

## Olympic prosperity

After the Munich Games we received a large amount of mail from the four corners of the world, in which everybody interested in the extraordinary growth of the Olympic Games offered their solutions to the evils which, according to them, are called gigantism, nationalism, doping and incomprehension. This edition of the *Olympic Review* is therefore largely devoted to the problems to which the Games have given rise.

One of the frequent complaints about the organisation of the four-yearly festival is its considerable cost. Is there a remedy?

The Marquess of Exeter, senior member of the International Olympic Committee and President of the International Amateur Athletic Federation, who, having been the 1928 Olympic Champion in 400 m hurdles, became President of the Organising Committee of the Games of the XIVth Olympiad at London, informs us of his experience in 1948. He explains the distribution and application of Olympic expenditure, which often is not only limited to the field of sport. This evolution can be seen since Rome, where for the first time the Olympic Games served the cause of the organising city, allowing it to construct roads, housing and infrastructure.

The Munich Organising Committee drew up its balance sheet before the Games, and we are reproducing here the details. We have also prepared a table of the expenditure for the Olympic Games since 1948, itemising the receipts and mentioning of course, the number of athletes, officials and spectators.

Under the heading "Independent Views" we are publishing three articles which

seem to us to reflect general opinion, thus keeping to our tradition of letting readers express their ideas even if they do not coincide with the IOC Rules or Policy.

The Games are certainly under threats. In our opinion some of the most important are those regarding the medical aspect, and in particular, the doping of athletes. Therefore, we are publishing extracts of a study on anabolics and the repercussions of their use on the organism of athletes.

When Denver withdrew from the organisation of the XIth Winter Games following the referendum held in the state of Colorado, it was repeatedly said "The Olympic Games have passed human limits... nobody wants to take on such an organisation any more."

However, in January the IOC asked for candidatures, and in less than two weeks received four proposals, each one very sound, from cities or regions wishing to take over Denver's torch.

Innsbruck, the city chosen, undertook to organise these XIth Winter Games practically without spending a penny since it intended to use all the 1964 installations.

Now what do we see? The municipal and government authorities have just announced that they would devote a considerable budget to the realisation of the 1976 Winter Games. The amount of 544 million schillings (91 million Swiss francs) has already been advanced. When Mr Willi Daume, President of the Organising Committee of the Munich Games, announced the amount of television rights that an American company was going to pay four years ago to transmit the Games, it was considered a miracle. The newspa-

pers said that the peak had been reached. Now, H.E. Roger Rousseau, President of the Organising Committee of the Montreal Games, has negotiated a contract with the same firm which involves practically twice the figure.

As the saying goes, money makes money, and the IOC and its adepts, far from complaining of Olympic prosperity can be

happy and even proud about it. Nevertheless the control they have to exert in every field will become stricter as the Games flourish. For we are sure that Games have not reached their height, as the human limits and resources are still an unknown quantity.

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