games is here nearing completion.*



*Work in progress on the preparation of the bowl for the Olympic flame at the Empire Stadium, Wembley. In the background, the finishing touches are being given to the athletic track and arena.*





*Lord Burghley, Chairman of the Organising Committee, speaking at the official opening of the Richmond Park Olympic Housing Centre.*



*Hoisting the Ceylon flag at the Richmond Park Housing Centre on the team's arrival. The hoisting is carried out by the team's Chef de Mission, Mr. Peretra.*

*The Luxembourg flag is raised at the Uxbridge Olympic Housing Centre on the arrival of the national team, seen lined up in front of the flag.*

*One of the women's housing centres - American athletes in the lounge of Southlands College, Wimbledon, are being told of the arrangements for their hospitality by Mrs. Ada Sackett of the administrative committee.*

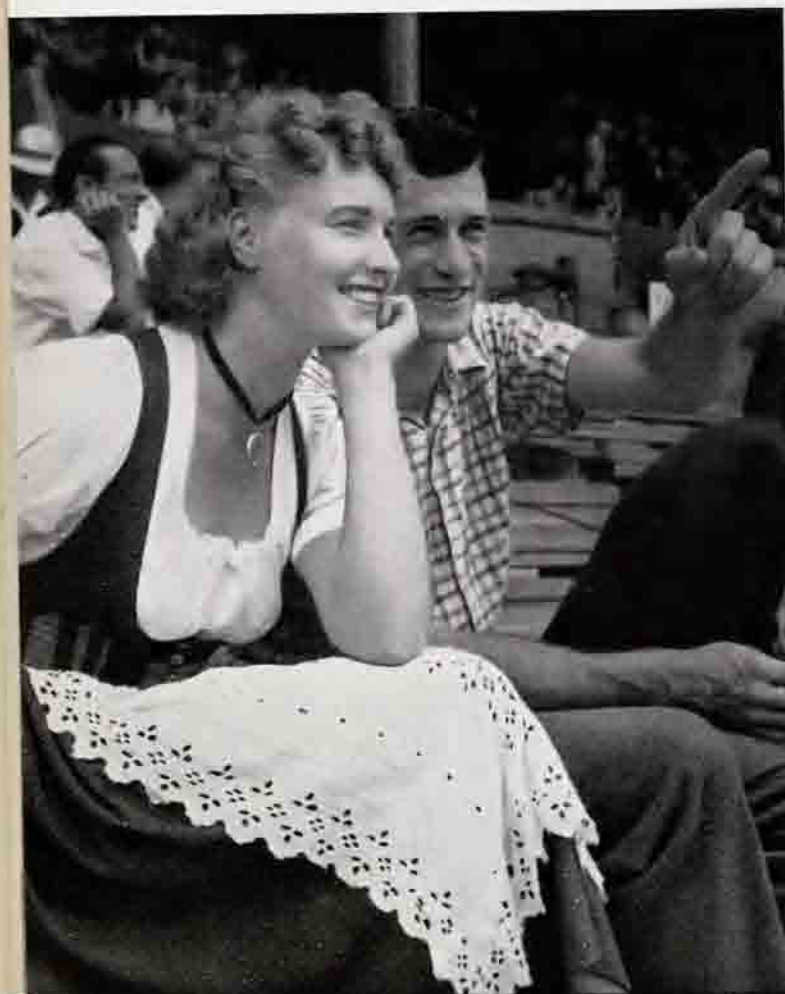




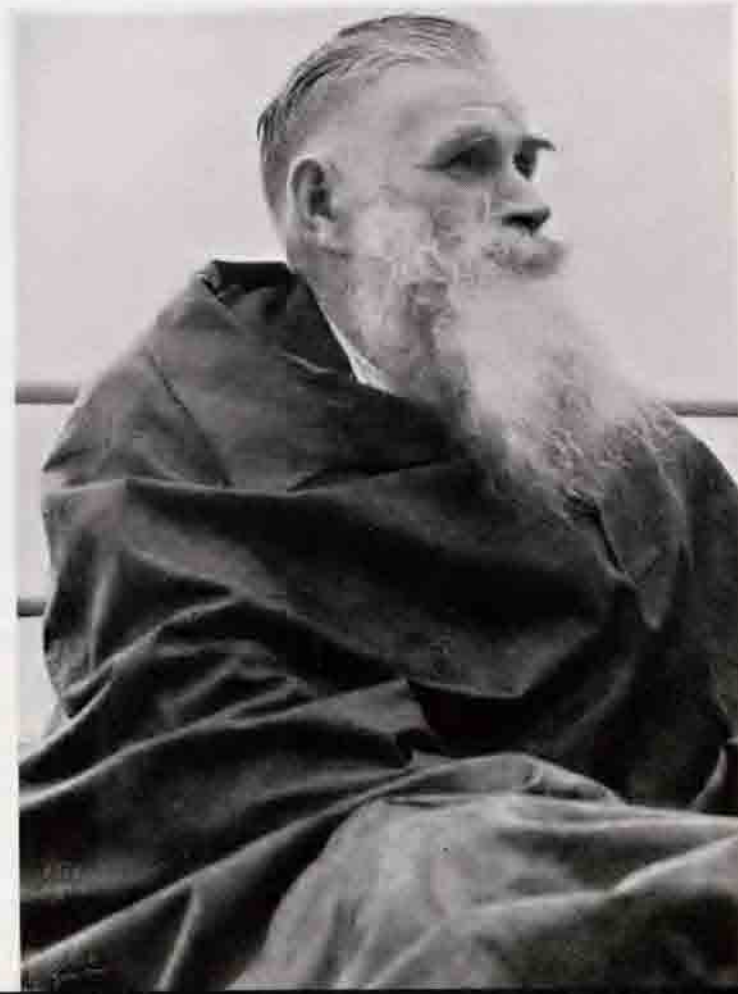


*A view of one of the bedrooms for Olympic competitors in the Richmond Park housing centre.*

*Competitors in the special section for their use on the terraces at the Empire Stadium. I. Schaeffer, wearing Austrian national costume, and her team colleague, U. Pilhatsch.*



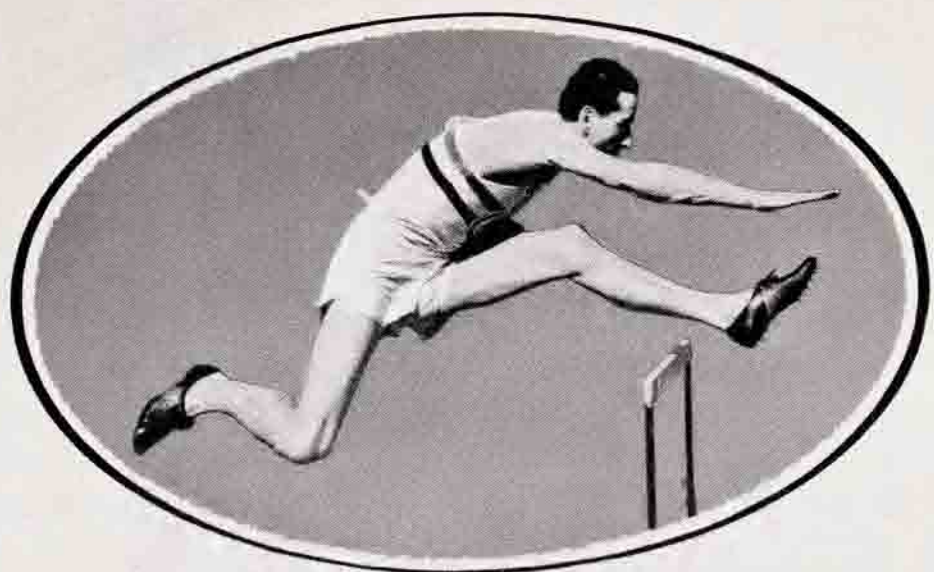
*A veteran spectator at the Olympic Games: undaunted by the rain, John Miller, of Scotland, watches the start of the cycle road race in Windsor Great Park.*



*The official Olympic poster.*



# THE VICTORIA AND ALBERT MUSEUM



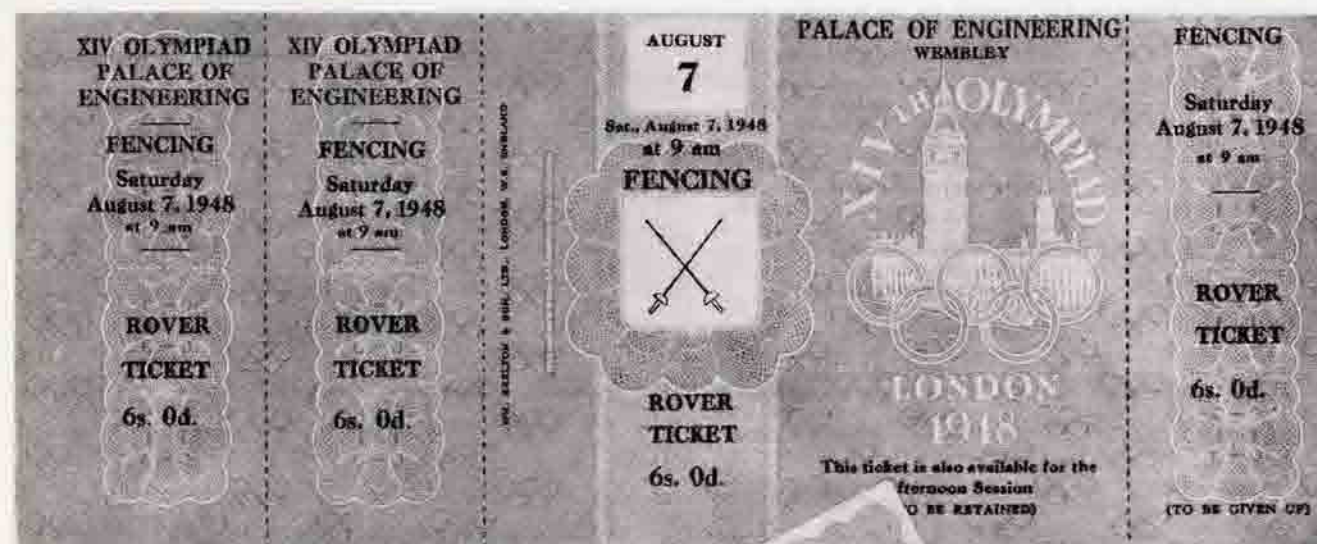
## XIV<sup>TH</sup> OLYMPIAD SPORT IN ART EXHIBITION LONDON 1948



MONDAY, TUESDAY, THURSDAY & FRIDAY 10-6  
**15 JULY-14 AUGUST**  
WEDNESDAY & SATURDAY 10-10 SUNDAY 2-30-6

Printed by ALBERT BIRCHING & CO. LTD. through "The Press"

*The poster advertising the Olympic art exhibition.*

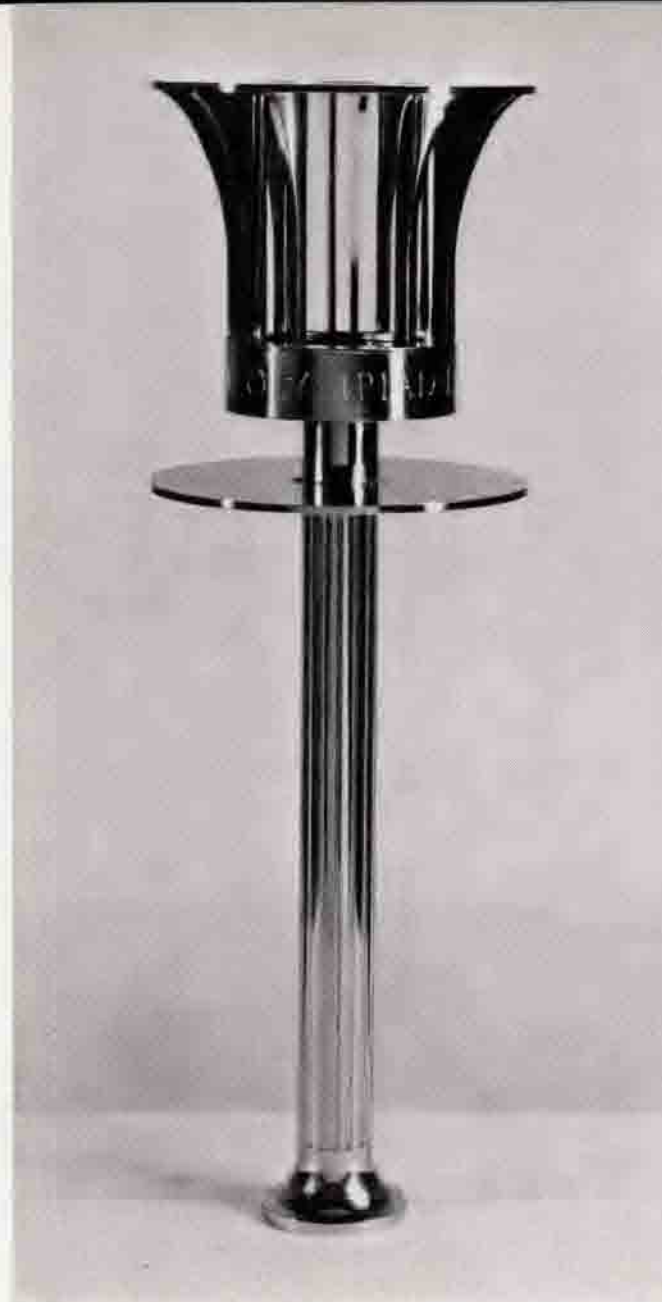


*Examples of the tickets and passes issued for the Olympic Games.*

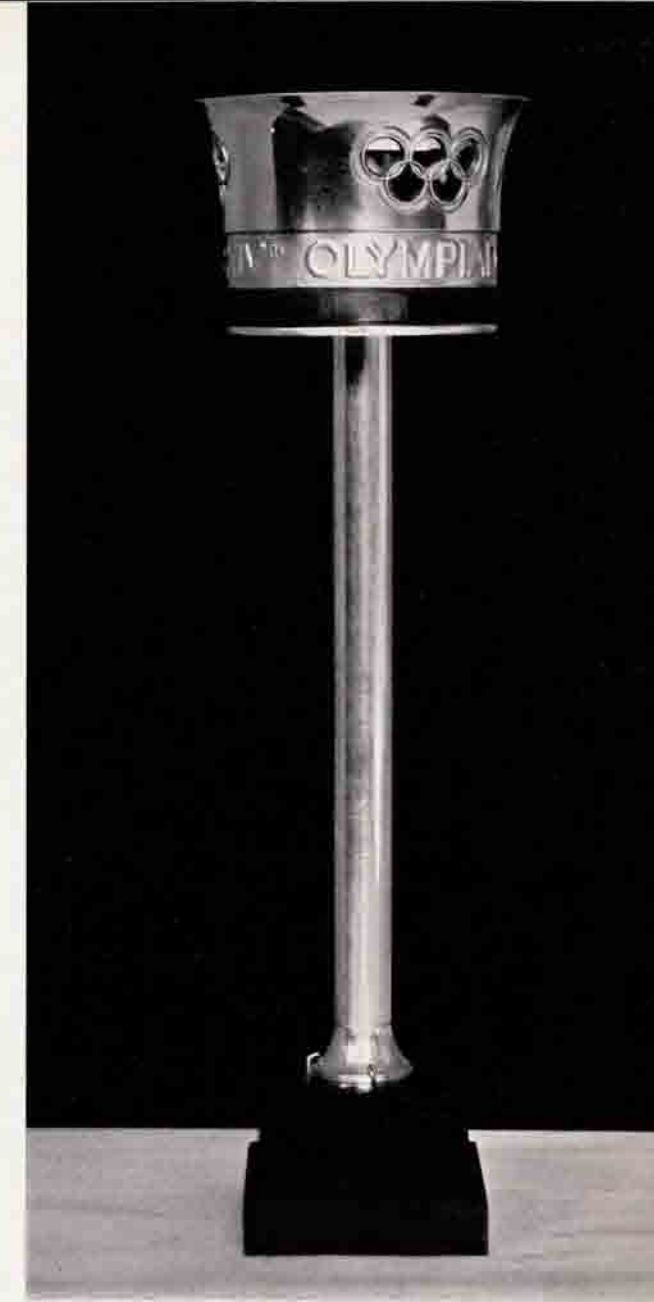




*Kindling the Olympic flame at Olympia before the start of the torch relay.*



*The specially designed torch carried by the torch bearer in the Olympic arena, constructed to carry the magnesium flare.*



*The standard torch used by runners throughout the course of the relay from Greece to London.*

*Carrying the Olympic flame across the frontier from Switzerland to France beneath an archway of national flags.*

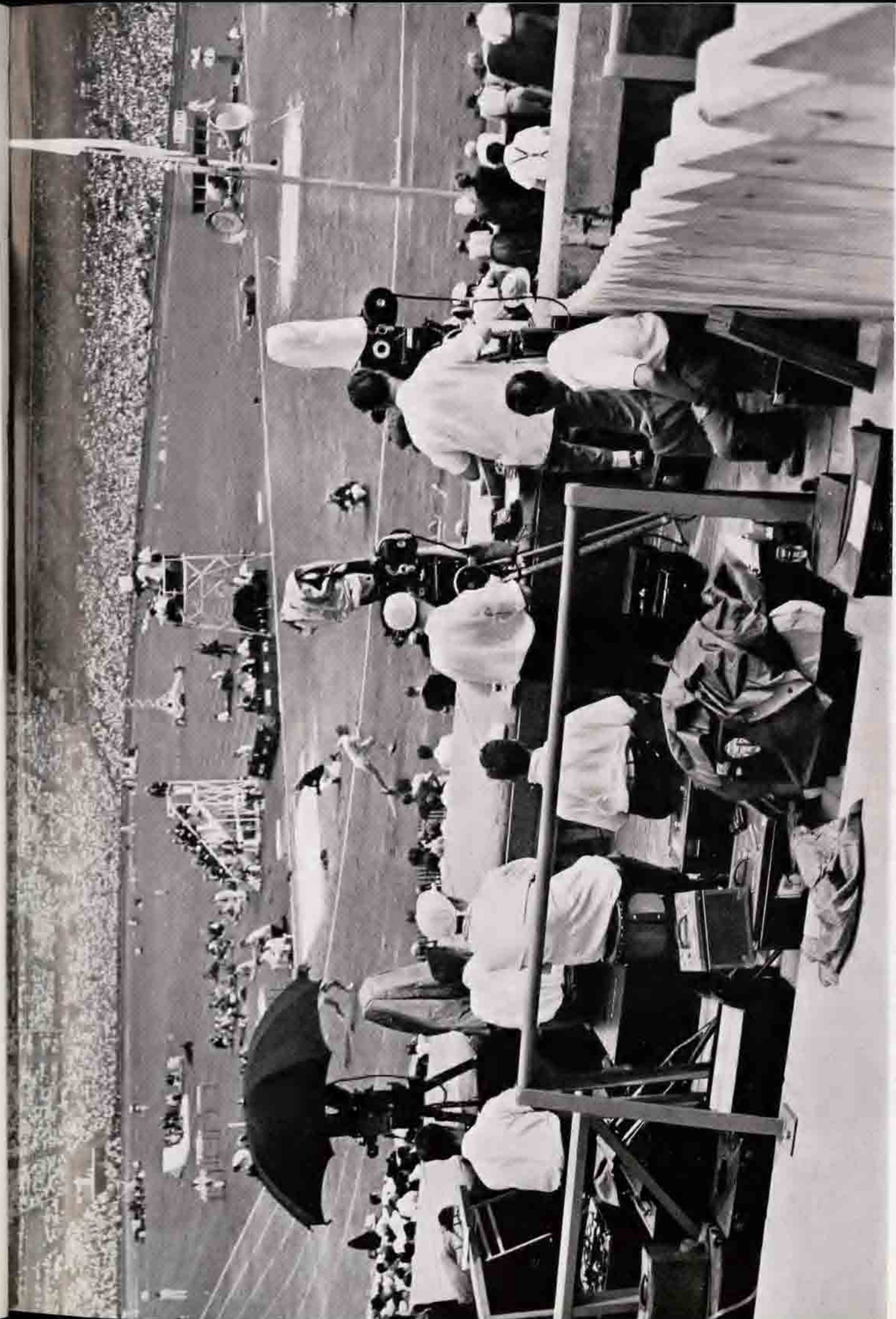






The Olympic flame is borne across the River Thames, on its way to Wembley, as one of the runners in the torch relay passes over the bridge between Windsor and Eton, with Windsor Castle in the background.

The final runner in the torch relay enters the Empire Stadium during the Opening Ceremony and stands in salute beneath the scoreboard on which were Baron de Coubertin's words surmounted by three Olympic flags.



Cameras in position on the terraces of the Empire Stadium, Wembley, for filming the Olympic Games. A heat of the 400 metres hurdles is just starting. On the arena can be seen the portable towers on which other film cameras were sited.





*The specially constructed motor trolley used by the Olympic Film Company in the course of filming the various events in the Empire Stadium.*

*While the 10,000 metres walk is in progress, the film cameraman is busy on the top of the 24 foot portable tower which could be moved to the most effective vantage point for a particular event. The pulley apparatus at the side of the tower was used for hoisting camera equipment.*



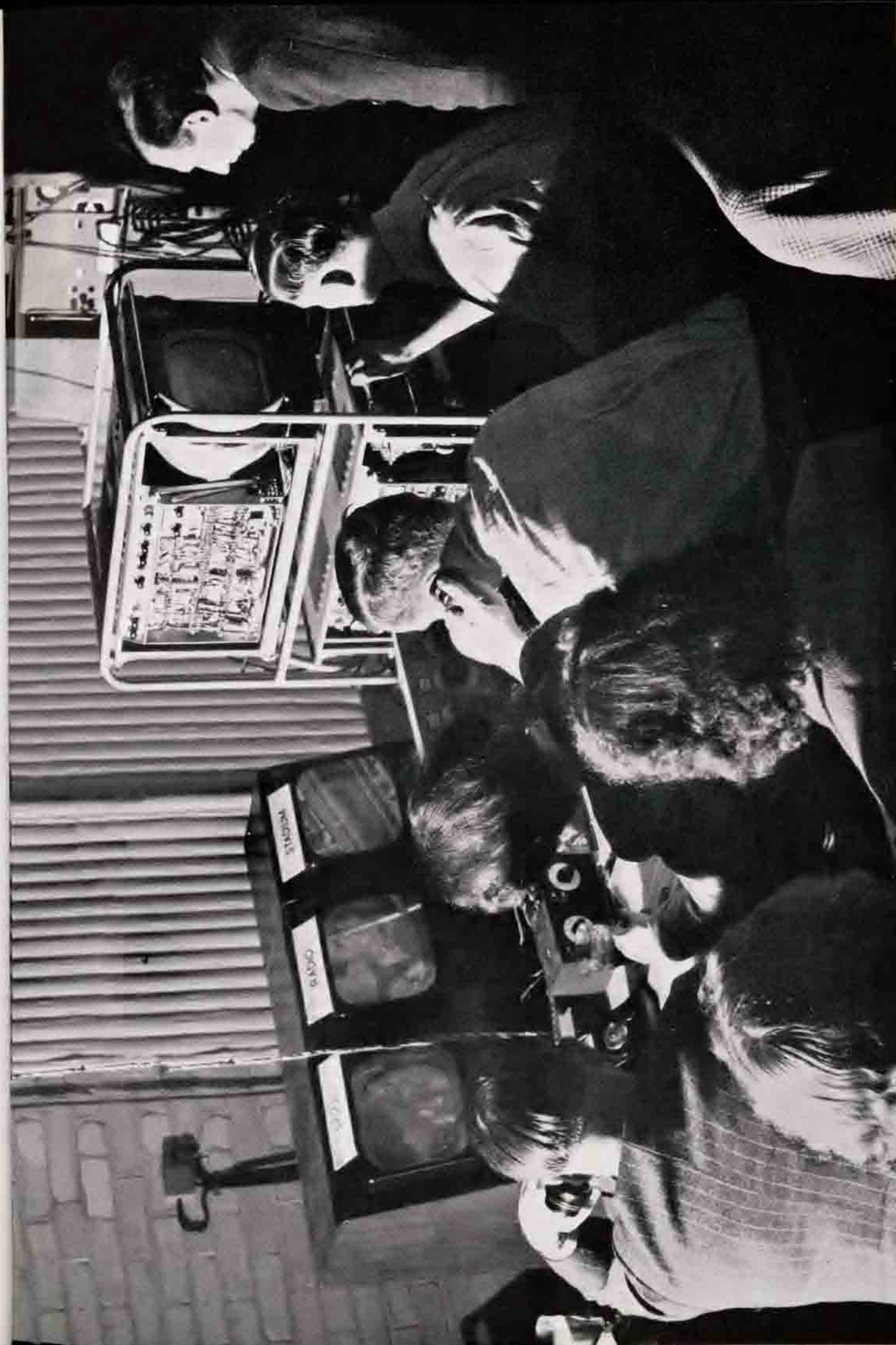
*One of the pits constructed alongside the track in the Empire Stadium for filming the Olympic events. One of the camera units is at work during the course of a race.*





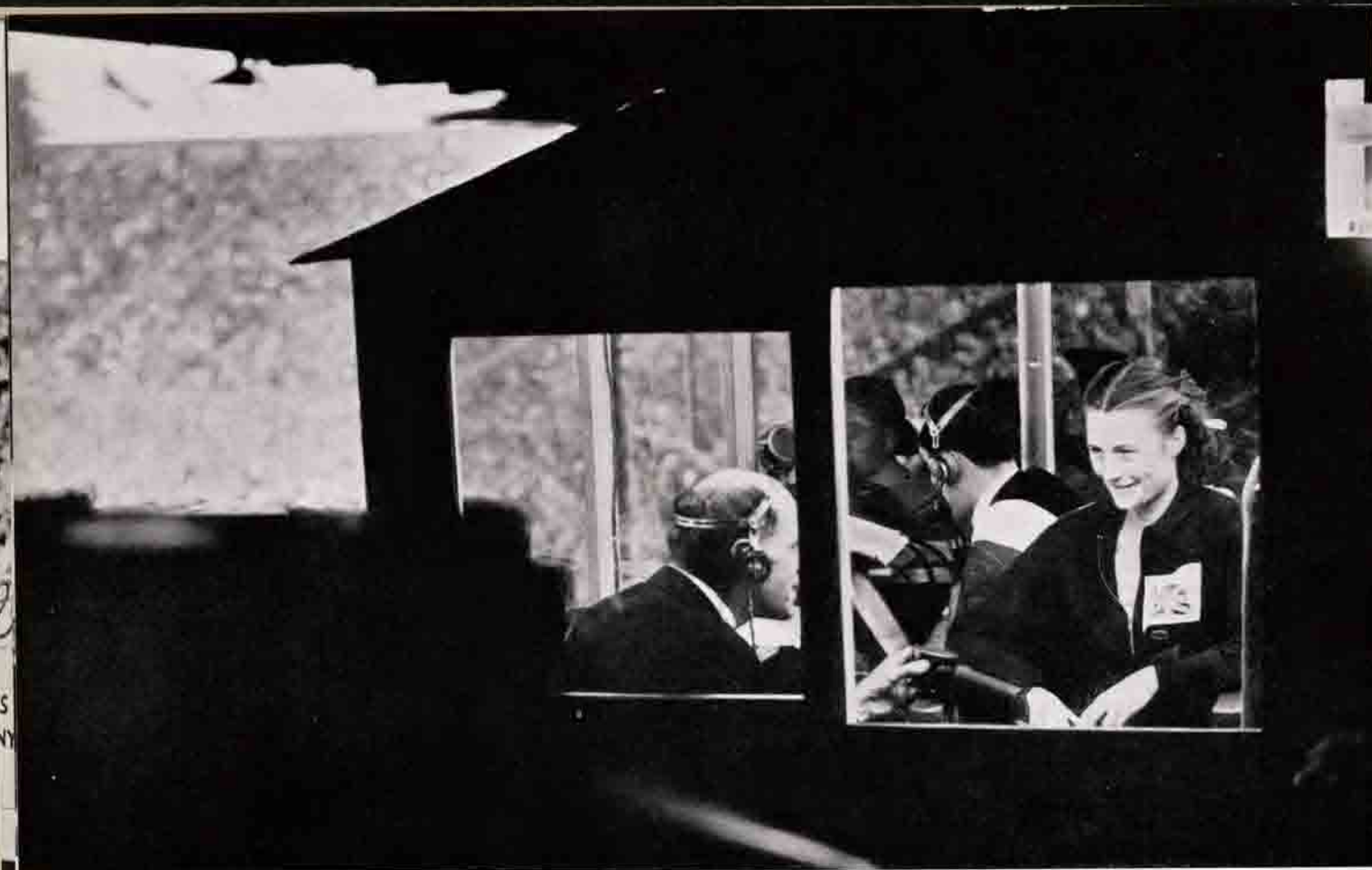
A view of the television commentator's box at the Empire Stadium during the parade at the Opening Ceremony. Michael Henderson (left) and Richard Dimbleby were the commentators. The screen on which the commentators follow the course of the transmission can be seen between them.

