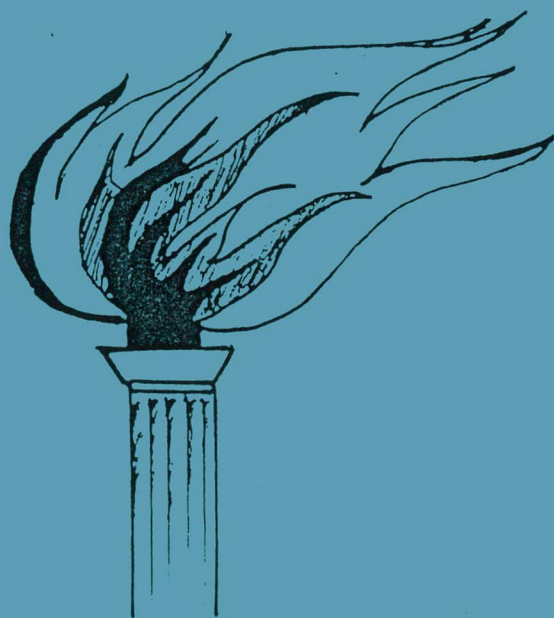


TORCH BEARER



SOCIETY of OLYMPIC COLLECTORS

TORCH BEARER

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BACK ISSUES: At present, back issues of TORCH BEARER are still available to Volume 1, Issue 1, (March 1984), though there are now very few complete sets of Volume 1. When these run out, they will not be reprinted. It is Society policy to ensure that new members will be able to purchase back issues for a four year period, but we do not guarantee stocks for longer than this. Back issues cost £1.25 each, or £5.00 for a year's issues, including postage by surface mail. If ordering single copies, please indicate which volume you require. Cheques should be made payable to the SOCIETY OF OLYMPIC COLLECTORS and sent with the order to John Miller at the above address. If you wish to receive back issues by airmail, please add 75 pence per issue (£3.00 per volume.)

LIBRARY: Photocopies of articles are available through the Librarian at 10 pence per sheet. Please enclose money with the order. Books may be borrowed, but postage must be paid IN BOTH DIRECTIONS. The Librarian's address is listed above.

COPY DATES: TORCH BEARER is published four times a year; in February, May, August and November. Articles or adverts for inclusion in a particular issue should be sent at least two months in advance.

FRONT PAGE

By the time that this issue of TORCH BEARER is in your hands, the Olympic Summer Games in Barcelona will be just about to start. I hope that you receive your magazine soon enough for you to prepare some Olympic souvenirs for yourselves. Although I have not yet seen an advance copy, I understand that Bob Wilcock has been working hard on your behalf to prepare a booklet similar to that which he and Bob Farley prepared prior to the Olympic Winter Games in Albertville. On behalf of all of us, a big "Thank You" to Bob for his efforts.

The middle May found me in Chicago for the World Columbian Expo. A full report of the SPI meeting appears elsewhere. I would like to take this opportunity of thanking Mark Maestroni for inviting me to come to Chicago to give a talk to his members. Without that "push", I would very probably not have gone to America, and that would have been my loss. Apart from the time I spent with members of SPI, I had the opportunity of seeing many of my friends on the other side of the Atlantic.

In conversation with both Mark and Morris Rosen, it is obvious that both our societies suffer from similar problems, namely members who, apart from paying their subscriptions, do little to participate in the activities of the Society. Since SPI is a society for collectors of both sports and Olympics, they have a much larger membership than we do, yet they hardly manage to get more members to attend their annual general meetings. By the time that this appears in print, our own AGM will have taken place during THEMATICA. It will be interesting to see whether more members turn up at the new venue. A full report of our AGM will appear in the next issue.

I am beginning to run short of new and original articles for inclusion in TORCH BEARER. I do not mind using a few foreign articles that have appeared in overseas journals in the past, particularly when they add significantly to our philatelic knowledge. However, I do not like the magazine to consist substantially of reprinted articles. All of you know something that others do not know. Will you not share your knowledge with us? If you feel that you are unable to pen an article, just send me the details in note form and I will do the rest. Alternately, why not send me some pages from your collection? One of our Japanese members, Masaoki Ichimura, did this a year or so ago, and from it came a most interesting and much-illustrated article.

In the next issue, there will be a full report about the Olympic Games in Barcelona. I am sure that Bob Wilcock will be preparing another booklet, while I should have some interesting tales to tell about Olympilex and the exhibits on display. I just hope and pray that this exhibition will be better organised than that held in Granada at the end of April. To say that it was a shambles would be to put it too politely. At the time of writing I still have not received my airline ticket, nor been informed where the jury are staying!

MEMBER'S FORUM

New member Mrs Val Gould, 146 Argyle Street, Hawera, Taranaki, New Zealand, would like to hear from other members living in New Zealand. Apart from Olympic Games, her collecting interests are horses, owls and woodpeckers. She is a member of the Thematic Association of New Zealand and Wellington PS and Taranaki PS.

Keith Moulden, 2 Fullbrook Crescent, Tilehurst, Reading, Berks RG3 6RX. Telephone 0734 426846 has for sale a complete set of the Marshall Cavendish 1971 publication in one hundred and twelve parts, entitled "THE GAME". It is a superb A to Z history of all world sport in 3,136 pages including approximately 7,000 illustrations. It includes histories and statistics of each Olympic tournament, plus biographies of many of the participants. Housed in eight official binders, £40.00 post free to members living in the United Kingdom.

Member, Doreen Woodford, 9 Church Walk, Much Wenlock, Shropshire TF13 2EN is looking for all postcards, ephemera and other items connected with the Much Wenlock Olympian Games. Anyone able to help should contact Doreen direct.

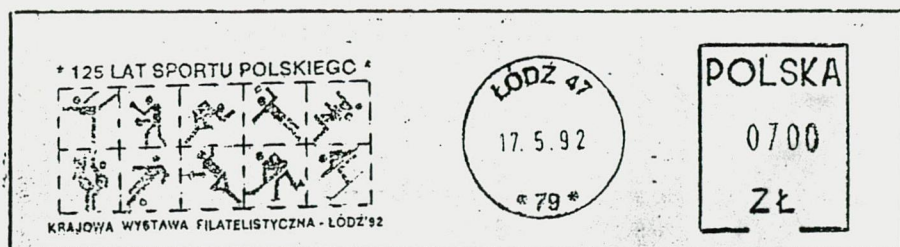
Some news about our Committee members. Colin Faers was awarded a medal in Coblenz and three vermeil medals in Portugal, while John Crowther has been made Vice Chairman of the North Western Philatelic Federation. Our congratulations to both of them.

When you read this, the Olympic Games will be under way in Barcelona. British members of SOC who are exhibiting at Olympilex are Bob Farley, Bob Wilcock, Jack Murray and Robert Kensit, while Ken Cook will be showing his fine collection of 1908 postcards Hors Concurs. Your Chairman has been asked to serve on the Jury of this exhibition. I have heard that there will also be a large contingent of exhibitors from Germany and the United States, as well as representation from members in the former Eastern Bloc. It looks as though it will be a lively exhibition.

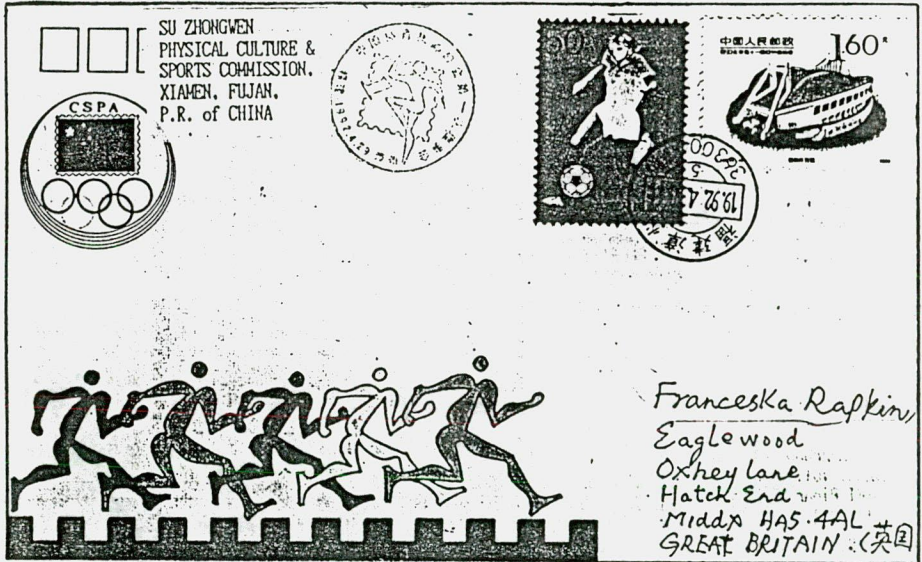
Congratulations to our two members who exhibited in the thematic class at Granada. Dieter Germann of Germany was awarded a large vermeil medal for his Olympic exhibit, while Spanish member Sebastian Sabate Culla was awarded a small vermeil medal. Sebastian is the Commissioner General of Olympilex '92. so he will have plenty to occupy him in the coming weeks.

NEWS

A sports and Olympic philatelic exhibition was held in Lodz in Poland on 17 May 1992 in celebration of the Olympic Games in Albertville and Barcelona. Two meter cancellations were used, both in red. The one incorporates the logo of the Polish Olympic Committee, while the other shows a selection of sporting pictograms. A handstamp was also used to commemorate the exhibition. Thanks are due to Polish member Roman Babut for providing this information.



Chinese member Su Zhongwen sent information about the Chinese Sport Philatelic Association (CSPA). It was founded on 29 April 1986 and in celebration of the sixth anniversary of its founding and the first meeting of the CSPA council in Zhangzhou, Fujian Province, which was held from 29 April to 3 May 1992, the Association produced a special envelope and cancellation. It was at this exhibition that the collections which were hoping to participate at Olympilex in Barcelona were evaluated and selected.



Dutch member, Laurentz Jonker wrote that the Dutch post office which, like the British post office is a major Olympic sponsor has been producing sets of illustrated postcards since October 1991. There are four different drawn cards in each folder, and at present there are seven different folders, so in total, there are at present twenty eight cards. Each card represents a Dutch Olympic sports federation. The price for each folder is 5 Dutch Gulden. Individual cards are not available. Each folder has a print run of 1,00,000 cards, and 2.50 Gulden of each folder sold goes to Dutch Olympic Committee. The themes of the cards is as follows:

1. Football, Equestrian, Canoeing, Bobsleigh.
2. Skating, Mod. Pentathlon, Yachting/Surfing, Basketball.
3. Volleyball, Boxing, Archery, Rowing.
4. Cycling, Handball, Skiing, Shooting.
5. Tennis, Swimming, Judo, Fencing.
6. Field Hockey, Badminton, Athletics, Baseball.
7. Gymnastics, Table Tennis, Ice Hockey, Weightlifting.

The folder can be ordered through the PTT Post Philatelie, Postbus 30051, 97 RN Rotterdam, Netherlands.

Laurentz also wrote that an Olympic issue was released by the Netherlands on 4 February 1992 in the form of a miniature sheet. There were four stamps in the sheet, which showed volleyball, athletics, rowing, skating and field hockey. The sheet was designed by Erik Spiekermann and printed by Enschede in Haarlem.

NEWSLETTER

Steun onze sporters bij de Olympische Spelen 1992



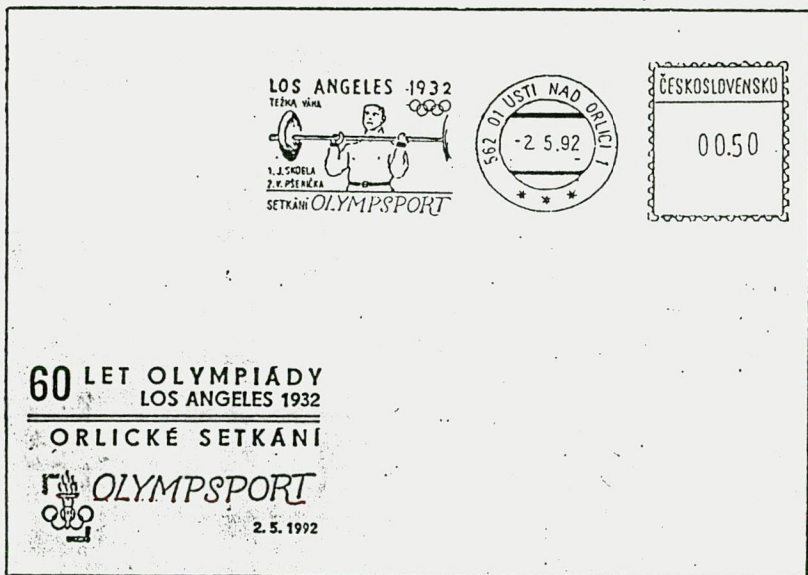
Society of Olympic Collectors
 c/o Mrs. Bob R. J. Wilcock
 24. Hamilton Crescent
 BRENTWOOD, Essex CM14 5ES
 England.

Senden: Lauwaardt postbus
 Wilburgsteunt 20
 NL-Burg OH ZWOLLE



From Spain comes news of the world yachting championships that were held in Cadiz Bay from 23-29 May 1992. At the same time, a stamp exhibition was held which used a yacht motif as its central theme. The information was sent to your Editor by Jose Marion Morena, who has sent information on previous occasions. I am unable to trace this gentleman as a member, does anyone know anything about him? Any information would be gratefully received.

Czech member, Jaroslav Petrasek sent information about a special Olympic cancellation that was used in Usti Nad Orlici on 2 May 1992. It honours two Czech weightlifters who participated at the Los Angeles Games in 1932, J Skobla and V Psenicka. The cacheted cover and the meter cancellation were organised by OLYMPSPORT our sister society in Czechoslovakia.



