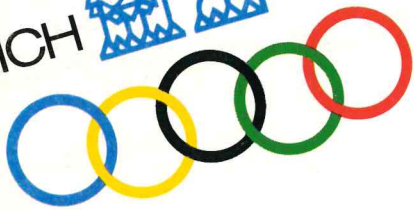


MUNICH GERMANY



EUGENE, OREGON

OLYMPIC PICTORIAL



olympic

team

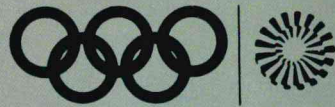
trials



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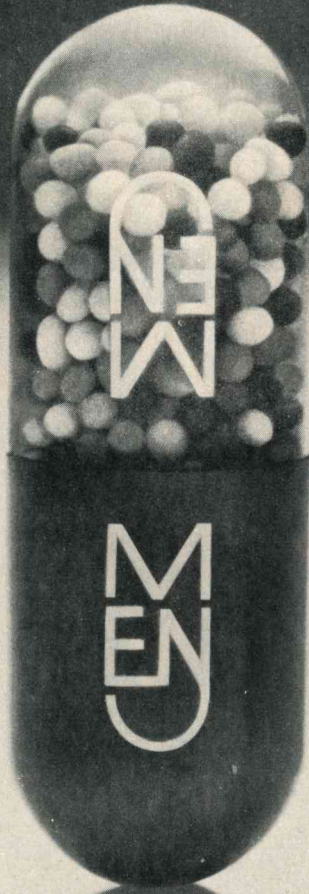
LONGINES

SELECTED TIMER—UNITED STATES OLYMPIC TEAM TRIALS
OFFICIAL TIMER—OLYMPIC GAMES—MUNICH—1972



Next to winning a Gold Medal, the greatest honor an American athlete may attain is a place on the United States Olympic Team. We are proud that once again the United States Olympic Committee has selected Longines for timing the trials. The Longines Credo explains why we are selected as official timer by the world's leading sports and contest associations. *"Every Longines watch, whatever its type, for whatever its purpose, is manufactured to be the finest of its kind and worthy in every respect to be called, the world's most honored watch."*

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OLYMPIC PICTORIAL

1972 UNITED STATES OLYMPIC TEAM TRIALS

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A publication of the United States Olympic Committee

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Helps prevent, relieve, heal

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Diaper Rash
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comfortable . . .
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80 times
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protects
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against
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heat. Use
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WHAT'S GOING ON WHERE

DATES AND SITES FOR SELECTION OF 1972 USA OLYMPIC TEAMS OR TRAINING SQUADS

ARCHERY-M&W	August 2-5	Miami University, Oxford, Ohio
BASKETBALL-Men	June 12-July 2	USAF Academy, Colorado Springs
BOXING-Men	July 19-22	Texas Christian University, Fort Worth
CANOEING-M&W		
Flat Water	July 20-23	Rock Cut State Park, Rockford, Ill.
White Water	July 27-30	Savage River State Park, Bloomington, Md.
CYCLING-Men		
Road Events	June 11-17	Lake Luzerne, N.Y.
Track Events	June 26-July	San Jose Velodrome, San Jose, Calif.
DIVING-M&W	July 28-30	Park Ridge Pool, Chicago
EQUESTRIAN SPORTS*		
Dressage	April 14-15	American Dressage Inst., Saratoga Sprgs., N.Y.
Jumping & Three-Day	April-July	Various competitions in Europe.
FENCING-M&W	July 1-8**	Memorial Auditorium, Boston
GYMNASTICS-Men	June 16-17	Maine West High School, Des Plaines, Ill.
GYMNASTICS-Women	June 1-3	Long Beach Arena, Long Beach, Calif.
JUDO-Men	April 28-29**	Temple University, Philadelphia
MODERN PENTATHLON-Men	July 15-22	Ft. Sam Houston, San Antonio, Tex.
ROWING-Men		
8's & 4's w/cox	June 9-July 1	Dartmouth College, Hanover, N.H.
Pairs w/o cox & Singles	July 20-22	Kent School, Kent, Conn.
4's w/o, Pairs w/cox, Doubles	August 3-5	Kent School, Kent, Conn.
SHOOTING.*		
Pistol Events	June 15-20**	Black Canyon Ranges, Phoenix
Rifle Events	June 17-25**	Black Canyon Ranges, Phoenix
Clay Pigeon & Skeet	June 9-18**	Phoenix Trap & Skeet Club, Phoenix
SWIMMING-Men	August 1-6	Portage Park Pool, Chicago
SWIMMING-Women	August 1-6	Portage Park Pool, Chicago
TRACK & FIELD-Men	June 29-July 9	University of Oregon, Eugene
TRACK & FIELD-Women	July 7-8	Thomas Johnson High School, Frederick, Md.
VOLLEYBALL-Men	Early July	Santa Monica City College, S.M., Calif.
WATER POLO-Men	July 28-30**	DeAnza College, Cupertino, Calif.
WEIGHTLIFTING-Men	June 9-11**	Masonic Temple, Detroit
WRESTLING-Men		
Free Style	June 22-24	Anoka High School, Anoka, Minn.
Greco-Roman	June 26-27	Anoka High School, Anoka, Minn.
YACHTING*		
Dragon Class	June 22-29	Richmond Y.C., San Francisco
Finn Class	July 1-8	Beverly Y.C., Marion, Mass.
Flying Dutchman Class	June 12-17	Buffalo Canoe Club, Buffalo, N.Y.
Soling Class	June 30-July 8	San Francisco Y.C., Belvedere, Calif.
Star Class	July 8-15	St. Francis Y.C., San Francisco
Tempest Class	July 1-8	Beverly Y.C., Marion, Mass.

*Women may enter all events in this sport.

**National Championships on these dates will be used as basis for selection of training squad or final team.

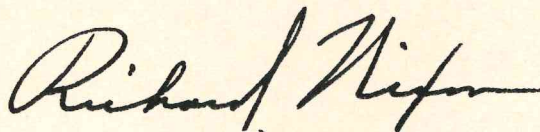
NOTE — In Soccer Football and Team Handball, Olympic training squads already selected for regional qualifying games. The USA has been eliminated in the qualifying tournaments for Field Hockey and Women's Volleyball.

