

Mr. Avery BRUNDAGE

President of the International Olympic Committee

Since here in Amsterdam will be decided the direction of the Olympic Movement for the next six years through the award of the Games of the XXI Olympiad and the adoption of the regulations which will govern them, the importance of this Session of the International Olympic Committee cannot be over-estimated. Facing this great responsibility perhaps it will be useful to review our objectives and to consider what distinguishes the great Olympic festival from other sport events. What are we trying to do and how are we doing it? Maybe this can be summarized best by stating that in bringing the youth of the world together for a fortnight of friendly competition at quadrennial intervals, and awarding some priceless Olympic medals, we are attempting to set an example

- 1. For the educators who seek to teach the world*
- 2. For the politicians who run it, and*
- 3. For the general public.*

We want to demonstrate what happens when Olympic principles prevail - equality of opportunity for all regardless of race, religion, political affiliation or economic status, and the other provisions of the Olympic Code.

The world has already been impressed by the impersonal enthusiasm of devoted Olympic followers who with the unselfish application of much time and energy, have carried the Olympic Flame to Asia to the Antipodes and to all quarters of the globe.

One hundred million Japanese people, enjoying an outstanding economic recovery, are benefiting immensely

from their exposure to Olympic philosophy when Tokyo was for 4 years capital of the world of sport. Mexico will never be the same again after becoming imbued with Olympic principles in preparation for the Games of the XIX Olympiad.

The world was amazed that the International Olympic Committee was able to have the members of the East and West German teams march together in the same uniform behind the same leaders and the same flag and engage in friendly competition together, sometimes in the same boat, for several Olympiads despite the open hostility between the authorities of their countries.

The thousands of visitors who toured through the especially built Olympic Village in Mexico to observe athletes from every level of society and from a hundred different countries not only living peacefully together but with friendly cooperation, despite the strenuous competition in which they were participating could not help but absorb some of the same idealism.

Who will forget the picture of Bill TOOMEY, Olympic decathlon champion, and his closest competitor, then world record holder and only a few points behind, clinging with mutual respect to each other in utter exhaustion to avoid collapse, following the finish of the murderous 1.500 meter run at the end of two days of violent competition.

Remember the Swedish yachtsmen during the Tokyo Games who, observing the predicament of their competitors whose boat had capsized, in an outstanding demonstration of the ennobling virtues of fairplay and good sportsmanship gave up their chance for an Olympic medal by changing their course and rushing to the rescue; and the German horseman in 1936 who shouted "langsam" (slowly) to one of his impetuous rivals who was approaching headlong a vicious water jump and certain disaster in the cross country race.

What spectator will forget the fabulous accomplishment of superman ZATOPEK, who after winning both the 5 and 10.000 meter runs in the Helsinki Stadium in 1952, under the magic Olympic spell, drew upon hidden sources of energy and capped his performance with a sensational victory in the 26 mile marathon or the spectacular triumph of the Dutch housewife Fanny BLANKERS KOHN who won immortal fame and 4

gold medals in the 1948 Games in London. All Greece was inspired by the unknown peasant boy who, after a night of prayer, won the marathon race in the Games of the 1st Olympiad in 1896.

Hundreds of other examples of splendid accomplishments by disciplined competitors displaying the health and well-being that follows organized physical training and exalted by the Olympic idealism which permeates all the events and transfigures all participants might be enumerated. This is the special ingredient which makes the Olympic Games such a superbly magnificent spectacle and differentiates them from any other event.

The fine cultural programs at the Games remind all spectators that the Olympic Ideal is the "complete" man in the ancient Greek golden age sense of a well-rounded individual, developed mentally as well as physically and morally.

Because of these humanitarian aspects, the Olympic Games far surpass the cold-blooded technical perfection of any ordinary World Championship and even the most polished performance between hired athletes earning their living in an inglorious scramble for money.

If we expect to continue to set an example, however, we must keep our own house clean and prevent violations of the Olympic Code. The public will not tolerate deviations. An alarming warning has just been loudly sounded by the action of the good citizens of the city of Zurich who, outraged by the rampant commercialization and the alpine skiing scandals at Grenoble, voted three-and-a-half to one to have nothing to do with the Olympic Winter Games, after an extended active campaign for their support promoted by the authorities of the city who wished to submit an invitation for the XII Olympic Winter Games. The success of the Olympic Movement is based on its purity. Without it, we cannot hope for the respect and support of the public.

