

early 1900s when women had first become involved in the Olympics as athletes. In 1932, however, women were formally accepted into the Olympic program and were beginning to challenge social stereotypes of gender-appropriate sports, which put added pressure on the newspapers to find ways to explain their performance.

Victorian sentiments about the appropriate values of sport were still strong in the early 1900s. In the views of many administrators, educators and members of the press, sport was still a male preserve and was intended for the celebration of male athleticism and manliness. Women athletes were perceived as an awkward, oftentimes unwanted, addition to this domain. The founder of the modern Olympics, Pierre de Coubertin, resisted women's athletic participation in the Olympic Games for his whole life, although he was quite happy to have women serve as an audience for men's achievements. In his now famous quote, de Coubertin stated that the "Olympic Games must be reserved for men... [for] the solemn and periodic exaltation of male athleticism with internationalism as a base, loyalty as a means, arts for its setting, and female applause as reward." Nevertheless, in 1900 women participated in several "gender appropriate" events and subsequently lobbied for greater inclusion until they were permanently accepted on the Olympic program in 1932.

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### **Sport in Erotic Sportswomen in Erotic Photos in France Annees Folles**

In his The Erotic in Sports, Allen Guttman considered an unusual topic regarding the relations between sport and gender, by stressing the place erotic historically took in sport. The opposite way could be investigated too – the use, place, and forms of sport in the history of erotic and pornography. This question will be discussed in the particular context of the French Annees folles (Twenties), at a time when the society was clearly male dominated and when pornographic/erotic photos of nude women began to be exchanged and sold in some cafes or brothels. A corpus of 1000 erotic photos was studied, among them 65 showed undressed sportswomen. In general, various topics were used in these series in order to reinforce the excitation of the buyer, but most of these

1000 photos can be analyzed on a continuum between normality and social impertinence.

At a first level, the photographs used feminine traditional activities where the nudity was “normal” (in a bathroom for example), At a second level, nude women were shown in attitudes conform to the stereotype of feminine seduction, waiting for male venue (in a bed, on a sofa). At a third level, exoticism (with women from Africa or Asia) supported a taste for potential difference and unusual promises. At a fourth level. women were shown in traditional female activities where nudity would be socially absolutely unthinkable (women cooking or reading in a chair). At a last level of social impertinence, they played a role of men (repairing a car, dressing a uniform). The 65 photos of sport belong to the two last levels: undressed women were boxing, cycling, fencing, running, wrestling, ice skating, playing golf, tennis, badminton, or doing gymnastics. This exceptional serial will be discussed in three ways regarding the history of sport, the history of pornography and the history of photography.

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