The mobile television control room which was first used at the Empire Pool for the Olympic Games.



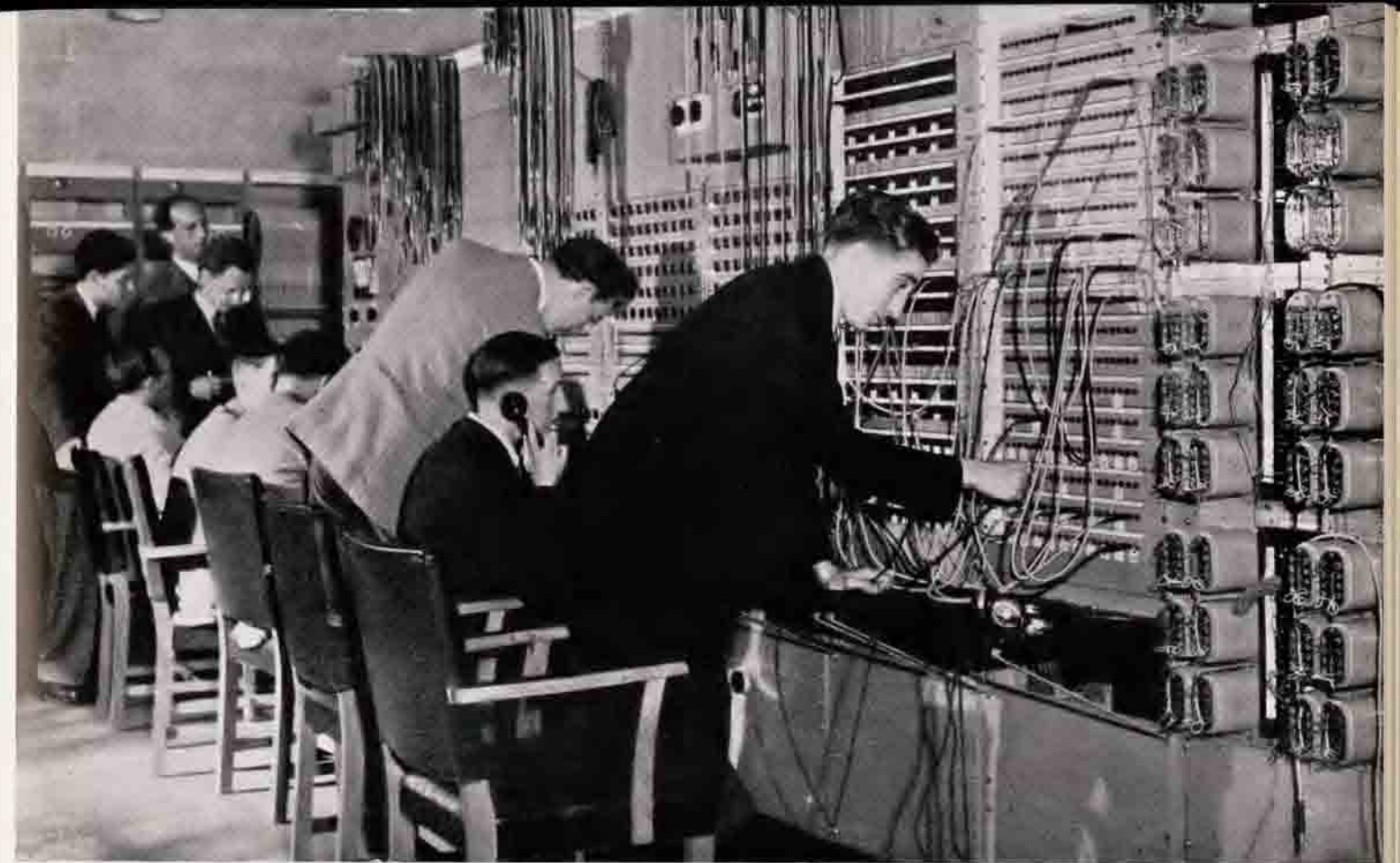
A view in the television control room while events were in progress.





The television commentators' box at the Empire Stadium was used for interviews with leading athletes. Here Maureen Gardner (Great Britain) is being interviewed by Jack Crump after her exciting race with Fanny Blankers-Koen in the final of the 80 metres hurdles on August 4th.

The teleprinter network at Wembley which enabled contact to be kept between the various Olympic offices, arenas and housing centres, and by which results and official instructions and messages were transmitted.



The control room in the B.B.C.'s Broadcasting Centre at Wembley. Engineers are plugging through the outgoing lines carrying the broadcasts to the Distribution Centre at Broadcasting House.

The specially equipped telephone room in the Press Club at Wembley where journalists and radio correspondents made inland or international calls.





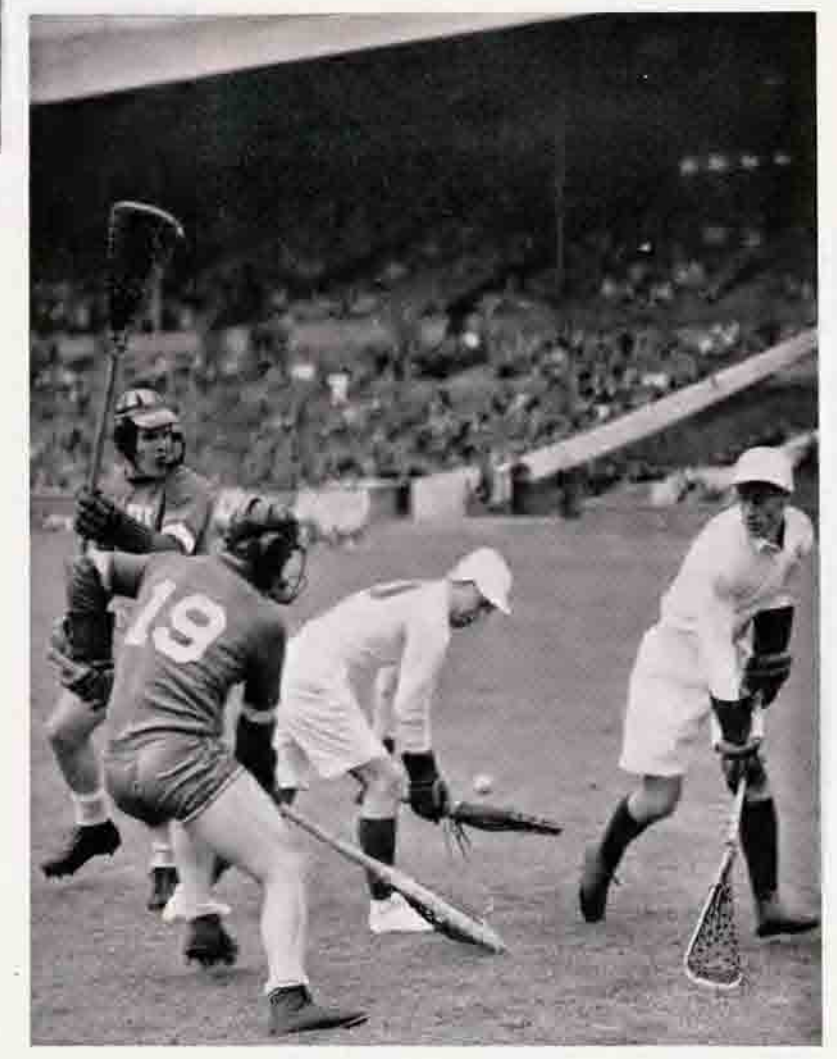


*A general view of the Empire Stadium during the demonstration given before the start of the marathon by the Swedish Gymnastic Association.*



*A scene during the demonstration lacrosse match at the Empire Stadium between a British team and Rensselaer (United States). A Rensselaer player gets away with the ball.*

*A British player taking the ball in his crosse during the demonstration lacrosse match at the Empire Stadium.*





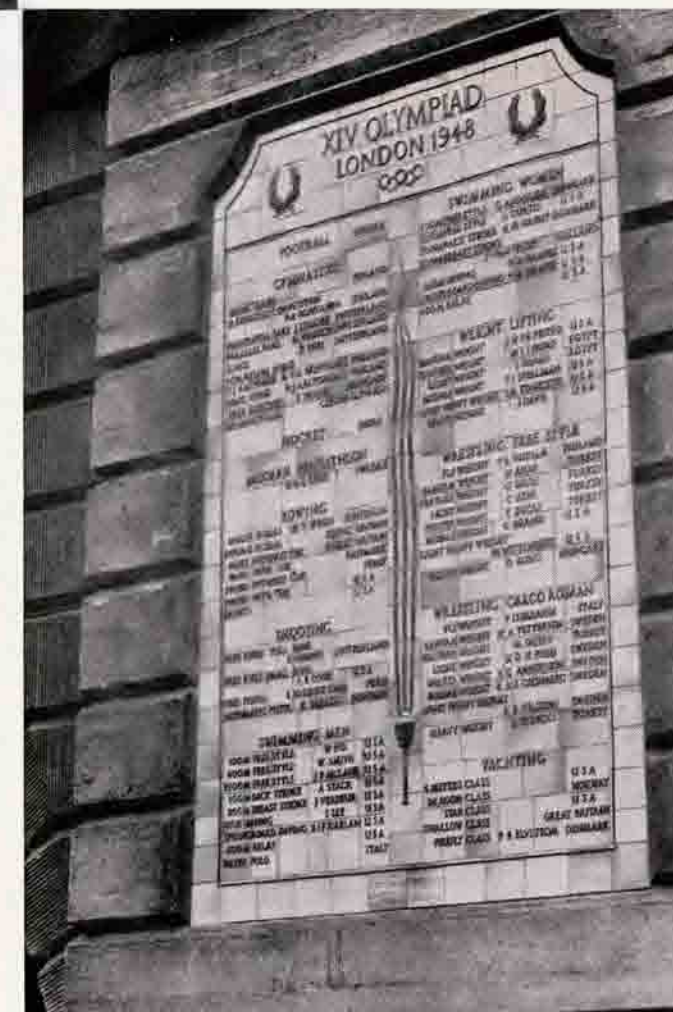


Lord Burghley, Chairman of the Organising Committee, speaking at the ceremony of unveiling the Olympic Roll of Honour at the Empire Stadium, Wembley.

The Olympic Roll of Honour, erected on two large plaques on the walls of the Empire Stadium, Wembley, contains the names of the winners of each Olympic event.



Lord Burghley, Chairman of the Organising Committee, points out to F. E. Blankers-Koen her name on one of the plaques containing the Olympic Roll of Honour.



A close-up view of one of the two plaques at the Empire Stadium, Wembley, containing the Olympic Roll of Honour.





Examples of some of the printed material produced by the Organising Committee—handbooks, entry forms, programmes, score sheets, etc.

standing position at this range, competitors requested that this gap should be enclosed and this was done. The construction was divided into bays 12 inches wide by stretching hessian on uprights from the front to the back of the firing point. These did not join up with the back screen and thus a corridor was formed behind each competitor's position. As the "Century" range is laid out in blocks of 10 targets, the firing points were so arranged to have 12 bays, 10 opposite the targets and a spare one at each end for the range officer's staff and telephones. Tarpaulins were stretched over the actual ash firing point before shooting mats, etc., were laid for competitors. Range telephones were already installed at Bisley but pick-ups had to be arranged for the new metric firing point.

There are two bodies in Great Britain who govern these events, the National Rifle Association and the National Small-Bore Rifle Association, and a joint committee was formed by them to supervise these arrangements.

### Swimming

The Empire Pool, Wembley, was chosen for this sport, and although in the early stages the construction of an adjoining outside pool was planned, this was not proceeded with.

Due to the anticipated large number of entries for Water Polo, arrangements were concluded with the Finchley Borough Council for the use of their public open-air pool for five days at the commencement of the Swimming programme, for matches which could not be fitted into the Empire Pool schedule.

*Empire Pool.* As this bath is more than 50 metres long, a wooden bridge was constructed giving the requisite swimming length and acting as a platform for swimming officials, turn judges and time-keepers. Special stands were constructed on either side of the pool on the finishing line for the actual swimming judges and small transportable "sentry" boxes were provided for the diving judges in that section of the programme. Seating for Press and Radio commentators was arranged almost on bath level and this did not interfere with spectator accommodation which is considerably raised from the bath.

*Finchley Pool.* Finchley Pool was chosen for the preliminary rounds of the water polo as it had the advantage of a sufficient area and depth to conform to the International Federation regulations. Spectator accommodation was provided by the construction of stands around three sides of the entire playing area.

As several of the teams that had entered did not arrive, the actual programme staged at this venue was less full than had originally been anticipated.

### Weightlifting

The considerations affecting the choice of the Weightlifting venue have already been set out in full in the report affecting the programme and dates.

The special weightlifting platform constructed at the Empress Hall, Earl's Court, was placed close to one side of the arena, but centrally along the arena's length. By the provision of a back-cloth to this platform the desire of the International Weightlifting Federation to have all spectators facing the platform was met to a considerable extent. A rest room for competitors was arranged directly behind the back-cloth in addition to



the dressing rooms, which, of course, were the same as for the wrestling event. Press and Radio commentators were accommodated on the floor of the arena.

The platform itself was 24 feet square and 5 feet 1 inch in height. This considerable height from the arena floor was necessary in order to afford a good view to spectators within the actual arena which had no "rake." The judges' and officials' positions immediately surrounding the platform were raised about 15 inches from the floor in order to secure an adequate view. The normal office facilities for the International Federation were also provided.

#### Wrestling

The transfer of the venue for Wrestling from Harringay Arena to the Empress Hall was effected after approval of the former venue had already been secured from the International Federation. This necessitated a further visit of that body's officials and a survey of the new conditions under which the Olympic tournament would be conducted. Spectator accommodation at the Empress Hall was entirely adequate and the size of the arena itself allowed for the construction of three wrestling rings. Special arc lamps were installed over each ring of a similar type to that used for boxing tournaments. The construction of the rings was of tubular scaffolding covered by timber, with sloping sides and a small sunken well on the surface to contain the mat. The measurements and specifications of this were supplied by the International Federation.

The Press and Radio commentators were accommodated in ringside seats and the normal telephone and cable facilities were installed, together with an office for the International Federation.

#### Yachting

Once the location of the Yachting venue had been settled in Torbay, the Organising Committee requested the Yacht Racing Association of Great Britain to proceed with preliminary plans. It was of assistance that the International Yacht Racing Union has its headquarters in Great Britain and that, in fact, the Secretary of both bodies was the same individual.

Three courses were planned in Torbay; that nearest inshore for the Firefly class, that furthest out to sea for the 6 metre and Dragon classes, and the intermediate one for the Swallow and Star classes. The marking and buoying of the courses was undertaken by the Royal Navy from the Devonport Dockyards, which also supplied the necessary patrol and "police" boats during the actual events.

In conjunction with the Corporation of Torquay, the entire harbour was reserved for Olympic competitors during the period of the Games, apart from one or two official boats which were present. The Marine Spa, a building belonging to the Torquay Corporation on the harbour side, was made available as a headquarters for the International Federation offices, with competitors' lounge, Press and telephone facilities.

A special measuring tank was constructed on the hards for the checking of boats prior to the commencement of the Games, and a mobile crane was installed together with a 10-ton crane weighing machine. Facilities, including launching trollies, were provided for accommodating the Firefly dinghies on the hards at night.

## EQUIPMENT

The provision of equipment for the 17 sports falls under two main headings: that which may be described as arena equipment, without which a venue would not be properly "furnished" for the conduct of the particular sport in question; and that which may be called sports equipment, that is to say articles actually used by the competitors themselves during their contests.

### Arena Equipment

#### Athletics

The Empire Stadium had not been in use for an athletic contest for more than 20 years, and it was, therefore, necessary to provide everything that would be required for the conduct of the greatest athletic meeting in the world.

(i) *Track.* An entirely new athletic track had to be laid in the stadium and research was carried out with various materials to obtain the best possible surface. A small piece of ground adjacent to the Stadium was employed for testing tracks.

One consideration which could not be overlooked was the time factor in producing this track, as the stadium was in normal use until July 10, and the entire work of excavating the ground, removing the existing greyhound track, together with fencing, arc lights and the electric hare equipment, and the subsequent laying of the track itself was carried out within a period of three weeks.

(ii) *Scoreboards.* A giant scoreboard which was used for all events in this stadium was erected at the east end of the stadium directly behind the last spectator tier. This was designed by Sir Owen Williams & Partners, the architects to Wembley Stadium Ltd., and was operated by a naval party supplied by the Admiralty.

In addition to the main scoreboard, four scoreboards, one on each corner of the arena, showed the progress of field events.

(iii) *Field Event Equipment.* Both the high jump and pole vault standards incorporated accurate measuring scales so that the height of the lath could be read off on the scales by the officials. For the jumping pit a sliding arm, in the form of a triangle was lowered over the pit. A hair line was fixed from the apex to the base of the triangle. The whole of the triangle could be slid along on rails running on both sides of the pit, so that the hair line could be accurately placed on the desired spot in the pit. A scale was incorporated on one side of the triangle so that the distance jumped could be read off instantly. To detect a faulty jump through the competitor crossing the take-off board, a shallow tray of plasticine was used, and this proved most effective.

The pole vault and high jump also had an indicator so that the competitor's number and the height being attempted could be seen. This indicator was useful when other field events were proceeding at the same time.

For the shot, hammer and discus events officials were able to give measurements very quickly by measuring back to a datum line only. This datum line consisted of round steel pegs set out in the form of an arc whose centre was the centre of the throwing circle. The arc was drawn at a convenient but arbitrary distance. A special arm carrying a steel tape



could be fitted over the datum line pegs at that point on the arc where a line drawn from the point of impact to the centre of the throwing circle crossed the arc. It was possible to set the arm so that the tape was exactly at right angles to a chord drawn on the arc at the point where the line of impact crossed the arc. The reading of the tape was, of course, arranged so as to read from the outer edge of the stopboard.

For recording the throwing events, officials were provided with a metal tray which was hooked over the shoulders. The tray was covered with a perspex cover hinged so that in wet weather the result could be written on the scoresheet, which remained dry.

Competitors in the jumping events were each provided with a small metal flag with their number on. These flags were used for marking the start of a competitor's run-up. They had a metal peg for insertion in the ground, and the flag could be turned on a hinge, so that when placed in position the number was easily seen.

For all throwing events, two operating positions were arranged and in particular for the javelin the base line for the throwing could be accommodated at either end of the Stadium. A plan showing the actual lay-out of the arena appears in the Athletics Report section later.

(iv) *Track Events.* A new form of hurdle was used to give greater accuracy in adjusting the toppling correction to different heights, and although these conformed to the specification of the I.A.A.F., they were unfortunately constructed to be adjustable in the first instance in inches, a secondary adjustment having to be made for the metric equivalent. The marking of the track was carried out under the supervision of the I.A.A.F. and amongst the equipment provided for this purpose was a special Invar steel tape giving an exact measurement of 100 metres irrespective of weather conditions.

The starting points of all the track events were clearly marked by special notices showing the names of the events concerned and were so arranged that only one finishing post was used.

(v) *Warming-up Arrangements.* A track 100 metres in length, adjacent to the stadium, was laid to permit competitors to warm up, and sufficient area was allocated for hurdling competitors and long distance runners to practise as well.

The details of the timing arrangements are incorporated under the general report on Timing and Photo-Finish.

### Basketball

Special tubular steel constructions to carry the back board, rings and nets were designed in conjunction with the basketball authorities. Two sets were supplied at Harringay in case the set in use should become damaged.

### Boxing

As the Empire Pool, Wembley, is normally used for the staging of the major amateur boxing tournaments in Great Britain, their ring conformed to international requirements.

Two weighing machines, constructed to record on the metric scale, were supplied at the Empire Pool for the official competitions. Two others of an exactly similar type to those at the Pool were in use at training centres.

### Canoeing

The course markings that had been laid on the Henley Reach for the rowing events were supplemented for canoeing and their positioning extended to Temple Island and Rod Eyot at both ends of the regatta course, for the purposes of the 10,000 metre events. Three sets of overhead indicators were provided along the course for the guidance of competitors. Although a spring balance with special canoe carrying attachments was provided for the purpose of weighing canoes and kayaks, this was not used, as the platform scales used for the rowing events were found satisfactory and simpler to use.

### Cycling

The problems of arranging the necessary equipment for the cycling events were chiefly concerned with the road race at Windsor Park. Herne Hill track, being regularly used for cycling, few special arrangements were necessary (apart from the accommodation for the spectators and the photo-finish equipment, dealt with elsewhere in this report). As, however, no scoreboard had previously been in use at the track, it was agreed to construct a small board to supplement the use of the arena amplifying equipment.

At Windsor Park special measures were taken to protect dangerous parts of the course by the removal of certain gateposts, and the padding of other posts, trees and walls at corners, especially at such points as Blacknest Gate. Reference to the erection of the pits will be found in the Arena section.

### Equestrian Sports

(i) *Dressage Competition.* The dressage arena was laid out in the Central Stadium at Aldershot by the British Horse Society and constructed by civilian labour.

#### (ii) *Other Events*

(a) *Three Day Event Cross-country Course.* Two distinct sets of obstacles were constructed. One on the steeplechase course was built by civilian labour and was composed of obstacles, design and construction of which had been approved by the Federation Equestre Internationale. The other set of obstacles, 35 in number, for the cross-country course was constructed, under the direction of the B.H.S., by military labour supplied from the Aldershot Military Command. The considerable amount of material required for the jumps was obtained by the Organising Committee at an early date and stored until needed.

(b) *Three Day Event Jumping.* The jumps for this event, which took place in the Stadium at Aldershot, were lent to the Organising Committee by the British Horse Society and were of standard international pattern.

(c) *Prix des Nations.* The British Show-Jumping Association was responsible for the design and lay-out of the Prix des Nations course. The jumps were constructed by a London contractor under the supervision of Captain Webber of the B.S.J.A.



