

forget all differences in belief, race, and even physical ability.

It is, therefore, your duty to explain to the athletes in your delegations the reasons why they have been invited to the Opening Ceremony and why their presence is of such importance. Any athlete who excuses himself from the parade is guilty of not only a gross impoliteness but also cheating and damaging the moral value of the Games.

Looking back to what has happened at previous Games, I felt it might be useful to call you all together to remind you of the way in which the participants should behave at this manifestation.

Strict but voluntary discipline must be observed by everyone, as much during the Closing Ceremony, which should not take the form of utter confusion but express recognition and thanks to our hosts and acclaim the winners and competitors, as during the opening Ceremony.

The behaviour of your athletes and officials comprising your delegations is therefore of the utmost importance in creating an atmosphere of solemnity, friendship and dignity at this rendez-vous in the stadium.

I would therefore remind you of some practical details:

1/ All participants should walk correctly. Athletes are not permitted to wave handkerchiefs, flags (other than those authorised to do so for their country), signs, etc. Leave this to the enthusiastic spectators!

2/ Clothing for the parades should conform with the country's uniform or

national dress. Do not let any athlete 'decorate' or change the outfit he has been issued for the occasion.

3/ As is written into Rule 49 of the IOC Rules and Regulations, no still or ciné cameras, or any other similar, equipment can be carried by the athletes for use during the ceremonies. Remember that professional photographers are grouped into pools and only certain of them are allowed in the stadium - do not allow your athletes to do their job!

4/ It is forbidden to break the ranks for any reason in the stadium. All athletes must keep their places until the end of either ceremony. Naturally, this does not apply to someone who is taken ill suddenly.

It has always been necessary to hold someone responsible for any irregularities. Therefore, under such circumstances, this will be you, as Chefs de Mission, for your respective countries, should the occasion ever arise: I am, of course, optimistic that this will not be necessary.

I thank you in advance for your consistent co-operation in making the Games run smoothly so that they command the respect they rightfully deserve.

J. A. S.



**Circular letters sent by
Mr. Avery Brundage, President of the
International Olympic Committee**

/E/

**To the National Olympic
Committees**

16th December, 1971

Since the Sapporo Games are now drawing very near, it is my duty to remind you of the principles under which they will be held so that you can advise your teams before they take part.

According to I.O.C. Rules, no advertising of any kind is permitted in the Olympic venues, whether it appears on equipment or on persons.

Strict discipline must be observed by the athletes during the opening and closing ceremonies. Chefs de mission are warned that no personal cameras are allowed in the stadium and that no breaking of ranks will be permitted. Chefs de mission will be held responsible for the enforcement of these rules.

Please take notice that anyone who violates the rules in submitting entries risks the disqualification of the entire team. Rigorous measures will be taken to ensure that the Games remain dignified and according to the regulations.

**To the members of the I.O.C.
and to the National Olympic
Committees**

29 December, 1971

The first occasion to apply our new Rule 26 is in connection with the XIth Olympic Winter Games at Sapporo next February. Please be advised that steps are being taken to insure the enforcement of the rule and that all NOCs are hereby warned that if they enter competitors who have violated the Olympic rules and bring them to Sapporo they will be disqualified and not allowed to participate.

Rule 26, among other things states:

"a competitor must have always participated in sport as an avocation without having received any remuneration for his participation."

"The recognised period for full time training, where agreed by the International Federations or National Olympic Committees, must not normally exceed an aggregate of 30 days and in no case exceed 60 in one calendar year."

"He must not have directly or indirectly allowed his name, his photograph or his sports performance to be used individually for advertising purposes"

Ice hockey players who have been paid for playing and/or given bonuses for winning are not eligible. Note the attached quotation from an article on

skiing. Those who have engaged in such practices are not eligible.

Furthermore, take note of the new regulation concerning advertising, which will also be strictly enforced:

"Commercial installations and advertising signs shall not be permitted inside the stadium or other sport grounds. The display of any clothing or equipment such as shoes, skis, handbags, hats, etc. marked conspicuously for advertising purposes in any Olympic venue (training grounds, Olympic village or fields of competition), by participants either competitors, coaches, trainers, or anyone else associated with an Olympic team in an official capacity, will normally result in immediate disqualification or withdrawals of credentials."