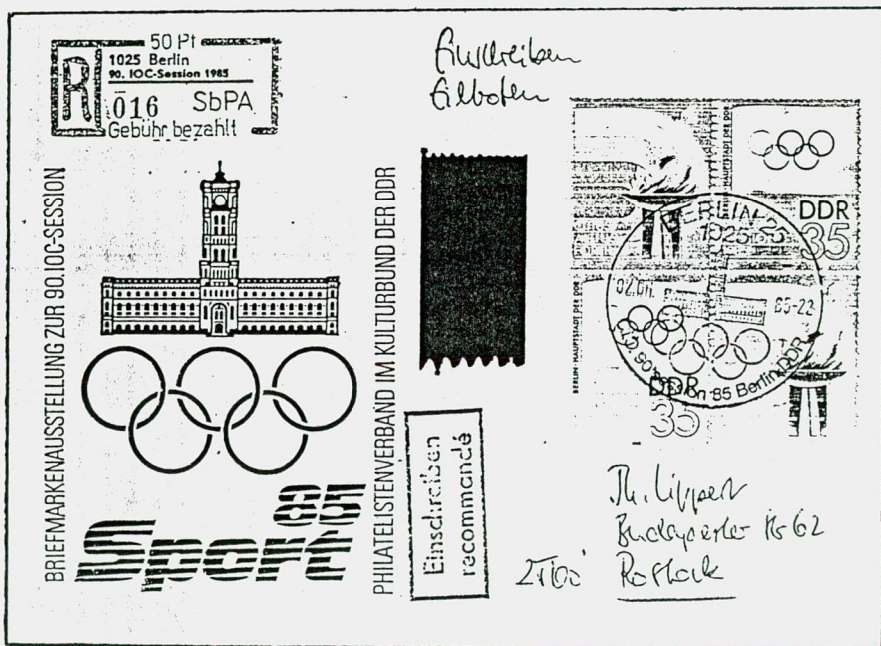
Three stamps were released by Greece to commemorate the 1992 Olympic Games. One, showing a stylised runner was released in the same design as one issued by France. The other two stamps show javelin and equestrian. Thanks are due to Pandy Drossos for supplying the information.



THE IOC IN BERLIN

THOMAS LIPPERT

Reading in TORCH BEARER of the IOC Session in Birmingham in June of last year brought to mind the great pleasure that East German Olympic enthusiasts had when the IOC Session was held in East Berlin from the 3rd to 6th June 1985. The "Party and State Leadership of the DDR" as they liked to call themselves showed their gratitude for being allowed to put on this session by the enormous expense and the large scale publicity which they granted to it. For us living in East Germany it was possible for the first time to sense a little breath of fresh air from the outside world; there was the great hope that after the boycott years of 1980 and 1984, the young people of the world would be able again to participate normally in the next Olympic Games which were scheduled for Seoul.



One of the major tasks at this Session was the introduction of the competing cities and the choosing of the host for the 1992 Olympic Games. Alongside the internal presentations which were closed to the public, this was also an opportunity for the public to become familiar with the plans of the hopeful candidate cities, and they took every opportunity to make use of the

chance that was given to them. At this stage the Indian capital, New Delhi, was still offering itself as a possible candidate but before the next session it had withdrawn from the World stage. Together with the reports of the various IOC commissions, there were also decisions on which form the programme was going to take at the Games of Barcelona in 1992, for example the acceptance of Air Pistol Shooting for both men and women and agreement in principle to accept Badminton as an Olympic sport. It was also at Berlin in 1985 that Puerto Rico was chosen for the IOC Session in 1989 and also that the Executive should be enlarged to eleven members. It was at this session too that five new IOC members were elected.

Philatelists too were rewarded with a certain amount of material. The East German Post Office released a stamp for the Session which showed a flag with the Olympic rings and the adjoining tab showed the torch and the inscription Citius Altius Fortius. Special First Day cancellations were available at the Berlin 85 1085 Post Office and at other despatch points as well as at the one and only collectors counter which was available in those days. This was situated in the Post Office in Berlin 21020.

BRIEFMARKENAUSSTELLUNG ZUR 90. IOC-SESSION



PHILATELISTENVERBAND IM KULTURBUND DER DDR





PAR AVION
 Horst Höhne
 Poste restante
 ATHEN - Griechenland



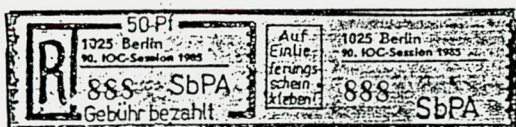
LUFTPOSTABLEITUNG
 BERLIN-ATHEN
 90. IOC-SESSION
 BERLIN-HAUPTSTADT DER DDR

The Post Office also sponsored a special First Day Cover. In addition, special cancellations with the logo of the session were in use at the Post Office at Berlin 25 1025, the so called Palace of the Republic, and also at the Press Centre situated at Berlin 5 1050. An Exhibition of sport stamps which was seen as an integral part of the overall programme and was entitled Sport 85, which was held at the above-mentioned Palace of the Republic, there was a separate cancellation. This exhibition was opened in the presence of the IOC and FIPO President Senor Juan Antonio Samaranch.



An item of particular interest was the self-service registration label which is regarded as an outstanding speciality of this exhibition. Additionally there was an Olympic special flight to Athens from Berlin and a postal stationery item with an additional inscription rounded off the philatelic programme.

The self-service registration labels must certainly be regarded as a speciality. They were generally obtainable from machines, in this instance in a rather unorthodox manner also from the Philatelic Counter. These were mostly situated at the entrances



to the post offices. These registration labels have the character of postage stamps but the additional fee paid for the registration service and the labels were then stuck onto the cards or letters in the usual way. The cost for this was 50 Pfennigs. The posting of these items took place in a special box at the post office. Along with the letter was a sheet of Certificate of Posting with a carbon copy, the carbon copy remained in the hands of the sender and the original Certificate of Posting was handed over to the clerk for safekeeping. According to the regulations, the R labels were not cancelled at all, just like the self-service certificates of posting. There are exceptions of course, especially at the wish of stamp collectors! In spite of the possibility of subsequent fiddling an uncanceled R label on the letter was just as correct as an uncanceled self-service certificate of postage. The foregoing

S.P.I MEETING IN CHICAGO

Franceska Rapkin

Our US Sister Society, SPI, held two meetings in Chicago during the World Columbian Stamp Expo at the end of May 1992. The first, held on the evening of Friday 29 May was entirely a social get-together and an opportunity for members to meet each other and exchange ideas. The President of the Society, Mark Maestroni and the Vice President, Sherwin Podolsky were there to meet people as they arrived. It was good to meet my opposite member after corresponding over the years and to renew my acquaintance with Sherwin and his wife Adele, who I had not seen since Rome in 1982 at Romolympil.

Saturday morning's meeting started with a formal business session, before I was invited to present my paper entitled "Britain and the Olympic Movement" to an audience of about twenty five SPI members. (This lecture will be printed in a future issue of TORCH BEARER). Apart from Mark Maestroni and Sherwin Podolsky, John Le Porta, Editor of JSP, Bob Dubois, author of the book of labels, seals and vignettes, Davida Christie, Morris Rosen, Jim Bowman, Chris Northwood and Clem Reiss were amongst those present who may be known to some of our members and who are also members of SOC. After my paper, Mark presented Mauricio Tecardi of Italy and the President of FIPO and me with a commemorative folder in appreciation of our contribution to Olympic philately.

The big news of the day was that SPI have agreed to co-ordinate the task of organising Olympilex in Atlanta in 1996 at the time of the centenary Games. A member of the Atlanta Olympic Organising Committee was present at the meeting, and from the way he spoke, it was obvious that they want to have a philatelic exhibition as a part of the Arts Festival, and will do all they can to help SPI with the organisation. The meeting ended with an informal discussion on how best this mammoth task should be tackled. Apart from the full co-operation of the cultural events director of the Atlantic Olympic Organising Committee, SPI have had a verbal commitment by the USPS to help finance the event and the local philatelic societies have agreed to provide some of the volunteers. All of which will be very necessary if the event is to be the hoped-for success that SPI are anticipating.

In the afternoon Mark and I had an opportunity to exchange ideas on how best the only two English-speaking sports and Olympic Societies can best help each other. One of the positive suggestions to emerge from this meeting was the exchange of information between our two societies. This will be particularly useful during the 1996 Games in Atlanta when the members of the American Society will have much easier access to information and philatelic material than we will from the other side of the Atlantic. The reverse of course is true for Albertville, Barcelona and Lillehammer. However I am sure that we will be able to work together for the mutual benefit of all our members.

WORLD WIDE OLYMPIC CANCELS

Glenn A. Estus

As you can see the information is in a chart form. It should be self explanatory. The "Machine" column refers to the die numbers found in the cancellation on the Australian and Canadian Examples.

In Australia, the cancellation is sponsored by Coca Cola which had six months lease on the machine slogan with an option of another six months. These are only in use in the Sydney area.

In Canada the bilingual slogan has the English version at the top in Anglophone areas and the French version at the top in Francophone areas (Montreal and Quebec City). Canadian cancels are notoriously weak; strong examples are hard to find.

In the Netherlands, the slogan was in use just before and during the Albertville Games and will be in use just before and during the Barcelona Games at the ten post offices listed.

In the USA, I have now located about 230 different machine cancels from the approx. 150 post offices which are authorized to use the Olympic slogan. I have 5 huge boxes filled with nothing but commercially used envelopes with the US cancels. If anyone wishes to trade, please write to me at PO Box 451, Westport NY 12993, USA or call me on (518) 962 4558.

All the US Post Offices are now flying Olympic Flags under the American Flag from their flag poles. Most USPS postal vehicles have the Olympic Rings and just last week, the post offices put up a great banner announcing May 17 as US Olympian Week.

Country	Name	Postal code	Machine #	Special Notes
Australia	Rushcutters Bay M.C., NSW	2004	2	
Australia	Rushcutters Bay M.C., NSW	2004	9	
Australia	Rushcutters Bay M.C., NSW	2004	10	
Australia	Rushcutters Bay M.C., NSW	2004	12	
Australia	Rushcutters Bay M.C., NSW	2004	16	
Australia	St. Leonards M.C., NSW	2058	1	
Australia	St. Leonards M.C., NSW	2058	2	
Australia	Leightonfield M.C., NSW	2169	2	
Australia	Leightonfield M.C., NSW	2169	3	
Australia	Turrella M.C., NSW	2215	5	
Australia	Turrella M.C., NSW	2215	8	
Australia	Seven Hills M.C.	2781	1	
Australia	Seven Hills M.C.	2781	3	
Canada	Newfoundland	A1B 3R0	1	
Canada	Nova Scotia	B3K 1T0	1	POSTES CANADA
Canada	New Brunswick	E2L 2B0	1	
Canada	Québec City area	G1K 3W0	1	

Country	Name	Postal code	Machine #	Special Notes
Canada	Montréal area	H3C 1S0	1	
Canada	Montréal area	H3C 1S0	2	
Canada	Montréal Area	H4T 1A0	2	
Canada	Montréal Area	H4T ???	3	
Canada	Ottawa Hull Area	K0A J0X	2	CANADA
Canada	Ontario Province	L4W 1T0	1	POSTES CANADA
Canada	Ontario Province	L4W 1T0	2	POSTES CANADA
Canada	Ontario Province	L4W 1T0	3	POSTES CANADA
Canada	Ontario Province	L4W 1T0	4	POSTES CANADA
Canada	Ontario Province	L4W 1T0	5	POSTES CANADA
Canada	Ontario Province	L8E 2R0	1	CANADA
Canada	Ontario Province	L8E 2R0	2	CANADA
Canada	Ontario Province	L8E 2R0	3	CANADA
Canada	Ontario Province	L8E 7Y0	2	CANADA
Canada	Toronto Area	M4L 3T0	1	POSTES CANADA
Canada	Toronto Area	M4L 3T0	2	POSTES CANADA
Canada	Toronto Area	M4L 3T0	3	
Canada	Toronto Area	M4L 3T0	4	POSTES CANADA
Canada	Toronto Area	M4L 3T0	6	POSTES CANADA
Canada	Toronto Area	M4L 3T0	7	POSTES CANADA
Canada	Toronto Area	M4L 3T0	8	
Canada	Toronto Area	M4L 3Y0	10	POSTES CANADA
Canada	Ontario Province	N2E 2C0	1	POSTES CANADA
Canada	Ontario Province	N2E 2C0	1	CANADA
Canada	Ontario Province	N2E 2C0		
Canada	Ontario Province	N2E 2C0		
Canada	Ontario Province	N5Y 1B0	1	
Canada	Ontario Province	N5Y 1B0	2	
Canada	Windsor Area	N8W 4W0	1	
Canada		R3C 0J0 (?)	1	
Canada		S4P 0B5	1	
Canada	Saskatchewan	S7K 2L4	1	
Canada	Saskatchewan	S7K 8L4	1	
Canada	Alberta Province	T2E 0A0	2	CANADA
Canada	Alberta	T50 2T6	1	
Canada	Alberta	T50 2T6	2	
Canada	British Columbia	V3T 2Y0	1	
Canada	British Columbia	V6B 3A0	1	
Canada	British Columbia	V6B 3A0	2	
Canada	British Columbia	V6B 3A0	3	
Canada	British Columbia	V6B 3A0	4	
Canada	British Columbia	V8Z 4B0	1	
Canada	Thunder Bay, ON		1	
Canada	Ottawa Ontario			"B" in dial
Netherlands	's Gravenhage			
Netherlands	Amsterdam			
Netherlands	Arnhem			

Country	Name	Postal code	Machine #	Special Notes
Netherlands	Gronigen			
Netherlands	Leeuwarden			
Netherlands	Roosendaal			
Netherlands	Rotterdam			
Netherlands	S(?)ittard			
Netherlands	Utrecht			
Netherlands	Zwolle			
New Zealand	Auckland			
New Zealand	Auckland Mail Ctr			
New Zealand	Christchurch			
New Zealand	Dunedin			
New Zealand	Hawkes Bay Mail Ctr			
New Zealand	Manawatu Mail Ctr			
New Zealand	Nelson			
New Zealand	New Plymouth			
New Zealand	Nth Shore Mail Ctr			
New Zealand	Rotorua			
New Zealand	Sth Akl Mail Ctr			
New Zealand	Timaru			
New Zealand	Waikato Mail Centre			
New Zealand	Wellington			
New Zealand	Whangarei			

NOT RELEASED BY THE D.D.R.

Micael Burzan

After the unissued "GSCHIEDLE" Olympic stamps of West Germany in 1980 became history, there has now appeared a parallel situation, for it appears that the German Democratic Republic also has an unissued Olympic issue. However, while there is no mystery about the ministerial source of the Federal German issue, the source of the DDR issue remains a mystery.

