

## Address by president Avery Brundage

Here we are in Spain, for the 63rd session of the International Olympic Committee, enjoying the warmhearted and friendly hospitality of president Elola-Olaso and his colleagues of the Comité Olímpico Español. In Tokyo last year the Olympic Movement, which has enjoyed a cumulative progression of success and achievement, reached new heights. Because the 1972 Games will be awarded in 1966 and the future for the next seven years is at stake, our meeting this year will be one of the most important.

Earlier this year, president Elola-Olaso said to me apologetically : "You will not find many Olympic medals in Spain ". No matter, since one does find here a fraternal Olympic spirit, an intense and active interest in junior sport, and a comprehensive program destined to develop stronger and healthier boys and girls. All of this is much more important and a much better application of Olympic philosophy than the mistaken idea harbored in some other countries not so far away, that national prestige is measured by Olympic medals. This erroneous attitude leads to the cultivation of an elite of subsidized athletes and a policy defended by the creation of such an absurd category as " paid amateurs ". Imagine ! " Paid amateurs ". What sophistry !

In Spain there is a much more clear conception of the spirit of the Olympic Movement, and this was illustrated during the audience with the head of the State, Generalissimo Franco, El Caudillo, which I enjoyed a few weeks ago. After a brief discussion of the rules of sport in the world today, he tersely summed up the difference between amateur sport and that branch of the entertainment business miscalled " professional sport " in three words — " dedication versus exploitation " — and exploitation means exploitation for political as well as for commercial purposes. It would be difficult to cover the subject better in ten paragraphs. His awareness of the essential difference and the precise and succinct three word definition, I must say, took me quite by surprise.

One can be sure that Spaniards, whose passion is the " Fiesta brava ", marked by dignity, elegance, grace and discipline, appreciate Olympic sport. And no one can speak of the Comité Olímpico Español without mentioning that famous predecessor of president Elola-Olaso, the great patriot, hero and sport leader who headed Spanish sport for so many years, General Moscardo.

A year ago we were all together in Japan where the Games of XVIII Olympiad, so masterfully staged by our Japanese friends, set new standards in almost every field. Stimulated by the hospitable reception and the efficient preparations the competitors outdid themselves and established a profusion of Olympic and world's

records. The superb facilities provided and the handsome buildings erected set new standards of architectural and engineering design. Kenzo Tange's National Gymnasium, which received the Olympic Diploma of Merit, is certainly a veritable cathedral of sport. The fine arts program was outstanding and gave an opportunity to visitors to become acquainted with the subtleties of Japanese art and culture, which are so strange to Western eyes and yet so sensitive and appealing. Tokyo itself will never be the same because of the many improvements made for the Games and the Japanese people, all ninety-five million of them, who so enthusiastically adopted the Games as his or her own personal project, demonstrated to all the world that Japan could handle this greatest of all international events with the distinction it deserves. Thus, the record of success established at Helsinki in 1952, at Melbourne in 1956 and in Rome in 1960 was compounded and reaffirmed.

Not long after the Tokyo Games, in a South American country, there was an explosion in sport circles. The entire Olympic Committee was completely reorganized because of certain alleged deviations from olympic procedure in the participation of its team in Japan. Sportsmen in that country would not tolerate deviations from olympic principles and ousted all those involved in the slightest degree.

A few weeks ago I was in Africa just above the Stanley Rapids on the banks of the swiftly flowing Congo River attending the First African Games in Brazzaville. Who would have thought a few years ago that Regional Games with teams from twenty-seven different countries taking part could be held in Equatorial Africa in a modern stadium, with African athletes close to world's records in performance ? For forty years that I can remember, African Games have been discussed and proposed in various locations, but there was no action until the challenge was accepted by Brazzaville, a city of one hundred and thirty thousand, in a country with less than one million inhabitants. The Games were under the International Olympic Committee patronage and staged according to olympic regulations. In order to keep the stadium free from advertising as provided in olympic rules, a contract of very substantial amount was cancelled, an action that should put to shame some of our older and supposedly more enlightened countries, where commercialization of sport is permitted. A political exhibition planned by the Chinese to take place at the same time in order to take advantage of the crowds was required to be postponed to comply with regulations. The fact that all but one or two of the independent countries of Africa sent teams illustrates the intense interest in the Olympic Movement in these developing countries.

A meeting of National Olympic Committees was arranged and I was very favorably impressed by the knowledge of the participants. African sport leaders have read the book and are well acquainted with Olympic and Amateur Rules. Many fundamental questions were discussed and it is possible that, being closer to nature and so not yet polluted by commercial considerations, the Africans will help us rid ourselves of some of the excrescences that have fastened themselves on sport in this materialistic world in which we find ourselves.