**Fencing**

Eight wooden pistes, 92 feet by 6 feet, were constructed in sections 9 feet long. These were 6 inches high, and to guard against the risk of injury to competitors, slopes were added to all sides. Linoleum was laid the entire length of each piste and secured to it by narrow battens of wood or metal  $\frac{1}{2}$  inch in width along all sides.

At the end of each piste on the concrete floor of the Palace of Engineering, ring bolts were fixed to the floor for the tensioning of the insulated carpet which had to be laid for the epee events.

These carpets, eight in number, were supplied in fine copper mesh and fitted with metal strip ends to which the tensioning rings were attached. The special electrical judging apparatus required for the epee event was supplied on loan to the Organising Committee by the French fencing federation, and was maintained throughout the competition by a mechanic from the French manufacturing firm which had produced the apparatus.

**Football**

All necessary equipment for the staging of the football tournament was supplied by the grounds where the competitions were held.

**Gymnastics**

As gymnastic equipment conforming to the regulations of the international federation is not manufactured in Great Britain, the requisite four sets of equipment were constructed in Switzerland, under the supervision of an official of the international federation resident in that country. The use of new equipment was not satisfactory as many competitors complained that it was far too stiff and would have been better had it been given considerable use beforehand. In addition to the equipment supplied by the Organising Committee, a few competing nations brought their own apparatus with them.

**Hockey**

All necessary equipment for the staging of the hockey tournament was supplied by the grounds where the competitions were held.

**Modern Pentathlon**

(i) *Riding*. Under the rules of the Olympic Games, the Organising Committee is responsible for the provision of horses to be used by competitors in the modern pentathlon event. In December, 1947, the Organising Committee obtained from the Army Council 50 horses from the British Zone of Occupation of Germany and they were shipped over at

the Committee's expense. Owing to shortage of forage in Germany, they arrived in extremely poor condition and the very greatest credit is due to Capt. W. Townson, F.R.C.V.S., who was in charge of them, for not one died, and all looked fit and well on the day of the competition. They were out at grass for the first three months near Peterborough, and were then moved to Aldershot where their schooling and field work were carried through by Major G. Crawford and a party of officers and N.C.O.'s from the 7th Carabiniers. During this latter period the Committee borrowed an additional six horses to provide a further margin.

Saddles and bridles, together with the necessary weights and saddle cloths, were obtained from British firms. The allocation of horses to competitors was by ballot.

(ii) *Swimming*. No additional equipment was required for this event.

(iii) *Fencing*. The electrical epee apparatus, together with four of the insulated pistes that had been acquired for the main epee events at the Palace of Engineering, were used for this event.

(iv) *Shooting*. The apparatus designed for the rapid fire pistol event in the main shooting contests was adapted for the modern pentathlon, the five silhouette targets being specially added.

(v) *Cross-country*. No additional equipment was required.

**Rowing**

The course was marked by buoys at 50-yard intervals. Three sets of overhead indicators were provided for the guidance of crews and stake boat facilities were provided at the start.

**Shooting**

In addition to the construction carried out on the Bisley ranges, mentioned in the Arena section of this Report, certain additional equipment was required. One hundred coconut mats, 2 feet by 18 inches, were needed. All the targets were obtained from Sweden, and special target frames were constructed to meet the requirements of a metric range. They were designed by the National Rifle Association and produced by a London firm. The necessary blackboards for scoring parties at firing points were loaned to the Organising Committee by the N.R.A.

**Swimming**

Special cork lanes, painted white with the exception of the last three metres at each end, were supplied for the Empire Pool. Starting blocks and mats were installed on the bridge and a special trap at water level at the bridge was provided for the start of the back stroke events.

*Diving*. Suitable diving boards were not obtainable in Great Britain and these, together with the necessary fulcra, were acquired from a firm in the U.S.A. They were of a laminated construction and two were erected at the Empire Pool with a further two in reserve in case of breakage. By special permission of F.I.N.A., a board of a lighter



construction was installed for the use of one competitor, a schoolboy who was not heavy enough to operate the standard Olympic springboard. The 10-metre high board was already in existence at the Empire Pool.

*Water Polo.* One set of water polo nets was already available at the Empire Pool and a further set was constructed for use at Finchley Open Air Pool. The numbered caps, of two distinct colours, for this event were provided by the Organising Committee.

### Weightlifting

Six competition barbells were provided, specially constructed of 90-ton tensile strength steel, and although competitors expressed satisfaction at the somewhat springy nature of this equipment, it was found that the constant dropping caused a certain amount of bending. Special light signals, the property of the British Amateur Weightlifters' Association, were installed and the circuit was so arranged that each judge had two switches, one controlling a red and one a white light. The switches were covered with a metal hood so that no one judge could see which switch the other was operating. The lights were so controlled that they could not illuminate until the switches on all three had been thrown, when all lights showed simultaneously.

Three weighing machines were used in the actual competition, one for competitors weighing in, one in the warming up enclosure and one on the main platform which was used for checking competitors and barbells.

A special scoreboard was constructed above and behind the weightlifting platform showing at the top, in English and French, which lift was being taken by the competitor; the second line showed the exact weight in pounds and kilogrammes being attempted, and the third line showed the name and country of the competitor performing.

### Wrestling

Suitable wrestling mats could not be obtained in Great Britain, and though the Argentine Olympic Committee generously offered to supply three competition mats for the Olympic Games, those manufactured in their country unfortunately did not conform to the requirements of the international federation.

Three mats were therefore obtained from Sweden and laid on the three rings already referred to in the Arena report. Some difficulty was experienced in the assembly of these mats as no official with the requisite experience was available at the time. Two weighing machines, of a similar type to those used in the boxing competitions, were used for the weigh-in of competitors at the Empress Hall. These were specially constructed to conform to metric standards. Special electrical judging apparatus, similar to that described under weightlifting, was installed at each ring.

### Yachting

As has been stated in the Arena report, the buoys, marking and general regulation of the course and the necessary flares and signals were supplied by the Royal Navy. Three sets of large recall numbers were manufactured in Torquay for the umpire's boat.

## Sports Equipment

### Athletics

Investigations were carried out with various British firms in an endeavour to supply equipment manufactured in Great Britain for the Games. It was, however, not possible for these companies to produce, in the comparatively short time available, all the equipment conforming to the requirements of the International Amateur Athletic Federation, and eventually certain items were procured from firms in Sweden and Finland who had been manufacturing them for a considerable number of years.

Shots, javelins and disci were obtained from these sources, but some special steel javelins and vaulting poles were provided by British manufacturers. A quantity of bamboo vaulting poles was also given to the Organising Committee by the Army.

### Basketball

One hundred basket balls manufactured in Great Britain were supplied, of which 50 were reserved for tournament use and 50 for training.

### Boxing

All gloves used by the competitors were supplied by the Organising Committee and were obtained in Great Britain. The number of each size was agreed with the technical representative of the Amateur Boxing Association.

### Football

Footballs manufactured in Great Britain were used, each ground being responsible for producing a match ball for any game held on its ground.

### Hockey

One hundred hockey balls manufactured in Great Britain were bought and arrangements were made for those not too badly damaged during play to be cleaned and repainted, and kept in reserve for later matches, should they be required.

## TIME-KEEPING

Early in 1947, the Organising Committee set up a sub-committee to consider the question of timing the Olympic events. An offer had been made by Messrs. Omega, of Switzerland, to supply free on loan to the Organising Committee all timing apparatus required for the Olympic Games of London. This generous offer was accepted, and the Committee then had to decide upon the type of watches, and as far as possible the numbers required for the various events.

Each sport was considered in relation to its particular requirements in respect of timing for world records, general regulations for international meetings and like considerations, and the schedule appended to this section sets out the final numbers of time-pieces actually



supplied by Messrs. Omega. The Organising Committee and the suppliers of the apparatus entered into a formal contract. One of the conditions of the contract was that the time-of-day chronograph stop watches should pass the Class A Certificate of the National Physical Laboratory at Teddington as well as the corresponding test at the Swiss Neuchatel Observatory. Other stop watches had to pass appropriate tests. The Class A test takes 56 days, and it was found that there was insufficient time for the watches to pass this and the full Swiss test as well. It was therefore agreed to concentrate on the N.P.L. test and to have only a modified test at Neuchatel.

The N.P.L. had never handled such a large number of watches for testing at one time. They nevertheless undertook the work in spite of the difficulties that had to be overcome. Thanks to their efforts and those of Omega, all the watches were eventually handed over to the Organising Committee in time for use.

Apart from the actual timepieces, electrically operated timing devices were also provided for certain venues. For example, the Prix des Nations competitors passed across an electrically controlled start and finish line using the optical eye for actuating the start and stop of the timer. At the rowing regatta, the chronographs at the finish were actuated by the starter's pistol, and timing devices were also installed for the modern pentathlon and cycling events. All this apparatus was supplied by Messrs. Omega, and a team of technicians from their factory in Switzerland attended the London Games and supervised the control, regulation and servicing of all apparatus.

### PHOTO-FINISH

Considerable discussions took place between the Organising Committee and various International Federations concerned as to the use of photo-finish for certain events in the Games. The final outcome was that this method of judging was used for the cycling events at Herne Hill and Windsor Great Park, but only as an aid to the judges in athletic track events when necessary.

A photo-finish camera room already existed at the Empire Stadium, but the position of this was not in line with the finishing tape for the Olympic Games. The camera was installed 60 feet above the track in the roof of the north stand and on the finishing line. The company who supplied the cameras and apparatus operated the equipment, and were able to produce prints of the finish of any race within 90 seconds of the tape being broken. A special hand-operated lift ran from the camera room to the judges' posit on on the finishing line. The camera room was in telephonic communication with the finishing post in order to check on each event on which the camera was operating before the finish took place. On the opposite side of the track to the camera, on the finishing line, was a revolving drum, synchronised to the camera speed. This ensured that every print showed a series of reproductions of the lettering on this drum, which carried the wording "Wembley," and the date and programme number of the event being photographed. This guaranteed identification of the photograph against the particular event. At Herne Hill and Windsor Great Park, as no camera position existed, special tubular steel scaffolding towers were built. Mobile dark rooms were provided adjacent to the camera tower. The same system of a revolving drum on the finishing line was employed.

### Types of Watches

- M.G. 1135 — 1/10th split second.  
 M.G. 1134 — 1/5th split second.  
 M.G. 1138 — 1/10th second normal.  
 M.G. 1110 — 1/5th second stop-go clock.  
 Type 7 — Stop watch marked in minutes to 45 mins. (football), 55 mins. (hockey).

	M.G. 1134	M.G. 1135 1 push button	M.G. 1110	7	M.G. 1138
Athletics ... ..	12	14	—	—	—
Basketball ... ..	—	—	6	—	—
Boxing ... ..	—	—	4	—	—
Canoeing ... ..	2	—	—	—	—
Cycling ... ..	6	—	—	—	—
Equestrian ... ..	10*	—	—	—	—
Fencing ... ..	—	9	—	—	—
Football ... ..	—	—	—	8	—
Hockey ... ..	—	—	—	6	—
Pentathlon ... ..	24	6	—	—	—
Rowing ... ..	6	—	—	—	—
Shooting ... ..	—	—	—	—	40
Swimming ... ..	—	16	4	—	—
Wrestling ... ..	—	—	4	—	—
Yachting ... ..	12	—	—	—	—
	72	45	18	14	40

\* 10 pieces comprising 6 individual pieces and 4 provided with two sets operating the broken thread timing device.



## TRAINING ARRANGEMENTS

The Organising Committee realised the heavy demands that would be made by visiting teams for training facilities, particularly by those nations whose competitors might arrive early because of travelling difficulties, or to give their representatives time to acclimatise themselves.

Very adequate training facilities had been provided at the two previous Games, and the Organising Committee was determined that this standard must be maintained.

The representatives of the National Governing Bodies on the Technical Committee were asked to provide comprehensive lists of grounds or halls best suited for training purposes and of the amount of equipment likely to be required. Inspections were carried out where necessary and preliminary approaches made to the owners for their use as Olympic Training Centres. At many places equipment was available, but where necessary this was supplemented or provided. In nearly all instances, owners generously gave facilities free of charge in order to assist the Olympic movement.

Due to the fact that most swimming baths are publicly owned and the demand for Olympic Training came at the peak of the season, it was necessary to restrict Olympic Training to periods when the public demand was slight or outside normal opening hours. This meant that a larger number of baths had to be used than would have been necessary had the Organising Committee been able to secure exclusive use for the periods required.

When preliminary negotiations had been put in hand, and a programme of detailed allocation and control was required, a Training Manager was appointed to take complete charge of all arrangements under the supervision of the Technical Manager. He had two assistants at the Organising Committee's Office, and as each housing centre or group of sub-centres was opened, a Technical Department Representative was appointed to be responsible for liaison at that centre. This official had training as his main function, but he was also the liaison for other technical matters affecting the department.

### Method of Organisation

Four forms were drawn up to provide a basis for the machinery of training facilities:—

Chart A for issue to Chefs de Mission.

Chart B for issue to Technical Representatives, for the allocation of training facilities existing in the housing centre.

Chart C for issue to Technical Representatives, for the allocation of training centres to which transport was necessary.

Training Allocation Form for issue by Technical Representatives as a means of demanding transport and as an authority for competitors to use that transport and training centre.

On arrival in England, the Chef de Mission received Chart A from the Training Manager. This showed training "Entitlements" and it was explained that the actual

allocation would be given, on demand, by the Technical Representative at his housing centre. Difficulties were, as far as possible, resolved at this initial meeting.

The Technical Representative at the housing centre concerned dealt directly hereafter with the team managers of each sport.

Each day the team manager visited the Technical Representative. His "Entitlement" was verified and the actual allocation was made. In nearly all cases, teams received the times they wanted. If the ground was, however, already booked, or the load of an athletic ground had become too great, it was a matter for the Technical Representative to settle to the satisfaction of all concerned.

At this daily visit from the team manager the Technical Representative filled in the allocation given on Charts B or C (thus preventing duplication) and, at the same time, prepared four copies of the "Training Allocation Form."

One remained as an office copy.

One was sent to Transport as a demand.

Two were given to the team manager, one of which had to be presented to the driver as an authority to use that transport and the other presented at the training centre as the authority to use it at that particular time and date.

These Training Allocation Forms were, in all cases, made out 24 hours in advance of requirement. Thus the team manager demanded on Monday his requirements for Tuesday. This system worked well.

In order to simplify matters for visiting nations, a general map of the London area was produced which showed clearly Olympic stadia, housing and training centres. The number of the training centre was invariably referred to in Chart A.

A forecast of training was prepared for each sport. A copy of these was forwarded to each Technical Representative and to the training centre concerned. Charts C were then prepared, showing the availability of each training centre, the anticipated users and, if necessary, the divisions of the available periods amongst housing centres that had to share the same training centre. These were also forwarded to Technical Representatives and the training centre concerned. Charts C were not completed until teams were actually present and an allocation was demanded by the team manager.

### Analysis of Training

*Athletics*—(600 Allocations). Seven grounds or tracks were provided. In accordance with precedent the Empire Stadium was not allowed to be used. At the main athletic training centres of Uxbridge and Paddington a special field was reserved for field events, to prevent the danger of accidents. Each nation was allowed two hours per day. Southall Athletic Ground was reserved for women.

*Basketball*—(200 Allocations). Four halls were specially equipped and each team was given an hour a day of practice. In addition, each nation was allowed one hour of daylight and one hour of artificial light practice at Harringay, the venue for the basketball tournament.



*Boxing*—(400 Allocations). Six rings were provided as well as punchballs and other training equipment. Each individual was allowed 10 minutes in the ring. All boxing facilities were provided at the housing centre.

*Canoeing*—(Allocations not available). Two periods were allotted daily on the river at Henley-on-Thames. Practice was "free for all." Competitors, could, therefore, have as much as four hours practice per day if desired.

*Cycling*—(400 Allocations). HERNE HILL TRACK. Each man was allowed two hours per day. WINDSOR GREAT PARK. Free for all from July 15. MATCHING GREEN AERODROME. Four periods, of four hours each period, were available for competitors.

*Equestrian and Pentathlon*—(Allocations not available). These were held at Aldershot, where arrangements were made by the Army Liaison Officer, as all grounds and other facilities were provided by the Army.

*Fencing*—(200 Allocations). Three London fencing clubs, one gymnasium at Uxbridge, a hall at Kingston and school gymnasia were used, affording at least one hour of practice per team per day.

*Football*—(100 Allocations). Ten London football grounds were available for training purposes. Each team had an allotment of half a day on the ground. Owing to the early start of the preliminary rounds these grounds were not used as much as had been anticipated.

*Gymnastics*—(200 Allocations). Two halls were provided and the allocation was made not by the Technical Representatives at the housing centres, but directly by the Training Manager. One hall, Chelsea Barracks, was reserved for women. Each national team was scheduled to have about 40 minutes per day. As some nations brought their own equipment, and the competition was scheduled to be held in the open air at Wembley, many practised in the open and did not use the gymnasia provided. When, however, owing to rain, the event had to be held at an indoor venue, these gymnasia were used intensively. It is important to note, therefore, that unless training facilities resemble as closely as possible competition conditions, they will not be used.

*Hockey*—(100 Allocations). Seven grounds were available for training, each nation being allotted half a day. These were particularly popular.

*Rowing*—(Allocations not available). Two periods on the river at Henley-on-Thames were allotted daily. Practice was "free for all" and competitors could, therefore, have as much as four hours training per day.

*Shooting*—(200 Allocations). From July 8-July 26. BISLEY.—One 300-yd. range was open on a "free for all" basis from 11 a.m. to 6 p.m. for three days per week. This was very popular. HAM AND PETERSHAM.—One small-bore range was open from 2 p.m. to dusk daily.

From July 26 all training was carried out at Bisley on the competition ranges. Allocation figures are not included under this head.

*Swimming, Diving and Water Polo*—(700 Allocations). EMPIRE POOL. This was the competition venue and was allotted for diving and swimming from July 18, so that all nations had approximately two hours practice per day. SWIMMING BATHS. In addition to the Empire Pool, there were 23 swimming baths available, which gave each nation a further hour per day to practise swimming, diving or water polo. These baths were allocated individually.

*Weightlifting*—(400 Allocations). Ten sets of barbells, weights and platforms were provided at the housing centres. This afforded approximately 20 minutes practice per man per day.

*Wrestling*—(400 Allocations). Four mats were provided at the housing centres. London clubs were used in addition. Each individual required about 20 minutes per day.

*Yachting*—(Allocations not available). This was held at Torquay, and it was unnecessary to make any strict allocations.

The total training allocations (excluding outside London venues and private arrangements) were 4,000.

In conclusion, two lessons in particular which were learned were that as near a similarity as possible between training and competition conditions is desirable, and as many facilities as possible should exist at the housing centres.

## GENERAL REGULATIONS AND SPORTS HANDBOOKS

In view of the short time between the allocation to London and the holding of the Games, the preparation of the handbooks of regulations for the various sports was given priority in the initial stages of the Organising Committee's work.

It had been agreed that the three languages to be used for the Games should be English, French and Spanish, and it was hoped to produce the general regulations in each of these languages about 18 months before the Games (*i.e.*, in the early spring of 1947) and the complete set of sports handbooks a year before the Games (*i.e.*, by the end of July, 1947). It proved quite impossible to keep to this time-table for two main reasons:—

(a) the fact that negotiations with certain international federations about their programme and their technical regulations were protracted until the autumn of that year.

(b) The difficulties and delays in printing in England during 1947.

In addition, the time required for translation and checking (particularly of such technical regulations as those for gymnastics and equestrian events) had been underestimated, even though the translators were French and Spanish nationals.

The Organising Committee delegated the approval of the sports handbooks to the Director of Organisation in agreement with the representatives of the national governing bodies and international federations concerned.

In October, 1946, the various governing bodies were circularised and asked to submit any necessary alterations to the text of the draft regulations which had been prepared for



the Helsinki (1940) Games. The text, as revised, was then submitted to the international federation for approval. Proofs, in all three languages, were submitted to both bodies to ensure, as far as possible, that there were no errors, particularly as so many technicalities were involved.

The decision to take the Helsinki English text as a starting point proved a failure. In view of the considerable amount of alteration involved, it would have been easier to have started entirely afresh, as ultimately had to be done for the gymnastics and shooting handbooks.

The frequent alterations in the programme of events, too, were an additional complication.

By the time the General Regulations had been printed, no fewer than two pages of amendments were necessary. Even later than this, other alterations were made and were incorporated in circular letters to all National Olympic Committees. Of the 17 sports, the only ones for which the programme particulars (dates, events, venues) were actually the same as had been envisaged in January, 1947, were athletics, rowing and yachting.

The greatest delays occurred in connection with the shooting and swimming handbooks. The shooting federation held a Congress in September, 1947, which made many changes in the regulations for the various events. The swimming handbook was delayed by the negotiations between F.I.N.A. and the Organising Committee, and it was not until late in 1947 that this was produced. The detailed programme of events was only settled in time to send it to National Olympic Committees in an administrative circular in the spring of 1948. Changes in the regulations were also made at a late date by the gymnastic federation. It is strongly recommended that federations should be urged to fix their technical regulations at least two years before the Games.

The distribution of the various handbooks to different bodies is shown in the attached tables.

DISTRIBUTION OF HANDBOOKS

	General Regulations	Arts	Athletics	Basketball	Boxing	Canoeing	Cycling	Equestrian	Fencing	Football	Gymnastics	Hockey	Modern Pentathlon	Rowing	Shooting	Swimming	Weightlifting	Wrestling	Yachting	
AFGHANISTAN ...	25	5	10	5	5	5	5	5	5	5	5	10	5	5	5	5	5	5	5	5
ARGENTINE ...	110	20	25	25	25	5	25	30	25	25	30	25	30	30	20	30	20	25	25	25
AUSTRALIA ...	100	20	15	5	15	5	20	5	5	5	5	5	5	5	20	5	25	10	15	5
AUSTRIA ...	50	20	20	5	20	20	20	25	15	25	30	25	10	15	15	30	15	20	20	20
BELGIUM ...	110	20	20	25	20	20	20	30	5	5	25	15	15	15	15	20	5	20	15	15
BERMUDA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	15	5	5	5	5	5
*BOLIVIA ...	50	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
BRAZIL ...	60	10	20	20	5	5	10	5	15	5	5	5	15	25	15	25	5	5	5	10
BRITISH GUIANA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
*BULGARIA ...	50	10	10	20	5	5	20	15	10	5	30	5	5	5	10	5	5	5	5	5
BURMA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CANADA ...	100	20	30	25	20	15	15	25	15	5	15	5	5	20	5	30	10	15	10	10
CEYLON ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CHILE ...	35	10	20	25	15	5	15	5	15	5	5	5	5	5	15	15	5	5	5	10
Carried forward ...	790	160	195	180	155	110	175	160	160	110	155	135	120	165	130	220	105	140	130	130

\* Did not compete.