The news about an unissued 1984 Olympic series first became generally known in the Autumn of 1989. In the Deutsche Bundes Zeitung (DBZ) a German collector's magazine, in issue 22/1989 the author reported on the appearance of a lot in a Munich auction. Those values of an East German Olympic issue from 1984 were offered for sale from a series that was prepared, printed and subsequently withdrawn and destroyed. It would appear that one sheet of each of the three values - that is 150 stamps - were spared this fate.



The reason for the destruction of the stamps was that the Eastern bloc countries decided at short notice to boycott the Olympic Summer Games in Los Angeles in revenge for the West's boycott of the 1980 Summer Games in Moscow. For this reason the commemorative stamp issue of the East German Post Office was cancelled. The 5pf, 20 + 10pf and 25pf stamps had already been produced. The designs and values are identical with those issued later and numbered 3183, 3185 and 3186 in the East German catalogue, with the exception of a new inscription of the date and Olympiad number. These stamps were later issued for the 1988 Games in Seoul.

FIRST EMERGED IN FEBRUARY 1989

The very existence of these three values remained unknown for a long time, even among members of the trade. Still at the Philatelic press conference in Cologne at the beginning of November 1989, the director of the DDR Post was surprised at the questions raised about the issue by the author, and was unable to answer any questions. However, thereafter things began to move. On 12 February 1990, Peter Fischer, the Chairman and Gunter Wunsche the Secretary of the DDR Philatelic Federation asked the question of the district attorney in an open letter:

"Dear Mr District Attorney,

It has recently come to the notice of the Cultural Federation of Organised Philately in the DDR that stamps prepared for the 1984 Olympic Games, subsequently withdrawn and destroyed, have been circulated for sale in West Germany. A corresponding document (the paper from the auction catalogue) we enclose for your information. Since the German Post, on their part gave out the information that the prepared commemorative issue had been completely destroyed, one can only assume that this material arrived in the Federal Republic by devious routes. In this connection we would also like to point out that earlier

printer's-waste -type varieties of the DDR postal authorities have also been offered for sale in the Federal Republic."

In West Germany this matter was already known at the beginning of 1989, at least within a narrow circle, for in February of that year, the appropriate German expertiser, Hanns Zierer, was given a set of the stamps of this issue. He considered them to be genuine and in perfect condition and issued them with the appropriate certificate dated 14.2.1989.

FIRST EXAMPLES WERE AUCTION LOTS

After the previously mentioned expertising by Herr Zierer, two values appeared as individual lots in September 1989 at the Auction of Exclusiv-Philatelic where they each had a reserve of DM3000. However, the stamps initially remained unsold and it was only after the first announcement in the press that a buyer was found after the auction.

At the end of 1989 a complete set of three stamps was offered by a Swiss auction house at a reserve of SFr5,000 which was knocked down at SFr6,500. A year later in December 1990 a second set was offered, again by Exclusiv-Philatelie with a reserve of DM12,500 and was sold for that price. Since that time other parts of the find have come to light and at least a further thirty five sets have changed hands. These were offered to a dealer for resale. He had the stamps re-expertised by an independent expertiser of the Bunde der Philatelistischen Prufer (BPP) Dr. Peter Tichatzky before accepting them.

Dr Tichatzky received the thirty five sets at the beginning of March 1991 for expertising. On 9 March, he informed the President of the DPP, Mr Gunter Bechthold of his findings as follows:

"As has been laid down by the BPP, I sent one of these sets to Mr. Weigelt (also a BPP expertiser of DDR material), without informing him of the background to the stamps, and that I considered the stamps to be genuine, that is that they seem without question from the original printing of the Wertpapier-druckerei of the DDR. He also agrees that, without doubt the pieces emanate from a sheet of the erstwhile prepared values, as can be confirmed by the attached sheet margins. It would appear that up to this time only one sheet of fifty exist of each of these three stamps."

WHO OWNS THESE STAMPS?

Although it was suspected that the stamps could have come from the printing works, it has not been able to prove this. The original owner has stated that he brought one sheet of each value over the post office counter in Leipzig in 1988 at the same time that he bought the 1988 Olympic series. It would therefore be difficult for the West German Post Office (who had the 35 sets in their possession in April 1991 and was acting as "honest broker") to insist that the stamps were returned to the printers as stolen waste. Further information will be given when it appears.

PROFILE, JESSE OWENS

Heinz Vogel

Already during his lifetime, the international sporting world had awarded the exceptional athlete Jesse Owens of the USA all the honours that one could conceive of for a sportsman of his class. And yet, strictly speaking, it was only as a result of two separate happenings that the name of Jesse Owens was sent circling round the globe in the middle of the eventful thirties.

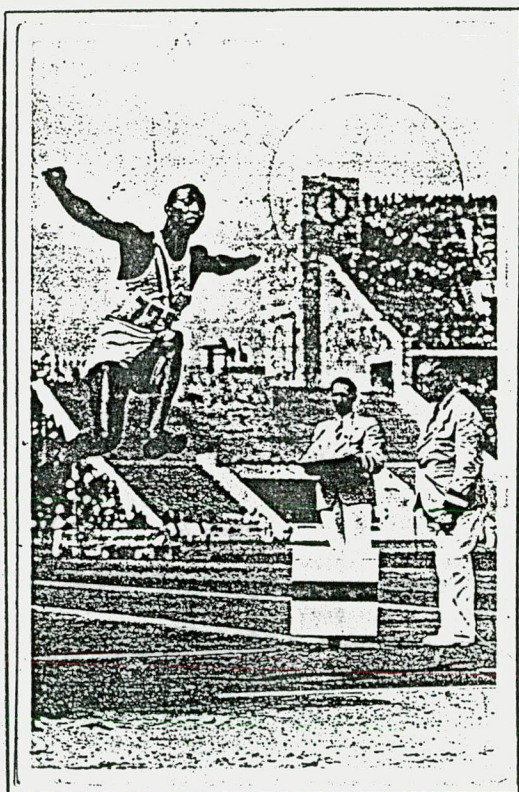
On May 25th 1935, Jesse Owens, then only 21 years old, either bettered or equalized four world records in but a few hours on the occasion of a university meeting in Ann Arbor in the State of Michigan.

One year later, with his four victories at the Olympic Games in Berlin, Jesse Owens was elevated to the role of a sportsman who simply surpassed all the normal prevailing standards. The popularity of this man was unprecedented, above all because he stretched his abilities to the absolute limit in a manner the likes of which the world had never seen before. When, on the first day of the Olympic athletics competition, in the twelfth and final 100 m heat, Jesse Owens first appeared before the eyes of the 80,000 spectators in the stadium, the buzz just before the start switched to sheer enthusiasm during, and above all, after the race. Jesse Owens clocked the world-class time of 10.3 seconds and at the finish was a good seven metres (!) ahead of the Japanese Sasaki who took 11.0 seconds.

The dilemma for the official commentators was irresolvable, and so one could later read: "Magnificent his figure, elastic his movements! Owens immediately to the fore, lengthening his lead with every stride, and with animal-like agility and nimbleness enrapturing the more than 80,000 spectators to a storm of enthusiasm the likes of which had never echoed through the stadium before ..." "Animal-like agility" - this was the attempt to place this man outside the realm of generally valid norms. The intention was to awake the impression that the black athletes had just emerged fresh from the jungle and that their extraordinary running and jumping talents could only be attributed to this fact.

Perhaps one should leave it to the sociologists to determine the deeper background to his unique popularity. Jesse Owens himself visited Germany and above all Berlin, the scene of his unforgettable triumph, on several occasions. The City of Berlin honoured the memory of this man and his matchless four-times victory at the 1936 Olympic Games by renaming the Stadium Avenue near the Olympic Stadium into Jesse-Owens-Avenue (Jesse-Owens-Allee). This was on March 10th 1984 - four years after Jesse Owens' death at the end of March 1980 in Tucson, Arizona.

Today one can only speculate on the esteem this exceptional athlete would have enjoyed in the age of international television. In those days, in August 1936, he was a symbolic figure, against racism and inhumanity. The enthusiasm he



Card No. 80 in the Official Organising Committee series for the 1936 Olympic Games in Berlin.

stirred up in Berlin's Olympic Stadium created a linking bond of friendship which outlived the Nazi regime by decades and which still continues to exist in the unfading myth of Jesse Owens.

Not surprisingly, Jesse Owens has been depicted on stamps on several occasions, most recently as part of a set of Olympians issued by the United States. Atlantic Richfield sponsored the ARCO Jesse Owens Games which supports a youth sports programme in the United States, and meter cancellations have been used in the past to promote the event.

SUPPORT YOUR SOCIETY!

Use the Society Packet or the Auction to dispose of your surplus materail. Both John Crowther and Colin Faers would be pleased to hear from you. Their addresses are at the front of the magazine.

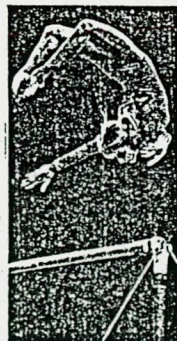
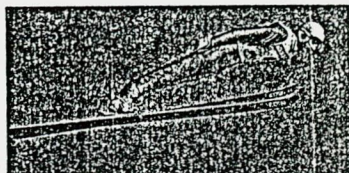
NEW CARDS FOR 1992

DAVID BUXTON

Two new set of cards have been issued for the 1992 Games and feature past champions.

1) Olympic Challenge 1992 issued by PG Tips (Brooke Bond Foods Ltd.) Dept. OG, Parkway House, Sheen Lane, London SW14 8LU. This set of forty Tea Cards can be obtained free with PG Tips packet tea and tea bags. There is also an illustrated album that they can be mounted into. The cards feature thirty previous champions from the Winter and Summer Games, two new sports, the Olympic flame, the stadium in Barcelona and six British contenders for the Summer Olympics. Members who collected the Olympic Greats series issued in 1979 will note that many of the past champions are repeated but with different photographs and a slightly different potted history.

The album has a forward by David Hemery, a history of the Olympics, and a calendar of events for both Games.

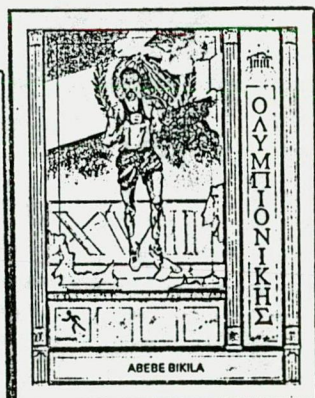


The full list of cards is as follows:-

- | | |
|------------------------|------------------------------|
| 1. Paavo Nurmi | 21. Florence Griffith-Joyner |
| 2. Jesse Owens | 22. Olga Korbut |
| 3. Fanny Blankers-Koen | 23. Nadia Comaneci |

- | | |
|--|-------------------------------|
| 4. Bob Mathias | 24. Vasily Alexeyev |
| 5. Emil Zatopek | 25. Alexandr Dityatin |
| 6. Franz Klammer | 26. Mark Spitz |
| 7. Eric Heiden | 27. Shane Gould |
| 8. John Curry | 28. David Wilkie |
| 9. Jayne Torvill &
Christopher Dean | |
| 10. Matti Nykanen | 29. Greg Louganis |
| 11. Muhammed Ali | 30. Matt Bondi |
| 12. Mary Rand | 31. Tracy Ruiz & Candy Costee |
| 13. Bob Beamon | 32. Tennis |
| 14. David Hemery | 33. Olympic Flame |
| 15. Lasse Viren | 34. Barcelona Stadium |
| 16. Vikto Saneyev | 35. Linford Christie |
| 17. Sebastian Coe | 36. Colin Jackson |
| 18. Daley Thompson | 37. Peter Elliott |
| 19. Carl Lewis | 38. Steve Backley |
| 20. Ed Moses | 39. Yvonne Murray |
| | 40. Liz McColgan |

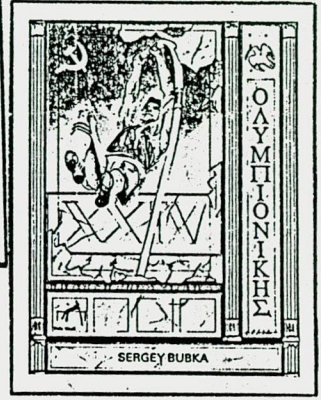
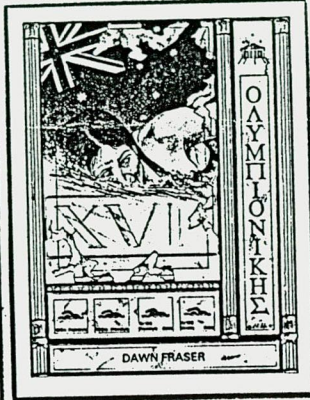
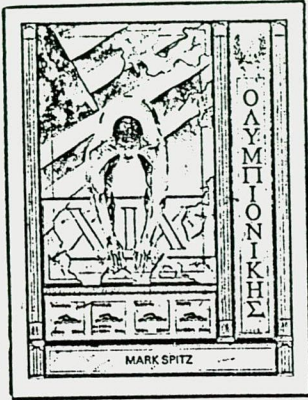
2) Olympic Greats published by Victoria Gallery, London. This set of 25 cards which are similar in size to the Tea Cards but are about half the width again (6 cm). They have a marble pillar border and with the symbol of the sport under an artist drawing of the Olympic Champion. In the background is their National Flag. The set costs £7.50 and can be obtained from Rob Roy Cards, "Crosshall", Chelsfield Village, Nr. Orpington, Kent.



The full list of cards is:-

- | | |
|--|------------------------|
| 1. Jesse Owens | 14. Vasily Alexeyev |
| 2. Al Oerter | 15. Lasse Viren |
| 3. Sonja Henie | 16. Mark Spitz |
| 4. Jayne Torvill &
Christopher Dean | 17. Johnny Weissmuller |
| 5. Jim Thorpe | 18. Daley Thompson |
| 6. Olga Korbut | 19. Paavo Nurmi |
| 7. Jean Claude Killly | 20. Edwin Moses |

- | | |
|-------------------------|------------------------------|
| 8. Richard Meade | 21. Carl Lewis |
| 9. Teofilo Stevenson | 22. Sebastian Coe |
| 10. Fanny Blankers-Koen | 23. Sergey Bubka |
| 11. Abebe Bikila | 24. Cassius Clay |
| 12. Emil Zatopek | 25. Florence Griffith-Joyner |
| 13. Dawn Fraser | |



THE AUSTRALIAN SPORT GALLERY

ROBERT BUDGE

The Australian Gallery of Sport is next to the Melbourne Cricket Ground (M.C.G.), the main stadium for the 1956 Olympic Games. The Gallery was opened on November 22nd 1986, thirty years after the opening of the Melbourne Olympics.

