



The Games of the XVIIIth Olympiad, Tokyo 1964

from October 10th (Saturday) to 25th (Sunday)

HOW THE JAPANESE DO TO RAISE FUNDS FOR OLYMPICS

In raising money to finance the next Olympic Games, the policy being followed is to avoid, as far as possible, drawing on Government funds.

The Tokyo Olympic Fund Raising Association, a non-profit organization, is consequently encouraging private industry and sports enthusiasts throughout Japan to support special fund-raising enterprises.

The Association has the triple objective of: (a) Providing administrative and operating expenses for the period of the 18th Olympiad and the years of preparatory work required for its success. (b) Encouraging higher standards of national preparedness for the Olympics by Japanese athletes and the public through effective publicity and promotional work, and (c) Financing the construction of a headquarters building and a large new conference hall designed to accommodate the International Olympic Committee Session as well as other meetings.

The Association is actively promoting a variety of important activities in its drive to provide the requisite financial support.

Working closely with the Postal Ministry, the group was responsible recently for the issuance and sale of the first of a series of special Olympic postage stamps. The initial offering was made available to philatelists on October 25th, 1961. The entire printing, comprising 3 types of 5-yen stamps which sold for 10-yen each, was bought up immediately by an enthusiastic public.

Another fund-raising innovation, started by the Association several months ago, was the sale of Olympic Games 'Support-ads' to industries and business firms. Yet a third interesting project has been the sponsoring of horse races. Two of these races have already been run with great success.

These are but a few of the ways in which the Association, through its fund-raising campaign, is meeting the challenge.

NEW ROADS, HOTELS, TRANSPORT BEING RUSHED TO COMPLETION

Japan is busily preparing for the forthcoming Games.

Among the projects which have gone beyond the preliminary stages, is the construction of roads under the aegis of the Tokyo Metropolitan Government. These vital arteries are essential to insure the smooth running of traffic in a city, already congested, which will have an estimated minimum of 30,000 extra visitors during the Games in 1964.

Another important means of transportation is the railway network – and here again an ambitious programme has been drawn up.

Plans include the linking of Tokyo with Osaka, Japan's second largest industrial city, which lies 560 km. west of Tokyo. Wide-gauge super-express trains, travelling at an average speed of 170 km. per hour and a maximum speed of 220 km. per hour, will enable tourists to cover the distance in three hours.

The Tokyo Metropolitan Government is also responsible for rushing to completion improvements in water supply, drainage and sewage facilities.

Another problem confronting the authorities is that of building adequate accommodation to supplement present facilities well before the target date. In this connection it is reported that there are 19,000 tourist beds in the Tokyo area at present. This number must be greatly increased. Civic authorities, in co-operation with the Organizing Committee, the Japan Travel Bureau and private enterprise, are promoting the construction of additional well-equipped modern hotels to meet this requirement.

ART EXHIBITION TO BE FEATURE OF 1964 GAMES

Preparations are well underway for the exhibition of Japanese fine arts to be held in conjunction with the 18th Olympiad. The Art Exhibition Committee for the Tokyo Olympic Games has the optimistic goal of producing the finest national exhibit of its kind in the history of the international event.

The group has resolved to present an exhibition encompassing a wide range of ancient and modern Japanese arts – the work of both amateurs and professionals. They hope to display the best art Japan has produced or is capable of producing.

Moritatsu Hosokawa, noted art collector and former marquis, is chairman of the group. Under his direction the first formal group session was held last July 20th. Committee membership is composed of 28 leaders in the various fields of art.

At the first meeting, and during subsequent talks, the rules governing the extent of the major exhibition were formulated. In deliberations, the members were guided by the conviction that the spirit and purpose of the Olympic Games is to promote both physical and cultural endeavour. They concertedly believe that since physical achievement is demonstrated in sporting events, cultural attainment should be demonstrated with equal vigour in the form of exhibitions.

The Committee has fixed the scope of the exhibition by establishing the following criteria:

1. The exhibition will be held only in Tokyo.
2. The exhibition will be composed of native or traditional Japanese arts and invitations to participate will not be sent abroad.
3. The inauguration and duration of the exhibition will be determined in relation to the schedule established for the Games.
4. The exhibition will be comprised of outstanding examples from the following categories:
 - a) Traditional Japanese Art:
Painting, sculpture, craftwork and calligraphy (National Art Treasures and important Cultural Assets will be included in a large display at the National Museum in Tokyo).
 - b) Modern Japanese Art:
Painting, sculpture, calligraphy, photography, industrial design, architectural design and philatelic design. (The Tokyo Municipal Art Museum or other suitable location will house this display category.)
 - c) Classical Theater Art:
Kabuki drama, *noh* drama, *bunraku* puppet plays, *gagaku* (ancient court music) performances, classical dances and music.
 - d) Demonstration Arts and Sports: Folk dances, folk music, tea ceremony, flower arrangement, *yabusame*, *dakyu*, *kemari*, etc.

TICKET SALES POLICY
DETERMINED BY COMMITTEE

Agreement has been reached on the basic policies governing the sale of tickets for the Tokyo Olympic Games. For reasons of brevity and clarity, the details are printed below in outline form.

I. General Sales Policy

Ticket sales will be divided into two categories:

- a) Those sold in advance. Advance sales will be made only by specially authorized agents located in Japan and throughout the world.
- b) Those sold on location. 'Spot sales' during the period of the Olympics will be made at ticket booths situated near the entrances to game sites.

II. Sales in Foreign Countries

- a) All sales of Olympic tickets in foreign countries will be made in advance.
- b) Before completing the sale of advance tickets, agents must confirm that applicants are in possession of either hotel reservations (Tokyo and vicinity) valid for the period covered by the ticket, or a certificate of lodging reservations issued by the Tokyo Olympic Housing Committee.
- c) Ticket agents must also observe the following rules:
 1. They must limit their sales to the number of tickets allocated them by the Tokyo Olympic Organizing Committee (O. O. C.). In no instance may they sell or promise to sell more than the allocated number. If additional or above allocation - tickets are required, agents must apply individually for these tickets to the O.O.C. Any additional tickets applied for may not be sold or promised until their allocation has been officially approved in writing by the O.O.C.
 2. They must issue to each ticket applicant a 'Certificate of Advance Purchase' upon receipt of the payments for the tickets ordered.
 3. They must remit through their banks and without delay all ticket sale proceeds, less sales commission, to the agency designated by the O.O.C. International currencies in which remittances are authorized will be determined later.
- d) The O.O.C. will mail allocated tickets in one shipment to the agents concerned after the close of the first 'Request for Advance Purchase' period (April 1st, 1963 - March 31st, 1964).

Starting April 1st, 1964 and continuing to June 30th, 1964, tickets will be forwarded monthly based on the additional approved allocations.

III. *Appointment of ticket agents*

A ticket agent for each country will be appointed by the O.O.C. upon the recommendation of the National Olympic Committee of the nation concerned or the authorized accounting agency. National Committees are requested to give preference in their recommendation to parties engaged in travel or tourist services. Normally, one

agent will act for each country, although in special cases, there may be two or three.

The O.O.C. reserves the right under certain conditions to select an agent or agents not recommended by the respective National Olympic Committee. These alternate selections will be made only after independent investigation and evaluation on the part of the O.O.C.