THE WHITE HOUSE

WASHINGTON

For four years the men and women participating in the U.S. Olympic Team Trials have sacrificed and worked hard. I know that all Americans share my pride in you, and my confidence that those athletes who qualify for the Olympic Games will uphold our nation's splendid reputation for good sportsmanship and competitive excellence.

I welcome this opportunity to say "Good luck and Godspeed" to each contestant.

A handwritten signature in cursive script, reading "Richard Nixon". The signature is written in dark ink and is positioned below the typed text.



OLYMPIC GAMES AND THE OLYMPIC SPIRIT MAKE BETTER MEN AND WOMEN AND A BETTER WORLD

We are now in the final stages of preparation for participation in the Games of the XXth Olympiad at Munich, August 26 to September 10, 1972. It is appropriate that we renew our awareness of the responsibilities faced by the United States Olympic Committee.

In accordance with the provisions of Public Law 805, enacted by the 81st Congress of the United States on September 21, 1950, the United States Olympic Committee is charged with the responsibility for developing, selecting, training, feeding, equipping, housing and transporting the Team which will represent the United States of America in the Games. This is accomplished in a large part through our Olympic sports committees which have the responsibility for the athletes and teams representing us in each of the Olympic sports.

In this colossal program the first and major consideration must be that of giving every deserving athlete all possible assistance and opportunity to prepare himself to earn a place on our United States Olympic Team and, if successful, meet the greater challenge of competing against the world's finest athletes in the Olympic Games. In the past three years the United States Olympic Committee has carried out a greatly expanded program of developing and training young U.S. athletes in those sports in which we have been weak, as well as further strengthening our teams in sports in which we have excelled. This has been accomplished at a cost of many hundreds of thousands of dollars made possible only by the generous support of the American people and business.

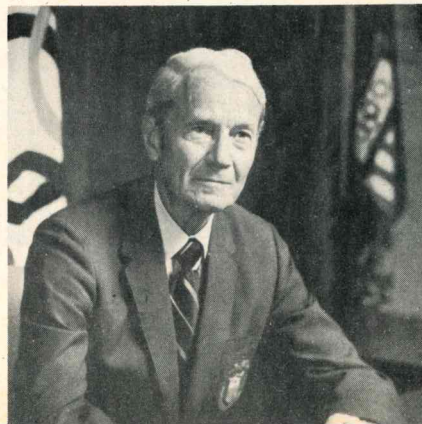
To do the task assigned it, the Olympic Committee requires a minimum of \$10,000,000 to fund this current quadrennial program. We do not receive, nor do we seek any government money. It is our American tradition that these funds come through the generosity of individuals and corporate business. American citizens are proud to be a part of our Olympic effort and to voluntarily support their Olympic team.

One of the fundamental principles of the USOC is strict compliance with the interpretation of the Olympic amateur code as set forth by the International Olympic Committee. It is our position that we will compete and we can win within the rules. We firmly believe that an overwhelming majority of our American people want it that way—if for no

other reason than that there is no satisfaction in winning by cheating. The value and the beauty of the Olympic Games is in their ideals. The Olympic Games, in the true Olympic spirit, do make better men and women and a better world—another reason why they have flourished hundreds of years despite recurrent attacks from persons and groups long since forgotten. To violate the rules in Olympic competition would negate all that the Olympics symbolize and would be only an empty and futile exercise.

Admittedly there are violations of the rules, sometimes with impunity. The same is true of the laws of our land but no one would therefore urge breaking the law. To say, as some do, that "there are no amateurs" is like saying there are no law-abiding citizens in our country. It has been advocated that if the eligibility rules were relaxed the violations of them would be greatly reduced or in fact actually eliminated. Again, would any relaxation of our laws, short of virtually voiding them, eliminate the law-breaker? The truth is that to have any sports competition there must be rules, and no rules or definitions can be written which will eliminate cheating as long as someone wants to cheat.

In this connection, however, we emphasize that it would be a serious mistake to take a rigid position that the rules are perfect in their present form. On the contrary, there must be continuing review and evaluation of eligibility rules by competent national and international sports leaders who will recommend such changes as are in the best interests of amateur sport and which do not erode Olympic ideals or violate basic Olympic concepts of amateurism. The United States Olympic Committee is currently undertaking a comprehensive study of the amateur code and we cite the International Olympic Committee's commendable leadership in its ongoing study and evaluation of the eligi-



bility rules, with resultant recent significant changes and interpretations.

If the Olympic Games were opened to professional athletes, the Games would become a festival of commercialism, a contest between manufacturers of athletic and sports equipment, carried on through their subsidized "gladiators". The dedicated young athletes who give large portions of their lives to their sport, just for the love of it, and because of an innate burning desire to excel and not for monetary reward, would soon become disenchanting and lose interest in the Olympic Games in which they would have no chance against seasoned veteran well-paid professionals who devote their full time to achieving physical perfection.

In our driving desire to win, which we commend and share, it would be a disaster if we forgot that it is not the sole purpose of the Games to search out the world's greatest runner or swimmer or other greatest athlete. To the contrary, there is overwhelming evidence of the higher purposes: of the betterment of man by his striving, and of sport for sport's sake, and of friendship and understanding between peoples of all nations.

The United States Olympic Committee feels strongly that our athletes are entitled to the same top-quality performance from our administration and leadership as we and the American public expect from the athletes. This principle continues to be enunciated and stressed to remind our administrative personnel, including team managers and coaches, of this challenge and inescapable obligation.

To each of you athletes: every good wish as you face the crucial test of competing for a place on our Olympic team. Whether or not you make this team, you can have the reward of knowing that you did your utmost in your competition, that you competed and conducted yourself in a manner of which you, your family and friends can be justifiably proud. Our congratulations to each of you.

To those of you who achieve the high honor of earning a place on the United States Team, our best wishes for your continued progress in preparing yourself physically and mentally for the ultimate challenge at Munich.

Sincerely,

Clifford H. Buck
Clifford H. Buck

U.S. Olympic Teammate.



Selected for use by the
U.S. Olympic Team.

Part of the proceeds from the sale
of Kodak Instamatic X-30 cameras
through August 1972 will be donated
to the U.S. Olympic Committee.