The first special exhibition at the Gallery was called "Olympic Spirit" showing Australia's participation in the Olympic Games from 1896 to 1956, with 1956 being the main part of the exhibition.

The "Olympic Spirit" exhibition was developed around five themes, the origins of Olympism, Modern Games, The Melbourne Games, the Olympians and potential hosts of the 1992 games.

All of the exhibits were on loan or have been donated to the Gallery. Amongst the items on display were the olive branches

won by Edwin Flack in 1896, the 1948 Olympic Relay Torch, the medals won by Betty Cuthbert, the Australian uniform worn by E.L."Dune" Gray at the 1932 games, an Olympic flag which has been signed by people such as Avery Brundage and Frank Beaurepaire, there were other items like busts and a variety of Olympic material and souvenirs.

The exhibition had a large area devoted to the Melbourne Games. This exhibition consisted of how the Games were won, the Games sites and buildings, the torch relay, the prior selling and promotion, how Melbourne got dressed up for the Games, the Olympic village, communications, Games souvenirs such as books, playing cards, ashtrays, programmes, glasses, bricks, flags etc., and items used during the Games such as a starters jacket worn by Mr Judy Patching, a stop watch, one of over 230 used, and some of the track soil.

There was a theatre which has old seating and showed three films with a total running time of 50 minutes, the films were "The Olympic Spirit - The Early History of the Modern Games", "Melbourne prepares for the Olympics - Bids and Planning 1938-1956" and finally "The Olympic Spirit in Melbourne - The Drama and Excitement of the 1956 Games". These films are very interesting and helpful.

The famous Olympians which were spread out throughout the exhibition and illustrated by photographs and information about them, included Baron Pierre De Coubertin, Emil Zatopek, Herb Elliott, Betty Cuthbert, Vladimir Kuts, Ric Charlesworth, Freddy Lane, Sarah "Fanny" Durack and many other Olympians of past and present day.

The area of the exhibition to do with the potential hosts of 1992 Olympics, was a small glass case against the wall, with books and posters on the wall above, which also included a small amount to do with 1988 Olympics in Seoul, with the same approach of books and posters.

The "Olympic Spirit" exhibition was so popular that, although it was due to close in April 1986 it was extended until June. This Olympic exhibition was on the first level which will house all temporary exhibits.

The permanent exhibition is on the floor above but here too the exhibitions are rotated as there are too many to show them all. A large range of sports are covered, such as cricket, football (Australian rules), hockey, lacrosse, sailing, lawn bowls etc. These exhibits too are on loan or have been donated to the Gallery.

Finally the Sporting Hall of Fame which is on the first level in a corner, with some small black and white photos. There is also a computer and a visual screen in which one can punch up information on the sport stars in the Hall of Fame.

The Australian Gallery of Sport is a must for the sports fan or anybody who is interested in this side of sport.

LILLEHAMMER 1994

JOHN MILLER



A wave of welcome and more news from HAKON and KRISTIN, the mascots chosen for the XVII Winter Olympic Games in Lillehammer. Since the publication of the February Torch Bearer another issue of the L.O.O.C. bulletin "'94 Olympic update" has come out; more information on Meter marks has been found and along with the issue of two more miniature sheets, the Norwegian Post Office is promising that Olympic stamp collectors all over the world will 'have something to look forward to'.

The Norwegian Post-Stamp Bureau will present the complete programme beginning on the 9th of October 1992 and continuing right up to the Games in 1994. It is estimated that there are 300,000 organised Olympic Collectors in the world. To cover a market of that nature the programme should be quite outstanding.

The Meter mark now being used by the offices of the LOOC has changed slightly. An airmail slug has been added to the left and the characters in the value tablet have been altered. The overall dimensions of the tablet are the same but the words 'post' and 'Ore' have been reduced while the word 'Norge' and all the figures have been enlarged. The frame at the bottom of the design has also been altered to accommodate the larger figures.

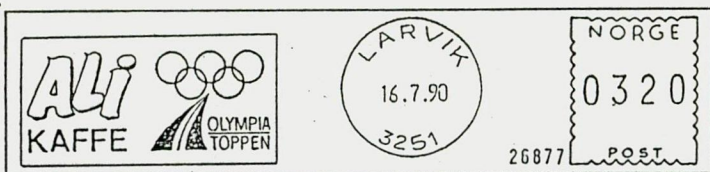


The torch bearer and slogan "KJOP OL-AKSLEN" remain the same; a literal translation of the slogan being "Buy the Olympic share". This refers to the bonds, or shares, being sold by many of the local athletic clubs to obtain income for themselves and the Lillehammer Olympics. The price of a "Lillehammer '94 share" is NOK 199.40. Shareholders are issued with a numbered certificate and a pin, as proof of their support. The pictogram figure bearing a torch is reminiscent of a set of stamps issued in 1966 to commemorate the world skiing championships in Oslo. The set consisted of four stamps designed by M.Ottar Michaelsen, recess printed by the Norwegian Bank Printing Works and inscribed "VM OSLO 1966".



The 40 Ore value, based on an ancient rock carving, is shown here. A series of similar figures depicting every event in the XVII Winter Olympics, has been produced by the L.O.O.C. design team under the management of P.T.Moshus. The pictograms are being used on publicity material issued by the Lillehammer Olympic Organising Committee and on the programme of events for the Games.

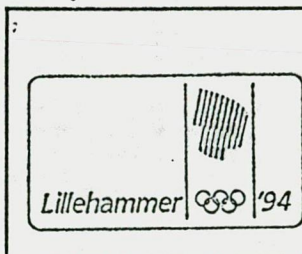
A second meter mark has been collected. This was used in Norway by the coffee company Ali Kaffe and includes, in its design, the 'Olympia Toppen' logo more frequently used by the Norwegian Post Office.



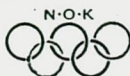
The Norwegian Post Office produced sets of four Maxicards to be used with the miniature sheets issued on the 11th of October 1991 and the 2nd of February 1992. They were dispatched in envelopes [Nr.1-4 1991] picturing the shooting event and [Nr.1-4 1992] picturing the slalom.



The Maxicards were cancelled with the standard circular date stamp cancellation -2600 LILLEHAMMER-. The miniature sheets were cancelled with both the circular and pictorial cancellations of Lillehammer. Two other cancellations were available, from the philatelic bureau in Oslo. These are a simple circular date stamp used on the miniature sheet and a pictorial design, three post-horns above the date and name OSLO, used on the miniature sheet FDC. All the cancellations have been applied to philatelic items for the past two or three years.



Norske OL-vinnere

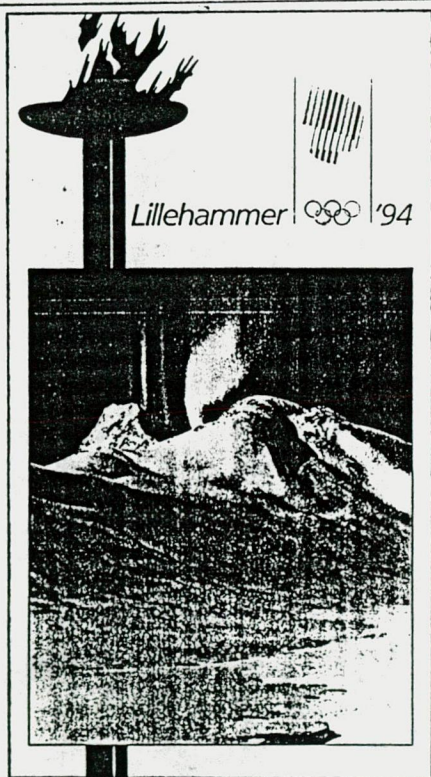


Kr.20



The 1991 miniature sheet was described in issue 1 of this Volume of Torch Bearer. The 1992 miniature sheet is shown below.

Continuing the theme of previous miniature sheets, it contains four stamps showing past Olympic champions. The gold medalists selected this time are Hallgeir Brenden 1952 and 1956; Arfinn Bergmann 1952; Stein Eriksen 1952 and Simon Slattvik 1952.



In 1990 the printer NORMANNS KUNSFORLAG A/S, OSLO was commissioned by the LOOC to produce a set of four postcards. These are in full colour each with a different picture upon a background showing the Olympic flame and Lillehammer logo. The cards are in portrait format. They are barcoded and numbered 'NORMANN OL-90-01' to 'NORMANN OL-90-04'. -03 is shown here.

They are titled:-













- 01 'Host of the XVIIth Winter Olympics in 1994'. Lillehammer illuminated at night.
- 02 'Maihaugan - Folklore - Rural Culture'. People in national dress on the bank of a lake by the local church.
- 03 'Winter Norway under the northern lights'. Snow scene with the Northern Lights.
- 04 'On the right track to winter Norway'. Daytime snow scene with ski tracks in the foreground.

Finally I would like to record my thanks to the Norwegian Post Office for the continued supply of information and to Arfinn Standerholen of the "Lillehammer 94 update" editorial staff, for the translation of the postmark slogan.

SPO

P R O G

Programme des Sports

February		12	13	14	15	16	17	18
	CEREMONIES	Olympic Park	Opening Ceremony 13:00					
	BOBSLEIGH	Hunderfossen						
	LUGE	Hunderfossen		Luge, Men Singles 10:00	Luge, Men Singles 10:00	Luge, Ladies Singles 10:00	Luge, Ladies Singles 10:00	Luge, Men Doubles 10:00
 	ALPINE SKIING	Hafjell						
		Kvitfjell		Downhill Men 12:00	Combined Downhill Men 12:00	Super G Ladies 12:00		Super G Men 12:00
	FREESTYLE SKIING	Olympic Park				Moguls Semifinal 13:00	Moguls Final 13:00	
	SKI JUMPING	Olympic Park						
	NORDIC COMBINED	Olympic Park						Individual K 90 Me 12:30
	CROSS COUNTRY SKIING	Olympic Park		15 Km Classical Ladies 10:00	30 Km Classical Men 10:30	5 Km Classical Combined Ladies 10:30		10 Km Combined Men Cl. Ladies F. Tech. 10:30/12:30
	BIATHLON	Olympic Park						15 Km Ladies 10:00 15:00
	ICE HOCKEY	Håkon Hall	16:30	15:00	15:00	15:00	15:00	15:00
		Olympic Park	21:00	20:00	20:00	20:00	20:00	20:00
		Gjovik Ice Rink	18:30	17:30	17:30	17:30	17:30	17:30
	FIGURE SKATING	Hamar Ice Rink		Pairs Original Programme 20:00		Pairs Free Skating 20:00		Men's Original Programme 19:00
	SHORT TRACK SPEED SKATING	Hamar Ice Rink						Compuls Dances 19:00
	SPEED SKATING	Hamar Olympic Stadium		5000 m Men 14:00	500 m Men 14:00		1500 m Men 14:00	3000 m Ladies 14:00
								1000 m Men 14:00

SPORTS

PROGRAMME

9 4 *Das Sportsprogramm*

19	20	21	22	23	24	25	26	27
								Closing Ceremony 20:00
Two Man 10:00	Two Man 10:00						Four Man 10:00	Four Man 10:00
Downhill Ladies 12:00	Combined Downhill Ladies 12:00	Combined Slalom Ladies 9:30/13:00		Giant Slalom Men 9:30/13:00	Giant Slalom Ladies 9:30/13:00	Combined Slalom Men 9:30/13:00	Slalom Ladies 9:30/13:00	Slalom Men 9:30/13:00
	Individuals K 120 Metre 13:00		Team K 120 Metre 12:30			Individuals K 90 Metre 12:30		
Individuals 15 Km 10:30				Team K 90 Metre 12:30	Team 3 x 10 Km 10:00			
15 Km Combined Free Tech. Men 12:30		4 x 5 Km Relay Ladies 10:30	4 x 10 Km Relay Men 10:30		30 Km Free Tech. Ladies 12:30			50 Km Free Tech. Men 10:00
	20 Km Men 10:00			10 Km, Men 7,5 Km, Ladies 10:00/13:00		3 x 7,5 Km Relay, Ladies 10:00	4 x 7,5 Km Relay, Men 13:00	
15:00	15:00	15:00	15:00	15:00	15:00	15:00	15:00	15:15
20:00	20:00	20:00	20:00	20:00	20:00	20:00	20:00	
17:30	17:30	17:30	17:30	17:30	17:30	17:30	17:30	
Men's Free Skating 19:00	Original Dance 19:00	Free Dance 19:00		Ladies' Original Programme 19:00		Ladies' Free Skating 19:00	Exhibition 15:00	
			Ladies Heats Men Heats 19:00		Ladies' Mens Final 19:00		Ladies Mens Final 20:00	
500 m Ladies 14:00	10,000 m Men 14:00	1500 m Ladies 14:00		1000 m Ladies 15:00		5000 m Ladies 14:00		

1992 UK SPONSORS

JOHN MILLER

The number of United Kingdom sponsors advertising their sponsorship of the 1992 Olympic Games has now risen, by the end of May 1992 sixteen had been seen. These are from both the manufacturing and services sides of industry. The major sponsors, such as MARS and Coca-Cola, often run two or three schemes at the same time. Due to that, the number of sponsors, the diversity of the schemes, the frequent use of a "pilot" publicity campaign and the geographical restrictions placed on some of the schemes: it is difficult to list them in chronological order. I have therefore listed them in alphabetical order, according to the title of the sponsoring company. Only those displaying the official BOA logo, claiming "Worldwide Sponsorship" or sponsorship of either the British Team or the BOA, have been listed.

The reactions of the various sponsors and their retail outlets to enquiries about their schemes proved very enlightening. The major activists were extremely helpful; others just didn't want to know, and some were even destructive. Sad, when they rely on the Games as much as the Games rely on them and both the Olympics and the Sponsors rely on the support of the people.

