

FINANCING THE PREPARATION AND THE SENDING OF A FULL U. S. A. TEAM TO MELBOURNE IN 1956

NOT A CENT WILL BE SUPPLIED
BY THE GOVERNMENT...

Mr. Serge Lang, of the *Gazette de Lausanne*, (August 1955) is very badly informed when he makes the following statements, amongst others :

When it is known that the American competitors participating in the Olympic Games at Melbourne will benefit for their preparation from a government grant (prevalled from the Army's budget) of several million dollars, also

that the Eastern countries' teams have been preparing for a very long time in special training camps organized for this purpose. (Can you give us the proof of this ? if so you will be the first to be able to do so ! Ed.). One can rightly refuse to believe in the sincerity of the Olympic spirit, even if one admits that these sportsmen derive a very limited personal benefit from these practices.

How ill-founded are these assertions !
The truth as we know it is quite different :
The government of the United States of Ame-

rica will not grant a cent towards the financing of the American Olympic team which is to be sent to Melbourne.

Mr. Tom Tennon, in charge of the United States Olympic Committee's financial department has made the following statement : "We intend to send a full contingent to Melbourne. To this effect we need a sum of about 1,100,000 dollars. *This sum will be supplied by the American public itself.*"

The following context is taken from Edouard Seidler, of *L'Equipe* (Paris, August 1955) :

"Launched last year, the campaign for the Olympic Funds is in full swing. The Olympic Committee has established a system of quota for participation to this fund for each regional association of the A. Athletics Union. It is thus, for instance, that South California is called upon to contribute to the extent of 75,000 dollars while the city of Detroit has guaranteed a sum of 100,000 dollars to the funds. Detroit hopes that by this gesture, its population will prove its interest in olympic activities... At Detroit, Ford's Company has opened fire by subscribing 10,000 dollars. At Los Angeles, it was the "crooner" Bing Crosby, star singer, industrialist and amateur golfer who lead the way by sending a cheque of 200 dollars. Everywhere these examples were followed. The one dollar contributions are pouring in. Behind these donations, remains the big contingent of sports lovers, anonymous and enthusiastic, who will be the backbone and the staunch supporters of the American athletes who are going to Melbourne.

"This public campaign for the Olympic Funds has been launched by the great American Periodical *Life* and has been advertised in the various States by the medium of the local press, the Chambers of commerce, the sports associations, the big industrial trusts,

the municipalities, the universities and the schools.

"Olympic Games former competitors have set afoot active committees tallying with the campaign, it is one of them, Mr. Owen Churchill, who represented the United States in yachting in 1928, 1932 and 1946. who is leading the campaign in California.

"The raising of funds will reach its peak towards the middle of October. "We hope then to have collected almost all the required sum. Better be ready as early as 1955 and not wait till 1956" said one of the organizer.

"On October 18th a gigantic "Olympic Gala Dinner" was held in the sumptuous setting of the restaurant "Moulin Rouge" opened last year but already famous. The tickets for the dinner and the proceeds drawn up from the party will contribute to swell the Olympic Funds. All the Olympic champions of the last few years and the great stars of the film, radio, and the television have attended.

"Plans have been set afoot with the view of giving a television transmission of this soiree over the whole of the United States. In 1952, a similar olympic broadcast had been organized by two of the most popular American stars : Bing Crosby and Bob Hope. The broadcasting and televising on October 18th was the starting point of an intensive public drive in order to raise funds.

"In order to emphasize still more the publicity of this Olympic Week, the President, Mr. Eisenhower has addressed an official appeal which has been televised to his countrymen in favour of the Olympic Funds.

"At the present time, it would seem as the whole American public will thus make it possible for a full team representing all the sports to be sent to Melbourne without any State help.

"The result is truly remarkable."