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How to get away from everybody trying to get away from it all.

Millions of Americans crammed together in our cities and towns have made a discovery. The great outdoors. The trouble is they still usually end up elbow to jowl with their fellow man. But there is a way out.

The new INTERNATIONAL® SCOUT® II with four wheel drive not only takes you away from the noise, pollution and traffic—but from all the people who are trying to get away from it all.

The Scout II can take you to places where ordinary vehicles can't follow you. You'd be surprised what the clean air and clear streams and golden quiet can do for your mind and spirit.

The Scout II has a practical side too. All

week long it works like a wagon—zipping around to the supermarket, station and school. It even has a fold down rear seat for extra toting room.

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Test drive the new Scout II. At your International dealer.

Get 'em up Scout!

Scout II
International Harvester Company
Chicago, Illinois 60611





PREPARING THE MUNICH SITE

BUILDING A CITY WITHIN A CITY

The actual beginning of the preparation of Munich as the site of the Olympic Games goes back to October 1965. That was the month Willi Daume, President of the German Olympic Committee, made the suggestion that Munich offer its candidacy as the site of the '72 Games.

Now, seven years later, the final stages are being reached. And from all indications, the goals that are being reached are very much in line with those originally planned.

According to Daume, "What is taking place on the Oberwiesenfeld (Olympic

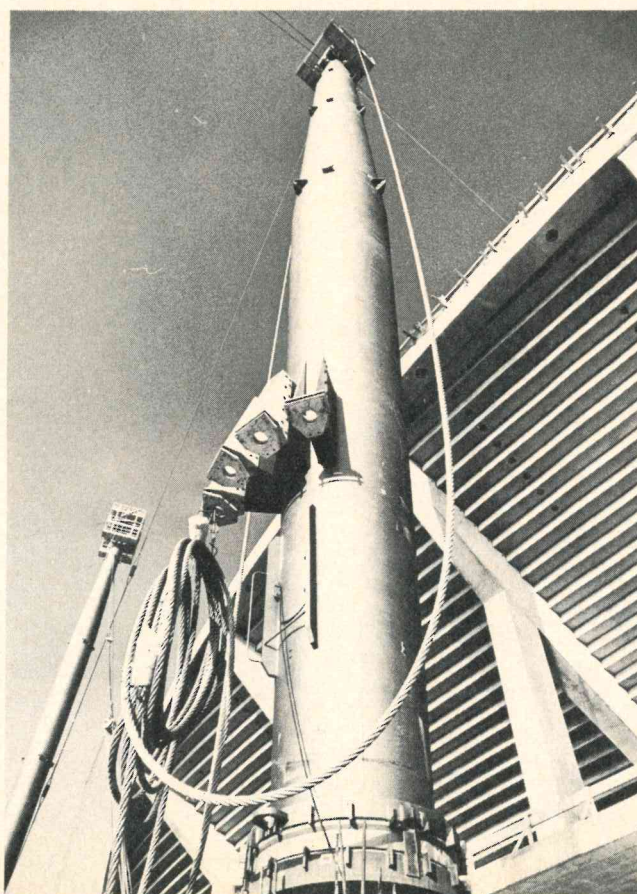
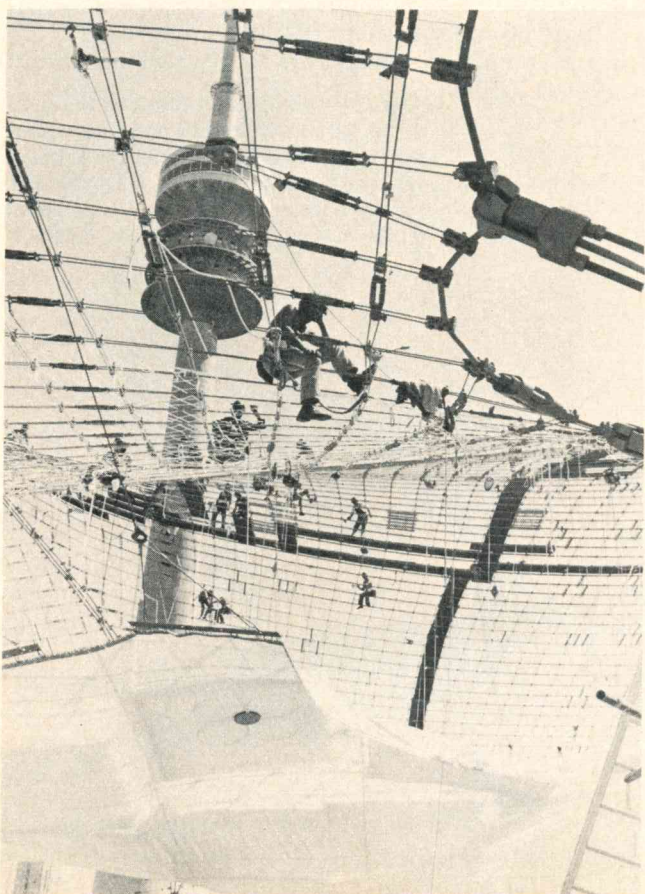
Grounds) is unequalled in the world for concentration, functionalism and architectural boldness."

A special characteristic of this Olympiad—for the spectators and competitors alike—will be the welcome concentration of competition venues at a limited number of locations within Munich. Thus the events in more than ten of the 21 Olympic sports are to be held within the Oberwiesenfeld Olympic Grounds, a mere two and a half miles from the city center. These events include track and field, soccer and the Prix des Nations in the Olympic

stadium, volleyball in a specially erected hall, swimming and diving and water polo in the covered stadium and field hockey on five fields.

The sport program in Munich has been worked out with great care and in cooperation with the representatives

The Munich Velodrome (bottom) was one of the first stadiums to be constructed at the site. The Olympic Village (below, left) will house 8,000 to 10,000 people once the Games are ended. With the TV transmission tower in the background, a fraulein displays one of the 90,000 glass squares for the huge tent roof (below).





of the various national associations and international federations. The highlights in the various sports are spread evenly over the 15 days of competition. The first seven days of the Olympic Games will be notable for swimming and gymnastics competitions and the second week will reach a climax, particularly for the USA, with the track and field events.