BROOKE BOND FOODS

A pilot scheme "PG Tips Sprint" was started in January 92. This offered £1; £2 and £5 cheques in exchange for various combinations of bar code and weight indicators from the tea packets along with till receipts as proof of purchase. For each £5 cheque sent out, the promoters would donate 50p to the British Olympic Team. All purchases had to be dated before the 29 February and applications had to reach the promoters by the 13 March 1992. In March they began a sales promotion offering small picture cards (teacards) with some of their PG Tips products. A booklet and a wallchart which can be used for mounting the cards is offered for sale. 40p of each u1 paid for these will be donated to the British Olympic Team. There are forty cards in the set. David Buxton's article deals with these in detail elsewhere in this issue.

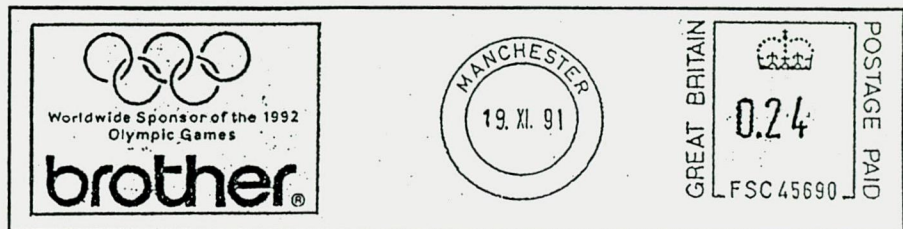


A spin off from this scheme is a membership drive for the British Young Olympics Club which is run under the guidance of the British Olympic Association. Leaflets advertising this Club

were included in their Brook Bond "Olympic Challenge 1992" booklet. Mail posted by the Club is sometimes dispatched through the BOA meter. An example is illustrated on the previous page.

BROTHERS UK

Manufacturers of knitting machines, typewriters, computers and other office machinery. They have produced a very attractive full colour sheet of five different self-adhesive stickers incorporating the COJD 89 mascot and both the COOB 92 mascot and logo. Mail posted from some of their offices is dispatched with a metermark advertising their sponsorship of the Games. The Manchester meter is illustrated below.



BUDGET CAR HIRE

This company is the official supplier of vehicles for the BOA Team.

COCA-COLA

Their pilot publicity on packaging of Coca-Cola and other beverage containers was seen in January 1992. In March the promotion of the "Instant win Olympic winners" scheme started, with the reproduction of eight of the official IOC posters on the containers of Coca-Cola, Fanta and Sprite. The details of the posters are somewhat modified and they are printed in both mono-chrome (red on white) and multi-coloured editions. Some of the background colours have been changed to suit the printing colours used on the particular product. The set of eight posters is:-

Athens	1896	Stockholm	1912
Paris	1924	Los Angeles	1932
Rome	1960	Tokyo	1964
Montreal	1976	Barcelona	1992

These are printed on:-

(a) the 330ml metal cans of Coca-Cola, Caffeine Free Coca-Cola, Fanta, Diet Fanta, Sprite and Diet Sprite. The size of the poster image is 47x79m/m.

(b) the plastic wrappers of 1.5lt bottles of Coca-Cola. Image size 47x85m/m.

(c) both plastic and paper wrappers of the 2 litre and 3 litre bottles of Coca-Cola. Image size 55x95m/m.

More than one million prizes are offered and these are related to the particular posters shown on the winning containers. The prizes are:

1 of 50 holidays to the Olympic Games city shown on the can or bottle;

1 of 1500 Olympic Games T-shirts featuring the city shown on the can or bottle;

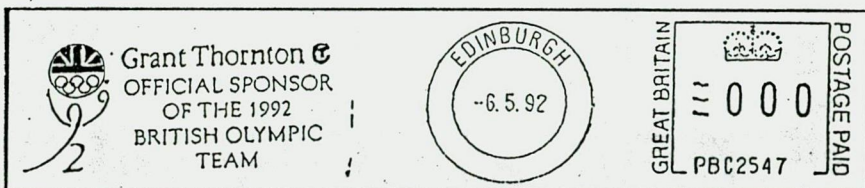
1 of 1 million pin badges matching the poster image shown on the can or bottle.

Competition containers have characters stamped or moulded on their ring pulls or bottle tops. "G" for holidays; "S" for T-shirts; "B" for pin badges and "L" or an "*" for losing containers. Prizes are claimed either through the promoters or at a branch of Olympus Sport shops.

A full copy of the rules can be obtained from an address shown on all the wrappers and a promotional can of the drink will be opened at that address on behalf of each person making a postal application. Only one can per applicant will be opened. The final parts of the competition will be closed on the 11 November 1992.

GRANT THORNTON

This form of accountants, who have had an association with the Olympic Games and sponsorship since 1988, issued a leaflet "SPONSORING THE 1992 BRITISH OLYMPIC TEAM" in November 1991. A list of their forty eight U.K. establishments was printed on the back of the leaflet and a metermark was used on the outgoing mail from some of these. The metermark advertised their sponsorship and included the BOA logo being supported overhead by a figure designed from the numbers 1:9:9:2. A self adhesive vignette, sometimes applied to the envelopes, and a car window sticker of the same design were also issued. Basically the metermarks are all the same but the value tablets which carry the crown and the meter registration number, vary in size from 25x22m/m to 29x22m/m. All those seen so far are printed in red.



3M

The labels on sports clothing and on stationery items such as Post-it notes manufactured by this company advertised sponsorship of the 1992 Olympic Games.

HARCROS TIMBER AND BUILDING SUPPLIES

This sponsor ran an "Olympic Collection Competition" during March, April and May of 1992. Competitors were offered a four day trip to Barcelona including tickets to the opening ceremony of the 1992 Olympics. They also offered tokens with the purchase of certain selected products. The tokens could be exchanged for Argos gifts. Details of both schemes were published in a full colour catalogue which was available at all their branches nationwide.

MARS CONFECTIONERY

In addition to the cards referred to in TORCH BEARER Vol.9 No.1, pp 12, a set of four posters was produced and given away at a number of Tesco supermarkets. This was done in conjunction with an offer of 50p discount at the stores checkout following the purchase of certain MARS products. The scheme only ran for three weeks, from 2 to 21 March 1992 and was limited to about eighty of the two hundred and seventy-odd Tesco outlets. The posters are reproductions of the official IOC poster, 25x40cm in size, and had already been included in the earlier fifteen card set. They are:-

Antwerp (W.Van der Ven)	1920	Berlin (Wurbel)	1936
London (Herz)	1948	Grenoble (Jean Brian)	1968

Easter, and MARS produced three sizes of Easter Egg, 103g, 105g and 242g. These were sold packaged with a variety of other products and had the sponsorship logo on the packages. A drinking mug was included with the 105g egg. Two versions of the mug are known. One with the Winter and Summer Games logos on it, the other with the Summer Games logo and a fan-like array of national flags. Maybe with the intention of showing their superiority in the U.K. sponsorship race, the metal foil used to wrap the two larger eggs was printed with the Olympic rings on a gold background. "Going for Gold" in a practical way?

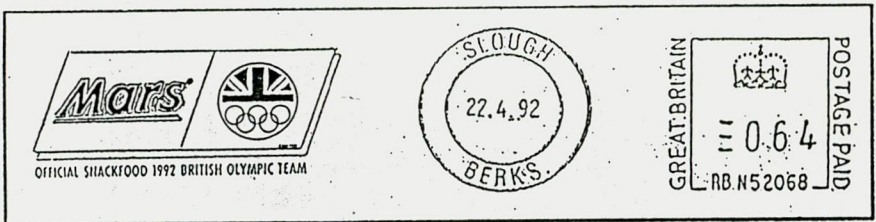
While the poster and Easter Egg promotions were running the three, four and five packs of MARS bars with the "Torch Appeal" tokens were still being sold. In April a further boost was given to the five packs by the presentation of a carrier bag carrying a discount voucher worth 25p following the purchase of two of those packs. This time the bag advertised a "Picture yourself at the 1992 Olympics" competition. The wrapper of each five pack and the bars it contained carried sets of questions which had to be answered correctly followed by the competitor completing the "jingle" "I can picture myself at the Barcelona Olympics with MARS because ----" in no more than twelve words. There were forty eight different sets of questions. Entries were unlimited. The three and four packs were later involved in this competition and had the questions printed on them. The competition closed on the 30 June 1992.

The forty eight sets of questions can be broken down into four groups:-

- (a) These competitors have represented their nation in past Olympic Games. Match the name to the nationality.
- (b) Here are three Olympic sports and three Olympic champions. Match the sport to the champion.

- (c) Each of these cities has hosted an Olympic Games. Match the city with the year.
- (d) Different nations enter each Olympic Games. Match the Olympics to the total number of nations who entered.

Each set within the group gave six pieces of information characters 1:2:3 and A:B:C. The competitor's task was to correctly match the numbers with the letters and complete the "jingle". The metermark used for correspondence regarding these competitions is shown below, it was printed in red.

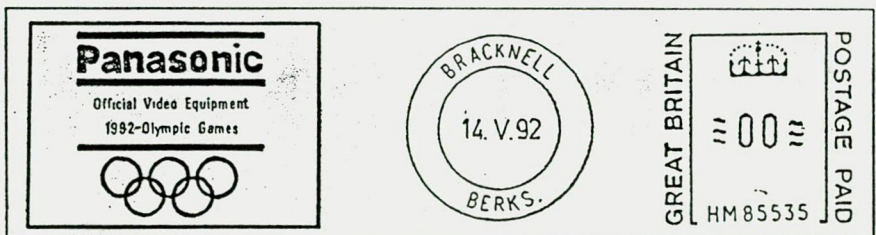


MASTER FOODS

Producers of rice and a range of associated foods under the trade name "Uncle Ben's". In December of 1991 many of their products carried the Olympic rings logo. A statement declaring their sponsorship of the Winter and Summer Games and expounding the nutritional value of rice with regard to athletes, was printed under the rings logo. In late April a carrier bag with a discount voucher worth 25p was displayed in some supermarkets. Each voucher could be redeemed following the purchase of any two Uncle Ben's products and the promoters undertook to donate the same amount to the British Olympic Team. They hoped to raise £250,000 for the Team in this way. The scheme closed on the 31st May, 1992.

PANASONIC

They are advertising themselves as official providers of the video equipment for the 1992 Games. A metermark, printed in red was used in December of 1991 and a more recent example of it is illustrated below. No further information has been collected.



MD FOODS (UK) LTD

The manufacturers of LURPAK butter. The sponsorship logo was seen on their products in February 1992. In March and April a competition "Win the Olympics '92" was promoted. This offered five, 7-day holidays in Spain for two persons between July 18th and August 15th. Including return flight, full board accommodation and two tickets for three Olympic events. The competitors had to study the seven qualities of the product listed on the wrapper, decide which made Lurpak the "finest butter for the world's finest athletes" then rank them in the order 1 to 7. The competition closed on the 24th April 1992. At the same time a "no purchase necessary" draw was promoted in the ASDA magazine "High Time". The first person to copy the barcode number from a 250g pack of Lurpak butter and send it to the promoters address, would win one of the holidays. Entries had to be received by 2nd May 1992. The winners name was published in an edition of the TV Times dated 2-8 May 1992. In late April a second competition "Go for Olympic Gold" was promoted. This offered a potential 1000 prizes, each being one of the gold coins struck by the National Mint of Spain. The coins are minted in the purest gold ever used in this way to commemorate the Olympic Games and will go on sale through mail order at £840 each. Competitors have to match a number inside the wrapper of a pack (in blue print) with numbers appearing in Lurpak adverts on TV and in certain newspapers from May to August. Certain specific times and dates are listed for TV-AM programmes. The closing date for this competition is 2nd October 1992.

OLYMPUS SPORT

This retail outlet undertakes an important role in the sponsorship industry by their involvement with other sponsors as a distribution point for the smaller prizes and the redemption of vouchers. They are also a sales outlet for clothing manufactured by 3M who are, themselves, Worldwide Sponsors of the 1992 Games.

PHILLIPS

Manufacturers of electrical appliances and television sets. An advertisement claiming "Worldwide Sponsors of the 1992 Olympic Games" has been seen in the Visa/Barclays Bank competition leaflet. No further information has been collected.

PROCTOR AND GAMBLE LTD

In mid April bottles of Fairy dishwashing liquid appeared on sale displaying the logo and stating "Sponsors of the British Olympic Association". A competition offering five Olympic edition IBIZA cars (model name "Seat") as prizes, was promoted on these bottles. Competitors had to complete the jingle "Fairy Liquid and SEAT CARS are gold medal performers because" using not more than 10 words. The closing date for the competition was 31st July 1992. There was also an offer of a "free Olympic gift for people taking a test drive in a SEAT car

at their local dealers. "Hi-time", the ASDA supermarket magazine also publicised the test drive offer and a second competition involving the SEAT car. In this the competitors had to estimate how many 1 litre bottles were needed to fill the car. Five more cars were offered as prizes. An entry form was provided in the magazine and a till receipt showing a Fairy Liquid purchase had to be sent with each entry. That competition closed on the 30th June 1992.

ROYAL MAIL

Six stamp booklet covers (window booklets) showing the Olympics and Paralympics logos. Three printers were contracted to produce the booklets; Harrisons, Walsall Security and Questa. The booklets are:

10 First Class Stamps	Harrison
10 First Class Stamps	Walsall Security
4 First Class Stamps	" "
10 Second Class Stamps	" "
4 Second Class Stamps	" "
10 Second Class Stamps	Questa

The first five were issued in January 1992. The sixth should have been issued on the 31st March 92, but although it was on sale at some major city Post Offices in April it was still not available at the Philatelic Bureau in Edinburgh on the 11th May. Further connection of the sponsorship is advertised by a car window sticker and through the Stamp Bug Club. The distributors of the Club magazine "Stamp Bug News" used a pre-stamped sheet for the dispatch of the magazine this was printed in red. An example is shown below.