We trust we will have your complete co-operation in our efforts to keep the Games clean, pure and honest.

A M A T E U R I S M

"While only a few weeks ago Marc HODLER (the current FIS head) was in a headlong frenzy to serve up Karl SCHRANZ's head to his 83-year-old Salome, for SCHRANZ's sin of appearing alone endorsing products in magazine ads, at the same time, we have a whole field of athletes in Nordic skiing competing for endorsement honors, all of whose heads are, for some reason, very safe (BRUNDAGE never mentions the Nordic skiers). We have Eero MANTYRANTA smiling for a brand of racing gloves in Finland. Assar RONNLUND likewise for socks and hats in Sweden; Odd MARTINSEN for clothing in Norway; Hjalmar EGGEN for blowtorches; Harald GRONNINGEN for chain saws and the whole Norwegian jumping team for Solo, a soft drink. Most of Norway's top name skiers have issued ghosted books for a thousand dollars or so a shot. In addition, the Nordic athletes notoriously are getting paid by the meet.

In the so-called 'park events', local meets held in ski-crazy towns across Norway and Sweden, the top runners are brought in as crowd pleasers, and the top names get from \$150 to \$350 in cash or merchandise a meet. Hallgeir BRENDEN, an Olympic medalist, once refused to enter a park race unless his wife got a specific model of a well-known sewing machine.

An average top Nordic jumper at a park meet gets \$100 a meet, while Toralf ENGAN gets \$300. ENGAN is insistent on this. Among meet promoters, he is known as Toralf 'PENGAN', which means 'Toralf, the money man'.

A reasonable ambitious Nordic man makes two or three meets a week, collects \$600 to \$1,000 a week, thus, and ends the 'park season' with seasonal totals that run from \$3,000 up to a beautiful \$15,000 for extra-hard work. The \$15,000 figure is authenticated because Assar RONNLUND, the Karl SCHRANZ of Nordic skiers, got hooked for that amount - which he failed to report as income - by Swedish tax authorities. That should take care of the subject of amateurism in Nordic skiing."

**To the members of the
International Olympic Committee**

5th January, 1972

From time to time the I.O.C. has been criticized for not enforcing its regulations. For the XIth Olympic Winter Games in Sapporo, a determined effort is being made to eliminate such criticism and to insure that all participants are eligible. As you know, a special Eligibility Committee under the Chairmanship of Hugh WEIR has been appointed to survey and approve the entries. Unfortunately, this Committee cannot function until the official entry blanks are received from the various N.O.Cs.

If ineligible participants are brought all the way to Sapporo only to find that they cannot enter the competitions, they will be very unhappy. If your N.O.C. is sending a team, we suggest that you convince it to exercise unusual care.

At a recent interview with the Chairman of the International Ski Federation Eligibility Committee, he admitted that most prominent skiers today are not eligible. They have either exceeded the regulations for training or for payment for broken time or they have permitted their names and/or photographs to be used in advertisements and have, therefore, become manufacturers agents. At the recent ski

races at Sestrières, the Organizing Committee sold advertising space on the numbers to be worn by the competitors to MARTINI and all participants were forced to act as sandwich men for an alcoholic drink or be disqualified. This is business - not sport. It is an example of conditions in skiing, despite the reports by the F.I.S. that it is eliminating commercialism. Trademarks on the skis were as large or larger than ever. You have already seen the article on Nordic skiing, which was attached to the circular letter of 29th December. Competitors who have engaged in these practices, of course, are ineligible.

We have information that leads us to believe that many ice hockey players are paid for playing, which, of course, eliminates them from Olympic competition.

As a Member of the I.O.C., it is imperative that you convince your N.O.C. to follow strictly the regulations in making entries for the Sapporo Games in order to avoid the embarrassment of finding some of its competitors ineligible at the last minute.

A.B.