DISTRIBUTION OF HANDBOOKS—continued

	General Regulations	Arts	Athletics	Basketball	Boxing	Canoeing	Cycling	Equestrian	Fencing	Football	Gymnastics	Hockey	Modern Pentathlon	Rowing	Shooting	Swimming	Weightlifting	Wrestling	Yachting	
Brought forward ...	790	160	195	180	155	110	175	160	160	110	155	135	120	165	130	220	105	140	130	
CHINA ...	50	10	30	5	10	5	10	5	5	5	20	5	5	5	5	5	5	5	5	5
COLOMBIA ...	35	5	10	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
CUBA ...	35	5	15	25	10	5	5	5	15	5	25	5	5	5	15	10	15	15	10	10
CZECHOSLOVAKIA ...	60	20	30	25	25	30	25	30	20	25	30	25	10	35	20	30	20	30	20	15
DENMARK ...	100	20	20	5	20	25	30	25	30	25	30	25	5	35	20	35	15	20	25	25
EGYPT ...	50	10	5	25	20	5	15	30	25	25	30	25	5	15	20	35	20	25	5	5
EIRE ...	100	10	15	5	15	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
*EL SALVADOR ...	35	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
FINLAND ...	100	20	40	20	15	15	15	20	10	25	30	5	15	15	20	15	15	25	25	25
FRANCE ...	110	20	50	25	20	20	25	30	30	25	30	25	15	40	20	50	20	20	20	20
GREAT BRITAIN ...	100	20	50	20	20	20	25	30	30	25	30	25	15	35	20	50	20	20	25	25
GREECE ...	50	20	25	5	5	5	5	5	15	5	5	5	10	5	20	15	5	15	5	5
*GUATEMALA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
*HAITI ...	35	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
HOLLAND ...	100	20	25	5	20	20	20	30	20	5	20	15	20	15	20	15	25	5	20	25
HUNGARY ...	50	10	30	20	20	20	15	20	30	25	30	25	15	30	15	35	20	20	25	25
ICELAND ...	35	5	15	5	5	5	5	5	5	5	5	5	5	5	5	20	5	5	5	5
INDIA ...	100	10	20	5	5	5	15	5	5	25	5	25	5	5	25	20	15	5	5	5
IRAN ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
IRAQ ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
ITALY ...	110	20	50	25	20	20	30	30	30	25	30	25	15	35	20	30	15	25	30	30
JAMAICA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
KOREA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
LEBANON ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
LIECHTENSTEIN ...	35	5	15	5	5	5	5	5	5	5	5	5	5	5	15	5	5	5	5	5
LUXEMBOURG ...	35	10	10	20	10	10	15	5	10	20	30	5	5	5	5	10	5	10	5	5
MALTA ...	25	5	10	5	5	5	5	5	5	20	5	5	5	5	5	5	5	5	5	5
MEXICO ...	35	10	15	20	15	5	5	5	15	5	5	10	5	15	10	5	5	5	5	5
MONACO ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
NEW ZEALAND ...	100	10	15	15	15	10	15	5	5	5	5	5	5	10	5	5	5	5	5	5
NORWAY ...	110	20	25	5	15	15	15	25	15	25	30	5	5	25	20	15	5	20	25	25
PAKISTAN ...	50	10	15	5	15	5	15	5	15	5	5	5	5	5	15	5	5	15	15	15
*PALESTINE ...	50	10	20	20	10	5	5	5	10	20	5	20	5	5	10	25	5	5	5	5
PANAMA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
*PARAGUAY ...	35	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
PERU ...	35	10	20	20	5	15	5	5	20	5	5	5	5	10	15	5	5	5	5	5
PHILIPPINES ...	50	10	15	20	15	5	5	5	5	5	5	5	5	10	15	5	10	5	10	5
POLAND ...	50	10	25	20	15	10	15	25	20	25	30	5	5	20	15	15	5	15	15	15
PORTUGAL ...	60	10	10	5	5	5	5	5	15	5	5	5	10	5	5	5	5	5	5	5
PUERTO RICO ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
*ROUMANIA ...	50	10	15	5	15	5	5	25	15	5	30	5	5	5	5	5	5	15	5	5
SINGAPORE ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
SOUTH AFRICA ...	100	20	25	5	15	5	10	5	5	5	5	5	10	5	5	5	5	10	10	10
SPAIN ...	110	20	20	20	10	5	30	15	20	30	5	15	30	20	30	5	15	15	20	15
SWEDEN ...	110	20	40	5	15	20	15	30	15	25	5	5	15	15	15	20	15	25	15	15
SWITZERLAND ...	110	20	25	25	20	25	25	30	30	25	30	25	15	35	20	25	15	25	15	25
SYRIA ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
TRINIDAD ...	25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
TURKEY ...	50	5	20	5	15	25	15	20	5	5	5	5	5	5	5	5	5	5	20	15
UNITED STATES ...	100	20	50	25	25	25	20	30	25	25	30	25	15	50	20	50	20	25	25	25
URUGUAY ...	35	10	5	20	15	5	5	5	15	5										



## ENTRY FORMS

The entry forms for the Olympic Games of 1948 were based upon the system evolved for the Los Angeles Games in 1932 and maintained with minor modifications for the Berlin Games in 1936. The system was designed to reduce the number of types of entry form to a minimum, to simplify the task of National Olympic Committees in completing them, and to make easier the task of handling them when received. The simplification was carried one stage further in 1948 by eliminating the forms used in 1936 for colours worn by teams in those sports in which it is necessary to wear distinctive colours. This information was to be included on the national entry form by sports and events(1). The entry forms used in 1948 were, therefore, six in number, three basic and three special. The basic forms were:—

(1) The national entry form by sports and events, on which each nation had to indicate those sports and events in which it intended to take part. (No names of competitors were required on this form.) This form had to be received by the Organising Committee by 12 midnight on June 16, 1948 (six weeks before the opening of the Games).

(2) The team entry form, one of which had to be completed for each "team" event for which a nation was entering. ("Team" events include not only team games and relays, but also such events as double sculls, pair-oars, two-seater canoes, etc.) This form had to list all the individuals entered by the nation for the event (including reserves if permitted) and had to be accompanied by an individual entry form (No. 3 below) for each member of the team and each reserve.

(3) The individual entry form, giving the full name, place and date of birth of the entrant. Where a competitor was entered for more than one event a separate individual entry form had to be completed for each event. This form carried a declaration by the National Olympic Committee and the appropriate national governing body of sport as to the amateur status of the entrant.

(4) Equestrian, the primary purpose of which was to give particulars of the horses.

(5) Yachting, the primary purpose of which was to give particulars of the vessels (and was not, therefore, needed for the dinghy class, in which boats were supplied by the Organising Committee). Forms 2-5 inclusive had to be received at least a fortnight before the beginning of the sport (not event) concerned. The closing dates varied from July 14-27.

(6) Arts. These forms were received by the Arts Department and were not the responsibility of the Technical Department.

## Method of Completion

All forms had to be completed in triplicate (the original for transmission to the International Federation, the duplicate for the Organising Committee, and the triplicate for retention by the National Olympic Committee making the entry) in either English, French or Spanish, and had to be countersigned by the President or Secretary of the

National Olympic Committee making the entry and the President or Secretary of the governing body in that country, of the sport concerned.

The Olympic rules allow entries of all types to be made by cable, subject to confirmation on the appropriate form, provided that the cable is received by midnight on the relevant closing date, and the subsequent confirmation gives proof of posting before midnight on that date in the country of origin.

Instruction leaflets were printed in the three languages and circulated to all National Olympic Committees in sufficient quantity for copies to be passed on to the governing bodies responsible for completing the forms.

Sufficient copies of the entry forms for nations and for teams, of the special forms for the yachting and equestrian events, and of the instruction leaflet were sent to each nation to meet their maximum possible requirements:—

	No. sent	Max. No. reqd. if every possible entry made
Entry form for nations ... ..	20	17
" " teams... ..	35	33
" " yachting ... ..	4	4
" " equestrian ... ..	10	9
Instruction leaflet ... ..	20*	

(\*This allowed at least one copy for each governing body making entries, with a reserve for headquarters use by the National Olympic Committee.)

The extra cost of supplying even the smaller countries with the maximum number of these forms was so small that there was no need to reduce the numbers. With the individual forms, however, such a policy would have been wasteful, requiring about 30-35,000 forms. The number sent was, therefore, based upon estimates previously received from the various National Olympic Committees as to the likely number of competitors or (where no estimate had been received), upon the number of competitors at Berlin, plus a reserve for contingencies in either case. The numbers distributed were as follows:—

Afghanistan	50	Cuba	100
Argentina	300	Czechoslovakia	350
Australia	100	Denmark	300
Austria	200	Egypt	200
Belgium	250	Eire	250
Bermuda	50	Finland	200
Brazil	150	France	400
British Guiana	50	Great Britain	400
Burma	50	Greece	100
Canada	150	Holland	200
Ceylon	50	Hungary	300
Chile	50	Iceland	100
China	100	India	100
Colombia	50	Iran	50



Iraq	50	Portugal	100
Italy	350	Puerto Rico	50
Jamaica	50	Singapore	50
Korea	50	South Africa	100
Lebanon	50	Spain	200
Liechtenstein	50	Sweden	200
Luxembourg	100	Switzerland	300
Malta	50	Syria	50
Mexico	150	Trinidad	50
Monaco	50	Turkey	150
New Zealand	100	Uruguay	50
Norway	200	U.S.A.	500
Pakistan	100	Venezuela	50
Panama	50	Yugoslavia	200
Peru	50	Reserve	3,700
Philippines	50	Total	12,000
Poland	100		

For various reasons the number of forms printed was too small. Some were lost in transit; the numbers sent were not always sufficient to cover spoilages and, as described later, many forms were subsequently used in the entry form department to facilitate the handling of cabled entries. This, combined with the number of requests received from National Olympic Committees for additional supplies meant that eventually reprints had to be obtained of every type of form.

A request was sent to each National Olympic Committee that they should acknowledge receipt of the entry forms. Only 23 National Olympic Committees actually did so—a proportion which was typical of other attempts to obtain acknowledgments of such things as identity cards, customs regulations and other circulars.

#### Receipt and Checking of Entries

With the exception of the Arts forms, which were the responsibility of the Arts Department, all entry forms were received by the Technical Department. There were two stages in the process:—

- (i) June 16 was the closing date for entries from nations, indicating the sports and events in which they intended to participate.
- (ii) The closing dates for receiving individual, team and special entry forms for equestrian and yachting were between July 14 and 27, the dates varying according to the starting date of the sport concerned.

#### Stage One

The checking of the national entry forms began at 3 p.m. on June 16 (entries being due to close at midnight) and was completed by the evening of Friday, June 18, with the exception of a few queries which had to be referred back to the National Olympic Committee concerned. This checking was done on June 16, by 19 members of the staff

of the Technical Department, who were engaged between 3 p.m. and 10 p.m. and, on the two succeeding days, between 6 and 10 persons according to availability.

The purpose of the check was:—

- (a) to ensure that the forms had been completely and correctly filled in;
- (b) to provide summaries for circulation to the international federation and national governing body concerned, and to the press, showing how many nations had entered for each event;
- (c) to provide a chart showing at a glance which nations had entered for which events (this was a wall chart with 136 vertical divisions for the 136 events and 61 horizontal divisions for the 61 nations which had accepted the Organising Committee's invitation).

The chart also acted as an aid in checking that all forms had been dealt with and that every country that had accepted the invitation to participate in the Games had sent in its forms.

The original entry form was checked and simultaneously six proformae were filled up to show which nations had entered for a particular event. These forms were sent to the international federation and British national governing body concerned and to various Organising Committee departments.

The vast majority of No. 1 entry forms was received in adequate time for this process, but cabled reminders had to be sent to four National Olympic Committees with a request that they should cable their entries and confirm. As a result of this precaution, the number of No. 1 forms which were not received to time was extremely small, and the few late forms were subsequently accepted, on instructions. There were, however, large numbers of cabled entries, including the entire entry lists from two nations which had entered for a large majority of the events. In addition, there was quite a number of cables amending or adding to No. 1 forms already received. This complicated the task, but not so greatly as the number of queries which had to be referred back to the nations concerned. The most fruitful sources of queries on No. 1 forms were:—

- (a) wrestling, boxing and weightlifting forms which omitted to specify the weight classes and (in wrestling) the styles of the events for which entry was to be made;
- (b) omission of specification of men's or women's event in cases where the event title was the same;
- (c) omission of signature of either the National Olympic Committee representative or the sports governing body representative;
- (d) entry for an event not on the Olympic programme.

Despite the cabling of all these queries, it was some time before all could be satisfactorily resolved, and work on the second process had to begin before this was complete.

It is absolutely essential that this first process should be finished as rapidly as possible, as many of the final details of the organisation of the events depend upon the number of entries received. The international federations and the national governing bodies were clamouring for details before the closing hour, particularly in respect of such events as football and hockey, where draws were to be made at an early date, and of basketball



and water polo, where the length of the tournament depended directly upon the number of entries received. In addition, the Organising Committee officials were anxious to know whether the provision of horses for the modern pentathlon and of dinghies for the yachting was adequate, and whether dressing rooms, pits and other accessories would be available in sufficient quantities. A delay of even 48 hours was felt to be serious, particularly by the press and radio correspondents, who were likewise desperate for information.

### Stage Two

The checking of the detailed entry forms began on July 12.

The purpose of this check was:—

- (a) to ensure that the forms had been completely and correctly filled and that a national entry form had been received from that nation for the event concerned.
- (b) to compile an alphabetical card index of all competitors in the Games.
- (c) to compile for the printers a list of entries, event by event, for programme purposes, and for supply to sports officials, press and radio.
- (d) to compile a ready reference index of all entries, event by event, in alphabetical order of nations and alphabetical order of competitors from each nation.
- (e) to analyse the number of entries, nation by nation, sport by sport and event by event.

Much more difficulty in obtaining entries before the closing date was experienced in this phase than in the preceding. There were increased numbers of queries, especially as some nations sent in more individual entries in certain events than were permitted by the regulations. This should not have occurred since the instruction leaflets listed the maximum number of entries for each event in the programme.

The cumulative effect of these queries and late entries was that in no case was it possible to compile the printers' lists and pass on to the international federations their copies of the entry forms until at least 48 hours after the closing hour. In certain cases additional delays were encountered and the lists were as much as four to five days behindhand.

The use of airmail has, strangely enough, complicated the strict application of the rules. This is due to the fact that National Olympic Committees now leave the despatch of entry forms until the last possible moment so that there is insufficient time for the resolution of inaccuracies by reference back. In a number of cases, too, due to cancellations of airline flights, the entry forms were seriously delayed.

No additional staffing of the entry form section could have obviated this delay, nor were there avoidable bottlenecks within the department, the delays being primarily due to the errors or the tardiness of National Olympic Committees.

In theory, all these late incorrect entries could have been rejected and the task of the Organising Committee and the international federations would have been much easier. With entries closing fourteen days before a sport commences, it is difficult, indeed it was agreed to be impossible, to adhere too strictly to the rules when such a high percentage of entries (in many cases between 30 per cent. and 40 per cent.) is late or incorrect.

## IDENTITY CARDS

The Executive Committee decided that the precedent of the Berlin and Los Angeles Games should be followed and that Olympic Identity Cards should be issued to all competitors and those officials intimately connected with the conduct of the various sports and teams.

The design and preparation of the Card was the responsibility of the Technical Department and it was planned to fulfil two main functions. It had to be a pass to allow competitors and officials access to those stadia where they had a right to watch events and, of course, to the dressing rooms of the stadium where they themselves were competing, and also to housing centres.

In addition it had to act as a valid passport and travel document for Olympic competitors and officials, for it was felt that this would greatly assist National Olympic Committees not only in the crossing of frontiers, but also from the point of view of Customs facilities in the United Kingdom. These considerations made it necessary that the document should be easily recognised and hard to imitate.

Certain box office considerations had to be met in the design of the card to avoid abuse for gaining admission to the complimentary stands reserved for competitors and officials. Every effort was made for the scrutiny of the card by arena and stadium stewards to be as simple as possible, and yet retain reasonable control. The card was designed to show on its first page the sport with which the holder was connected and the category in that sport to which he or she belonged, together with photograph, signature and full name. How the card operated as far as spectator use is concerned is dealt with under the complimentary ticket section. The scrutiny of the card for admission to the dressing rooms was especially strict.

As regards the use of the Identity Card as a travel document, the Aliens Department of the Home Office of His Majesty's Government gave great assistance and guidance as to the lay-out of the second page giving the agreement of the holder's own government, and the third page which gave the certified details of the holder.

H.M. Government agreed to allow the Identity Card to serve as a valid passport of entry into the United Kingdom, subject to the following provisos:

- (i) That the government of the country of origin of the holder should also agree to its use as a travel document for both inward and outward journeys.
- (ii) That the card should be valid for one journey only in each direction.
- (iii) That before the team of any country using the card as a travel document started its journey to London, a complete list of those persons to whom the card had been issued by the appropriate National Olympic Committee should be submitted to the nearest British Consul or Passport Office in order that the nominal roll could be checked by the U.K. representative.

The Government also agreed to waive visa fees for persons travelling on the Olympic Identity Cards, where these were still in force.



No  
XIV OLYMPIAD LONDON 1948

IDENTITY CARD

PHOTOGRAPH  
OF HOLDER



N.O.C.  
STAMP

Signature

Full Name

CATEGORY

Issued by the Organising Committee for XIV Olympiad,  
London, 1948


  
 CHAIRMAN                      DIRECTOR OF ORGANISATION

---

THE NATIONAL OLYMPIC COMMITTEE OF \_\_\_\_\_

This is to certify that this Identity Card is recognised by the Government of \_\_\_\_\_

certifies that the information contained herein is true and that the photograph on page 1 is that of \_\_\_\_\_

as a valid travel document permitting the person whose name, photograph and description appear hereon to depart from this country, travel in London, England, and return to this country.

\_\_\_\_\_

SECRETARY OF NATIONAL OLYMPIC COMMITTEE

\_\_\_\_\_

Dated: \_\_\_\_\_ 1948

SURNAME (BLOCK LETTERS) \_\_\_\_\_

GIVEN NAMES (BLOCK LETTERS) \_\_\_\_\_

DATE OF BIRTH \_\_\_\_\_

PLACE OF BIRTH \_\_\_\_\_

ADDRESS Street \_\_\_\_\_  
Town \_\_\_\_\_  
County \_\_\_\_\_

NATIONALITY \_\_\_\_\_

Where the first proviso was not met, the visiting competitors and officials had to travel on ordinary passports. National Olympic Committees were circularised as to these conditions and the onus of approaching their own governments was placed on them. Specimen cards were forwarded early in 1948, and the National Olympic Committees requested to make the necessary representations as soon as possible to their governments. Due to national regulations governing the issue of passports, some countries were unable to accept the card as a valid travel permit and, where this condition applied, the third page of the card was left blank. Even where competitors and officials travelled on normal passports, the Identity Card operated on arrival at the port of disembarkation in Great Britain as a Customs clearance certificate for the individual. As some of the teams, whose governments had been prepared to recognise the Card as a travel document, crossed in their journey to London the frontiers of certain countries who did not recognise it, they also had to be provided with normal passports, unless they came direct to London by air as, in fact, happened in one case.

Thirty nations accepted the Card as a valid travel document, which justified its use for this purpose.

A facsimile of the Card is reproduced opposite.

### MAIL FOR COMPETITORS

In conjunction with the Post Office authorities, special arrangements were made to handle mail for competitors and team officials. It was known that many teams would arrive early and be accommodated in temporary quarters until their Olympic housing centre was opened.

Each country with competitors in the London area was therefore allotted two Post Office box numbers, one for their men's and one for their women's team.

National Olympic Committees were informed of their box numbers before they left their countries, and also before it was known which housing centre each national team was to occupy.

As soon as a team's housing centre, whether temporary or permanent, was decided on, the postal authorities were notified of the centre to which mail addressed to the relevant box number was to be sent. Equally, when a team moved, the postal authorities were informed of the change of address.

Competitors and team officials for rowing and canoeing (High Wycombe), shooting (Bisley), equestrian and modern pentathlon (Aldershot) and yachting (Torquay) had permanent postal addresses.

The arrangements made at certain previous Olympic Games of one central address are only possible when a single Olympic village is used.

Special facilities to handle parcels which might contain articles liable to customs duty or purchase tax were arranged, but few parcels were received.

On the whole the system worked smoothly and efficiently.



### CUSTOMS FACILITIES

Reference has been made to the fact that holders of Olympic identity cards were granted special Customs facilities on entering the United Kingdom. The regulations of the Board of Customs and Excise do not permit the import of certain articles into Great Britain, and no exception could be made in this rule for the holders of Olympic identity cards. Special arrangements had to be made to permit all Olympic competitors and officials to import those items which they required for the conduct of their particular sport but which would normally involve the payment of customs duty and purchase tax. In addition to the Board of Customs and Excise, the following departments of His Majesty's Government were all approached in the negotiations leading up to the facilities arranged :

- (1) The Treasury, in respect of the financial implications.
- (2) The Board of Trade, in respect of the export and import licences.
- (3) The Home Office, in respect of fire-arms and ammunition.
- (4) Ministry of Food, in respect of fodder.
- (5) Ministry of Agriculture and Fisheries, in regard to horses.
- (6) H.M. Commissioners of Police through the medium of Scotland Yard, in regard to fire-arm permits which are compulsory in Great Britain.

Visitors to the United Kingdom who import dutiable and taxable articles can, on the payment of a deposit, bring such items into the country, recovering the deposit on re-export of the goods, and it was made clear to all National Olympic Committees that this principle would not be varied. The concession granted was that the Organising Committee, by entering into a financial bond with H.M. Government for a considerable sum of money, guaranteed to the Government that the dutiable articles would be exported by the owners on the conclusion of the Games, except in those cases where proof was given that they had been destroyed or consumed in the course of the Games.

In order to facilitate the rapid passage of all unaccompanied baggage, foodstuffs and items consigned in advance by National Olympic Committees through bonded warehouses and customs offices in the United Kingdom, the Organising Committee appointed Messrs. Beck & Pollitzer as official forwarding agents to be responsible for the receipt of such goods at the port of discharge and advised National Olympic Committees accordingly. This arrangement worked smoothly.

### CIRCULAR LETTERS

In the early days of the administration, the Technical Department undertook the circularisation of National Olympic Committees, to whom invitations to attend the London Games had been sent, requesting information such as the probable numbers of their competitors. A detailed questionnaire was drawn up covering all of the 136 events and was sent out in early 1947. Although most nations returned the questionnaire completed, there were certain gaps in the list and, despite repeated requests for information, up to a few months before the Games these returns had still not been received.

Reference is made elsewhere to the distribution by the Technical, Press and Housing Departments of the handbooks, press reports, newsletters and information circulars.

A supplementary questionnaire covering certain sports was sent out later in 1947 and, after that, information was requested piecemeal. It appears to be inevitable that any Organising Committee has to be repetitive in its demands and be prepared for nations to alter their proposed entries, or even to give no information at all, right up to the final date for the submission of national entry forms.

The Technical and Housing sections also initiated a series of circular letters to National Olympic Committees, and these were continued departmentally until February, 1948. The letters were sent out in all three official languages and an endeavour was made to keep all interested nations fully informed of developments in London. These departmental circulars were discontinued when responsibility for collating and circulating information from all departments was assumed by the Administration Department in March, 1948.

### BADGES AND MEDALS

The Technical Department was responsible to the Organising Committee for the detailed work in regard to the production of medals and badges and for the distribution of the diplomas.

The Executive Committee had already chosen a symbol for the 1948 Games, and had decided that this symbol should form the basis of the badge, although it should be solid and not "cut out," as had been the case at both Los Angeles and Berlin.

#### Badges

The Executive Committee ruled at an early date that the badges to be issued to competitors and officials for the Games would be for purposes of identification and as souvenirs only and not to give admission to Olympic venues or other centres.

The general principles that have grown up with various Olympic Games were followed in that the finish of the metal of which the badge was to be made would vary according to the category of person to whom it was issued. In addition the ribbon to be attached to the badges was to be distinctive to the group to which the wearer belonged, by colour or overprinting.

Estimates of the number of badges required were drawn up by reference to those numbers issued at Berlin and Los Angeles, and by correlating these figures against the anticipated attendance at the London Games. In addition to this, national governing bodies of sport in Great Britain were asked to give some idea of the number of officials that they expected would be required for the conduct of their sports. In retrospect, the number of badges provided was, within well-defined limits, reasonably accurate although due to a misunderstanding of the regulations applying to the sports officials entitled to badges, there was a certain amount of over-issue to this class of person, which necessitated the Organising Committee having to strike a few extra during the course of and directly after the Games.



The ribbon for all the badges was supplied by the makers with the exception of the special International Olympic Committee ribbon which was supplied to the Organising Committee as a gift.

A schedule of the types of badges issued, together with the numbers and details of distribution, is included in the statistical section of this Report.

#### Medals

(i) *Prize Medals.* The design used in the 1928, 1932 and 1936 Games for the Olympic medals, modelled by Professor Cassiole of Florence, was again used for the XIV Olympiad, with the alteration of the appropriate wording to "XIV Olympiad, London, 1948." These were struck in silver-gilt, silver and bronze and the number required based on the number of events and therefore the number of eligible victors. It must be borne in mind that, in computing these numbers, the maximum number for team sports had to be produced, since any reserve of a prize-winning team actually taking part in the Olympic competitions is entitled to a medal.

(ii) *Commemorative Medals.* The Executive Committee placed the production of the commemorative medals in the hands of Messrs. John Pinches, Ltd., and it was agreed by the Committee that the design of Sir Bertram Mackennal that was used for the 1908 Games should again be used for the obverse. The reverse bears the inscription "XIV Olympiad, London, 1948" above the five rings of the International Olympic Committee and below a panel showing Big Ben and St. Stephen's Tower of the Palace of Westminster, a variation of the symbol of the XIV Olympiad.

As every person entitled to a badge was also held to be entitled to a commemorative award, the numbers were related. The Executive Committee instructed the Technical Department to arrange the distribution of these and, chiefly for the purposes of identification, three types of box were designed to contain the awards, the definition being for the class of person to receive the medal.

#### Distribution of Badges and Medals

A fundamental principle, agreed by the Executive Committee, was that where a person was entitled to a badge of more than one classification, he should be issued with that badge which indicated his highest rank within the Olympic framework. That is to say, a member of a National Olympic Committee who was also a member of the I.O.C., received the I.O.C. badge. The official of an Olympic Committee who was also a president or secretary of an international federation wore the international federation badge.

(i) *International Olympic Committee.* The badges, commemorative awards and travel and stadium passes for members of the I.O.C. were distributed to these gentlemen in the folders placed before them at the Congress of the I.O.C. held immediately prior to the Games.

(ii) *International Federation Officials and Judges.* It was agreed that the technical representative of the national governing body of each sport should receive from the Organising Committee the badges and awards for the members of his international federation, together with the necessary badges and commemorative medals for the operating officials

in each sport. It was clearly laid down that no issue should be made until the arrival of the president or secretary of the international federation in Great Britain. As the badges and medals were felt to be of some value from an historic point of view, the Organising Committee urged all national governing bodies to limit the issue of these articles to those officials who played an active part in the conduct of the sport. It was felt that if all officials from the most important umpire, referee or timekeeper down to those persons of lesser stature within the framework were to receive badges and medals, the value of both articles as mementoes would be seriously impaired. As all sports place the status of their various officials differently, even those having the same titles, it was impossible to lay down any hard and fast rules, but as far as possible it was suggested to the sporting associations that the line should be drawn where the officials ceased to require international federation approval to their appointment.