Special consideration has been given to the weekend in the middle of the Games. On these days there will be contests in 18 of the 20 sports on the Munich program (the Yachting events are being held in Kiel).

Some of the highlights of the site

itself include the main stadium with a capacity of 80,000, heated turf, a 12,000 capacity stadium for the gymnastics events, a 7,500 capacity swimming and diving natatorium and the showpiece—a huge tent roof. The latter is made from 123 foundation blocks, 12 huge pylons, 270 miles of steel hawser, 137,000 hawser clamps and nearly 90,000 square yards of acrylic glass. This roof tent will extend across the west side of the Olympic stadium, over the covered stadium and the swimming stadium and will cover the connecting walks. Its daring curves will seem to reproduce the skyline of

the distant Alps and it will weld the three main stadia into a single unit.

The competitors and team personnel will be housed in 4,728 flats, apartments and bungalows that form the Olympic Village. This is the most modern housing project in Munich and it will have a post-Olympic population of from 8,000 to 10,000.

And in the Olympic Village no cars

The Olympic Village (above) features 4,728 flats, apartments and bungalows and will house the 12,000 international representatives to the Games. The regatta course (below) has a capacity of 8,000—with 4,000 seats at the finish.





Which margarine was selected for use by the U.S. Olympic Team?

We're delighted to say it's Fleischmann's®. So it will be served every day on the training tables of the U.S. Olympic Team.

Fleischmann's is made from 100% corn oil. And it's low in saturated fats. With a delicious flavor your whole family will love.

Put Fleischmann's Margarine on your family's training table.



Fleischmann's Margarine.
It makes sensible eating delicious.



or dustbins will be visible—motor traffic will be relegated to the underground level and the dustbins will be unnecessary. Throughout the village pedestrian and vehicle traffic will be separated. Motorists will drive and park at the lower level.

These are just a few of the highlights of the planning that has gone into the Munich site. Now all that's left is to await the on-the-spot critical evaluation of the athletes and spectators who will be converging there in the Fall.

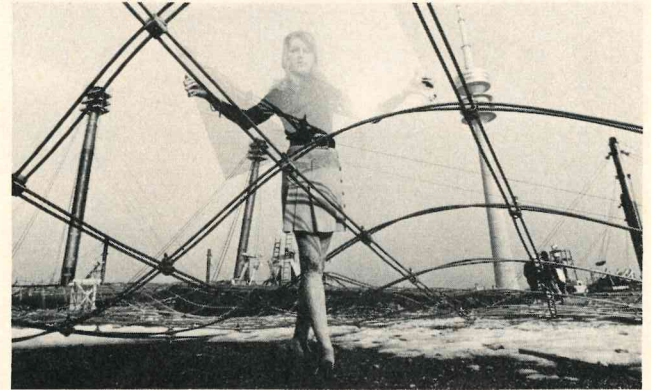
The basketball matches at the Games will be held in a circular hall at the intersection of the Siegburger and Garmischer Strasse—not far from the exhibition grounds. The new hall will

hold 6,000 spectators and also has an interesting roof construction, as do most of the enclosed buildings on the Olympic Grounds. The roof of the basketball arena is a suspended cone of sheet steel secured at the outer edge of the hall and is weighed down by a 90-ton base-plate. The base-plate carries a small superstructure in which the ventilation plant is housed and which brings the weight of the plate up to 220 tons.

The rifle and pistol ranges, which will be used for shooting at running deer, targets and clay pigeons, have already been built. Good news has already come to spectators of these events in that two-million D-Marks have been

spent on noise prevention. The ranges are located four and a half miles from the Olympic Grounds and, apart from the actual competition installation, there are also a competitors' building, an administrative building, a press subcenter and a restaurant.

The construction highlight of the Games at Munich is the huge tent-roof that will be connecting three of the main Olympic venues—the main stadium, the enclosed stadium, the swimming and diving arena. The roof (above and below) will measure approximately 800,000 square feet and will be covered with 90,000 yards of acryliclas.



know what you eat

People are developing a new interest in the foods they eat. They're reading labels with increasing interest in ingredients and nutritional claims. This can be to your benefit.

Here are some interesting facts about nutrition and the nutrients in Post Fortified Oat Flakes.

post fortified oat flakes

Maybe you eat Fortified Oat Flakes because it tastes so good, but it's very carefully designed to be a nutritious cereal. When a food or a meal is nutritionally well-balanced, it means your body can use the nutrients very effectively and little will be wasted. Fortified Oat Flakes is a well-balanced food.

protein Protein is needed by your body to build tissues. The protein you eat is composed of tissue building substances called amino acids. Eight of the amino acids are called "essential," because your body cannot make them but must get them from foods you eat. High quality protein foods have all eight of these essential amino acids in a good balance. So does Fortified Oat Flakes.

vitamins and minerals

Most nutrition experts agree that 25% to 33% of your daily vitamin needs is enough at breakfast. An ounce of Fortified Oat Flakes has 33% of the Adult Minimum Daily Requirement established by the U.S. Government for Vitamins A, B₁, B₂, C, D and Niacin; and 33% of the Recommended Daily Allowance for Vitamins B₆ and B₁₂. Fortified Oat Flakes also has important minerals, including Phosphorous, Calcium and 100% of the MDR of Iron.

non-protein calories

Carbohydrates in food give you calories, and calories give you energy. But if your body does not get enough calories from carbohydrate, it may waste protein by using it for energy, instead of for important tissue building processes. With a breakfast of Fortified Oat Flakes, milk, juice and toast with butter you get enough carbohydrate so the protein does not have to be used for energy in the morning. An ounce of Fortified Oat Flakes and ½ cup of whole milk provide 187 calories, four ounces of orange juice and two slices of toast with two pats of butter provide an additional 255 calories.

nutritionally balanced

The nutrients in Fortified Oat Flakes were very carefully selected after long study and experimentation to meet your body's needs. So include Fortified Oat Flakes as part of a well-balanced breakfast. Think about nutrition at lunch and dinner, too. If you'd like more information about breakfast nutrition, we'll be happy to send some.

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FORTIFIED OAT FLAKES

Good Taste plus Nutrition.





Pretty, perky Janet Lynn (above), a bronze medalist in the women's figure skating event, proved to be the most popular of all the visiting athletes.