SEIKO WATCHES

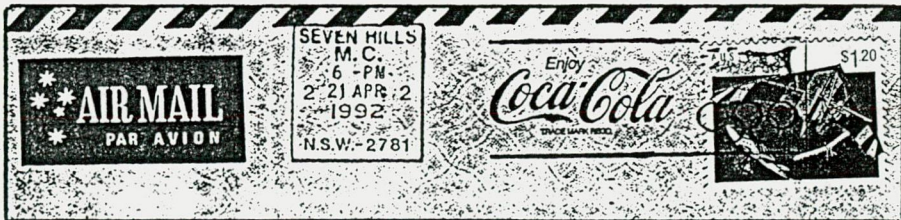
This sponsor ran a competition offering prizes of a trip to the Barcelona Games following the successful completion of an entry form on which a number of Olympic competitors had to be recognised. The form was only available following the purchase of goods and the competition closed on the 31 December 1991. Retailers were not even willing to give out forms after the closing date. Stating they had burned them or thrown them all in the dustbin. A small plastic stand with the Barcelona logo was used as window display material.

VISA INTERNATIONAL

This credit card company has run competitions with the co-operation of Barclays Bank and Girobank. Through Barclays. A "Visa Travellers Cheques Olympic Challenge" competition. This offered prizes of Olympic holidays. Philips TV sets and Kodak film processing, following the purchase of Visa Travellers Cheques and the completion of an entry form (available at the Bank) on which a "spot the ball" type picture was printed. However, in this instance, the spot where the tip of a javelin was most likely to be, had to be marked. This competition closed on the 30th August 1991.

Through Girobank. A "Girobank Visa Winter Olympics Competition". This offered a package holiday for two persons at the 1992 Winter Olympics after applying for a Girobank Visa Account, correctly answering three questions and the completion, in not more than 10 words, of the tie-breaker jingle "I would take my Girobank Visa Card to the Winter Olympics because" all on the application form. Two different leaflet/application forms were printed. This competition closed on the 30th November 1991.

Visa International, having already pledged £575,000 to help send the British Olympic Team to Barcelona for the Summer Games, offered a further boost to the Team fund by donating 1p every time Visa cardholders used their card to make a purchase during March 1992. It was estimated that another £12,000 could be added to the fund by this offer.



(The illustrated Coca Cola cancellation was supplied by Australian member Ivan Mircev, who writes that it was used at five metropolitan mail centres in Sydney - Turella, Rushcutters Bay, Leightonfield. Seven Hills and St Leonards from 1 December 1991 until 1 May 1992.)

SUPPORT YOUR SOCIETY!

Why not dispose of your surplus material either through the Society packet or through our auction? Remember your duplicates could well become another member's treasure! Write to either Colin Faers or John Crowther for further details. Their addresses are listed with those of other Committee members.

THE BERLIN GAMES

Franceska Rapkin

(The following article was first produced in the LONDON PHILATELIST, the journal of the Royal Philatelic Society, London, and based on a paper given to the Society on 5 February 1987, and is reproduced here with permission.)

The 1936 Games of Berlin were the eleventh Olympiad of the modern era, and, as such, cannot be seen in isolation. The Games that went before influenced events, but even more, the events of 1936 influenced all the Games that followed.

The modern Olympic Games can be divided into four distinct periods. In the first period, only the first Games of 1896 stood as an event in their own right. In 1900, 1904 and 1908 they were part of a world fair or international exhibition. Only in 1896 were they commemorated by an issue of stamps authorised by the Greek post office. Twelve stamps were released, and part of the revenue was used to help finance the first Games in Athens. The first day of issue was 6 April 1896, but since the Greek calendar still used the old Gregorian dates, the first day Greek cancel reads 25 March. No special commemorative cancellation was used.

The second Olympiad was held in Paris in 1900 from 20 May until 28 October as a part of the Paris World Exhibition. No stamps were issued, no special cancellations were used and the event was so poorly organised that many of the participants were unaware that they had taken part in the Olympic Games. The third Olympiad should have taken place in Chicago, but in 1903 was switched to St. Louis to be a part of the Louisiana Purchase Exhibition. Although the United States postal authorities issued five stamps to commemorate the exhibition and a special cancellation inscribed WORLD'S FAIR ST. LOUIS was used, no mention was made of the Olympic Games. Trans-Atlantic travel was still a major undertaking in 1904, and only a few European athletes participated in these Games, which once again were poorly organised over a long period of time from 1 July to 23 November.

It is possible that the Olympic idea would have died after two such lack-lustre events had the Greeks not organised a Tenth Anniversary celebration in Athens from 22 April until 2 May 1906. The post office issued a series of fourteen stamps on 25 March, and three special cancellations were used in Athens with an additional inscription Stadium, Zappeion or Acropolis. If not the great success of the first Olympiad, they were nevertheless a happy, and well-organised sporting occasion and gave renewed hope for the future.

The 1908 Games were awarded to Rome, but suddenly, and without apparent reason, the Romans withdrew in 1907. London agreed to host the Games as a part of the Franco-British Exhibition being planned at White City, which was being specially built for the occasion. No special stamps were issued either for the

Exhibition or the Games, and although a circular cancel was used inscribed, "Franco-British Exhibition Stadium"; no mention was made of the Olympic Games. The only documentary evidence of these Games are many different postcards showing the venues, events and participants.

The second period in modern Olympic history starts with the Games of 1912 in Stockholm. For the first time, the Olympic Games stood as an event in their own right in a stadium specially built for the purpose from funds raised by a public lottery. Although the Swedish post office issued no stamps, a roller cancellation was used at the stadium while the Games were in progress. On 5 July, the International Olympic Committee held their annual meeting in Stockholm, and on this occasion the Games of 1916 were awarded to Berlin. For collectors of the German Olympic theme, cards and covers cancelled with this date have particular significance.

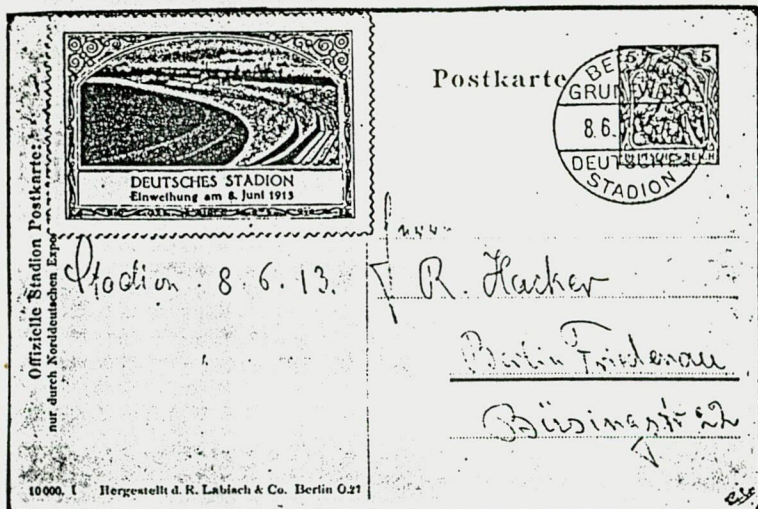


The Games of Stockholm were considered to be the most successful of the early 20th century. More athletes from further afield participated than on any previous occasion, and they were, at last, becoming the international sporting event envisaged by their founder, Pierre de Coubertin.

It was as well that the 1912 Games were successful for eight years were to pass before the next Games were held in a war-torn Antwerp in 1920. Unlike the Olympic Games in ancient times, no holy truce could be declared and the Sixth Olympiad in Berlin did not take place, although they were never officially cancelled. An Olympiad is a four year period, so even though Games did not take place, they were nevertheless numbered, and therefore the 1920 Games in Antwerp were the Seventh Olympiad of the modern era.

Although the Games were not held in Berlin in 1916, a new stadium had been specially built at Grunewald which was officially opened by the Kaiser and Kaiserin on 8 June 1913. A

special postmark was used on that date, and the German post office agreed that the official cards could have an imprinted stamps. Although at previous Olympic Games, many cards, vignettes



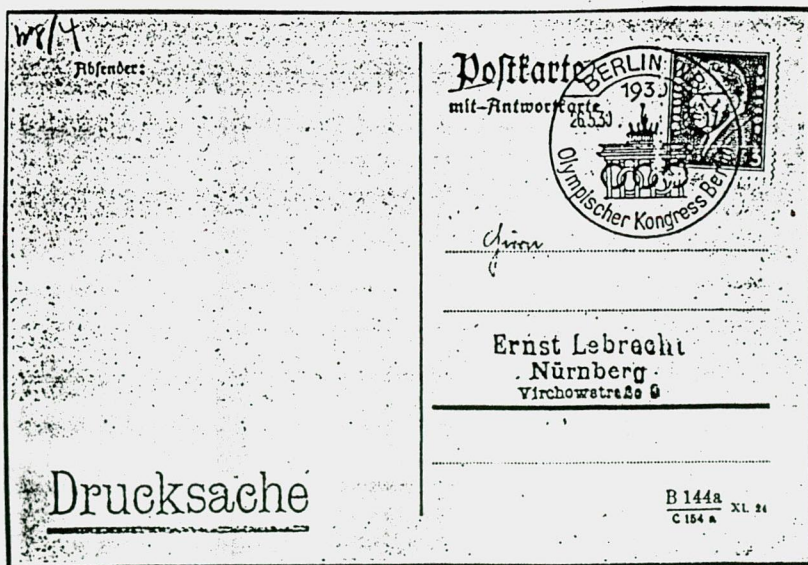
and seals had been produced by the national Olympic committees or private organisations, they had not been mentioned here since they had no postal validity and had not been authorised by the postal authorities. For the 1916 Games, a series of essays were prepared by Professor Franz von Stuck of Munich as possible postage stamps. They were never issued, but were subsequently released as vignettes for publicity purposes and therefore have philatelic significance.

The Belgian post office issued three stamps on 20 May 1920 with a premium to help finance the Antwerp Olympiad. Slogan cancellations were used in several cities to publicise the event, and a handstamp was used in Antwerp during the Games which lasted from 20 April until 12 September. For the first time, a special registration label was used inscribed "ANTWERPEN VIIIE ANVERS OLYMPIADE".

The next Olympic Games were again held in Paris, and on this occasion the French ensured that the event was better organised. The Colombes stadium was the most modern that could be built at the time, and for the first time, the length of the track was set at 400 metres. The French postal authorities issued four stamps with a surcharge, which are considered among the most attractive of Olympic issues. Two stamps were released on 1 April and two on 25 May 1924, and these were also overprinted for use in the French Mandates of Lebanon and Syria. Apart from the stamps, slogan cancellations, handstamps, postal stationery, proofs and essays exist in sufficient quantities that this is the first Olympiad that can be developed philatelically with little extra material from other countries. Uruguay also issued three stamps on 29 July 1924 to commemorate their victory in the Olympic football championships, and this was the first time that stamps were issued by other than the host nation.

The Ninth Olympic Games took place in Amsterdam from 17 May to 12 August 1928. Eight stamps were issued on 27 March 1928 by the Dutch post office with a premium to help finance the Games. Slogan cancellations and handstamps were again used, and since the post office permitted several types of cards to have imprinted stamps, these, although privately produced, are considered to be Olympic postal stationery.

The last Olympiad of the second period, namely the Tenth Olympic Games, was held in Los Angeles from 30 July until 14 August 1932. The U.S. Postal Service issued two commemorative stamps but these did not carry a premium, since this was, and still is, against USPS policy. They were released in Los Angeles on 15 June 1932, and although, theoretically, they should only have been used in that city with that date, cancellations from other towns do exist. These stamps were pre-cancelled in several cities for bulk mailings, the name of the town and the state being enclosed by two parallel bars but these have no Olympic significance. The Americans are very keen collectors of cachets, and the most interesting items from 1932 are the cachets and vignettes that have been placed at the side of cards and covers. Many were individually produced, but though attractive, they have no philatelic significance unless related to the cancellation. In 1932, the nationalism that was to reach its peak in 1936, and herald the start of the third period in modern Olympic history, began to be felt.



In May 1930, the International Olympic Committee held their Congress in Berlin, when the subject of the host city for the 1936 Games was discussed. Two cities had applied, namely Barcelona and Berlin, and every effort was made by the German Olympic Committee to ensure that Berlin would emerge as the

eventual winner. However, the decision was deferred until 1931 when the next meeting of the I.O.C. was due to be held in Barcelona. For the I.O.C. meeting in Berlin, a special handstamp was used in the city on 26 May which, for the first time, combined the Brandenburg Gate, symbol of Berlin, and the Olympic rings. For the collector of the 1936 Games, this cancellation is an important introduction to the theme. When the I.O.C. met in Barcelona on 25/27 April 1931 only nineteen members attended because of the civil unrest in Spain. To give all members the opportunity to vote, the President, Count Henri Baillet-Latour, asked them to send their votes to the I.O.C. headquarters in Lausanne by 13 May, when they would be opened and the winner announced. The votes were 43 for Berlin, 16 for Barcelona with 8 abstentions. Neither Barcelona nor the I.O.C. headquarters used a special cancellation. The Games of the Eleventh Olympiad were awarded to the capital of the Weimer Republic - it is extremely unlikely that they would have been given to the capital of Hitler's Germany. The Deutscher Reichsbund fur Leibesubungen, the national organisation for physical training, was given the responsibility for the initial planning of the Games, and Theodor Lewald, President of the German Olympic Committee, became Chairman of the Olympic Organising Committee with Carl Diem as Secretary-General. Meter cancellations from the Reichsbund used after 13 May 1931 are regarded as organising committee cancellations.

At first, it was intended to expand and enlarge the 1916 stadium, but after the rise to power of the Nazi party, the stadium was razed to the ground and a new sporting complex was built on the site. The architect was Werner March, the son of the architect of the original stadium. Apart from the main stadium where the track and field events were held, the complex had a swimming stadium, hockey pitches, riding stadium, an open air amphitheatre, the Dietrich Eckart Buhne, where the gymnastic events took place and a teachers' physical training college with all facilities. The Reichsbund fur Leibesubungen also had their new headquarters at the "Haus des Deutschen Sport" at the site of the college. During the Olympic Games, the students' dormitories at the college were used to house the female athletes, and the fencing contests took place in the large cupola hall which was the centrepiece of this auxiliary sporting complex.

The German postal authorities were involved in the plans right from the start, and a member of the post office board had a seat on the organising committee. Each of the main sporting sites had its own post office, offering, in most instances, all services, and the size of each office varied according to its anticipated use. The largest, which was located under the main stadium, had positions for 26 counter clerks. For those sites where it was impractical to have a separate post office, the Reichspost equipped seven mobile post offices, which were built inside specially commissioned buses. These had four counter positions as well as telephone kiosks, and were able to provide most services.