Today we live in an extremely uneasy and even rebellious world with a greatly discontented younger generation expressing its dissatisfaction with prevailing conditions in frequent destructive demonstrations in France, Japan, the United States and many other countries. The participants violently oppose war and demand the cessation

of hostilities. They are against discrimination of any kind. They feel the world is over-commercialized and they refuse to accept the conditions created by their elders, in which they find themselves placed, where everything seems to be measured in dollars. It is difficult not to sympathize with some of their views and the results of this international rebellion are yet to appear.

As a matter of fact, the Olympic Movement for years has, in anticipation of such dissatisfaction, been actively striving to cure many of the conditions which these disillusioned young people find objectionable. The Olympic Movement aims to bring the youth of the world together in order to promote international friendship and goodwill. Its basic policy is equal opportunity and no discrimination of any kind. It forbids commercialization of sport and no one, either competitors, officials or organizers are permitted to profit from the Olympic Games. It sets an example for a society that today seems to be based on dollars. An Olympic medal must be earned, it cannot be purchased.

We are not going to impress the world if we allow the Olympic Games to become a commercial enterprise. Amateur sport and money do not have the same roots. The difference between an amateur and a professional athlete is the difference between a hired mercenary soldier who fights for pay and the devoted patriot who fights for the love of his country.

This Olympism is a golden philosophy, it embodies the dedication of the amateur who constantly seeks for perfection. It is a high-minded idealism founded on equality of opportunity for all and lack of discrimination of any kind. It is a great-hearted magnanimity calling for nobility of action. It includes the "noblesse oblige" of the French. It incorporated some Japanese Bushido, the honor code of the Samurai, who were ranked highest in the social scale above the farmers and the merchants in feudal Japan. It contains elements of the characteristic tough Finnish Sisu, that has kept that country free and independent. It is equivalent to the chivalry of medieval knights. It stands for all that is right and against whatever is wrong, it embodies the basic elements of the golden rule and of all religions. It serves to inspire not only participants but also spectators. It is a virile, living modern philosophy which has survived the stormy years of two world wars, ever

claiming more adherents. It is a precious thing, more so because of the materialistic times in which we live. We must keep it that way.

The countless thousands who hold in their innermost hearts the name ideals look to us for leadership. We must not abuse their trust, their faith or their confidence.

Holland in a small country, but it has produced many outstanding sport leaders who have believed in these principles and have played a prominent role internationally. His Royal Highness Prince Bernard, himself an active horseman, headed the International Equestrian Federation for many years. Adrian PAULEN is President of the European section of the I.A.A.F. and has served on its council over three decades.

When I entered the International Olympic Committee, thirty-five years ago, the Dutch members were Colonel P.W. SCHARROO, for many years member of the Executive Board, as is today's President of the Dutch Olympic Committee, Jonkheer Hermann A. Van KARNEBEEK and Baron A. SCHIMMELPENNINCK VAN DER OYE, a Gentleman of the old school, with a delightful sense of humor, who had been chairman of the Organizing Committee for the Games of the IX Olympiad in 1928. Next on the Committee came General PAHUD DE MORTANGES, twice victor in the strenuous 3 day event, the most exhaustive test of equitation. The original Dutch IOC member was Baron F.W. de TUYLL DE SEROOSKERKEN who for many years worked side by side with Baron de COUBERTIN in laying the foundations of the Modern Olympic Movement.

In women sports, appropriately enough, the accomplishments of competitors from the Netherlands are especially impressive. No one can ever forget Fanny BLANKERS KOEN who won undying fame and 4 gold medals at the 1948 Games in London. She, PAHUD DE MORTANGES and the numerous Dutch medal winners have proved that the country which produced ERASMUS, intellectual giant of this times; REMBRANDT and other famous painters who gave their name to an era, as well as other prominent personalities in the fine arts, could also produce Olympic champions.

We than our friends of the Netherlands for their fine reception and generous hospitality. Perhaps in the charming Dutch countryside, inspired by the gorgeous polychromy of the beautiful blossoms of the tulip festival, we can find the correct solution to our thorny problems.