Skaters, Skiers, Sledders, Schenk & Sake Spell Out

'Swonderful Sapporo

The world's finest skaters, skiers, sledders and a talented Dutch speed skater, Ard Schenk, who won three individual gold medals made the Sapporo Games memorable. So far as the athletes from the U.S.A. were concerned it was the skaters (speed, figure, and ice hockey) plus a petite 21-year-old skier who helped bring the prowess of our athletes to the attention of sportslovers on five continents watching the Olympic Games in person or on television.

... and in mid-winter in this Northern Japan city of one million persons warm sake is as much a part of the normal life as tea at four o'clock in London or oatmeal on the breakfast table of the American family.

If asked to capsule the highlights of the XIth Olympic Winter Games here are some of the memories which are indelibly etched on the brains of those most closely identified with the Olympic movement.

◆Five U.S.A. girls, the oldest of whom had just attained her 21st birthday, winning three gold, one silver and three

bronze medals.

◆The resurgent U.S.A. ice hockey team battling gallantly to earn the silver medal against higher-ranked teams.

◆The loud hurrahs from appreciative Japanese sports lovers for the U.S.A. figure skaters—best in the world in free skating routines whether their talents were fully appreciated by the international judges, or not.

◆Ard Schenk, the irrepressible speed skater from the Netherlands who won the 1,500, 5,000, and 10,000 meters speed skating races and was a most gracious interviewee for the world journalists after each triumph.

◆Galina Koulacova, a 29-year-old Soviet schoolteacher, dominating the women's Nordic skiing events—winning outright the two individual events and “saving” the relay with a spirited anchor leg.

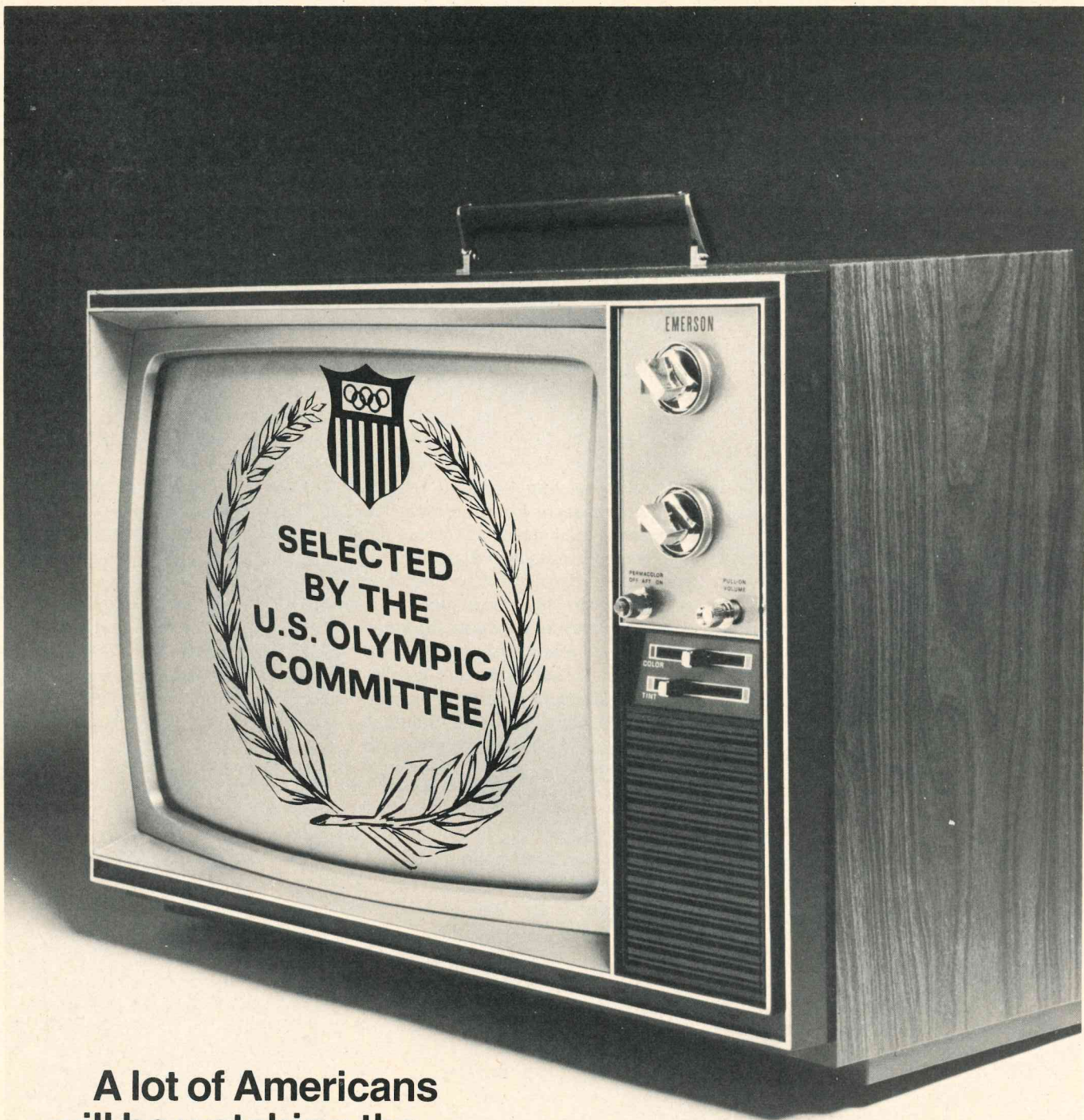
◆Spain's Francisco Fernandez Ochoa, in a surprise, winning the men's slalom event, becoming his country's first medal winner ever in the Winter Games.

◆Swiss bobsled driver Jean Wicki

among the world's finest drivers for years yet never a gold medalist, cracking the winner's circle by piloting the Swiss four-man sled to victory.

Anne Henning, 16, and Dianne Holum, 20, both of Northbrook, Ill., were names not well known on the American sports scene before the Olympic Games. However, those who had been following the progress of these two young ladies over the last two years felt confident that they would be factors in all races on the women's speed skating program. If the journalists were taken by surprise, it was of their own making because the achievements of these two young ladies were recorded on stop watches on every speed skating rink in Europe as well as the single refrigerated Olympic-size rink in our country located in a suburb of Milwaukee.