(iii) *Visiting Delegations and Teams.* The issue of badges, commemorative awards and travel passes was conducted by the Technical Department through an officer who interviewed the Chef de Mission of each team on arrival, and agreed with him by reference to the nominal roll provided, the number of each class of badge to which that team was entitled. The Chef de Mission was also responsible for collecting, in the name of his National Olympic Committee, the badges and medals for the Committee members and officials accompanying the team. When he had provided the information as to his requirements, he received a requisition form which he presented to the Technical Department Stores Officer and was issued with his quota of badges and medals. An exception was made to this procedure in the case of the competitors and officials for the yachting, equestrian, modern pentathlon, shooting, canoeing and rowing events, who were housed outside the London area. In these cases each Chef de Mission supplied the necessary information as before and informed the Technical Department of the name of an appropriate officer of his team at the appropriate outlying housing centre who should receive the medals and badges. The necessary badges and medals were then despatched from the Headquarters to Aldershot, Bisley, etc., and the issue made direct at that housing centre.

In the light of experience gained in the distribution of these items in the London Games, certain conclusions can be drawn. In regard to the issue of badges and awards to officials of federations and participating officials in the sports, it would be more satisfactory if these were issued by the international federation office set up for each sport.

The success or failure of the distribution to national delegations depends upon the number of staff available in the Organising Committee offices, together with the amount of office accommodation allocated for this purpose. As many Chefs de Mission attend at the same time, a system of multiple interviewing and pre-arranged counter distribution is suggested in order that the visiting official may not be required to spend too much time at the Organising Committee offices in collecting his entitlement.

It is, of course, essential that the entitlement be properly established against certified nominal rolls submitted by the Chef de Mission. As the nominal rolls in the case of the London Games were those used for travel purposes, many names appeared of persons accompanying the delegations who were not entitled to badges, and consequently valuable time was wasted in determining which names must be removed from these lists.



## NUMBERING OF COMPETITORS

It had been intended that the numbers for each sport should be allocated in blocs in alphabetical order of nations—*i.e.*, all the athletic competitors from Afghanistan, in whatever event, would receive a number before any of the athletic competitors from the Argentine, and so on. Had this policy been carried out, certain complaints regarding the numbering, particularly in athletics, would have been obviated. As it was, owing to a misunderstanding, each event was numbered in order—the 100 metres from 1-74, the 200 metres from 75 onwards, etc. Thus, instead of being able to issue a bloc of say, 348-385 to the Italian team manager, the Italian numbers had all to be sorted out separately. The only exception to this was that, where a competitor was entered in more than one event, he retained his first allotted number in all events.

Numbers were allocated in all sports, even in those in which no numbers were worn, for convenience in announcing and to simplify the use of scoreboards.

Attempts were made to ascertain the numbers which would be worn by the players in team games—basketball, football, hockey and water polo. The numbering was made more complicated by the fact that in basketball, where substitution of players can take place during the game, the individual players are numbered; in the other games the positions are numbered, the player appearing at right back, for instance, wearing No. 2, whoever he may be.

The football, hockey and water polo teams were rarely selected until immediately before the match, so that the programmes could only show the complete list of players entered by each national team, leaving the actual selected team to be filled in by announcement on the ground. Only for the finals and third place matches of the football and hockey tournaments was an attempt made to indicate the likely team, and in all cases alterations were made and had to be announced just before the match.

Until after the tournament had begun it proved impossible to obtain the actual numbers to be worn by the basketball teams, so difficult was it to contact team managers. Eventually the majority was obtained through the arena manager and incorporated in subsequent programmes. There seems no reason why the numbers to be worn in this sport should not be incorporated on the entry forms in future. The same solution is obviously not applicable to the other team games so that, unless a ruling is made that teams should be selected 48 or 24 hours in advance, or arrangements made for direct contact with all team managers, it will still be difficult to give accurate information in the programmes for these sports.

### Instructions for Issue

The instructions regarding the issue of competitors' numbers were as follows:—

Where a competitor is entered for two or more events in the *same* sport, he will only be numbered once, but his number must be written in on the second and any subsequent entry.

Each sport will commence with Afghanistan as No. 1. Competitors entered for two or more *sports* will be given a fresh number under each sport. The cycle road race

is numbered on a separate series from the cycle track events, and each equestrian event is numbered separately.

On receipt of the printed list from the printers, the issue of numbers by the Equipment Officer must commence. The numbers for each team in sports needing numbers, *viz.*, athletics, cycling, equestrian events, fencing, gymnastics and modern pentathlon, will be tied up in bundles and clearly labelled with the name of the team and sport and the numbers issued (which will run concurrently for each team). The complete parcels for each centre in the London and Aldershot areas will then be made up and delivered to the Technical Representative at the housing centres, or, if none, to the Camp Commandant. In parceling up a team's numbers an envelope containing the issue voucher and the printed list of competitors will be included in the parcel.

On receipt of a parcel of numbers, these must be issued to the team(s) concerned. It should be explained to the chef de mission or team manager that the numbers *must be sewn on at the camp tailor's shop* as follows:—

<i>Athletics</i>	On vest—a number back and front. On tracksuit—a number on back.
<i>Cycling</i>	A number on right hip. A number on left hip. For road race only, a number attached to crossbar at handlebar end.
<i>Equestrian</i>	One saddlecloth and one armband for dressage, the jumping of the three days' event and the Prix des Nations. For the three days' event (cross-country) one saddlecloth, one armband, and a number on back and front (not sewn).
<i>Fencing</i>	One number on the back of the fencing suit.
<i>Gymnastics</i>	One number on back of vest.
<i>Modern Pentathlon</i>	For equestrian events—one saddlecloth, one armband and a number back and front (not sewn). For epee and shooting—number on the back. For cross-country athletics—number back and front (sewn on vest). For swimming—none.

## PROGRAMMES

Work on the preparation of the Olympic programmes began more than a year before the Opening Ceremony, but the nature of the task was such that, if all the preparatory work had been done as much in advance as possible, there would still have been a hectic rush in the last two weeks and during the Games. This was due to the late hour at which entry lists became available, and because certain draws had to be made and officials appointed even as late as the evening before the events.



As it transpired, it would have been helpful if the preparatory work had been further advanced. The ideal would have been the appointment about three months beforehand of an editor who would have been responsible for all contact with the programme printers and who, working in the Organising Committee's office, could also have been entirely responsible for the collection of all programme material, as well as for matters of typography, layout, etc. With this in view, at a late date, Mr. H. J. Hewson, of the Wembley Stadium staff, was appointed as Programme Editor, and carried out this task in collaboration with Mr. C. L. Elliott, who was seconded from the Organising Committee's Technical Department, and who had done all the preparatory work on programmes.

### Preliminary

The first estimates of programme quantities were compiled in the summer of 1947, and were based upon 80 per cent. purchasing of the estimated attendance. These quantities were subject to slight amendments. In fact, during the Games, it was found that 80 per cent. was substantially too high a figure.

It had also been agreed early in 1947 that there should be separate daily programmes for each sport and not a combined daily programme. The reason for this was fourfold:—

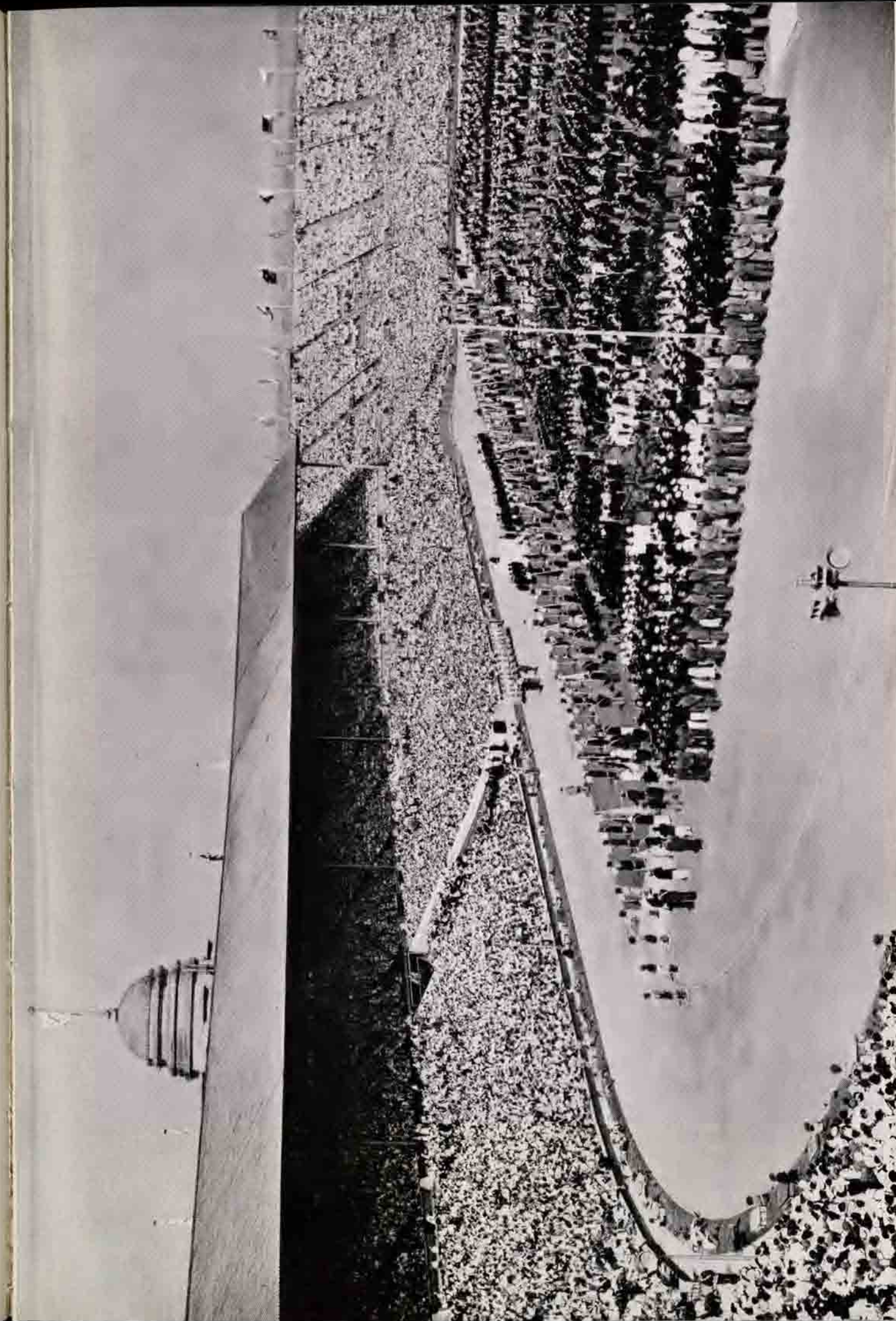
- (1) It was hoped to secure additional revenue and to incur fewer costs.
- (2) The various events were at more scattered venues than had been the case at Berlin.
- (3) The printers' task would have been considerably greater if they had had to produce vast quantities of a large combined programme.
- (4) It would have been difficult to justify to the Paper Control the quantities of paper which would have been necessary to produce a combined programme.

Discussions took place with the Technical Representatives for each sport as to whether they needed a programme each day, or whether a combined programme to cover all their events would suffice. It was decided that the following events should have a combined programme:—

Canoeing, Equestrian, Fencing, Gymnastics, Modern Pentathlon, Shooting, Weight-lifting.

The only event in which this decision was subject to doubt was the Fencing, which went on for 13 days and in which it was impossible to include some of the first round draws and any subsequent draws. In view, however, of the very limited sale and the disproportionate cost and printing effort involved, it was decided to produce only one combined programme for this event.

It was originally agreed that the Yachting programme should be "combined" and not "daily," as the conditions of the contest were such that the only change from day to day was the insertion of the previous day's results. In view, however, of the representations of the Torquay Corporation, who were anxious to have a new production available daily, it was later agreed to reverse this decision.



A general view of the Stadium during the Opening Ceremony. The competing teams are all lined up in formation, and Lord Burghley, Chairman of the Organising Committee, is inviting H.M. the King to declare the Games open.





*Viscount Portal, President of the Games, presents the President of the International Olympic Committee, Mr. J. Sigfrid Edstrom, to H.M. the King. On the right is the Chairman of the Organising Committee, Lord Burghley.*



*A salute of 21 guns is fired to mark the opening of the Games.*



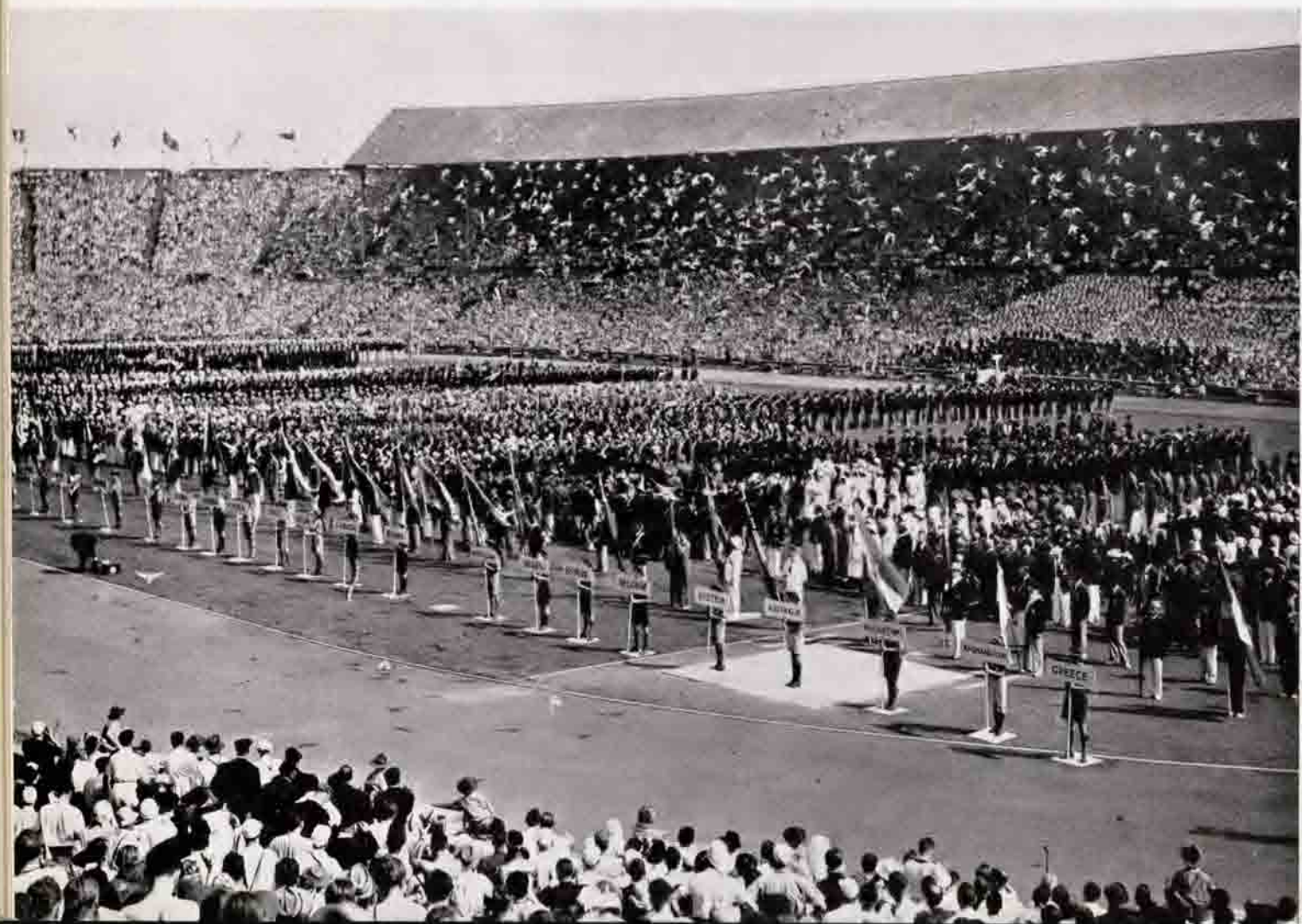
*Members of the International Olympic Committee are presented to H.M. the King by the President, Mr. J. Sigfrid Edstrom.*





*A fanfare of trumpets is sounded in the arena by the Trumpeters of the Household Cavalry immediately the Games have been declared open. On the left of the Tribune of Honour are members of the International Olympic Committee, and on the right members of the Organising Committee. In the Tribune is the Chairman of the Organising Committee, Lord Burghley.*

*The scene in the arena on the release of the thousands of pigeons, symbolic of the spirit of peace which must reign during the Games.*



*The torch-bearer, passing the Tribune of Honour during his circuit of the Stadium, is applauded by members of the Organising Committee.*





*Bearing the flame kindled in Greece and borne across Europe, the torch-bearer is seen as he makes his circuit of the track.*

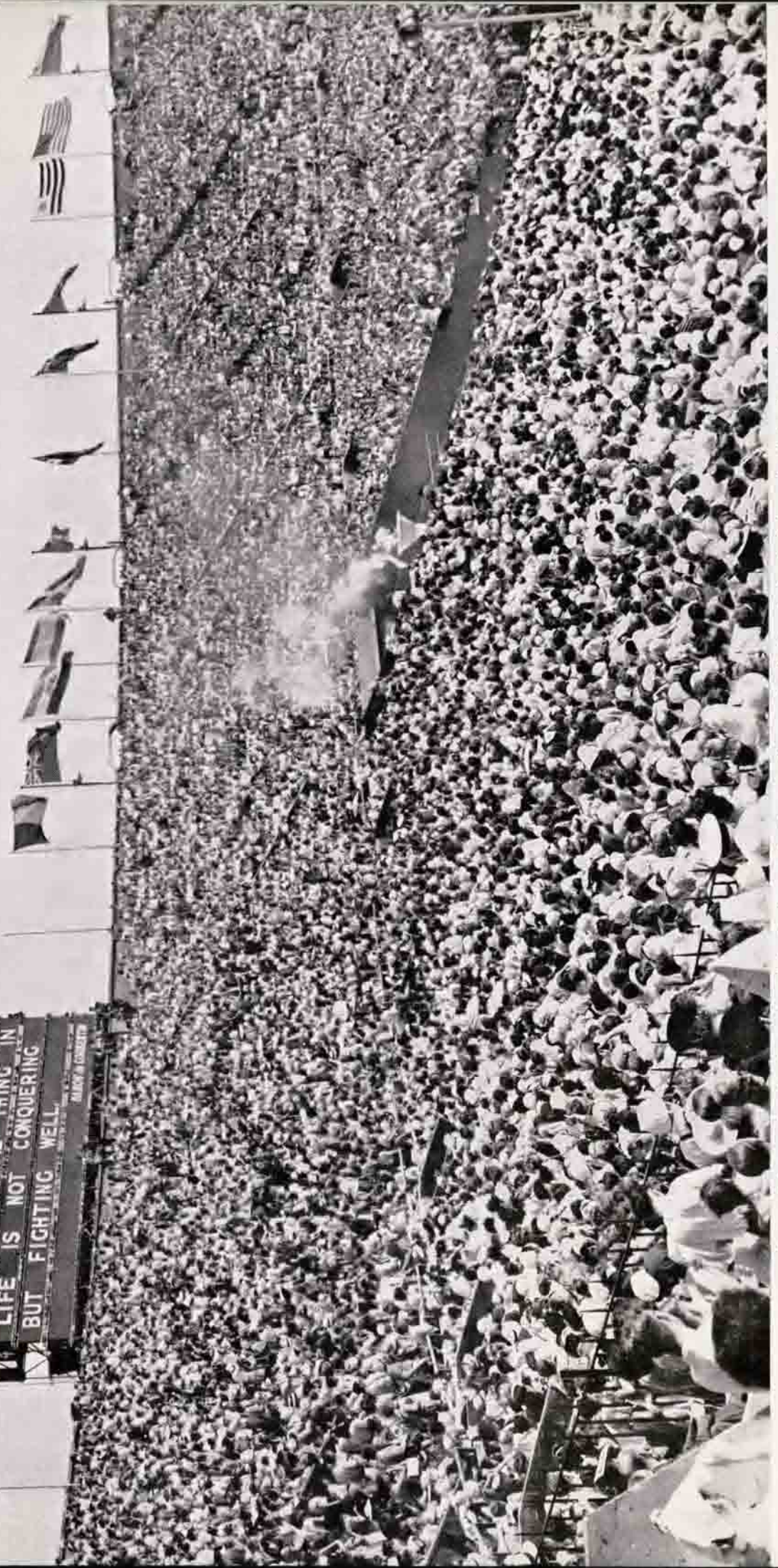


*Flags of the competing nations are dipped in salute as Donald Finlay, in the Tribune of Honour, takes the oath on behalf of all the competitors. He is holding a corner of the British flag, carried by J. Emrys Lloyd, a competitor in the fencing events and a member of the Organising Committee.*



THE IMPORTANT THING IN THE OLYMPIC GAMES IS NOT WINNING BUT TAKING PART. THE ESSENTIAL THING IN LIFE IS NOT CONQUERING BUT FIGHTING WELL.

MARK H. COUBERTIN



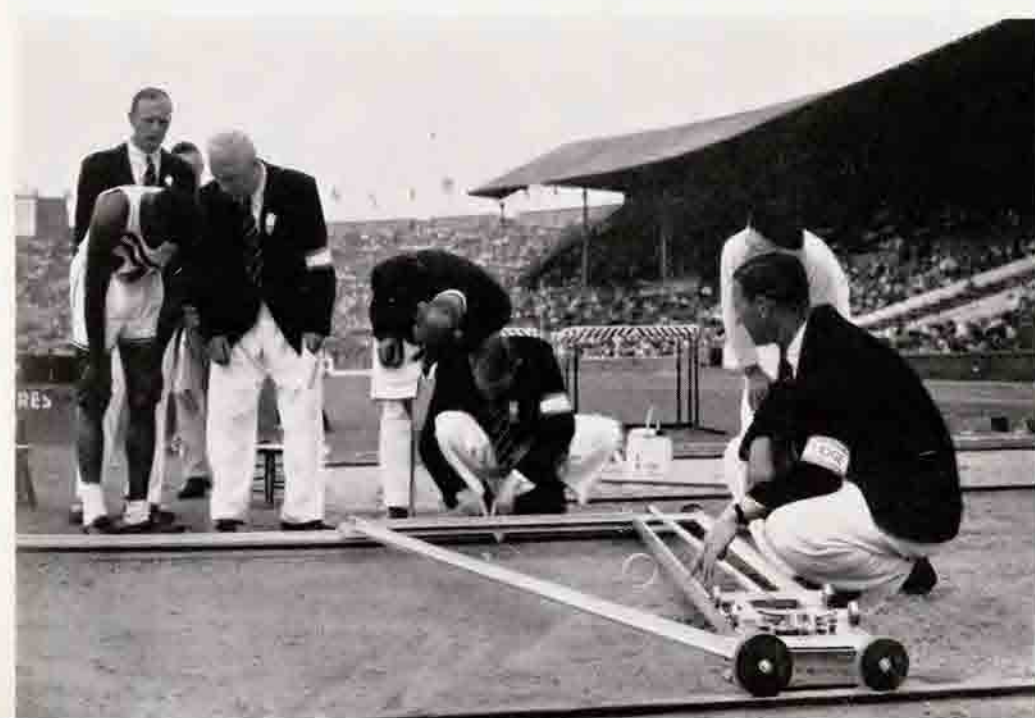
A general view of the scoreboard and a section of the Stadium as the Olympic Flame is kindled in the bowl of the peristyle by the torch-bearer. The scoreboard carried, throughout the Opening Ceremony, the famous words of Baron de Coubertin, founder of the modern Olympic Games.



A general view of the Athletic arena. The Olympic flag is flying in the foreground; at the far end, beneath the scoreboard, is the peristyle with its bowl, in which the Olympic flame burns. At the near end of the left-hand straight is the line on which all races finished. Some of the arena scoreboards which were used to record heights and distances and to show the numbers of the competitors in action are seen, and one of the camera crews on the tower used for the official film is in action on the right.



Operating the wind gauge which recorded the strength and direction of the wind during sprint races. The officials are C. A. Sinfield and H. W. Harbin.



The device for measuring jumps in the long jump and for smoothing off the sand in the pit to the correct level.





*The start of the 100-metres final. From left to right, the competitors are H. Dillard (U.S.A.), E. Macdonald Bailey (Great Britain), A. McCorquodale (Great Britain), L. Labeach (Panama), H. Ewell (U.S.A.), and M. Patton (U.S.A.).*

*The finish of the 100 metres as seen by the photo-finish camera, with Dillard first, Ewell second, Labeach third, McCorquodale fourth, Patton fifth, and Macdonald Bailey sixth.*



*How the finish of the 100 metres final appeared from the competitors' stand.*

*A heat in the 200-metres event as the runners pass the peristyle and the Olympic Flame, which burned throughout the Games. The competitors are, from left to right: D. Pettie (Canada), M. Fayos (Uruguay), J. Stephan (France), J. Lammers (Holland), and L. Labeach (Panama), winner of the heat and third in the final.*







The finish of the 200 metres final. From left to right: L. Laing (Jamaica) sixth, C. Bowland (U.S.A.) fifth, H. Ewell (U.S.A.) second, L. Labeach (Panama) third, M. Patton (U.S.A.) first, and H. McKenley (Jamaica) fourth.

As the runners enter the last straight in the 400 metres final, H. McKenley (Jamaica) is leading A. Wint (Jamaica) by three to four yards, with M. Whitfield (U.S.A.) further in the rear.



at the finish of the 400 metres final, A. Wint (Jamaica) has caught and passed H. McKenley (Jamaica). M. Whitfield (U.S.A.) holds third place, and behind him can be seen M. Curolta (Australia), who finished fifth.

One of the field events judges marking the card supported on his tray, held firm by the shoulder straps, while a colleague telephones the distance recorded to the arena scoreboards, and competitors in the women's shot-putting event check their progress and positions. The competitors are, from left to right, I. Mello de Preiss (Argentine), A. Panhorst-Niesink (Holland), and M. Birtwistle (Great Britain).