All the special post offices had their own handstamps which were used during the entire period of the Games. Depending on their location and their importance, some of these offices were functional for a longer period. All the handstamps were of the

same design, and only differed in the upper segment, which gave the name of the post office where it was used. Below the date, the letter denoted the counter clerk's position or, in the case of the travelling post offices, the number of the bus. In total, there were fourteen different handstamps, including two for the post offices prepared specially for the world's press. Each post office was also issued with its own registration labels. In most, but not all, cases, there were two types of label for each office and these can be distinguished by the size of the letters in the word BERLIN.

The press box at the stadium was sited directly above Hitler's box, and their post office was situated behind their box. Apart from the extra facilities, not needed at the offices for the general public, such as picture telegraphs and teleprinters, the press post office at the stadium, as well as that at the main press headquarters situated at the Schiller Theatre, was equipped with pneumatic tube facilities both to the city centre and to the airport. Post office despatch riders were constantly on hand to ensure that Olympic news items for abroad could leave on the first available flight.



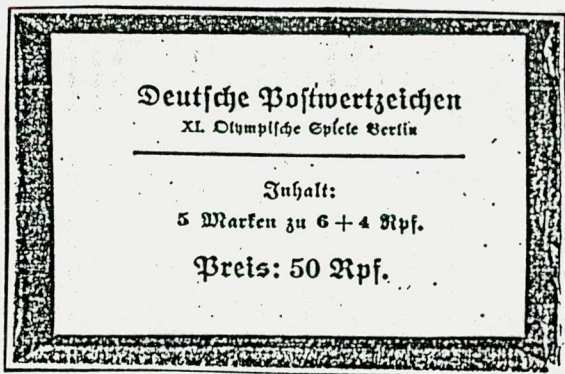
From the first meetings of the organising committee it was agreed that the German post office would produce a series of stamps which would carry a premium to help finance the Games. Several artists were invited to submit designs, and, eventually, five designs from two graphic artists, Professor Max Eschle and Alois Kolb, both using pseudonyms, were produced on stamp-size labels for final selection. It was the work of Max Eschle which, with minor adjustments, was chosen, and it was the first, and only time, that the professor designed stamps for the Reichspost.

Experiments were conducted to see whether the automatic vending machines, which carried the Hindenburg head definitive issue, could be adapted to cope with the larger Olympic issue, but this idea was abandoned. However, both

stamps and covers do exist with the green end labels attached to coil stamps. Neither the post office in their directives, nor the Olympic Organising Committee make any mention of automatic vending machines being used. It is possible that a machine, similar to that used by British bus companies for issuing tickets, was used to sell stamps at the main Olympic sites. The "Coils" could have been produced by splitting the stamp sheets into ten rows of ten stamps and joining the strips by the margin. Proof of this possibility does not, so far, exist. The evidence, should it very be discovered, is more likely to be found at local post office level, rather than in the national archives. It could also have been arranged through the local sports

organisations, who were actively involved with the sale and distribution of the stamps, both through their members and at the Olympic sites.

When the Olympic Games were awarded to Berlin in 1931, there were six million unemployed in Germany and money was not available for non-essentials. The Olympic Organising Committee made it clear that the various sporting associations and federations would have to help raise the funds to finance the Games. Even after the Nazis came to power, and finance was no longer such a major problem, the national sports groups raised money in many ingenious ways, and naturally, once they were issued, they also sold the Olympic postage stamps. To avoid possible damage and accounting problems, these were sold to sports club members and the public either as complete sheets, or in glassine envelopes which had been specially prepared by the Reichssportverlag, the printers for the Olympic Organising Committee. These envelopes were in various colours which sold for different prices depending on their contents. There were two which sold for 50 pfennig each, one in rose containing 2 stamps of 6 + 4 pf. 1 of 8 + 4 pf. and 1 of 12 + 6 pf., the other in blue containing a strip of five of the 6 + 4 pf. A third envelope in green was sold for 1 Mark and contained 1 of 6 + 4 pf., 2 of 15 + 10 pf. and 1 of 25 + 15 pf. In addition, there was an envelope in yellow which was sold for 2 Marks 60 pfennig and contained one of each of the three Winter Olympic Games stamps together with one of each of the eight Summer Games stamps.

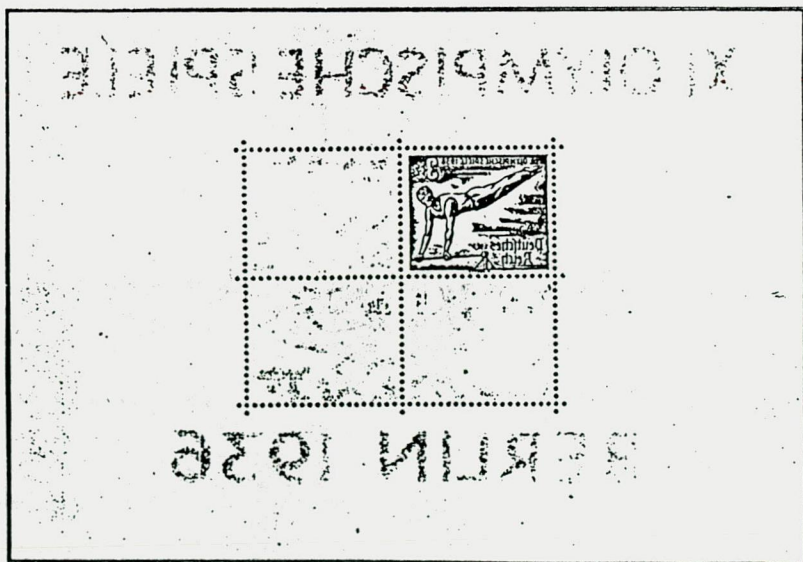


There were eight stamps of different designs released for the summer Games on 9 May 1936. However, they were released prematurely at one post office in Halle (Saale) on 5 May and they are known used at Reichenback (Voigtland) on 8 May. In addition to the sheets of postage stamps, the most used values were issued in booklets which were released on 15 June. There are two types of booklets both enclosed in red covers. One has only the details of the contents on the front cover, with the back and inside covers blank, and these were on sale throughout Germany. The other, with the postal tariffs printed on the inner covers in German, English, French and Spanish, was sold only in Berlin, Kiel where the yachting events were held and in Dresden where a large philatelic exhibition took place at the

same time as the Summer Games. To differentiate between the two booklets, the four language booklet has a broad diagonal stripe across the front cover.

For most visitors to the Olympic Games, a small philatelic souvenir was all that was required, or a few postage stamps so that they could mail cards to relatives and friends. Selected girls from the various sports organisations sold their stamp packets near the post offices, as well as the souvenir postcards produced by the Reichssportverlag. These girls carried a tray, similar to that used by cinema ice-cream sellers, and could be recognised by their blue and white uniforms and distinctive armbands. The Reichspost also used mobile sales stands to ease congestion at the post offices. These stands consisted of a circular table with a hole in the centre to house the stamp seller and a large parasol. They sold only postage stamps but they did have a posting box attached. Some of these sales points also had a facility for handstamping philatelic items on a handback basis.

To ensure that the individual post offices were not swamped with philatelic requests at times of maximum pressure, the post office at Charlottenburg 9 was used for all bulk philatelic orders, as well as dealing with packets and mis-addressed incoming mail. Since all hotel, hostel and guest-house visitors had to register on arrival, it was possible to ensure that most incorrectly addressed mail reached its intended recipient. The post office at Charlottenburg 9 renamed Olympic Post Bureau for the short period before, during and short period after the Games, had its own special registration label but not its own handstamp. It did, however, have a complete set of all the handstamps and hand-roller cancellers used in Berlin.



On the opening day of the Games, 1 August 1936, the post office released two miniature sheets which were on sale only in Berlin, Kiel and Dresden. This was the first time that miniature sheets had been produced by the postal authorities to celebrate an Olympiad, and each was sold at 1 Mark 20 pfennig which provided an additional premium over the face value of the stamps. Each miniature sheet contained four values of the set issued on 9 May, and they were printed on hand-made paper which varied in thickness. It is easy, however, to distinguish between stamps from the miniature sheets and those of the original issue from the weight of paper used. It is an indication of the extremely high German stamp-printing standards that, after 50 years, no varieties have been discovered on the set issued for the Summer Games. On the miniature sheets, however, a small quantity of each are known to exist inperforate, an even smaller quantity with reversed watermark on Block 5, and only one is believed to exist with offset print.

Four postcards with imprinted stamps were released by the Reichspost on 25 June 1936, two of which were intended for use in Berlin and the other two in Kiel. In both cases, the card imprinted with the 6 + 4 pf. stamp, the postcard rate within Germany, was printed in sepia, and the card with the 15 + 10 pf. stamp, the overseas postcard rate, was printed in magenta. The Berlin cards, designed by Georg Fritz of Berlin, show a part of the Olympic stadium, and the Kiel cards designed by Professor O. Anton of Bremen, show a yacht in front of the Marine Memorial at Laboe.

From early 1935, major towns and cities throughout Germany used slogan cancellations to promote the forthcoming Games. Once again, the Brandenburg Gate and the Olympic rings were shown together on a cancellation. Philatelic publicity in the form of slogan cancellations did not start for Kiel until early in 1936. They were designed by Captain Friedrich Crusemann, author of the definitive handbook of German sea-post cancellations, who was a member of the Kiel Olympic Organising Committee. The design showed a yacht and the Marine Memorial at Laboe.

As far as it was possible, all the sporting events took place at the main Olympic complex. Only the preliminary rounds of the football matches and the rowing and canoeing events were held in other parts of the city. No special postal arrangements were made for the football matches, but the water sports at Grunau on the Muggelsee had their own specially built post offices for both the public and the press, although the press facilities were not as comprehensive as those at the Schiller Theatre or at the main stadium.

In Paris in 1924, a village of wooden huts had been built outside the stadium to house the athletes, and this was the first Olympic Village. In 1932 in Los Angeles, a more solid, though still simple village was also erected. In 1936, the German army provided land near the Doberitz barracks, some fifteen miles to the west of the stadium, for use as an Olympic Village. The army also helped to build it and to run it once it was operational. Apart from 150 bungalows, each of which housed 8/12 athletes, the complex provided complete sporting facilities, dining halls that could cater for every taste and a fully equipped post office. Although not handed over to the Organising

Committee until 1 July, the village was opened for viewing by the general public early in June. The administrative staff were in occupation by the end of May, and the post office, with its special handstamps, was opened on 27 May. This was the earliest use of an Olympic handstamp for these Games.

One innovation of the 1936 Games, which has since become a part of Olympic tradition, was the Torch Relay which connected the ancient stadium at Olympia with a modern Olympic stadium. It was arranged that 3075 athletes, each carrying a torch made in the Krupp factory in Essen, took the flame through Greece, Bulgaria, Yugoslavia, Hungary, Austria and Czechoslovakia into Germany. The first torch was lit by the rays of the sun on 20 July, and a special cancellation was used at Olympia for one day only to commemorate the event. No further philatelic items were produced until the flame arrived in Vienna on 29 July when again, for one day only, a special cancellation was used. At Hellendorf, where the flame crossed the Czech-German border, two cachets were applied to mail on 31 July but no special cancellation was prepared. The final runner entered the stadium at precisely the right moment to light the fire in the brazier above the marathon gate at the start of the opening ceremony.

Apart from the philatelic exhibition in Dresden, several other philatelic exhibitions were held in Berlin, either during or shortly after the Games, which had an Olympic theme. A cultural exhibition entitled Deutschland Ausstellung (Germany Exhibition) was held at the Funkturm (Radio Tower) near the Olympic complex. This was an exhibition of German history, culture, and achievements and was widely advertised. Hitler considered it an integral part of the Olympic Games, and all visitors to Berlin, especially foreigners, were encouraged to visit it.

The new airship of the Zeppelin Company, the LZ.129 "Hindenburg" had entered service on the North American route on 6 May 1936. During Olympic year, the Olympic rings were painted on her side, and on 1 August, sixty passengers boarded the airship in Frankfurt to fly to Berlin to view the opening ceremony from above. Mail carried on this flight received a circular magenta cachet inscribed LUFTSCHIFF HINDENBURG OLYMPIAFAHRT 1936 with the Olympic flag and an airship at the centre of the design. Some 120,000 pieces of mail were carried. Letters and postcards sent from within Germany were assembled at Frankfurt, while mail that arrived from abroad was assembled at Friedrichshafen, the home base of the Zeppelin Company. All countries that had airmail treaty arrangements were able to send mail on the flight without additional charges. Those countries which did not have treaty arrangements, such as France and Belgium, needed to add Germany stamps, 50 pfennig for postcards and 1 Mark for letters. Registered mail was not accepted for this flight, and any item which indicated that this service was required had the instruction covered by an oblong cachet "EINSCHREIBEN UNZULASSIG BAHNPOSTAMT 19 FRANKFURT (MAIN)" (Registration not applicable. Railway Post Office 19 Frankfurt (Main)).

As stated earlier, the cachet that was applied to mail carried on this flight was magenta. However, orange-red cachets are known, although these are rare, and it has long been a puzzle how these occurred. Recently, a post office worker, long since retired, who was employed at the Frankfurt sorting office at the



time of the Olympic flight, has stated that there was so much mail that, when they ran out of magenta ink, they simply reverted to the orange-red ink used for a previous flight until more magenta ink was found. This would also account for the cachets in various shades between the two extremes of colour.

The Eleventh Olympiad was officially declared open on the afternoon of 1 August, and ran its course until the flame over the marathon gate was extinguished and the Olympic flag lowered on the evening of 16 August. Almost four thousand athletes from 52 nations participated at these Games, the largest number to date. These Games that were to prove the supremacy of the Aryan race had as their hero a black American, Jesse Owens. Much controversy has surrounded the Eleventh Olympiad from a political and moral point of view. As a sporting and technical achievement, they have stood the test of time. Even after fifty years, the Olympic stadium does not look out of date.

Nationalism and politics, as well as the use of the post office for propaganda purposes, entered the Olympic movement in 1936, and this has continued unabated ever since. The fourth period in modern Olympic history started in 1968 in Mexico when black American athletes gave the black power salute at their winners' ceremony. It was the first time that the Olympic Games had been used as a political platform. Munich, Montreal, Moscow and Los Angeles followed, but that is beyond the scope of this article.

