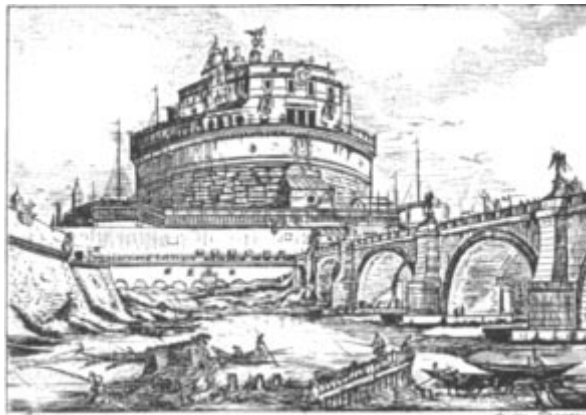


Address by Mr. Avery Brundage president of the I.O.C.



Roma - Veduta del Castel S. Angelo

In Madrid, last year, at our 63rd session, I said the Olympic Movement was perhaps the greatest social force in the world today. As illustration I cited the sensational Games of the XVIII Olympiad in Tokyo and those of the other Olympiads of the modern cycle, where participants of every race, of every color, of every religion and of every political affiliation marched in together at the opening ceremony, and, in the following days, took part in the most strenuous competition without adverse incident because they were all following one and the same altruistic and universally accepted code.

Nothing like this has ever been seen before, over 120 countries in all stages of social, intellectual, and political development, practically the entire world, united in one peaceful endeavor (the Ancient Games were confined to Greeks, no others being considered worthy).

Now, we of the International Olympic Committee may know and be certain of all this but truthfully, we cannot say that it is generally recognized. Why not? I ask you, and what are we going to do about it?

The Baron de Coubertin, of course, was well aware of the vast potentialities of the movement he initiated. He was not merely reviving an ordinary sport festival. He had much higher aims. His thoughts were on the comprehensive welfare of mankind and on the peace of the world, than which nothing can be more important.

He knew there was a need to demonstrate the ability of men of every kind to compete violently against each other while maintaining mutual respect and still remain friends.

He knew there was a need to demonstrate that men of all kinds were entitled to be placed on the same footing and to have the same opportunities.

He knew there was a need to demonstrate the ability of man to excel himself under the stress and strain of strenuous competition.

He knew there was a need to demonstrate the advantages and benefits of the philosophy of amateurism over a demeaning materialism, the devotion to the cause rather than to the reward, which is required for complete success in any field.

He knew there was a need to demonstrate that an athletic competition can be a thing of grace and beauty.

He knew there was a need to demonstrate the desirability of a universal code of fair play and good sportsmanship.

All these needs are basic requirements in the development of man and the full realization of his highest aspirations, in his struggle upward from the jungle. Coubertin did not create or invent these needs but he recognized them as fundamental and revived the Olympic Games to help fill them. He had certain hopes for the future of the Olympic Movement and certain plans for its development. He organized the International Olympic Committee and left it in charge of this development to carry out his designs.

Many advances have been made. Last summer in Brazzaville for the 1st African Games we could not visit Leopoldville, in full view on the opposite bank of the Congo. There was no communication for political reasons, but nonetheless the Leopoldville team somehow crossed the river and participated in the Games without trouble. Arabs and Jews strive together in the same Olympic events. The team from the USSR was in Melbourne in 1956 even though there was no Soviet Ambassador in Canberra. United German teams have taken part in six Olympic Games

although, alas, the politicians have not followed the example we offered them. Fair play and good sportsmanship are a *sine qua non* on the fields of sport, even those that are commercialized, and are displacing *caveat emptor* as a slogan in the world of business as spectators learn from competitors. Despite the cold war, the Games thrive and attract more and more followers. The Olympic Movement appears as a ray of sunshine through clouds of racial animosity, religious bigotry and political chicanery.

Despite the enormous progress which has been made in the last 70 years the work is far from finished and even if it were completed there will always be a struggle in the face of political and commercial encroachment, to maintain the



Avery Brundage, receiving a decoration from President Saragat: "...we must live up to the world's expectations."

high standards which belong to the Olympic Movement.

We need not worry too much about politicians taking over ; they have the power to destroy, in which event we must rebuild, but they can never assume control for long. Even though disguised in track or swim suits or in other sport clothes, political agents can not help being recognized as political agents.

Commercial intrusion is a different and more insidious thing. Sport is entertainment and we live, alas, in materialistic times. There will always be those who will pay to be entertained. The invention of television has multiplied the returns. Already in the USA bonuses of \$ 600,000.— and more have been offered to college football players. Basketball and some other sports are not far behind. Transfer fees of thousands of dollars are common in several games. Possession of an Olympic medal today in these areas, is a negotiable asset of very considerable value. Unless we wish to see the Olympic Games degenerate into the undignified position of becoming a feeder for profession teams, sports that are commercialized will have to be excluded from the Olympic program whether we like it or not.

Where do we stand at this time ? Have the visions of Coubertin been realized ? Should we, who have inherited his ambitious plans, be satisfied ? The answer is *no*. Despite the tremendous progress and the extensive accomplishments of the last 70 years the Olympic Movement stands only on the threshold. It has a long way to go to occupy the exalted position which it merits in World Society. In only a few countries is it recognized in intellectual, in business or in political circles as an important part of the cultural life.

The despair of Coubertin was that all educators did not hasten to adopt the principles and the objectives he enunciated and to incorporate them in their programs. Ideas of the frivolity of physical effort and of the cloistered nature of intellectual processes inherited from the Middle Ages were difficult to overcome. These austere and ascetic ideas still exist and are emphasized in some countries by the results of the developments in those institutions where the educators have betrayed their calling and turned the control of the physical education departments over to professional coaches, who have promptly commercialized them, and thus destroyed the principal educative values. The Olympic Movement still resides on the sport and not on the front page in most countries including, alas, my own.

There are more than six score National Olympic Committees and few of them thoroughly understand the real objectives of the Olympic Movement. Most seem satisfied to strive for medals,



ignoring that their main obligations and responsibilities to promote Olympic principles in their countries, are much broader.

We have not yet been able to convince political authorities that amateur sport, like the fine arts, recognizes no confines and we find it necessary to transfer events to other venues because of the restrictions of NATO and others.

Although the wonderful exhibition of Sport in Art in Rome in 1960, and the fine displays, demonstrations and exhibitions at the Games of the XVIII Olympiad in Japan were better than any we have had before, the fine arts section of the Olympic program is still not as well developed as it should be.

There is repeated criticism aimed at the International Olympic Committee, although the rules are enforced by others, that competitors, who are not eligible are allowed to participate in the Games. We must find a way to stop these abuses. Our regulations must be made clear and distinct and violators, either individuals or organizations, must be penalized. Throughout the world, the International Olympic Committee is considered not only the leader of the highly idealistic Olympic Movement, and the altruistic organization which keeps the Olympic Games fair, clean, and honest, but also the one which establishes standards of excellence for the world of sport, and we must live up to these expectations.

We must fight, and I use the word fight advisedly, to develop the full potentialities of the Olympic Movement, and to materialize the dreams of Coubertin and our first battle is to convince the educators in all countries that the lessons of the

uncommercialized sport fields have the same values as those of the classroom. Only if we accept all our responsibilities and act the part of a virile and dynamic leader, who takes the right instead of the easiest way, will we continue to merit the respect of the public.

Aldo More : "... a contest which exalts man's ability to win, but does not destroy." ►