



Address by Avery Brundage

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It was in 1955 at our Session in Paris that Squaw Valley was selected as the site of the VIII Olympic Winter Games. Many people no doubt wonder why Squaw Valley was chosen. In fact it is probably no secret that the International Olympic Committee, at times, during the last five years, has also asked itself why. The theory behind this choice was that the Olympic Games belong to the world — not just to one continent since we now have more than ninety Olympic Committees recognized by the International Olympic Committee and therefore eligible to participate.

To stimulate interest in amateur sport throughout the world is one of the objectives of the Olympic Movement. The Games of the XVI Olympiad went to the Antipodes, to Melbourne, Australia, the first time in the Southern hemisphere. Rome, mother of cities, will stage the next Games this coming August and, in 1964, we will go to Asia for the first time for the Games of the XVIII Olympiad. All previous Olympic Winter Games, except one, had been held in Europe. The 1932 Games were staged in Lake Placid, New York, but that was the width of a continent 3,000 miles away. The result of the 1932 Games was a tremendous surge of interest in winter sports throughout the United States, particularly in the East, and it was felt that a set of Games in the Western United States would have equally beneficial results in that section of America.

Despite the emphasis in the press, the most important objectives of the Olympic Movement are not just to win medals and to break records. The real reason the Olympic Games were revived 64

years ago after a lapse of 1500 years, as a result of the determined efforts of Baron de Coubertin, was to bring to the attention of all the world the beneficial results of a National programme of physical training and competitive sports in developing stronger and healthier boys and girls and in making better citizens because of the character building that follows participation in amateur sports properly administered. By exposing the participants and the spectators to the idealistic principles of fair play and good sportsmanship on which the Olympic Movement is based, it is hoped that these same principles will be adopted in other circles as well. Then also we believe that these friendly contests on the fields of amateur sport — *if the politicians will only leave us alone* — will create and develop international amity and good will which will lead to a happier and more peaceful world.

In these materialistic times in which we live there is a tendency to commercialize everything and it is a constant battle to keep the Olympic Games pure and honest and free from dollar signs. The philosophy of amateurism, alas, is not well understood, but we remain unshaken in our devotion to it. Amateur sport is for participants while professional sport is for spectators. Sport must be amateur or it is not sport at all, but a branch, and certainly a legitimate branch, of the entertainment business. Professionals take from sport while amateurs give to it.

If the politicians will only leave us alone, I said and I repeat. One of the fundamental principles of the Olympic Movement is that it is strictly non political; there must be no discrimination against any country or person on grounds of race, religion

or politics. We have sworn to keep away from politics and it is only fair that the politicians keep out of sport. Olympic victories are not a measure of the strength of nations nor of political systems. And we are not going to permit the Olympic Games to be used as a tool or as a weapon for any cause or for ulterior purposes of any kind by individuals, organizations or governments.

We have already widely discredited the national point scores that sometimes are published although they have no significance. As a matter of fact at the last Olympic Games, it was not one of the great powers, nor one of the largest countries, but thinly populated Australia that won the most medals on the *per capita* basis.

A certain degree of national pride in sport accomplishments is no doubt legitimate, but there has been so much trouble recently because of political infringements that I propose to ask the International Olympic Committee to examine the desirability of eliminating the use of National flags and hymns. It might be better to use a fanfare of trumpets instead of National hymns in the victory ceremonies, and when the Olympic flag is raised at the opening of the Games, perhaps all national flags should be lowered. Contestants in the Olympic Games should come simply as sportsmen and not as representatives of a country.

Here in San Francisco on the eve of the Games, we believe that the Organizing Committee under the leadership of Prentis Hale has done its best to carry through in the true Olympic spirit the tremendous task that was assumed in Paris, in 1955. We are grateful to Mr. Hale and his colleagues and to the State of California which has borne most of the expense. To create in a few years a winter sports center of this magnitude in a remote section of the mountains is not a simple matter and California can be proud of the accomplishment.

No one can buy an Olympic medal and no one profits from the Olympic Games. These are also basic principles. The competitors and the officials

are not paid and if there happens to be an operating profit it must be devoted to the promotion of amateur sport. Why then should there be such rivalry for the honor of staging Olympic events? That question can be easily answered. The State of California, as I said, has borne most of the expense. What has it gained? First of all, a great public winter sports park, a community asset, the facilities of which will be enjoyed by its citizens for generations. Property values in this area have advanced, I venture to state, many times the amount of the expenditures and as a result there will be a direct return in increased taxes. In 1932, California missed the boat. Los Angeles had been awarded the Games of the Xth Olympiad and California might have had the Winter Games as well. I remember that a delegation from Los Angeles called on me in my office in Chicago. When I pointed out that California was one of the few places in the world where one can swim in the ocean in the morning and ski in the mountains in the afternoon and that they should claim the Winter Games as well, they were horrified. California was the land of sunshine and roses, they said. That mistake has now been corrected and all the world will know that California, the State with everything, has winter resorts also. These benefits will spill over into the neighbouring State of Nevada, which, under the leadership of Edward Questa, has done its share to insure the success of the Games.

These are the reason why we have had sometimes as many as 17 cities contesting for the honor of staging the Olympic Games.

On behalf of the International Olympic Committee I thank the City of San Francisco and its citizens for their hospitality. The members of our organization have been greatly impressed by the friendly manner in which they have been received and I am sure they will leave with many happy memories of their brief sojourn.