The start of the 800 metres final, the runners from left to right being H. Parlett (Great Britain), M. Hansenne (France), H. Barten (U.S.A.), N. Holst-Sorensen (Denmark), A. Wint (Jamaica), R. Chef d'hotel (France), I. Bengtsson (Sweden), R. Chambers (U.S.A.), and M. Whitfield (U.S.A.).

At the end of the first lap R. Chef d'hotel (France) leads from A. Wint (Jamaica), and M. Whitfield (U.S.A.). Barten is passing Bengtsson, and is followed by Hansenne. Parlett is behind Bengtsson.



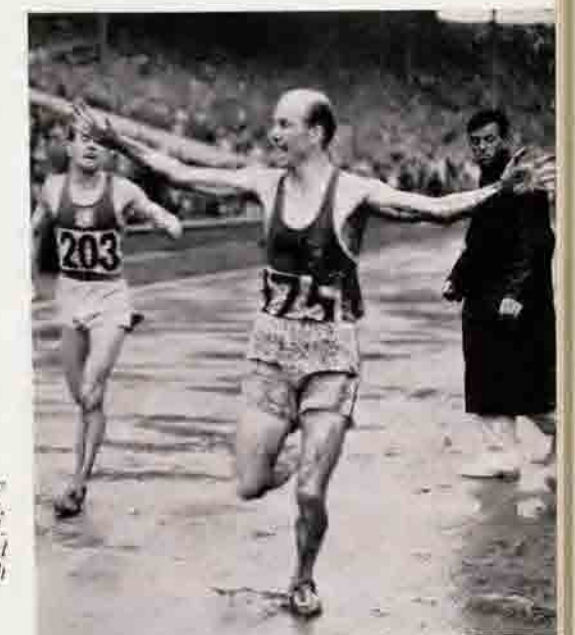
At the finish of the 800 metres final, M. Whitfield (U.S.A.) wins from A. Wint (Jamaica), with M. Hansenne (France) third, H. Barten (U.S.A.) fourth, and I. Bengtsson (Sweden) fifth.



During the course of the 800 metres final, with M. Whitfield (U.S.A.), the winner, leading from R. Chef d'hotel (France) No. 152, A. Wint (Jamaica) No. 122, and H. Barten (U.S.A.), as the runners are about to enter the finishing straight.



The amazing finish to the second heat in the 5,000 metres when, although four in each heat qualified for the final, neither E. Zatopek (Czechoslovakia), on left, nor E. Ahlden (Sweden) would give way to the other in the last lap, Ahlden eventually winning by a yard, with the rest of the field well behind.



G. Reiff (Belgium) just gets home in the final of the 5,000 metres, despite a wonderful spurt by E. Zatopek (Czechoslovakia), who had been about thirty yards behind with half a lap to go.

Zatopek leading the field in the early stages of the 5,000 metres final from V. Makela (Finland), with Reiff lying third, followed by W. Slijkhuis (Holland), and E. Ahlden (Sweden).







The weather conditions during the 1,500 metres final are shown by the state of the track and the umbrellas among the spectators. The runners shown are, from left to right, H. Eriksson (Sweden), M. Hansenie (France), L. Strand (Sweden), V. Cerona (Czechoslovakia), G. Bergqvist (Sweden), W. Slijkhuis (Holland), D. Johansson (Finland), and G. Nankeville (Great Britain).



Left. The finish of the 1,500 metres final, with H. Eriksson (Sweden) winning from L. Strand (Sweden), and W. Slijkhuis (Holland). Centre. A general view of the competitors early in the 10,000 metres with M. Ramjohn (Trinidad) leading from S. McCooke (Great Britain) and S. Cox (Great Britain). Other runners who can be identified are 238 V. Heino (Finland), 237 E. Heinstrom (Finland), 244 J. Peters (Great Britain), 241 A. Paris (France), 250 F. Wilt (U.S.A.). Right. E. Zatopek (Czechoslovakia) comes home an easy winner of the 10,000 metres, more than three-quarters of a minute in front of any of his rivals.

Separate programmes were scheduled for the Opening Ceremony, the Closing Ceremony, and for road sales on the marathon and the road walk courses. At first it was intended that the Opening Ceremony programme should be standard with the rest, as had been the case at Berlin, but it was later decided to have a double size with a selling price of two shillings instead of one shilling.

#### Covers

The programme cover was approved at the Executive Committee meeting of January 6th, 1948. The design, prepared by Messrs. McCorquodale & Co., Ltd. was standard throughout, but the colour varied from day to day to prevent confusion. All programmes for the same day, however, were of the same colour, whatever the sport. With the acceptance of the design and the provisional acceptance of the schedule of quantities, the printers were anxious to start work. It was not, however, until April, 1948, that it was possible to complete and pass the proofs of the remaining material for the cover pages. This consisted of:—

- (i) Metric conversion tables where appropriate (it was finally decided they were necessary only for weightlifting and athletics).
- (ii) An announcement (full page) of the Olympic Art Exhibition.
- (iii) A summary of how to get to the various London district Olympic venues by London Transport. This summary was prepared by London Transport officials at the request of the Transport Department, but had to be severely cut in order to fit the available space.

#### Text

Sample pages were put into type early in 1948, and general approval of the style was given.

In the later stages there were three major difficulties:—

- (i) The slowness with which final lists of competitors and draws became available.
- (ii) Lack of information from the officials of the sport concerned.
- (iii) The impossibility of keeping a close check on printers and officials outside the London area in the last stages of production.

With regard to (i), the explanation of this delay is outlined in the report of the Entry Form Department. Unless this delay can be obviated it is clearly impossible for the work on programmes to be expedited.

With regard to (ii), it is true that all officials were hard-pressed, but even so, it was regrettable that information was not always available to the programme department at an earlier moment. Even where the sports officials were on the spot, continual contact was necessary to obtain all the information needed, and the difficulties were much increased in respect of outlying venues.

As a result, much time had to be spent in obtaining information about officials, draws, etc., and three extra members of the staff were appointed for this purpose.

By making a complete check of all results as they were received, keeping in touch with the Results Department correspondents at the various Olympic centres, and taking up all



queries, either on their own initiative or when instructed to do so from the Programmes Office, they kept a flow of all the necessary material for the programmes. Their contact with the various arenas also enabled them to get draws, names of officials, etc., much sooner than would otherwise have been the case.

With regard to (iii), this did not hinder the work of the department, but resulted in the production of a less perfect programme either from the point of view of information or appearance.

### Opening Ceremony

A design for a special Opening Ceremony programme was submitted by Mr. H. A. Rothholz. The cover design was approved, but it was decided that the inner pages should not be illustrated as had originally been suggested. Instead a plain make-up was adopted.

### Printing and Distribution

The distribution of programmes to the public was satisfactory, but the distribution to officials, press, etc., did not, on all occasions, work quite so smoothly.

As was to be expected, some results for inclusion in the following day's programme were very late in coming to hand (even as late as 11 p.m.) and the very greatest credit is due to the printers for the way in which they overcame these difficulties and provided the programmes to time.

So far as possible the complete proofs of all programmes were checked in the Programmes Office before printing went ahead. There were two major exceptions to this:—

(a) At out-of-London venues only the first day's programme could be seen in proof, and the Rowing, Canoeing and Yachting programmes were all subsequently considerably altered on the spot. The Equestrian, Shooting and Cycle Road Race programmes were, however, finally checked in the Programmes Office.

(b) Where late results and draws had to be incorporated only a skeleton page proof could be checked.

At first it had been suggested by the printers that daily proofs of each programme for such sports as Athletics, Swimming, Wrestling, Boxing and Basketball were unnecessary. The Programmes Office's insistence on seeing as much as possible was, however, fully justified both in theory and in practice. In theory the Programmes Office was the responsible authority and had to take all possible precautions against any errors appearing in the programmes. In practice, the amount of pressure in the various printing offices inevitably led to several errors creeping into the proofs.

Even with the precautions taken it was impossible to keep all errors out of the programmes. Two sources of error were the following:—

(a) The printed lists of competitors from which the programmes were compiled were produced under stress. The proofs of these lists were not checked back against the entry forms and several errors, as it subsequently appeared, were to be found in most of the lists. It was obviously impracticable to waste time by checking the proofs against the entry forms, but it would have been desirable to check the printed lists

against the entry forms and notify the printers of any necessary amendments before the programmes appeared.

(b) In order to produce larger quantities in a short time, some of the programmes were set in type more than once. For instance, each of the Athletics programmes was set six times and each of the Swimming programmes twice. Any alteration made on the corrected proof copy should have been made also in each other set of proofs. This in practice worked reasonably well, considering the speed of operation, but it did not cover the case of errors in existence in other sets of proofs, but not in the set submitted to the office. The printers had considered that they would be able to obviate any such errors, but after some had been found in two of the early Athletics programmes, all six proof copies were checked in the Programmes Office. Several of the errors which had to be explained by the announcers arose from this practice. (Some errors, however, were due to rulings by an International Federation not being conveyed to the Programmes Office, as with the reduction in the number of 5,000 metre qualifiers per heat from five to four.)

The time factor made it impossible to check every proof name by name and number by number. So far as possible, however, a check of the number of entries in each heat and each event was made to guard against omissions, and by and large few slips were made.

## THE OLYMPIC FLAME

The 1932 and 1936 Olympic Games provided guidance in some degree on the methods to be employed by the Organising Committee. The Los Angeles Stadium was situated in a country where natural gas was readily available and therefore the Technical Department here had to rely more on the experiments and research on fuel carried out by the German Olympic Committee.

Propane gas, a commercial product, largely used for industrial purposes, had been used in 1936 and, while this was the ideal fuel, it was not available in sufficient quantity for the Olympic Flame. Butane, a compound allied to propane, was therefore chosen.

The requirements of the Olympic Fire were that it should have a bright, smokeless, odourless flame; that it should be readily lit; that the fuel should be in good supply and be transportable in a simple fashion; and, above all, that it should be extremely difficult to extinguish the flame. Most of these requirements were met by the fuel itself, butane gas. Others were dependent upon the type of burner that was used, which had a direct bearing on the size of the flame, its height and burning area.

All these considerations had to be linked up with the position that the bowl would occupy at the Empire Stadium.

It was obviously desirable to place the Flame in a prominent position, but one in which it would not obscure the view of any spectators or cause them discomfort by their proximity to the fire. Initially it was decided to erect the bowl and its peristyle above and behind all spectator accommodation at the west end of the Stadium, and experimental work continued on these lines until a comparatively late date.



It was found, however, that to place the fire here had two major obstacles :

(1) from the seating angle a considerable number of seats would have to be lost in arranging a stairway or ramp for the last torch runner to mount to the bowl to ignite the Olympic Flame ;

(2) a far more serious obstacle, that the cylinders containing the gas would have to be mounted some 120 feet above ground level, where, if one fell during refuelling, it would have disastrous consequences to the Stadium.

#### Siting of Peristyle

The Wembley Stadium authorities, advised by their architects, put forward an alternative plan which was adopted and which proved most workable. The pageant tunnel at the east end of the Stadium was roofed in to provide a platform some 30 feet by 25 feet at a level mid-way between the track and the back row of spectators. The bowl and peristyle were placed about 5 feet from the front of this platform and were visible from nearly every seat within the Stadium itself. A flight of steps leading up to the platform was specially constructed at the side of the tunnel to give the last torch runner easy access to the bowl. A special protective screen was erected 20 feet behind the Flame, and directly behind this wall a control room was built in the gallery of the Stadium itself, where the fuel supply was situated. In this control room an operative was in constant attendance.

Experiments were carried out in Holland and a burner was manufactured there which had a 2-foot diameter and, at maximum pressure, could give a flame 10 feet in height. In practice, it was found that a flame of about 4 feet in height, giving the impression of a lazy burning oil fire, produced the minimum amount of discomfort to anyone within the immediate vicinity of the flame and in all but the highest winds could not be extinguished. As this flame was under constant supervision of the control room, any change in the wind direction or its velocity was immediately counteracted by increasing or decreasing the rate of supply of the gas.

#### Pilot Burner

Beside the main burner, and inside the actual casing of the bowl itself, a small pilot burner was installed. This lit automatically from the main flame when given a supply of gas. Reciprocally, if the pilot burner was alight, and the gas supply turned on to the main bowl, this ignited from the pilot burner. The object of this pilot light was to conserve fuel during the time when the Empire Stadium was empty. After the spectators had left the arena each day, the pilot light was turned on and the main flame extinguished. The actual Flame never died. The result of this provision was that during the 17 days, July 29-August 14, the time for which the Flame was actually ignited was 386 hours, the main bowl only being alight for some 70 hours of this period. It may be said in passing that the installation of the pilot burner led, on one occasion, to a false report being circulated that the Flame had gone out.

Butane gas was supplied in cylinders holding 60 lb. and two were always in parallel on the supply line. An indicator on each cylinder head showed the amount of gas expended

and, as soon as 75 per cent. had been used, the other cylinder was turned on and the partially expended one replaced by a fresh cylinder.

On the Torch Relay route from Greece to London, a burner similar to the pilot light used at Wembley was supplied to H.M.S. *Whitesand Bay* for the transport of the Flame from Greece to Italy across the Adriatic. A similar burner was installed at Torre Abbey, Torquay, where the Olympic Fire burned during the period of the Olympic yachting regatta.

### VICTORY CEREMONIES

The Executive Committee gave careful consideration to the desirability of holding all Victory Ceremonies at the Empire Stadium. Various international federations had differing points of view on this question. While some felt that the Empire Stadium, the centre of the Games, was the appropriate place, others, whose sports took place in outside arenas, felt that the Victory Ceremonies should take place directly each event was concluded and before those spectators who had witnessed the contest. The athletic authorities, who were chiefly concerned with the use of the Empire Stadium, pointed out that it was undesirable, from the point of view of their programme, to have too many Victory Ceremonies in the Stadium for sports other than athletics, as they would be disturbing both to spectators and competitors, who would be held in additional suspense before major athletic contests. Furthermore, owing to the somewhat widespread nature of the venues, considerable travelling would have to be done if all successful competitors were to be brought to the Empire Stadium. The decision which was finally reached was that Victory Ceremonies should be held in five centres, and it was only the last-minute alteration of the Gymnastics venue to the Empress Hall that brought about the inclusion of a sixth centre. These proposals for the staging of Victory Ceremonies were referred to the I.O.C. for approval.

The final arrangements were as follows :—

(1) *Empire Stadium*. The Victory Ceremonies of all athletic events were held directly each particular event was concluded. The successful competitors in the following sports were also brought to the Empire Stadium for Victory Ceremonies :—

Fencing—the day after the conclusion of the event.

Wrestling—the day after the finals of each style.

Weightlifting—the day after the conclusion of the particular weights.

Modern Pentathlon—the day after the conclusion of the event.

Shooting—the day after the conclusion of the Shooting events.

Canoeing—the day after the conclusion of the Canoeing events.

Football and Hockey—directly after the final matches.

Basketball and Cycle Road Race—immediately preceding the Prix des Nations.

Equestrian—Aldershot events immediately preceding the Prix des Nations ; Prix des Nations immediately preceding the Closing Ceremony.



(2) *Empire Pool*. At the request of the international Swimming and Boxing Federations, Victory Ceremonies of the Swimming contests were held in the Empire Pool at the completion of each event, and on the final night of the boxing tournament.

(3) *Henley-on-Thames*. The Victory Ceremonies for the Rowing events were held at the water-side after the final of each race.

(4) *Torquay*. Victory Ceremonies for the Yachting events were held immediately preceding the special Closing Ceremony staged at Torbay.

(5) *Herne Hill*. Victory Ceremonies for each Cycling track event were held immediately after the final had been concluded.

(6) *Empress Hall*. It had been intended to hold the Victory Ceremonies for the Gymnastics events in the Empire Stadium, but owing to the change of venue, they were held at Earl's Court.

Victory ceremony platforms were provided at all centres with the exception of Henley, and the flag poles to carry the flags of the countries of the winning competitors were erected wherever possible above the scoreboard in the arena.

#### Presentation of Medals

Mr. J. Sigfrid Edstrom, the President of the International Olympic Committee, performed a very large number of the prize distributions personally, and other members of the I.O.C. also assisted in this function. At the invitation of the I.O.C. Sir Ralph Gore conducted the victory ceremonies at Torquay and the President of the London Games, Lord Portal, presented some of the medals at the Empire Pool. An officer of the Organising Committee's staff was detailed to attend with the necessary medals at each venue on any day on which victory ceremonies were to take place. His duty was to collect the successful competitors and conduct them at the appropriate moment to the victory ceremony rostrum. Where victory ceremonies were held on the day after the conclusion of an event, the officer informed the appropriate team manager that his competitors should attend at a specified time.

The victors of the Prix des Nations took part in their victory ceremony mounted.

#### NATIONAL ANTHEMS

In 1947, when the Organising Committee was circularising national Olympic Committees who had either accepted the invitation to the London Games or were likely to do so, copies of the scores of the national anthem or hymn of each country were requested for use in the Victory Ceremony celebrations. It was particularly desired that, when the national anthem of a winning competitor's nation was played, it should be in a form that was recognisable to that competitor, as it is quite possible for the rendering of a piece of music, by variation in tempo and expression, to sound unfamiliar to the national concerned. With this in view, band parts, scored for military bands, were requested for all national anthems. Even this was not a sufficient safeguard, since the composition of a military band varies from country to country. Many nations supplied gramophone records

as well as scores and these gave a clear indication of the rendering normally used in the country of origin.

Difficulties were experienced, as certain countries had, due to a change in government after the conclusion of World War II, altered or amended their national anthem and in some cases the final form had not been decided.

In the case of many of the countries of the British Commonwealth of Nations, "God Save The King" is played in conjunction with an anthem peculiar to the member country.

As formal Victory Ceremonies and presentations of medals took place at five centres, the allocation of band parts was carried out as follows:—one complete set of all competing nations was compiled for the Empire Stadium; one set of competing nations in swimming and boxing for the Empire Pool; one set of competing nations in cycling for Herne Hill; one set of competing nations in rowing for Henley; and one set of competing nations in yachting for Torquay.

In all cases the National Olympic Committees had been asked to indicate on their scores that part of the anthem normally used in a shortened version, and it was this shortened version that was played at Victory Ceremonies.

#### DECORATIONS

The chief factor in the general scheme of decoration for the Games was the flying of national flags, surmounted by the official Olympic flag, at the various sports venues and housing centres.

Supplementary decorations at all these sites, were as follows:—

(a) The flying in a prominent position of international code signalling flags arranged to spell the Olympic motto, "Citius, Altius, Fortius."

(b) The mounting of the Olympic emblem, a shield bearing the five interlocking Olympic rings on a white background, the whole set against a background of draped flags in the five Olympic colours.

(c) The decorating of dining tables and interiors of housing centres with small national pennants. Bunting, and travel posters showing typical scenes from town and country in the British Isles were displayed on interior walls.

On the occupation of a housing centre by a team allotted to it a ceremony of welcome took place, the most important part of which was the hoisting of the flag of the nation concerned. A similar ceremony in which the flag was lowered marked the departure of the team from its centre at the close of the Games.

#### Size of Flags

The flags used in the above instances were 4, 3 or 2 yards in size, depending on the function which they fulfilled. Due to the shortage of suitably sized poles it was not found possible to retain uniformity of flag sizes between all venues and centres. However, at most sports venues, the flags were either 3 or 4 yards in size and at all housing centres 2 or 3 yards.



In no instance was the Olympic flag smaller than the largest national flag flown at any housing centre or sports venue, and, in all cases, it was flown on the tallest pole and in the most prominent position.

#### Victory Ceremony Flags

The protocol of the Olympic Games requires that flags for victory ceremonies should be of two sizes. Therefore, a 4-yard national flag for the winner, and two 2-yard flags for those in second and third places were used. A deviation from this arrangement occurred at Torquay as only one set of 3-yard national flags of those nations competing was supplied, since duplication of nations in the victory ceremony could not occur.

#### Flag Allocation

At all venues and housing centres except Wembley only the national flags of those countries participating in sports at such venues or residing in such centres, were flown. Allocation was as follows :—

(a) *Empire Stadium.* Here in the main Olympic stadium, the site of the Opening and Closing Ceremonies, the flag of every nation participating in the Games was flown. Four-yard national flags were flown from 30-foot poles at the top of the containing wall of the stadium in such a manner as to be visible from the arena. From the twin towers surmounting the main entrance two 4-yard Olympic flags were flown, the Royal Standard being substituted for one on the occasion of the Opening of the Games by His Majesty the King or when the King was present on other days.

The great Olympic Flag which was 6 by 4 yards in size, hoisted to mark the Opening the Games of the XIV Olympiad, was the gift of a firm of flag contractors, and flew from the main mast at the west end of the arena.

Flag poles on the stadium's structure were dressed with Olympic flags alternating with St. George's Cross and the standard of the City of London, the host city.

Three flag poles, two of 25 feet and the centre one of 50 feet were erected over the main scoreboard. Towering high above the main structure these carried three Olympic flags on the opening day and subsequently flew national flags during the victory ceremonies, the centre pole flying the flag of the winning nation.

(b) *Empire Pool, Palace of Engineering, Empress Hall and Harringay Arena.* It was found impracticable to fly flags from poles indoors. In the venues referred to, use was made of interior rafters or girders, from which flags of a size dependent on the height of the roof hung bannerwise. A most effective display was that in the Palace of Engineering where pillars supporting the arched girders of the roof broke up the continuity of the floor space to form four separate fencing salles. Two-yard flags of those nations competing in the fencing were hung from short bamboo poles fixed at an angle of 45 degrees to the junction of each pillar and arch. The walls were draped with gaily coloured hangings and the general effect was that of a series of medieval manorial halls.

(c) *Henley-on-Thames.* Twenty-five-foot poles were erected outside the stewards' enclosure at intervals of 5 yards. From these were flown 4-yard flags of those nations

competing in the rowing and canoeing events. The Olympic Flag flew from the 40-foot mainmast inside the stewards' enclosure.

(b) *Camberley and Aldershot.* Two-yard flags of those nations competing at Aldershot flew at Camberley housing centre. Four-yard flags of competing nations in equestrian sports were flown at the Command Stadium at Aldershot. Olympic flags were supplied for each place.

(e) *Windsor Great Park.* Twenty-five-foot flag poles were erected behind stands on Smith's Lawn and were dressed with 4-yard national flags of the competing nations. An Olympic flag flew from the top of the photo-finish tower opposite the start and finish line. Many of the gates used by the public were decorated with emblems and bunting.

(f) *Herne Hill.* The flags (2-yard) of the nations competing in the cycling events were flown at each end of the arena, and the Olympic flag flew from the main flag staff.

(g) *Bisley.* Flags of all nations competing in the shooting events were flown here, together with an Olympic flag.

(h) *Victoria and Albert Museums.* An Olympic flag was flown.

(i) *Torquay.* The Organising Committee agreed to provide the Torquay Town Council with one set of victory ceremony flags (3-yard) of those nations competing in the yacht racing events. Three large Olympic flags and twenty 2½ by 1½ foot Olympic flags to be flown by patrol launches were also provided. Carrying flags for the Parade of Nations at Torquay were lent by the Boy Scouts Association.

(j) *Richmond Park, Uxbridge and West Drayton.* At the three main housing centres 2-yard flags of the resident nations were flown. An Olympic flag flew from the mainmast at each centre.

(k) *Middlesex and High Wycombe Schools.* Three-yard flags of resident nations flew at the former and 2-yard flags at the latter. An Olympic flag was flown at each school. "Citius, Altius, Fortius" bunting, and at least one official emblem was displayed at each venue.

The following London boroughs and provincial towns co-operated at their own expense in the general scheme of decoration :—

The City of Westminster, Aldershot, Chelsea, Deptford, Dover, Hackney, Henley-on-Thames, High Wycombe, Islington, Royal Borough of Kensington, Southwark, Royal Borough of Windsor, Uxbridge, Wembley, West Drayton.

In most instances these boroughs decorated their public buildings with national flags and bunting. The City of Westminster and Henley decorated their main thoroughfares, Piccadilly Circus having a special display. Several of the large stores displayed the national flags of the competing nations inside and outside their buildings.

#### Conclusion

The same set of flags was used to cover the decoration of more than one venue. Such an arrangement requires careful timing and stringent supervision, and even so, during the transfers, many flags, emblems and bunting were lost or taken as souvenirs.



A further difficulty was the fact that a large number of teams had to be accommodated temporarily in one housing centre and later transferred to another.

Great care was exercised in obtaining the correct design of each national flag. It was not always possible to obtain in advance from the various National Olympic Committees properly coloured and dimensional drawings. In two cases the College of Heraldry was consulted for a final decision. In addition, many countries had changed the design of their flag since the war, and, in some instances, the new design was still under consideration by the Government concerned. Eventually, however, a book of coloured scale drawings of each flag was prepared, and this was passed to the manufacturer who was thus able to provide the correct flag for each of the participating nations.

On receipt of an enquiry from the Decoration Sub-Committee, 18 nations informed the Committee that they proposed to bring their own carrying flag for the Parade of Nations; 24 replied that they wished the Organising Committee to provide the necessary flags. No answer having been obtained from the remaining 17 a month prior to the Games, it was decided to place an order with the flag contractors for those flags. A sling and flag pole were provided for each flag ordered, and a supply of spare poles and slings was on hand for an emergency. Unfortunately, at both the Opening and Closing Ceremonies, several nations who had formerly declared their intention to provide their own flags, did not do so, for one reason or another. The flags from the Scoreboard were used to meet the emergency.