Miss Holum, in recognition of winning two medals (one silver and one bronze) at Grenoble four years earlier, had been chosen by the U.S.A. Olympic officials to carry our flag in the Opening Ceremonies. This warmed her up to the task ahead. She skated brilliantly on the



**A lot of Americans
will be watching the
color and action with us.**

Emerson is proud to be part of the XX Olympiad. And equally proud that more and more people will be following America's athletes with us. We wish those athletes well. May

they bring the red, white and blue as much honor as they always have.

EMERSON

first day of women's competition to humble all rivals in winning a first-ever title for the U.S.A. in the 1,500 meters.

The following day Miss Henning, wearing her good luck Snoopy pin, showed the way in the 500 meters race, usually the one race where our women could be expected to grab off a medal. But Anne came back and landed a bronze medal in the 1,000 meters and Miss Holm closed out the competition by finishing second in the 3,000 meters race (we had never placed any one in the top ten before) to the remarkable 34-year-old matron from The Netherlands, Stien Baas Kaiser.

As a direct result of the success of these young ladies, boys and girls have flooded Olympic House in the post-Olympic Games period with requests for information on how they might qualify for the 1976 Olympic speed skating team.

Television has made the alpine skiing events popular. Perhaps all of us place too much emphasis on the importance of being in the winner's circle and overlook the fractions of seconds that separate the first ten or 12 skiers in every event. True, the men representing the U.S.A. didn't get real close to the victory stand. But the young ladies more than upheld the honor of their sex and showed everyone that our young ladies are as talented as any skiers in the world.

Susan Corrock, 20, climaxed a well-planned program that embraced two seasons on the international ski circuit by winning the bronze medal in the giant slalom to put the U.S.A. on the scoreboard in the ski events.

The frosting on the cake was supplied by Barbara Ann Cochran, one of three members of her family on the alpine team (the others were sister Marilyn and brother Bob), who won the two-run women's slalom by the scant margin of 2/100ths of a second over French veteran Florence Steurer. In the same competition Patty Boydston was eighth and Miss Corrock placed ninth as *only* the U.S.A. placed a trio among the top ten.

The cynosure of all eyes in the women's alpine disciplines was a 17-year-old Swiss trade school student, Marie Therese Nadig. She had never won a major race in international competition, but on the snowy slopes of Sapporo M-T won two gold medals—the downhill and the giant slalom.

The U.S.A. has faced the problem caused by lack of sledding facilities in the Western Hemisphere. Our bobsleds and luges had to forego any

State-side practice preparing for these events . . . and the results indicated that we were far behind the athletes of other nations who had opportunities for practice either at home or in nearby countries.

As well as the U.S.A. athletes placed in several events on the program, it must be recognized that in spite of an ambitious four-year program in Nordic skiing the final placings were no better than four years ago at Grenoble. In part, one can answer that our cross country runners are traveling at a faster pace . . . but so are the rest of the world—and we are not closing the gap.

Any discussion of the Olympic Winter Games, written in any language, must include special mention of Janet Lynn and the U.S.A. ice hockey team.

Miss Lynn was adopted by the Japanese people from the time she stepped off the airplane at Chitose airport (some 40 miles from Sapporo). Her free skating routine could be described as "electrifying." No bronze medalist in any Olympic event ever was showered with more adulation, gifts, and fan mail than this personable 18-year-old, blond, effervescent, exciting figure skater from Rockford, Ill. This gracious young lady proved to be our nation's

No. 1 goodwill ambassador at the Olympic Games.

Now for the ice hockey team. For the male chauvinists this squad of 20 dedicated young men (with an average age of 22 years, compared to an average age of 25 for other top-ranked teams) saved the day. To those who follow the sport of ice hockey these young men, led by captain Keith (Huffer) Christiansen and experienced goalie Michael Curran, were a delight to watch as they scratched, scrambled and fought for sixty minutes in each of their five championship games—after qualifying for the championship round by defeating a good Swiss team.

As proud as we in the U.S.A. are of our hockey team, we cannot fail to acknowledge the *expertise* again displayed by the Soviet hockey team as they shot and skated to their third straight Olympic crown. Not only do they skate and shoot better than any other team in world competition, but they also are the finest sportsmen in the game.

With such a rich background of fond memories of Sapporo, we in the U.S.A. can look forward to 1976 when Denver and the State of Colorado will host the XIth Olympic Winter Games. They are well worth looking forward to.