Since in these newly freed countries the only source of financial support is the government, the principal difficulty is to avoid political interference and many asked for our support and assistance to this end. Not all politicians are as astute as the president of Venezuela who, when I complimented him some years ago on the lack of political interference in sport in his country, said, "Yes, but Mr. Brundage, that is the best politics". In enlightened countries the Government provides facilities and instruction but never interferes with amateur sport organizations.

Across the broad, mile-wide Congo one could see the buildings of Leopoldville. I wished to visit Leopoldville but there was no communication. Political relations were strained. In fact there were not only strained relations in half a dozen of the participating countries but actual fighting in more than one. Nonetheless, the team of Leopoldville was in Brazzaville participating in the Games. Another demonstration of the importance of Sport today. This was why I told president Massamba-Debat that more could be accomplished for African unity — a subject of great present interest in the new African countries — on the sports fields than in any other area.

The Games were opened with a typical ceremony followed by a well organized demonstration by two or three thousand school children wearing phosphorescent costumes in the twilight that would have done credit to any country. The Games proceeded without untoward incident and Congo Brazzaville has established itself in a secure position in the history of African sport.

After the Games, at the invitation of the Kenya Olympic Committee I flew to Nairobi across the wide expanse of African jungle from West to East Africa, where I met president Kenyatta and some of his ministers all of whom displayed a genuine interest in competitive sport and physical training for the benefit and the advancement of the youth of their country.

Visits to Uganda and Ethiopia followed and then I proceeded to Egypt where I saw the wonderful new Cairo Stadium, the first edifice in a well designed and comprehensive complex that will include facilities for every sport. Here, in one of the oldest of countries, where one can see pictured on the walls of the monuments and temples records of a dozen or more sports prac-

tised four or five thousand years ago, we find the beginning, with this splendid Stadium, of one of the most modern of sport complexes in the world.

On leaving Egypt I went to Athens for a conference with his Majesty King Constantine and a discussion of plans to make ancient Olympia the Mecca of the Olympic Movement. In a previous conversation with the Los Angeles Olympic Committee, I had been informed of a plan that would yield one or two million dollars for a project of this kind. While in Athens, I had the privilege of opening the 5th session of the Olympic Academy. On that occasion, I said :

" Modern education has failed in many respects or the world would not be in its present condition. It seems to be ignored that knowledge without character can be dangerous. The necessity of discipline, both mass and personal, seems to be forgotten. Overlooked or scorned are the educative possibilities in physical exercise and competitive sport.

"Some countries have even permitted their sport programmes to become commercialized, thus losing all merit. Even in organizing sport they have neglected to teach the fundamental values of amateurism, or devotion to the task at hand and not to the reward, without which sport loses its " *raison d'être* ".

" Perhaps in time the Olympic Academy will receive academic recognition and become a beacon light in this cloudy, materialistic world, teaching the principles of the Olympic Code and the values of amateurism as a philosophy of life, for no one can succeed in any field without the devotion and the dedication of the amateur. The Academies of Socrates and of Plato were small in size, but consider their influence on the world for the past two thousand five hundred years and the centuries to come ". This is an institution which deserves the strong support and assistance of the International Olympic Committee.

Last month I paid another visit to Mexico where the Organizing Committee headed by the former president of the Republic, Licenciado Adolfo Lopez Mateos is struggling with the preparations for the Games of the XIX Olympiad. The Organizing Committee and the Mexican Sport Federations have the solid backing of president Diaz Ordaz and his administration, and I am sure we will receive a warm welcome in Mexico City in 1968 and be pleased with the facilities and the arrangements which have been made. Mexicans are proud people and will exhaust their resources to carry out with dignity the obligation they have assumed.

A lot of territory has been covered in these remarks and we have strayed from Spain to Japan, to South America, to East and West Africa, to Egypt, to Greece and to Mexico, mentioning Helsinki, Melbourne and Rome by the way. This has been done deliberately in order to demonstrate that the Olympic Torch is burning brightly in every corner of the globe.

All of this has been accomplished without money, ladies and gentlemen, due to the contributions of time and energy of sport loving men and women, who wanted to give and not to get something, in every country. In fact, perhaps one should be somewhat suspicious of any amateur sport organization that has money.

No one who witnessed the spectacular parade of six or seven thousand participants from every continent, at the opening ceremony in Tokyo, last year, could have failed to be impressed and inspired. There were representatives of every race, of every religion, of every color, of capitalist,

fascist, socialist, communist, royalist and imperialist nations, all following the same Olympic Code of fair play and good sportsmanship. Nothing like this has ever happened before.

Involving as it does one hundred and eighteen countries the Olympic Movement today is perhaps the greatest social force in the world. It is a revolt against Twentieth Century materialism — a devotion to the cause and not to the reward. It is a revolt against discrimination, racial, religious or political. It is a glorious, living demonstration of that hopefully felicitous maxim coined in Tokyo, " The world is one ".