## TELECOMMUNICATIONS

The magnitude of the task confronting the Organising Committee and the British Post Office in providing postal, telegraph and telephone communication facilities was realised at an early stage and preliminary discussions, designed to ensure that the needs of the home and foreign press, the British Broadcasting Corporation, competitors and visitors were fully met, took place as early as January, 1947, eighteen months before the opening of the Games. The estimate of requirements which the Organising Committee was then able to furnish to the Post Office became the basis upon which all future planning proceeded.

A special committee was set up to undertake this task, under the chairmanship of the Telephone Controller of the London Telecommunications Region, including representatives of the Postal, Telecommunications and Finance Departments of the Post Office. The Telephone Manager of the London North West Area, in whose territory Wembley is situated, was also a member. The Technical Manager and other representatives of the Organising Committee attended a number of the Committee's meetings. Certain other persons, notably journalists whose comments upon the arrangements made at the Olympic Winter Games in Switzerland had found expression in a press journal, were also invited to contribute their views upon what would be required. The opinions of the Foreign Press Association of London, the United Press Association of America, the Empire Press Union and the Newspaper Proprietors' Association were also sought, and, as a result, the Post Office was able to form some picture of the magnitude of the traffic which might be expected and how it might be divided between the different media—postal, telegraph, teleprinter and telephone.

It was necessary to cover the communications requirements of (a) the Organising Committee in London for purposes of general management; (b) the arena managers at Wembley for controlling the Games; (c) the public at all venues; (d) the press at all venues and (e) the competitors at all housing centres.

The main centre of the Games was the Empire Stadium, Wembley, and it was obvious that the Wembley Telephone Exchange, fully loaded by existing public requirements, would be unable to handle the additional traffic which the presence of the Games in the area would produce. An exchange, aptly named "Corinthian," was therefore provided to serve the Games offices at Wembley, the press and public call offices and some other subscribers. A staff of 22 operators was employed. The general layout of the switchroom is illustrated in Figure I. The exchange was equipped for 1,200 subscribers with 260 outgoing and 181 incoming junctions.

### Telephones for the Organising Committee

No special problems were presented in the provision of telephone service at the Committee's Head Office at 37, Upper Brook Street, London, W.1. The installation consisted of two 10 + 50 switchboards with 75 extensions, but traffic over the exchange lines during the two weeks preceding the opening of the Games became heavy and relief



had to be afforded to the switchboards by the installation of additional lines (terminating on instruments) for the use of administrative officials.

#### Teleprinter Network for the Organising Committee

A teleprinter switchboard was installed in the Civic Hall, Wembley, to which were connected teleprinter lines within the Stadium grounds, the main housing centres and venues. It was thus possible to connect any teleprinter with any other by asking the switchboard operator to set up the connection. If necessary any one point could readily disseminate a message to a number of other points.

The "B" broadcast (see Figure II) was operated from the rear of the arena managers' control room, and transmitted simultaneously to the following points:—

1. Press stand.
2. British Broadcasting Corporation.
3. Main scoreboard.
4. Results section (Civic Hall).
5. Head Office, 37, Upper Brook Street, London, W.1.

It was necessary to issue duplicated sheets of draws and results to approximately 400 press correspondents. This work was carried out efficiently by installing two teleprinters in the press stand with parallel teleprinters on both. A switch enabled either the main or parallel instrument to be used. The fitting of loaded hammers enabled stencilling to be undertaken, thereby greatly reducing the time factor in the distribution of the information.

From Henley and the Empress Hall, results were transmitted direct by teleprinter to Wembley, but this was considered unnecessary from the other venues as results came at long intervals and then only for limited periods. The "A" broadcast (see Figure II) connected the five points mentioned above and, in addition, Henley, the Empress Hall and the housing centres at Richmond Park, West Drayton and Uxbridge.

The machines that were equipped for stencilling were expected to give some trouble through the clogging of the type heads. Although on some days they were continuously in use, it was found that the type heads required cleaning only once every three or four hours.

#### Teleprinter Staffing

The Post Office provided the operator for the teleprinter switchboard. All the other teleprinter points and the telephones at Richmond Park and the Empress Hall were operated by Army and Royal Air Force personnel, under the general control of Captain I. E. Gibson.

#### Arena Telephone Arrangements

The arena managers' office at the Empire Stadium was in an elevated position near the side of the track and adjacent to the finishing post. The telephone apparatus consisted of a ten-line multiphone switchboard with extensions to key points. Over this network instructions were sent out, competitors were located, and the public address system



Figure 1



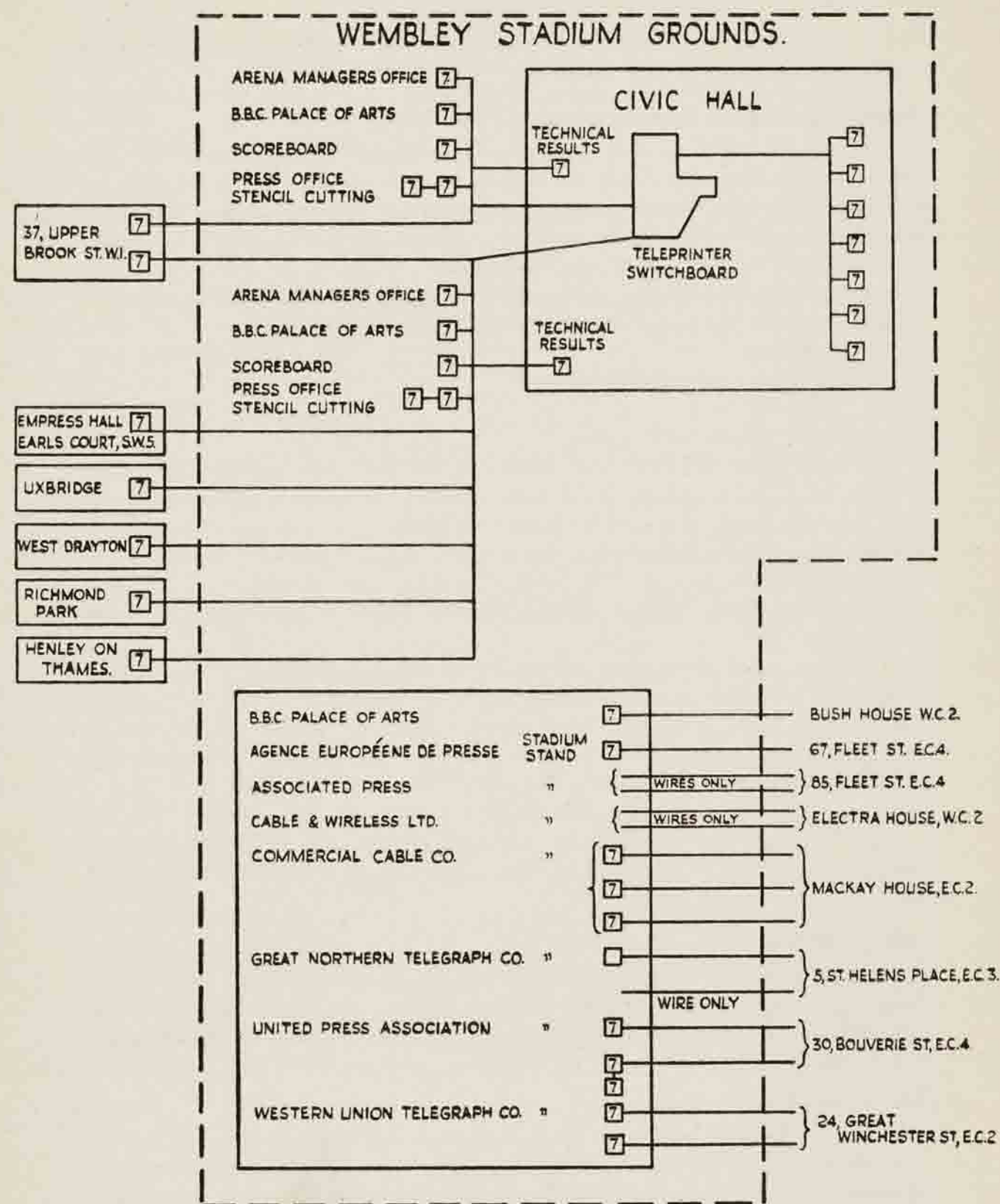


Figure II

operators advised of any special announcements. In association with this network, and immediately behind the control office, were two teleprinters which ensured the immediate transmission of all results to the B.B.C., the scoreboard and the press office. A plan of the network is shown in Figure III.

It was necessary to provide information about the progress of events and the results for the audience in the Stadium but, as track and field events were often being contested simultaneously, to use the public address system for both would have caused overloading and confusion. It was therefore decided to announce the track results by the public address system and, by means of a telephone network, to pass all information concerning field events to an operator, for visual display on the smaller scoreboards in the arena. A second ten-line multiphone switchboard was installed in the arena manager's office, with telephones to various points in the arena as shown in Figure IIIA. These telephones were fitted with breastplate transmitters and headgear receivers, and special waterproof plugs and sockets.

Stadium officials, stationed at A and B in Figure IIIA, reported times, distances, etc., to the switchboard operators, who passed the information forward for visual display on the scoreboards. Telephones at points R 1-4 and C 1 and C 2 were used for intercommunication between camera locations on the field and the photo-finish points.

#### Special Telephone Facilities for the Marathon and Road Walk

It was essential that the results department at Wembley should be kept informed of the positions of the runners throughout the course of the Marathon and Road Walk, and for this purpose a number of public telephone kiosks along the route were reserved to the Organising Committee. Care was taken to select telephones in situations where the presence of adjacent facilities minimised public inconvenience, and the arrangement, which was typical of many improvisations, proved most successful.

#### Public Telephone Service

The public demand for telephones at all venues and at the main housing centres was estimated to be small and little additional provision was made. At some venues, such as the Empress Hall and Harringay, facilities already existed and no further provision was considered necessary. It was, however, essential that the public should have adequate facilities at the Empire Stadium, and 37 kiosks were provided within the Stadium grounds and 20 call offices in a room adjoining the Olympic Games Post Office.

#### Press Arrangements

The Press were specially catered for at the following points :—

1. The press stand in the Empire Stadium.
2. The press centre in the Civic Hall, Wembley.
3. The Empire Pool.

Points 1 and 2 were each provided with ten lines connected direct to the London Continental Exchange, and these were terminated on lamp-signalling, cordless switchboards. Silence cabinets were installed. A suite of call offices was reserved for the exclusive use of journalists at the Empire Pool.



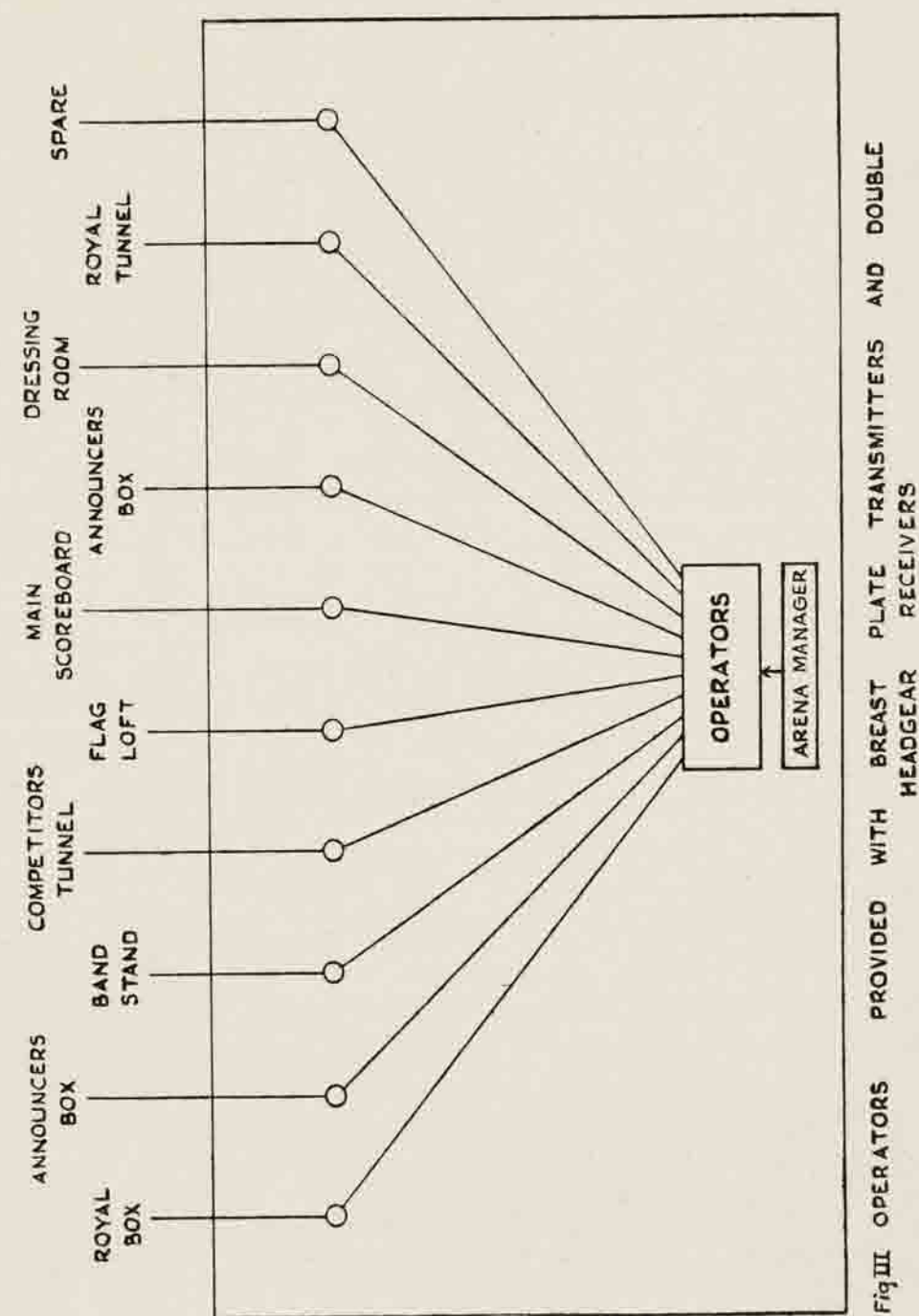


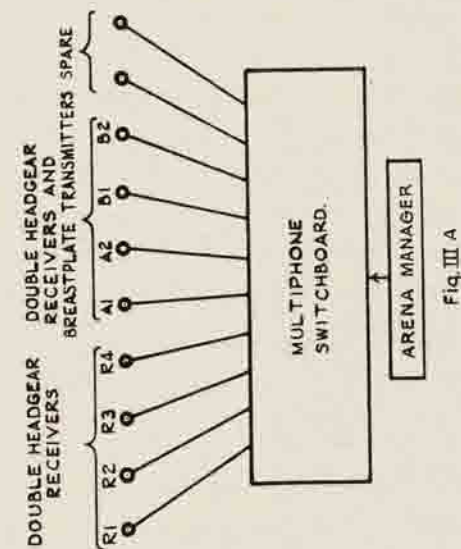
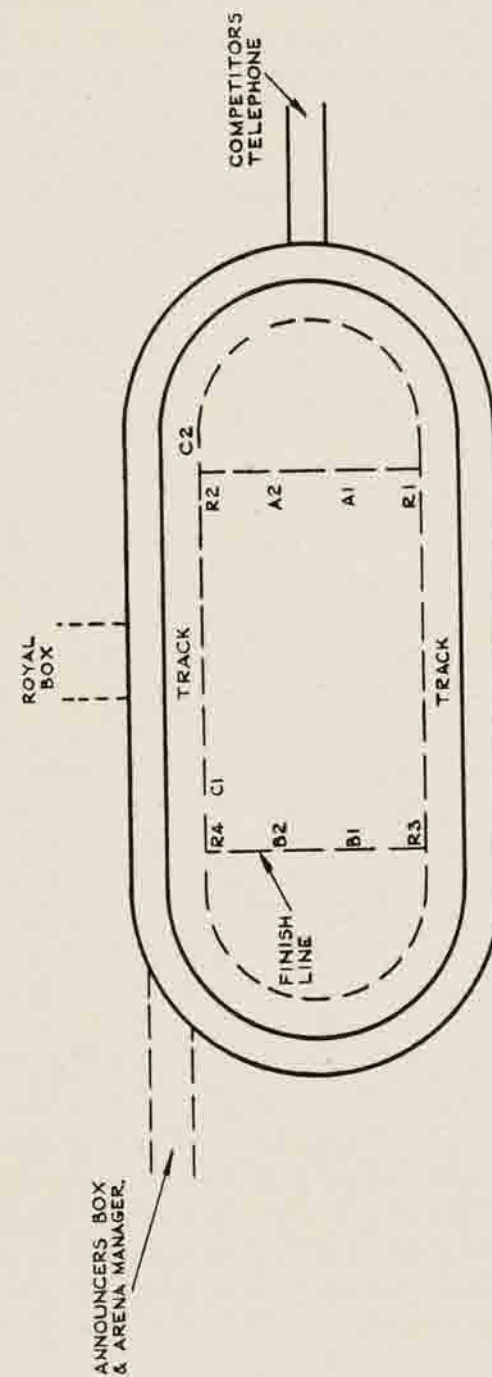
Fig III

A schedule of facilities provided for the press, cable companies and agencies at the 28 venues of the Games with the headings "Call Offices," "Private Wires," and "Exchange Lines" follows:—

C/O = Call Offices ; P/W = Private Wires ; E/L = Exchange Lines.

Venue	Press			Cable companies			News agencies			Competitors call offices
	C/O	P/W	E/L	C/O	P/W	E/L	C/O	P/W	E/L	
Uxbridge ... ..	15	—	—	—	—	2	—	1	—	19
Richmond ... ..	15	—	—	—	—	—	—	2	—	12
West Drayton ... ..	7	—	—	—	—	—	—	—	—	6
Empress Hall ... ..	10	—	5	—	—	—	—	1	2	—
Aldershot ... ..	20	—	—	—	—	—	—	—	—	—
Aldershot Baths ... ..	3	—	—	—	—	—	—	—	—	—
R.M.A., Camberley ... ..	5	—	—	—	—	—	—	—	—	—
Herne Hill ... ..	20	—	2	—	—	—	—	1	2	—
Guinness Sports ... ..	3	—	—	—	—	—	—	—	—	—
Lyons Sports ... ..	3	—	—	—	—	—	—	—	—	—
Harringay Arena ... ..	10	—	3	—	—	1	—	1	2	—
Polytechnic Sports ... ..	3	—	—	—	—	—	—	—	—	—
Arsenal F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Tottenham Hotspur F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Fulham F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Brentford F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Crystal Palace F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Dulwich Hamlet F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Ilford F.C. ... ..	5	—	—	—	—	—	—	—	1	—
Walthamstow Avenue F.C. ... ..	5	—	—	—	—	—	—	—	1	—
Brighton & Hove Albion F.C. ... ..	4	—	—	—	—	—	—	—	—	—
Portsmouth F.C. ... ..	5	—	—	—	—	—	—	—	—	—
Windsor Great Park ... ..	20	—	1	—	—	—	—	—	—	—
Henley ... ..	15	—	3	—	—	3	—	2	2	—
Bisley ... ..	5	—	—	—	—	1	—	—	2	—
Finchley Baths ... ..	5	—	—	—	—	—	—	—	—	—
Torquay ... ..	10	—	—	—	—	—	—	—	2	3
Wembley ... ..	144	38	30	—	10	4	—	14	7	5





Foreign-speaking telephonists were provided and their presence did much to assist the smooth running of the arrangements. A staff of eight telephonists was made responsible for the task of advising reporters in the press stand that they were required for incoming telephone calls and they rapidly overcame the anticipated difficulty of identifying individuals among the great number of international representatives. "Paging" at the Press Centre was carried out by means of loudspeaker installation provided by the Organising Committee and operated by call office attendants from the Post Office. Two methods of collecting charges for calls were employed; by cash at the time of booking the call and by specially opened press deposit accounts.

#### Brochure for Press Representatives

A brochure, detailing all the communication services and facilities available to accredited press representatives, was produced in English, French and Spanish and distributed by the Organising Committee.

#### Teleprinters for Cable Companies and News Agencies

The following companies had circuits between Wembley and their head offices in London. In some cases the Post Office provided the circuit and apparatus, while in others the company rented the wires only and provided their own apparatus. Where the latter was the case, the Post Office had to ensure that interference suppressors were inserted to avoid interference with television transmissions.

- Agence Europeene du Presse.
- Associated Press, Ltd.
- Great Northern Telegraph Company, Ltd.
- Western Union Telegraph Company.
- United Press Association of America.
- Cable and Wireless, Ltd.
- Commercial Cable Company.

#### Competitors' Facilities

A table under "Press Arrangements" shows the number of call offices provided for competitors' use. Generally the facilities were ample to meet their needs. A reduction in the numbers at the three main housing centres, Richmond, Uxbridge and West Drayton, would not have resulted in any delays. The provision of a private wire between the Post Office and the Camp Commandant's office enabled competitors who had booked an overseas or continental call to be called to the telephone quickly.

#### Information Centre

A suite of ten positions, known as "London Olympic Games Enquiries" was set up in Central London. This bureau aimed at the provision of information on any point connected with the Games. During the period, some 3,000 enquiries were dealt with.



### Telegraphs

Telegraph circuits were provided from the Games Post Offices to the Central Telegraph Office in London as follows :—

Venue	Number of circuits
Wembley ... ..	12
Richmond ... ..	4
Uxbridge ... ..	4
West Drayton ... ..	2
Henley ... ..	2

The telegraph circuits were, in the main, set up on three 12-channel voice frequency systems, two to Faraday Building and one to Whitehall, operated by a mobile voice frequency unit stationed in the vicinity of the Wembley telephone exchange. Precautions were taken against power failures, reserve equipment being held in readiness on site.

### Traffic Arising from the Games

During the fortnight of the Games the additional continental telephone traffic was estimated at 750 effective calls (150 outgoing and 600 incoming) daily. The additional inter-continental traffic was negligible. The local and short-distance traffic at some exchanges, particularly at those in the neighbourhood of the sporting venues and at those serving hotels, etc., was very heavy. The net increase in the London Region was probably of the order of 5 per cent. to 7 per cent. on local traffic and about 3 per cent. on short-distance traffic. There was no measurable effect on inland long-distance traffic.

Five hundred and twelve broadcast connections were set up to continental countries.

The traffic began to increase about three weeks before the Games and lasted for about the same period afterwards.

### Press Deposit Scheme

A press deposit scheme was arranged for foreign journalists by which a sum of money deposited in advance could be used to cover the costs of international telephone and telex calls and press telegrams. Accounts were opened for 17 journalists from the following countries :—Switzerland 5, Belgium 2, Norway 2, Sweden 4, France 2, Denmark 1, Mexico 1. The small demand for the system was undoubtedly due to the currency restrictions in force. The traffic handled at the press deposit positions was below the estimated level, and it was therefore only necessary to employ about one half of the authorised staff.

### Picture Calls

Full details of picture calls are given on page 104. During the period of the Games 1,023 calls were handled as compared with a normal average of 75 for the same period.

### Postal Facilities

1. Special Olympic Games Post Offices were opened as shown below :—

Place	Dates	Open (Weekdays only)
Wembley ... ..	July 27 to Aug. 14	9 a.m. to 10 p.m. (noon to 6 p.m. July 27 and 28).
Torquay ... ..	July 10 to Aug. 12	8 a.m. to 6.30 p.m.
Bisley ... ..	July 26 to Aug. 14	10 a.m. to 9 p.m.
Richmond Park housing centre ... ..	July 5 to Aug. 21 ...	8 a.m. to 2 p.m. 6 p.m. to 8 p.m.
Uxbridge housing centre ... ..	July 8 to Aug. 21 ...	8 a.m. to 2 p.m. 6 p.m. to 8 p.m.
West Drayton housing centre ... ..	do. ...	8 a.m. to noon. 1 p.m. to 2 p.m. 6 p.m. to 8 p.m.
Mobile Post Offices attended at Henley and Aldershot.	As required ...	As required.

2. The main Olympic Post Office at Wembley was well sited in the Stadium grounds on one of the main approaches to the Stadium. It comprised a public office of about 670 square feet, with a counter 29 feet long to accommodate six clerks, a public telephone hall of about 520 square feet, a telegraph instrument room of about 950 square feet, and several small rooms for clerical work, messengers and cloaks amounting to about 530 square feet. The busiest periods were the three hours before the afternoon session at the Stadium and the hour or so after the last event. Little business was done between 9 p.m. and 10 p.m. on most days.

Temporary Post Office facilities were provided at Torquay. A counter 18 feet long was installed and a posting box was erected near by. Poste Restante facilities were provided at all Games Post Offices and used extensively. Business started soon after 8 a.m., reaching its peak between 9 and 9.30 a.m. Business was then quiet throughout the day.

The special issues of 2½d., 3d., 6d. and 1/- commemorative stamps were on sale at all Post Offices in the country. Those affixed to letters posted in the posting boxes in the Stadium grounds at Wembley were cancelled with a special Olympic Games commemorative cancellation stamp. Consequently, the Olympic Post Office was thronged with people buying stamps and completing letters for the post and much more public office space than that provided was necessary at times, particularly on the first day. On the whole, however, the provision made for counter service was reasonably satisfactory. About 40 per cent. of persons using the Office were from abroad and the services of an interpreter provided by the Post Office in the public office were much appreciated.