STATISTICAL SYNOPSIS OF THE XIth OLYMPIC WINTER GAMES

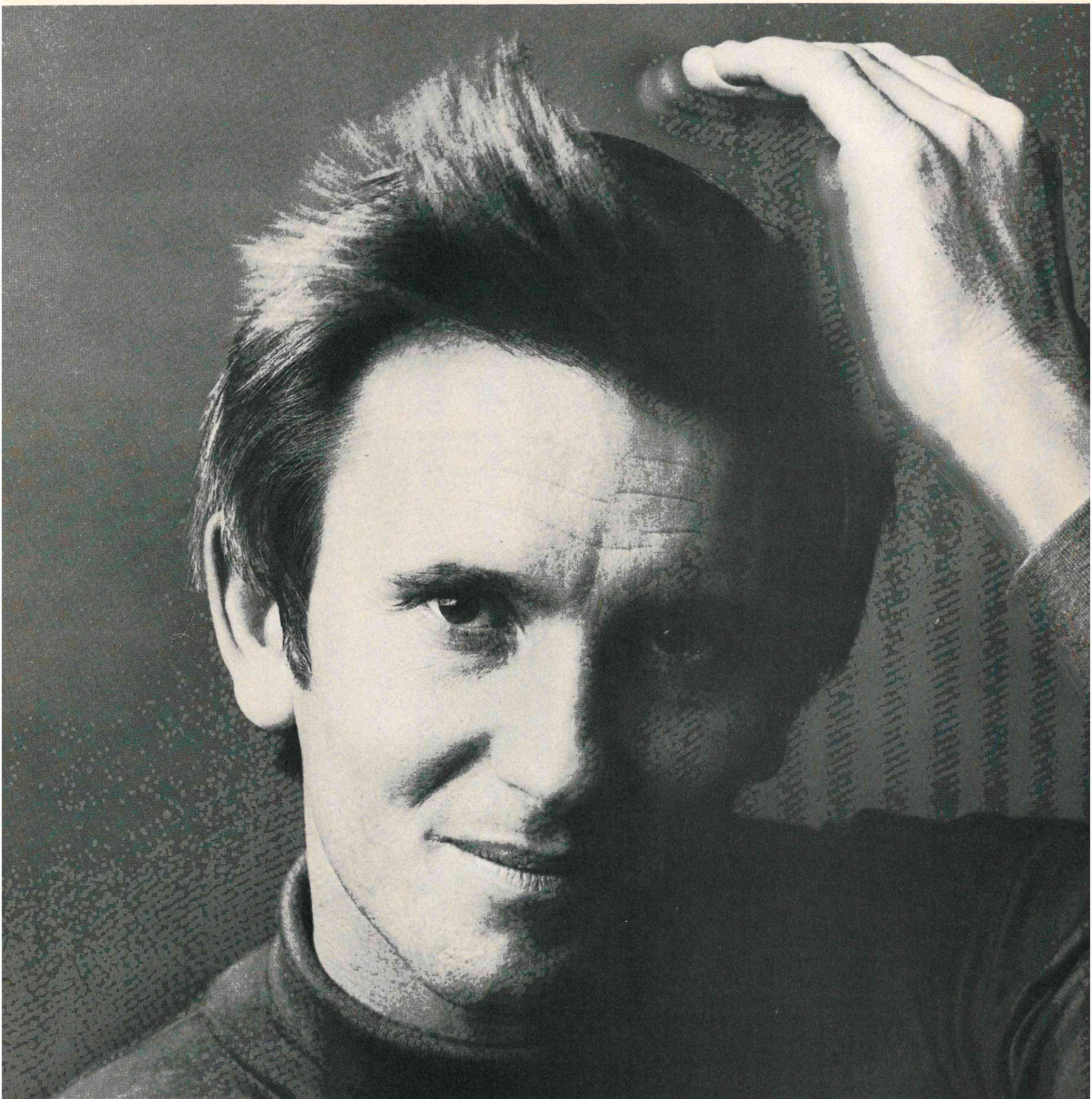
(Nations ranked on basis of number of gold medals)

Athletes				Medals			Total	Diplomas			Placings
Men	Women	Total	Nation	G	S	B	Medals	4th	5th	6th	1-6 Incl.
60	24	84	U.S.S.R.	8	5	3	16	4	4	7	31
73	18	91	German Dem. Rep.	4	3	7	14	1	3	3	21
57	6	63	Switzerland	4	3	3	10	2	0	2	14
7	6	13	Netherlands	4	3	2	9	3	1	2	15
91	27	118	United States	3	2	3	8	4	1	2	15
29	13	42	German Fed. Rep.	3	1	1	5	3	9	4	21
64	11	75	Norway	2	5	5	12	5	2	2	21
52	3	55	Italy	2	2	1	5	1	0	1	7
38	11	49	Austria	1	2	2	5	0	1	1	7
55	9	64	Sweden	1	1	2	4	3	1	2	10
70	20	90	Japan	1	1	1	3	1	2	0	6
40	4	44	Czechoslo'a	1	0	2	3	0	1	2	6
43	8	51	Poland	1	0	0	1	0	1	2	6
2	1	3	Spain	1	0	0	1	0	0	0	1
35	8	43	France	0	1	2	3	2	2	1	8
45	8	53	Finland	0	4	1	5	3	5	2	15
34	20	54	Canada	0	1	0	1	2	0	0	3
0	1	1	Hungary	0	0	0	0	0	1	0	1
14	0	14	Rumania	0	0	0	0	0	1	0	1

TOTALS 36 34 35 105 35 35 35 210

Others, Alphabetically (Men-Women-Total Athletes): Argentina 2-0-2; Australia 4-0-4; Belgium 1-0-1; Bulgaria 5-0-5; Republic of China 9-1-10; Dem. People's Republic of Korea 0-7-7; Great Britain 34-7-41; Greece 3-0-3; Iran 4-0-4; Korea 1-4-5; Lebanon 2-0-2; Liechtenstein 3-1-4; Mongolia 4-0-4; New Zealand 2-0-2; Philippines 2-0-2; Yugoslavia 27-0-27. Total: 912 Men Athletes, 218 Women Athletes, 1,130 Total Athletes entered in the XIth Olympic Winter Games.

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If you have itchy, burning, peeling toes, it may be the start of Athlete's Foot. Use Desenex Ointment at night, Desenex Aerosol and Powder during the day, on your feet and in your shoes.

Desenex, the number-one product for Athlete's Foot.

Use Desenex® daily and you may never suffer from Athlete's Foot again.



To the 6,000 men and women who gather in the City of Munich for the Games of the XXth Olympiad their memories will be more than a recitation of success in their sports specialties. One of the fondest memories of a participant in the Olympic Games is the spirit of fellowship that prevails in the Olympic Village.

There is no mystique about life in an Olympic Village. This is the common meeting ground for members of all races and citizens representing more than 100 nations. It is here the athletes relax, prepare psychologically for competition, seek out old friends they have met on other fields, acquire new friends and have the pleasure of "doing their own thing" far from the prying eyes and ears of the thousands of sports fans who gather quadrennially to ogle the world's greatest athletes.

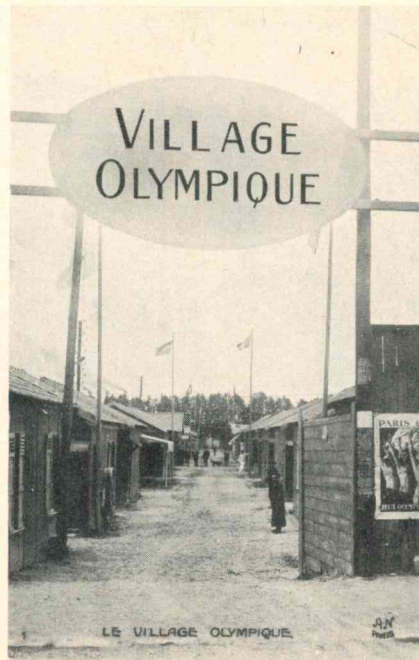
The impact of life in the Olympic Village has developed over the years. One of the first Olympic Villages (shown elsewhere on this page) was a crudely fashioned barracks-type building at Paris in 1924. The citizens of Los Angeles in 1932 designed a special village for the athletes and helped change this aspect of the Olympic Games.

