

President Brundage spoke in Tokyo

ON THE OCCASION OF THE SOLEMN OPENING CEREMONY OF THE 54th SESSION HELD IN TOKYO IN MAY, MR. AVERY BRUNDAGE HAS GIVEN A SPEECH OF WHICH WE GIVE BELOW THE ESSENTIAL PARTS.

'East is East, West is West, and never the twain shall meet' it is said, but they do meet on the same terms, under the same rules, in friendly competition on the athletic field, with great advantage to both.

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Undoubtedly the East has gained from its association with the West in the Olympic Movement and its adoption of Western methods of physical training, in a stronger and healthier people. But, what about the West? What will the West gain from this meeting on the fields of sport, with people of different ideas of life, different customs, and different viewpoints? Well, if the East gains in a physical sense, perhaps the West will gain intellectually and spiritually. The wisdom of the East is proverbial, and Asia, after all, was the birthplace of all the great religions. Fair play and good sportsmanship are a part of all religions as well as of the Olympic Code.

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We of the International Olympic Committee have to battle continuously the materialism of our times, which tends to reduce the Games to a commercialized carnival, and to use them for financial or nolitical profit. Long ago, the Baron de Coubertin recognized this when he said: *First of all, it is necessary to maintain in sport the noble and chivalrous character which distinguished it in the past, so that it shall continue to be part of the education of present day peoples, in the same way that sport served so wonderfully in the times of ancient Greece. The public has a tendency to transform the Olympic athlete into a paid gladiator. These two attitudes are not compatible.* Perhaps an injection of Eastern philosophy with its subtleties, its depths and its delicacies will counteract this materialism. Perhaps this beneficial Oriental influence will help us to maintain the sound principles enunciated by our founder, which have been so largely responsible for the tremendous success of the Olympic Movement.

We must never permit the world to forget why it was that the Olympic Games were revived. They were certainly never intended to be a money making enterprise for either promoters or participants. Their success has been predicated entirely on the devotion of sport leaders in many countries, who have contributed time and energy to their advancement. It was not just to win victories

and to break records, although that has been a result of bringing together the world's greatest athletes. The most important reasons were:

1. To stimulate interest in physical education and physical training and thus to contribute to the strength and health of mankind ;
2. To establish standards of fair play and good sportsmanship? which might eventually be adopted in other fields of endeavour ;
3. To promote peace and international good will by bringing the youth of the world together in friendly competition under proper idealistic sponsorship ;
4. To give emphasis to the desirability of a well rounded life such as prevailed in the Golden Age of Greece, in the days of Pericles, when the ancient Olympic Games were at their perihelion, by combining a programme of Fine Arts with athletic contests.

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These basic purposes and aims of the Olympic Movement should always be remembered.

When the Baron de Coubertin drafted the fundamental principles of the Olympic Movement, he stated first that he proposed to include the entire world and that there was to be no restriction of race, religion or politics. He did, however, write in these fundamental principles that all participants must be amateurs. The Games were to be confined to those who had the same point of view. They were not to become a business. He intended to preserve a philosophy of life which bids fair to vanish under modern conditions where a price mark is placed on nearly everything. This basic principle is sometimes challenged by those who do not understand its necessity.

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Amateur sport organizations including the International Olympic Committee have all, been remiss in fulfilling their obligations. It is true they have defended amateurism very well indeed, but they have not promoted amateurism effectively and aggressively enough. Amateurism is a most important philosophy whose adherents enjoy a richer life, and the word 'amateur' should not be used as a synonym for neophyte, tyro, beginner, or a person

without ability. All amateur sport organizations should embark on an active and continuous campaign to teach the innumerable advantages of amateurism. They should point out the exaltation that comes from a task well done and the other benefits that accrue to the amateur who desires to give his best, not for money, but for the sheer joy of accomplishment. It is time they were listed and publicized widely.

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To mention only one but an important one : an amateur is free and independent. The professional athlete must always win if he is to be successful and he must perform and win in the way that the public, who pays the bills, wants him to perform and win. He is a paid worker and not a free agent. It is the same with a commercial artist. To be successful he must make or paint things that can be sold. It is not his taste but the taste of the purchasers which governs.

No true artist or true amateur will submit to such dictation. An amateur artist creates - he does not accept the standards of the mass - he refuses to follow the crowd. He is not primarily interested in dollar - he is interested in quality. In other words, a true work of art is something that is not primarily made for sale.

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If more time is spent *promoting* amateurism, it will not be necessary to spend so much time defending it because we will have the support

of all thinking people. This is not an attack on so-called 'professional sport', for so-called 'professional sport' is a perfectly legitimate activity, but never forget, not a sport at all. It is a business, a section of the entertainment business. Professional sport requires spectators, while amateur sport is primarily for the participants and coaxes spectators out of the grand stands and on to the playing fields.

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Not only should amateur sport organizations point out the advantages of amateurism ; they should also enumerate the disadvantages of professionalism in sport. Let us quote an ex-professional baseball player of some distinction, Charles C. Robertson.

'I... found out too late that it is ridiculous for any young man with qualifications to make good in another profession, to waste time in professional athletics.'

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If the Olympic Games were not amateur they could not exist. We must ever fight to preserve their original dignity and simplicity, their aesthetic and ethical principles? and not permit them to become a commercial carnival or circus. or to be misused for financial or political gain. Our newly active Oriental collaborators, trained in the profound, mystic, sensitive and non-materialistic philosophy of the East, should give strong support to this programme.