ANALYSIS OF OUTGOING TRAFFIC HANDLED AT THE VARIOUS OLYMPIC CENTRES

	ALDERSHOT 15.7.48-25.8.48			BISLEY 2.8.48-6.8.48			CAMBERLEY 19.7.48-5.8.48			HENLEY 2.8.48-16.8.48			TORQUAY* 9.7.48-16.8.48		
	Cont. Overseas	Inland Trunk Calls	Inland Telegrams	Cont. Overseas	Inland Trunk Calls	Inland Telegrams	Cont. Overseas	Inland Trunk Calls	Inland Telegrams	Cont. Overseas	Inland Trunk Calls	Inland Telegrams	Cont. Overseas	Inland Trunk Calls	Inland & Foreign Telegrams
Total No. of O/G Calls	—	114	27	2	146	176	—	83	66	9	852	40	5	247	482
Max. No. of O/G Calls connected on any one day.	—	23 (23.7.48)	12 (10.8.48)	1 (3.8.48)	49 (5.8.48)	18 (4.8.48)	—	10 (26.7.48)	27 (7.8.48)	4 (9.8.48)	162 (9.8.48)	15 (7.8.48)	3 (10.8.48)	32 (4.8.48)	—
Total No. of chargeable mins. for the whole period.	—	579	—	16	763	—	—	413	4,195	71	4,195	—	20	1,283	—

	WEMBLEY 28.7.48-14.8.48			KINGSTON 5.7.48-23.8.48			UXBRIDGE 22.7.48-12.8.48			WEST DRAYTON		
	Press Centre Attd. Call Offices	Press Stand Attd. Call Offices	Unattended Call Offices	Unattended Call Offices	Attended Call Offices	Cont. Overseas	Cont. Overseas	Cont. Overseas	Cont. Overseas	Cont. Overseas	Cont. Overseas	Cont. Overseas
Total No. of O/G Calls	122	23	18	73	103	22	22	14	—	—	—	—
Max. No. of O/G Calls connected on any one day.	12 (2.8.48)	4 (31.7.48)	4 (31.7.48)	—	—	11 (5.8.48)	4 (22.7.48)	2 (27.7.48)	—	—	—	—
Total No. of chargeable mins....	1,200 Estimate	160 Estimate	—	—	—	354	84	—	—	—	—	—

\* The majority of the Correspondents and Competitors who made or received calls abroad did so from their hotels. It is not possible to check how many such calls were made.

A small public office was also provided in the Stadium itself, alongside the positions allotted to the several cable companies. This office was primarily for the convenience of press correspondents wishing to send messages to places in Europe served by Post Office telegraphs, but little use was made of the facility. The office was open only when events were in progress and for one hour before and after.

3. The Post Offices at the three main housing centres were not available to the general public. No more than three counter serving positions were required at any of them at any time. Generally the hours of opening proved to be satisfactory.

4. As it was not possible for the Organising Committee to allocate teams to housing centres until shortly before the Games, each country's team was given a London E.C. box number. Competitors and team officials were informed that their address for mail would be, for example:

Name of Competitor (or Team Official),  
Olympic Team of \_\_\_\_\_,  
Box \_\_\_\_\_,  
London, E.C.1, England.

and for cables:

Name of Competitor (or Team Official),  
Olympic Team of \_\_\_\_\_,  
Box \_\_\_\_\_,  
London.

The Organising Committee kept the Post Office informed of the location of the various teams for the re-direction of mail and cables. About 3,000 letters per day were dealt with in this way; there were about 150 parcels in all. Mail and telegrams were delivered to the Camp Commandant at the appropriate housing centre and he assumed responsibility for delivery to the individual competitor or team official. This arrangement worked well.

5. There is no philatelic department in the British Post Office and no special arrangements were made for the benefit of philatelists in connection with the issue of the Commemorative 2½d., 3d., 6d. and 1/- stamps and 6d. air letter forms except that posting boxes in the Wembley Stadium grounds were specially marked in French, Spanish and English to indicate that items posted therein would be stamped with a special Olympic Games postmark. Only unregistered items, which were suitable in size and make up for passing through an ordinary stamp cancelling machine and which were posted in these boxes or handed over the counter at the Olympic Games Post Office at Wembley, bore this special postmark. The Olympic Games stamps were on sale at all Post Offices in the United Kingdom from July 29, 1948; they were withdrawn from sale on December 31, 1948.

The numbers sold were:

2½d.	...	...	155,350,000
3d.	...	...	32,554,000
6d.	...	...	24,397,000
1/-	...	...	32,187,000
Air letter forms	...	...	4,060,000



6. A schedule of the business done at the Olympic Games Post Office at Wembley and at the Post Offices in the housing centres is given below :—

Olympic Post Office	Value of stamps sold	No. of parcels accepted	No. of packets registered	No. of transactions			No. of telegrams	
				Money Orders	Postal Orders	Saving Bank	For-warded	Re-ceived
Wembley ... ..	£ 3,695	23	1,401	75	672	496	1,382	440
Richmond Park ... ..	1,679	570	962	31	283	—	716	2,550
Uxbridge ... ..	1,558	223	436	64	211	—	723	2,962
West Drayton ... ..	533	150	213	25	169	—	381	1,126
Totals ... ..	7,465	966	3,012	195	1,335	496	3,202	7,078

### CONTINENTAL PICTURE CALLS

Date	Picture Calls To or From										
	Stockholm	Copenhagen	Paris	Oslo	Gothenburg	Milan	Brussels	Berlin	Frankfurt	Zurich	Prague
29 July ...	18	18	11	4	1	6	1	2	2	2	—
30 " ...	31	20	17	7	4	3	1	—	—	—	2
31 " ...	26	25	18	1	6	1	4	—	—	—	—
1 August	17	1	1	1	—	—	—	—	—	—	—
2 " "	25	18	22	4	4	1	—	—	—	—	—
3 " "	25	22	15	4	3	1	1	—	—	—	—
4 " "	32	22	21	3	3	1	1	—	—	—	—
5 " "	36	26	24	4	4	1	1	—	—	—	—
6 " "	36	25	13	3	1	1	—	—	—	—	—
7 " "	26	20	8	—	1	5	3	—	—	—	—
8 " "	8	—	—	4	—	2	—	—	—	—	—
9 " "	17	11	8	3	3	2	—	—	—	—	—
10 " "	26	14	3	3	3	—	—	2	—	—	—
11 " "	17	8	3	1	3	—	—	—	—	—	—
12 " "	18	12	8	3	3	—	—	—	2	—	—
13 " "	28	21	17	3	1	3	1	2	—	—	—
14 " "	20	14	8	—	1	2	—	—	—	—	—
Totals ...	406	277	197	48	41	27	13	6	4	2	2

## PRESS DEPARTMENT

At the start of the report of the Press Department it is of interest to review the attitude of the press itself towards the Games.

In the early days there was by no means unanimity in support of the Games ; there were those few who have so far always been hostile to them, those who approved of them but doubted if 1948 was the time to hold them, and those who doubted if, as a result of the destruction by the war and the innumerable shortages, England could carry them through adequately. However, when the decision to hold the Games here was taken the great bulk of these latter two groups came in wholeheartedly behind the Organising Committee, who owe them a real debt of gratitude for their help.

The Press Committee was formed under the Chairmanship of Mr. C. B. Cowley and the Members were, Mr. Francis Williams, Mr. J. H. Brebner, Mr. Howard Marshall and Mr. H. M. Abrahams. Mr. R. F. Church, Press Officer, was Secretary.

The Committee gave much useful advice during the first year of the preparations, but it was then disbanded for, owing to the increasing necessity of immediate decisions, it was found impossible to refer the day-to-day problems to it for advice. The activities of the Department were from then carried out by the Press Officer under the Chairman of the Executive Committee and the Director of Organisation with the experienced advice of Mr. C. B. Cowley.

The Department opened in January, 1947. The Press Officer decided to tackle every individual critic and follower on his own ground and persuade him by specialist treatment, of the rightness of the course. Those with influence on the sports side of the newspapers were encouraged and those hoping to intrude with political opinions avoided or completely ignored. This policy paid dividends for although, even in the last days before the Games, many came to abuse, they stayed to praise. These Games can claim among their records the best press ever. The most glowing leading articles appeared even from the ranks of the bitterest critics and, despite the counter-attraction of a disturbed political situation, more space was given to the Games than to any other single event since the end of the war.

The Press Department had hardly started its work when one of the greatest economic interruptions that Great Britain had ever experienced took place. It is difficult, on looking back, to realise what the "fuel crisis" meant at that time. It disrupted everything ; progress was at a standstill. But, after that cloud had blown away, inroads were made upon the columns of the meagre four-page papers in Great Britain. A monthly newsletter was begun, first in stencilled form and then in printed and illustrated stapled sheets. After two issues, it was translated into French and Spanish as the two other official languages of the Games. This letter achieved a world-wide circulation in a short time and, although the papers in Great Britain and America preferred the "hard" news which appeared in announcements, or in stories which they themselves developed, distant countries and European nations used the material in the letter to a very great extent.



There was an early demand for photographs, which was very difficult to satisfy, for apart from stock pictures of the various venues, there was nothing to photograph until the later stages of the preparations. In Berlin before the 1936 Games there was always something being built, but in London the first alteration of any kind was at the housing centre at Richmond in the spring of 1948.

The newsletter was supplemented by another of a more modest kind for tourist agencies and finally, shortly before the Games, a complete programme and time table was produced.

The modern trend of publicity produced demands for news of the Olympic Games from a wide field, including government departments, radio companies, sporting organisations and schools, as well as from the Olympic Committees throughout the world.

The policy of encouraging inquirers to write personal stories rather than rely on printed material led to hundreds of interviews having to be granted, and, six months before the Games, apart from home inquiries, visits had been paid by journalists and correspondents from over fifty countries. The resultant publicity was most gratifying.

#### Facility Visits (Olympic Camps)

Requests from journalists, photographers, newsreels and broadcasters, for access to Olympic Camps, particularly to Richmond, were heavy.

Up to the time of the appointment of Senior Press Stewards to the three main camps, facilities were organised by the Press Office. Where possible, these early visits and tours were personally conducted by members of Headquarters staff, and where this was not practicable, arrangements were made with the Camp Commandants to attend to the needs of the press.

It was clearly laid down in all cases that contact with competitors must be arranged through chefs de mission or team managers and no interviews or photographs permitted without their consent.

The official opening of each housing centre attracted large attendances of press and photographic representatives, and coverage was excellent.

Many visiting and home journalists also wished to visit the training grounds and the venues of the Games in order to note preparations and progress. For example, a party of Swedish editors visited Wembley a month before the opening of the Games, U.S.A. and Canadian journalists visited Aldershot and Camberley, and South African journalists visited West Drayton before their teams took up residence there.

Shortly after the official opening of the three main centres, Senior Stewards were appointed to attend to press facilities, and this relieved the Press Department headquarters of the bulk of the work.

#### Olympic Photo Association

The Olympic Photo Association was set up as the body to take all the official photographs at the Games. It was composed of representatives of the leading picture agencies.

There was some heartburning about the privilege given to the Association to take, exclusively, all the photographs from the selected sites approved by the Committee and the international federations governing sports—but there is no other way of achieving reasonable control of photographers in the arenas. In return the Association had to take all their pictures from the agreed positions and had to make them available to all other agencies and to the general public. A large number of tickets were, however, made available to such other photographers as might care to take pictures from other vantage points which did not encroach upon the Association's territory nor upon the arenas. The negotiations leading up to this arrangement were long and difficult, and the work of taking the operators to every single arena, assessing the possibilities and obtaining the agreement of the governing bodies was an arduous task. That the trouble taken was worth while, may be gauged from the remarkable display of photos which appeared in newspapers all over the world.

Brassards had to be worn by the Association's photographers and the stewards were instructed to admit and allow to operate only photographers wearing such brassards, which were numbered as an additional check. The maximum number of photographers to be permitted at each venue, especially in the arena at Wembley, was laid down by the Organising Committee, in consultation with the International Sports Federations. The programme of events and coverage was worked out before the Games opened, for the whole fifteen days, but the briefing committee of the Association met each morning throughout the Games to discuss the following day's events and to give final and detailed instructions as to the exact placing of the operators, and their particular duties. Transport, which was, of course, also pooled, was arranged each day at these meetings, so that not only could photographers be conveyed to and from the various venues, but a constant service of motor-cyclist messengers bringing back exposed plates to Fleet Street was running all day. In order to co-ordinate this service, and to make sure that all material was sent back with as little delay as possible, liaison officers were appointed at the various venues, and more particularly at Wembley, to collect plates from the various operators, not only in the arena, but at the Empire Pool and at the Palace of Engineering and to dispatch the motor-cyclists as necessary. They were in constant telephonic communication with Fleet Street, and were able therefore to advise the agencies when they could expect packets to arrive, and also were able to request extra plates or apparatus or even additional photographers to be sent back to the venues. Through these same liaison officers, arrangements for securing specially commissioned photographs for various British and foreign papers were made, it being left to their discretion to make the necessary arrangements with the operators on the spot.

Eight photographers only were permitted by the Organising Committee to operate in the arena at Wembley at any one time. Two permits were allotted to the Newspaper Proprietors' Association, and the Olympic Photo Association had six operators in the arena every day throughout the period of the events. Their positions were clearly laid down, and they were allowed a minimum of movement. In addition to these six, there were usually several others with roving commissions for crowd pictures, general views and other incidentals. Three men covered the swimming every day, and some twenty-five were



employed daily on such other events as were taking place. Special facilities were granted for the marathon, the road walk and the cycle road race, to enable operators to use cars on the road. Twelve operators were employed at Windsor. As far as possible operators were moved from venue to venue to avoid the risk of staleness, while at the same time every endeavour was made to ensure that the right man was placed in each position. On the busiest days some forty photographers were employed. Twenty operators covered the Opening Ceremony.

Agencies in the Association were responsible for issuing to the British press those photographs taken by their own operators. One print of each photograph was immediately made available to every other agency who could copy it, if desired, for use in its own foreign service, for transmitting by wire, or for dispatching by air-mail.

Of the countless thousands of pictures exposed during the Games, three thousand and thirty were printed for issue to the press of the world, and put on view to the public at the Association's sales bureau and exhibition in the Palace of Engineering at Wembley. Public demand and interest was enormous and the staff on duty were constantly occupied taking orders and dealing with inquiries, from 9 a.m. when the exhibition opened until 9 p.m. when, with great difficulty, the doors were shut. As the would-be purchasers came from all parts of the world, many of the conversations were conducted in dumb-show and pantomime, with a good deal of amusement on both sides. The exhibition overflowed on to the verandah outside, and after four days it was found necessary to take over another room to cope with the great queues of people. The Association's offices were likewise besieged by numbers of people unable to get to Wembley. Nor did the interest die with the ending of the Games. It was therefore decided to transfer the exhibition to London, and it was opened in the week after the Games at the St. Bride's Institute, Fleet Street, where the public continued to show their interest for another fortnight. The Association was dealing for several months after with callers at their office and with inquiries and orders from all parts of the world. Over five thousand orders for varying numbers of prints have been dispatched to all parts of the world.

The member agencies had agreed to sink their identities in the Association so all fees were paid to the Association, and they were re-imbursed for services rendered.

#### Films

It was clearly quite impossible to have more than a very limited number of cameras in the arena and in addition it was necessary for the makers of the official film to recoup some of their heavy expenditure. Consequently, an agreement was made with the J. Arthur Rank Organisation to give them the monopoly of taking the official film. This they did using a new colour technique. In addition many thousands of feet of black and white film were taken.

As regards the newsreels, a monopoly of taking the films was also arranged in consultation with the Newsreel Association, and the films made available to newsreel companies throughout the world. Up to the date on which the agreement with the Newsreel Association became effective, the newsreels were very busy, and all the six leading companies made picture stories at least once a week for three months before the Games.

#### Communications

The next major problem in the preparations was the telephone, cable and wireless transmission problem. Owing to post-war conditions, the Post Office had to have the longest possible notice of press requirements and this involved a good deal of guesswork as it was quite impossible to get newspapers to indicate in advance how many telephones they would want. The greatest tribute must be paid to the Post Office for their help.

On the basis of these forecasts, telephone, cable and wireless facilities were arranged at each of the venues where contests were to take place; some quite extensive as at Wembley and some quite modest as at the football and hockey grounds for the preliminary rounds. Not a single complaint was made by a correspondent that he could not get his copy away, or that it was seriously delayed in transmission.

#### Ticket Allocation

The allocation of press seats was perhaps the most difficult task of all. Accommodation could not meet the demand and some system of rationing had to be devised. The Organising Committee decided to allot tickets to countries in proportion to their entry in the Games. Incidentally there was a precedent for this, for in the Berlin Games roughly one press seat for every ten competitors was allocated. The position was further complicated by the fact that some venues, such as the stadium at Wembley, would accommodate 600 pressmen whereas others could take only as few as fifty. It was therefore manifestly impossible to allow every one a season ticket which would take the holder to a seat in any arena at any time. Hence the allocation had to be made according to each country's participation in the Games generally and according to their entry in any sport in particular. It was assumed that if a country was not participating in a sport, its public would not need special detailed reports.

It must not be thought that the system was simple in application. Once the allocation was made there were, as expected, some protests from certain nations.

Even at the Empire Stadium there was an acute shortage of accommodation. Some countries asked for many more seats than those to which they would have been entitled under any system of allocation. These nations received a special letter from the Chairman suggesting that they should purchase tickets for such additional seats as they required and where they did so, they were provided with identity cards which enabled the holders to enjoy all the privileges of pressmen although not given a seat in the official press stand. The number of complimentary press tickets issued was 1,364, but over two thousand journalists actually attended the Games, the biggest assembly of journalists ever to report an event of its kind.

In every instance, however, a guaranteed seat was provided for the principal news agencies of the world and the technical journal of the sport concerned. The results proved that in every country a full report was available to the press even though all its demands for tickets could not be met.

At the Empire Stadium there was accommodation for 600 pressmen, and all had access to the cable station, post office, and the restaurant which were near at hand. At the



Empire Pool 300 were accommodated, and seating at the other venues varied according to their size and the need of the press. Considerable construction had to be carried out at the Empire Stadium, the Empire Pool and the cycling and rowing venues, but in all cases the estimates of requirements proved adequate. During the whole course of the Games, only two people made complaints of their seats being wrongfully occupied. This was partly due to strict supervision by the stewards. The seating and ticket problem would, however, have been much easier to handle if it had been possible to insist on National Olympic Committees making their returns to date.

The block allocation of tickets for the Empire Stadium and other main venues was made through National Olympic Committees for overseas and the Newspaper Proprietors' Association for home journalists.

There remained a certain limited number of tickets for daily or sessional admission, which were allocated at the discretion of the headquarters staff and senior stewards. In the case of some of the outside venues, tickets were given to the steward-in-charge and all press inquiries for admission which had not already been dealt with by the original allocation were dealt with on a basis of priorities on the spot. The system worked satisfactorily.

In the case of the Empire Stadium, a small reserve of tickets was kept at the Information Desk for distribution on a strictly controlled basis for specially deserving cases.

There was no case reported of any bona fide journalist being unable to obtain admission to any venue.

#### Press Centre

The creature comforts of the press were provided mainly by the generosity of the newspaper proprietors of Great Britain, who between them subscribed ten thousand pounds towards the provision of a club which acted as a business headquarters as well as a restaurant. The Ministry of Works lent valuable help in providing kitchen equipment; the Wembley authorities gave the premises rent free; and the Housing Department helped with the catering plans. The club had to be manned night and day by the Press Department. This centre was opened by Lord Rothermere (Chairman of the Newspaper Proprietors' Association) and Lord Burghley on July 28.

The provision of press stewards at all venues and main camps presented a complicated problem. Duties fell into the following main categories:

1. Manning the information desk at the press centre and venues for the period of competition and maintaining liaison with headquarters at Wembley.
2. Transmitting results from outside venues by phone or teleprinter to Wembley for distribution.
3. Supervising press seating and telephone facilities.
4. Dealing with press queries as they arose.
5. Organising the collection, recording, collating, duplication and distribution to all journalists in the Stadium of all Olympic results from all sources, and supplying full sets of results to Organising Committee headquarters and the Information Centre.

To operate this service a Chief Press Steward was appointed a month before the opening of the Games, and he was assisted by 20 senior, 40 assistant and 60 junior stewards.

Senior stewards were recruited mainly from professional and service men on leave and medical students. Assistant stewards were mainly students, senior schoolboys and keen amateur sportsmen with a knowledge of the section to which they were appointed. Junior stewards were supplied by the Boy Scouts' Association and acted as messengers, and distributors of results.

As soon as competitors began to arrive from overseas, press stewards were installed with their own offices, telephone call boxes and reception rooms, at the housing centres at Richmond, Uxbridge and West Drayton. Their duties were to receive visiting press men and to arrange through the respective team managers for any facilities which might be required.

At the Information Centre installed in the Civic Hall at Wembley, visiting journalists made their inquiries, picked up their mail, collected the day's programmes and results, and had the use of a special silence room for their work.

At the Empire Stadium, during the athletics' week, at least two senior stewards and fourteen assistants were on duty to look after 600 members of the press to whom seats were allocated. One senior and one assistant were assigned to the Results Box for the purpose of checking results, as given out over the loudspeaker, for the benefit of any members of the press who might have been absent from their seats at the time. Such results were posted in the windows of the Box, as were such matters of interest as special announcements and photo-finishes. A direct telephone line to the Arena Manager was available to the Steward-in-charge.

Three senior stewards were employed in the distribution of duplicated results. These results which came in on stencil-cutting teleprinters from all venues were duplicated on electric machines and distributed to the Press in their seats, to the Information Centre, and to Organising Committee headquarters at 37, Upper Brook Street. During the athletics' week some 25,000 copies were made daily and distributed by Boy Scout Messenger Service.

During the second week of the Games, with the transfer of gymnastics to the Empress Hall, Earl's Court, it was possible to reduce the work and staff at the Empire Stadium by about two-thirds and to increase the staff at certain of the other venues.

#### Accommodation

Accommodation was another aspect of the journalists' comfort and it became a self-imposed task of the department to help as far as possible in this particular, having regard to the acute accommodation shortage due to the war.

National Olympic Committees were advised early in 1948 to inform the press of their respective countries that every effort would be made to provide hotel accommodation for visiting journalists, provided they were duly authorised by their N.O.C's, and carried the appropriate identity cards. The response was slow, largely owing to the uncertain number of tickets to be allocated to each nation.



It was impossible to reserve suitable accommodation by the customary method of payment of a deposit, but hotels and boarding houses in Central London, and private accommodation in the Wembley area were visited and inspected where advisable. Each visiting journalist was helped to find suitable accommodation. Altogether some 480 rooms were thus provisionally bespoken.

A further communication was sent to N.O.C.'s in June stating that if advantage was not taken of the scheme before July 1st, no guarantee of accommodation could be given.

In practice, fully authenticated journalists were still arriving up to the opening day of the Games, without having previously booked accommodation. Not one was disappointed. Some 230 were put in touch with suitable addresses. Many cancelled at the last moment, having made other arrangements, but on the whole the scheme worked well and no complaints were received.

#### Poster

An official poster was produced in connection with the Games. As there was not time to stage a competition for the design of the poster, the choice rested between a few designs submitted to the Executive Committee.

As regards production and distribution, 100,000 copies of the official poster were printed (50,000 double crown, 25,000 crown and 25,000 double royal). Estimates were obtained for distribution, but the cost was prohibitive. It was decided to organise free distribution, and this was done by the Press Department.

The first step was to approach the governing bodies in Great Britain of the seventeen sports concerned in the Games. These bodies accepted quantities varying from 400 to 2,000, covering a total of nearly 10,000 for distribution among branches and affiliated bodies. All travel and tourist agencies with offices in London were approached, as also were all airlines with services operating to and from Britain. This accounted for a further 6,000-7,000.

A circular letter from the Director of Organisation inviting co-operation in the distribution was sent to the Town Clerks of nearly 300 towns and cities in Great Britain, and to the Directors of Education of all counties. This was followed by parcels of posters with varying numbers in proportion to the size of the towns or district concerned. The response was excellent. Only three towns failed to co-operate, and a large majority promised to display the posters on corporation vehicles, in schools and sports pavilions, and in public places in their areas. Every London Borough was covered, and each area in which sections of the Games were to take place was given special attention. In addition, every housing centre was given a generous supply.

Repeat orders were being received right up to the time of the Games, and the whole 100,000 were eventually distributed.

There were two subjects on which disappointment was expressed by visiting journalists. It had always been the practice to give free travel in the towns holding the Games, but the authorities in London would not grant this. The other disappointment came from the

non-issue of badges to the press, who value them more as souvenirs than indications of authority or privilege.

#### Staff

After the appointment of the press officer in January, 1947, the first assistant came in September of the same year and the third staff appointment was made in April, 1948. These three were responsible for publicity arrangements in connection with the Games. There were four secretarial assistants during the peak period and, including the voluntary corps of stewards at the Games, there were never more than sixty people engaged. It would be impossible to name all those who gave up their holidays to join the team, but none of them will ever forget the occasion. The newspapers in almost every country in the world bear ample testimony to the work performed.

In this, the greatest undertaking of its kind ever staged, it is a matter for satisfaction that there were few complaints and that afterwards many congratulatory letters were received from all over the world.

Interest in the Games reached a higher level than ever before, and their success completely confounded those critics who had pessimistically forecast dire failure and international discord.