LOOKING FOR OLYMPIC FACTS AND FIGURES?

Why not use the Society's Library. Librarian, Ken Cook, will be happy to make photocopies for a small fee, or send suitable books

A SHROPSHIRE LAD

DON ANTHONY

"And of the Olympic Games, which modern Greece has not yet revived, it is not a Greek to whom one is indebted, but rather to Dr W.P. Brookes now aged 82 still active, vigorous, organising and animating them."

Thus spoke Pierre de Coubertin in 1890, after returning from his visit to Much Wenlock in Shropshire, where he had been made an honorary member of the Olympian Society.

Brookes had established the society in 1850. The Shropshire Olympian Society followed, and in 1865 the National Olympian Association Games took shape. A year later, the first National Olympian Games were staged at the Crystal Palace.

They were organised by Herr Ravenstein, the director of the Germany Gymnastic Society, and 10,000 people attended, including a young cricketer, W.G. Grace. Grace, playing at the Oval, organised a substitute fielder, trotted up the hill to Sydenham, won the 440 yards hurdles, ran back to the Oval and completed the match.

The German Gymnastic Society played a key part in the development of British national organisations for sport. It was a founder member of the Amateur Athletic Association in its headquarters, at Kings Cross, national associations for gymnastics, fencing, weightlifting, wrestling, and swimming were all germinated. Its gymnasium still stands.

Ravenstein and Brookes worked together to build the Olympic idea in Britain. They were joined by Thomas Hulley of Liverpool, a leader in the YMCA muscular Christianity movement but it was Penny Brookes who was the motor. He started the Much Wenlock Olympian Society just as Robert Dover's Cotswold Olympicks were into their last year, 1951. The town's doctor and magistrate, he was also active in bringing the railway and gasworks to Much Wenlock. Brookes was eager to make sport available to the agricultural workers, as well as to the gentry, and he spent his whole adult life campaigning for the Olympian idea.

He was aware of attempts to revive the Olympic Games in Greece as early as 1859 and he exchanged prizes with the Greeks. He saw the wider implications of "physical education for the masses".

Brookes's dream was to revive the Olympics - with Greece as its centre point. De Coubertin's conception was a peripatetic Games. Brookes wrote to Coubertin: "I think your ideas to have festivals held in rotation by all nations desirous of joining in the movement ... really superb."

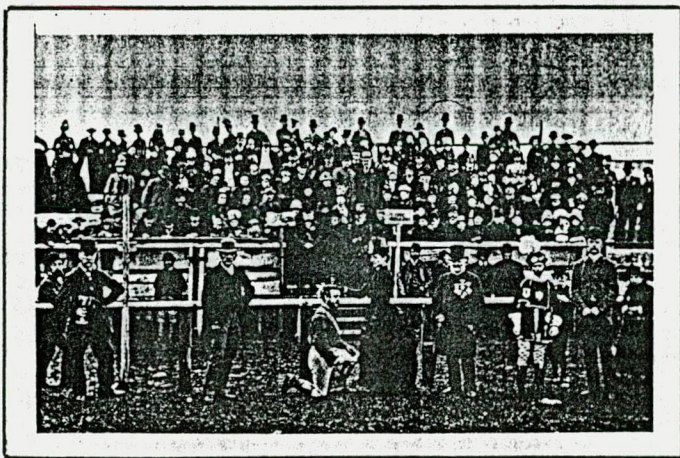
The visit by de Coubertin to Much Wenlock in the autumn of 1890 was marred by a steady downpour, but the baron was in good speaking form. He said that when he first came to Britain, nine

years before, he "hated the English" - but this was because "England was the only European national not subdued by Napoleon I!" The announcement that he had "since changed his opinion" was greeted with applause by the 60 souls gathered in the Raven Hotel.

Before the games, an oak tree, to be called the French Oak, was planted and then anointed with "a copious libation of champagne"- to "cement the friendly feeling" between England and France. The equestrian "tilting" event was won, it appears, by a visitor from Alicante, thus giving an international slant to the Much Wenlock Games.

It has always seemed strange that Brookes has never been properly chronicled or honoured for his Olympic contributions. Was it because he was considered a provincial by Londoners - or that he was neither Oxford nor Cambridge. All this was rectified when the Princess Royal was guest of honour at a ceremony in 1991 when she planted the Princess Royal Oak to join the Jubilee and the French oaks. Children from William Penny Brookes School, the town's secondary comprehensive, presented winning sports-poetry entries, and titling was revived for the day.

The Shropshire lad who cleverly linked the Cotswold Jacobean Olympicks to his Victorian Olympian Games - and thus gave Britain a 300-year-plus heritage of organised Olympism - will be honoured in memory as he was never in life.



The Champion Tilter Being Awarded His Prize.

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DEVELOPMENT OF AN EXHIBIT

VIC MANIKIAN

(As presented to the Society of Olympic Collectors during a meeting held at the STAMP WORLD LONDON 90 Exhibition.)

To start an Olympic philatelic collection and exhibit you will need to do so systematically. The specific topic will depend on what you know best. You might want to concentrate on one Olympic Game, or similar to my collection, develop a documentary exhibit on a series of Games. These Games should be chronologically organised with diversified philatelic materials and thematic contents to tell a flowing story from each game.

To start a collection first you will need some stamps. These you get from dealers or other collectors, that you meet at stamp exhibitions. I live in Anchorage, Alaska and it is expensive to visit many stamp shows. That is why I rely mostly on correspondence. A comprehensive wants list can be typed and many copies made. Before mailing, sign each letter with blue ink to make it look original. Be very polite with your letters, and include a loose stamp for return mail. You might not get 100% return, but you will get results.

After you get an adequate quantity of Olympic stamps, you look for postally used covers from the games and other stamp varieties to provide the viewer a wide range of philatelic interest. If you do so, you have accomplished your goal.

Just like most of our society members, I have exhibited my Olympic collection in many shows. I always remount my exhibit - either all of it or part of it - for every show. I learn always to improve from the judging critiques at every show. I want to share with you some of the ideas I learned through this process.

1. Change the title of your exhibit if it is too long. Make it short and sweet. It is the first thing a judge sees, even before he sees your actual exhibit. I have changed my exhibit title three times.
2. Revise your title page. Most title pages are boring and useless. And yet, it is the most important page. Be specific on your subject and exhibit content.
3. Use a blockbuster illustration on your title page. Since you want to start with a bang, have one superb cover or block that you can mount neatly on page one, with your introductory writing. Be tasteful, but make it jump right off the page for the viewer. Catch the judges eyes, make them blink and you can keep the rest plain and simple.
4. Typing and Justification: In this modern age electric typewriters are inexpensive and justified, or squared, right margins can be done automatically, which look nice if they are done properly, otherwise use the ragged right margin. Use the elite type. Since write-ups should not be more

than 5 lines long, an elite type produces more words per line for you, besides, it is easier to read with this type face.

5. Page Protectors: Couple of words on the merits of punched versus unpunched exhibit pages. I prefer the unpunched to eliminate the risk of pages wearing at the hole in the binder. Besides, the punched holes are distracting to the viewer and the judges.
6. Pages: You have a better chance of winning, if your sheets look neat and new and out of the same stock. You will find that you can balance your pages better. Each page should have the same amount of stamps or covers and writing as the others.
7. Put one or two of your major items on pages by themselves ... draw attention to them to show off to judges that you have important items. However, do not overdo this.
8. Acetate Mounts: Since there is a great concern about preserving old Olympic stamps and covers, I prefer mounting the stamps using clear acetate mounts and special clear corners for the covers. The black mounts are too severe for the viewer, unless there is a special perforation variety you wish to display. To emphasize the mounting arrangement, I hand draw on a light table, a border around my stamps and covers with india ink, using 1/8 of an inch as margin.
9. Check condition of every item in your exhibit, if you expect high results.
10. Remove any "philatelic items" such as First Day or cacheted covers. Judges prefer commercially used covers. However, if you have some cacheted covers, use them, as long as you do not advertise in your write-up anything about the cacheted portion of the cover.
11. Try a non-boring layout. Do not show two covers per page one after the other. Every so often try three to a page and mix them up.
12. Quit praising your own material and its rarity. Do not render opinions of your material in your write-ups. Let the material speak for itself. Do not say it is rare. If a special cancellation was used only during the Games at a special station say so. If known, provide quantity of its issue.
13. Remove any kind of sloppiness. Do not use "white-out" correction fluid over typing errors, start over again with a new sheet. Instead of thin "white" zerox type paper. I use heavy cover stock for every page to eliminate any warping or sagging of the exhibit pages from heavy covers.
14. Check for misspellings: Have your spouse or a friend read over your exhibit. Misspellings are sometimes hard to locate specially if the material is written by you. Usually as you proof read your pages you tend to read them

fast and jump over these. However, the judges tend to find these errors, and they are disturbing.

15. Remove the little red arrows from your exhibit pages, they are distracting. Use thin black arrows, either the rub-on kind or drawn in ink.
16. Delete or shrink maps and illustrations - do not overwhelm your stamps and covers. Also do not stick illustrations that are drawn on bits of paper right on the exhibit pages. I print these cancellations and illustrations on a page first, as if they are part of the original paper stock.
17. Unless there is a specific reason, do not exhibit Olympic stamps in blocks or sheets. Just single stamps is what the judges like to see. Do not exhibit over franked covers (with stamps more than the proper rate required for postage use). Do not mount mint and used stamps on the same page.
18. When mounting an oversized No. 10 cover (or a block), I do not like to mount them at a slant to fit a standard page, instead I design an oversized page of similar paper stock to allow the viewer the normal horizontal positioning and reading of the material, using the same one inch margins in the typed text. Exhibition frames usually allow this if you can position one oversized page per row. This will not distract people nor will it be noticed in a series of pages.
19. In the description of stamps never refer to catalogue numbers.
20. Did you do or did you show what you said you would in your Title page? That is why the title page should be the final page you prepare to address this issue properly.
21. When preparing for an exhibit set a realistic goal. Is your exhibit able to reach gold level or not. Look at other exhibits which may cover the same area you are considering. Note which big items are missing from your collection. It is not true that costly stamps win awards. What is true is that at the international gold medal level, you need costly stamps to tell your story. Try to compensate your exhibit's deficiencies by the additional research and write-up work, and by better presentation.

Now a few key points from an article by a philatelic journalist on a Judge's viewpoint. He says:

I'm going to put on my judge's hat and look at what you have created. Believe it or not, judges do not pull out a single entry and cry "This is it, this is the tops"! What they do is eliminate.

They walk along the line, marking down any entry that breaks rules, any that is scruffy or confused. The process of elimination continues until they have selected the trophy winner.

At higher levels the question of marking enters. The judges are given lists to which they must adhere - so many marks maximum for this, so many for that. They examine each entry, they allocate

marks. These are usually then added together, divided by the number of judges, and so placed in descending order.

At this level, you should have studied the marking system first. It's like all the other rules: it helps you create a winning entry. If layout is marked high, get an artistic friend to advise you; if research is tops, you should show it in your writing! Aim for maximum points in every category; don't imagine that superb condition and fine writing will compensate for lousy layouts and a lack of knowledge.

I like seeing other collectors' efforts, and always end up saying to myself "I wish I could have put that entry together." Sometimes this is envy of a fine entry; sometimes it means I feel I could have done it 10 times better. Either way, I get to learn from others' efforts. Never imagine that your worst attempt does not affect other people - it does in many ways.

The journalist ends up saying "To be honest, I don't like competing. I lack the sheer drive to excel - I like my collection the way it is, I like to visit clubs and show off, talking about my possessions and enjoying them openly with an audience. But when I do decide to compete, I make sure that the result is the very best I can do, no matter how long. I sweat over it. I just hope each time that the judges will realise how good it is."

CYCLING, OLYMPIC SPORT

A Young Sport!

(This article first appeared in Document, the journal of FIPO)

When Baron de Coubertin created the first Olympiad of the Modern Era, the bicycle, invented by Pierre and Ernest Michaux of France in 1861, was only 35 years old and cycling was therefore only 28 years old when the first cycling competition took place in Saint-Cloud park in 1868.

The bicycle, a new mechanical invention, and cycling - a sport which was in fashion at the end of the century - were chosen to feature among the Olympic disciplines.

In order to understand the importance of this decision, we should look at the context of an era where the horse was still king but was little by little being supplanted by this new machine.

This is the period where aviation and the automobile were at their real beginning, and the period of machines. What could be more wonderful in terms of machines than a bicycle, which made it possible to at least triple man's strength and capacity for movement without either fuel or significant maintenance.



At this time, the bicycle revolutionised a world greedy for inventions and novelties and which, in the bicycle, found something which increased its power.

It was quite understandable, therefore, that it was to feature among the sports at this first Olympiad. Six events were selected:

- five track events
- one road race.

The track had advantage of being highly spectacular and allowed the spectators to follow the development of the competition and the efforts of the cyclists.

Events on the track were:

- speed over 2,000 metres where several competitors competed in heats, semi-finals and finals.
- races against the clock of 333.33 metres which in 1896 were equivalent to the track
- long distance races over 10 kilometres and 100 kilometres and finally, tandem races, highly spectacular, over 2,000 metres.

Steeplechase in teams which, was later called Olympic Steeplechase, was introduced for the first time at the Olympic Games in Paris in 1900.

Road races in 1896 were run over a distance of 87 kilometres and in 1912, 320 kilometres. In 1920 they regained a more reasonable 175 kilometres and finally 100 kilometres in 1932 and 1936.

Cyclism and Philately

Although cycling, as we can see, was a full Olympic discipline, the first documentation regarding cycling in philately came only in 1928.

This was a postcard (a cover) which formed part of a series issued on the occasion of the Olympic Games in Amsterdam.

The honour of issuing the first Olympic stamp devoted to cycling falls to Monaco who issued this in 1952 to commemorate the 1952 Olympic Games in Helsinki.

Fortunately, many other countries followed suit and to date, more stamps have been issued by many countries regarding Olympic cycling and covering all disciplines.



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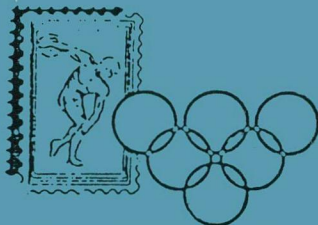
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