Today your Olympic Village is usually constructed with much planning and foresight. They are permanent buildings which are converted to comfortable apartments at the close of the Olympic Games.

Admission to the Olympic Village is pretty much reserved for the athletes themselves. It's not that athletes are imprisoned there, but great care is taken to permit athletes to be shielded from admirers, the world press and others who not only distract them but also interfere with a generous give and take that is the hallmark of this wonderful example of living internationally.

Although the athletes have a definite regimen prescribed by their coaches and team officials, everything is not quite that structured. More often than not in the dining halls athletes from several nations gather to swap yarns or carry on healthy boy-girl relationships.

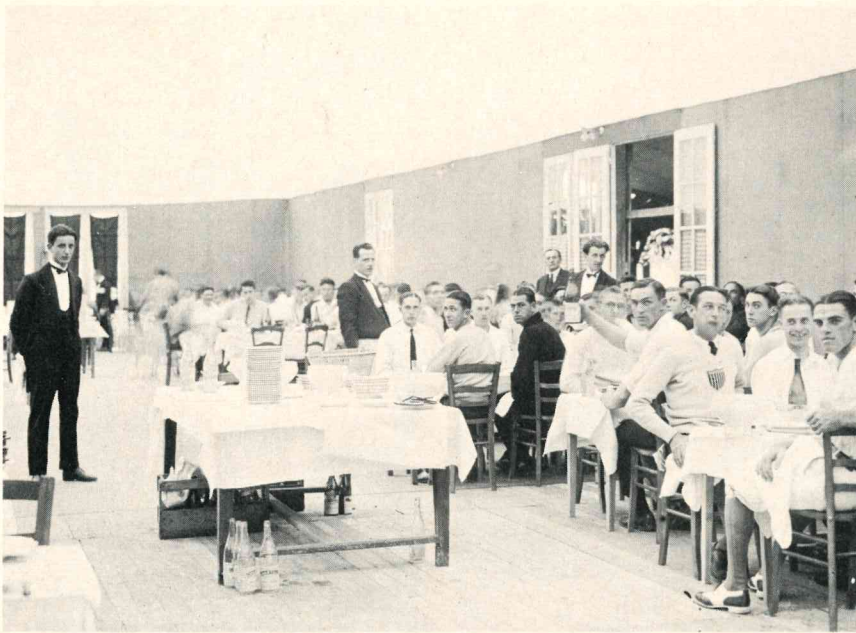
And speaking of food, the food is always plentiful, tastefully prepared and usually designed to suit the tastes of an athlete no matter what type of diet or food he is accustomed to at home. Consequently there are ordinarily



From the first Olympic Village that was built for the 1924 Games in Paris (above, left) to the beautiful complex designed for the athletes in Mexico City (right) in 1968, the feeling of friendliness among the competitors has always been dominant.



Life In The Olympic Village



several menus—the American style, Western Europe, Eastern Europe and Oriental.

Jokingly it has been said (with perhaps a grain of truth) that more athletes eat themselves out of gold medals than lose them on the field of competition.

Hermann Rusch, Executive Chef of The Greenbrier in White Sulphur Springs, West Va., has been identified with the U.S. Olympic Committee for several Olympiads and has been a valuable consultant to the organizers of Olympic Games and Pan-American Games in planning menus and organizing the dining facilities.

One of the most frequently asked questions is this one, "Does the U.S.A. take its own drinking water, meats and chefs to prepare the meals for the athletes?"

The answer is "No." Mr. Rusch understands that the Organizing Committee has the situation well in hand and with competent chefs and food handlers there are no concerns about food preparation or drinking water.

There are certain nations who do bring along a chef to help prepare certain national dishes to assuage the pangs of hunger of the athletes. It certainly isn't the usual procedure because athletes, like the rest of us, stick pretty close to the "meat and potatoes" approach with perhaps little emphasis on or interest in desserts.

As one might suspect beefsteak, soup, potatoes and ice cream are big items in the diet of every athlete, regardless of his nationality.

Living quarters while not commodious are always comfortable and pleasant. In the well-planned Olympic Village the billeting is by nation with all of a nation's athletes living together as a unit—except that great precautions are taken to provide separate, distinct and well-protected quarters for the women athletes.

Although the men and women occupy separate living quarters there are many opportunities to get together. One of the popular "spots" in the Olympic Village is the "Recreational Room" where there are comfortable chairs, ping pong tables, pool tables, perhaps motion picture facilities, and a soda fountain.

Continued on page 25

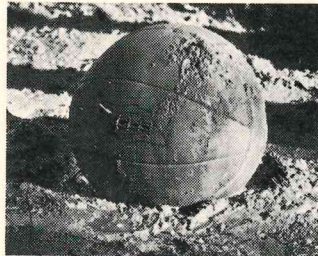
Whether it was the 1924 Paris training table (left, top) or any of the more recent Games' dining halls, Olympians from all over the world have always been well fed. Food is always plentiful and usually designed to suit the tastes of an athlete no matter what type of diet or food he is accustomed to at home.

"THE BALL JUST SAT THERE."

THE AMAZING STORY OF THE FIRST TIME THE USA BEAT THE WORLD.

The Eleventh Olympiad in Berlin was the site of the first official world championship of basketball. And one of the strangest games in the history of the sport.

Twenty-three teams from around the world came to Germany to compete for the 1936 Gold Medal.



The Germans hadn't heard about artificial turf yet. Not even the wooden kind.

Hooray for Hollywood

The US team was chosen in the American Olympic Finals in New York. Those were the days when a college team might come up against the likes of the People's Public Market five, the Denver Safeway Stores, the Globe Oil and Refining Company quintet.



Maybe Hitler dreamed that someday basketball all over his world would be played on clay courts.

As it turned out, the Universal Pictures team from Hollywood won the tournament, and fourteen players were chosen from the finalists to represent Uncle Sam in front of Uncle Adolph in Berlin.

The greatest thing since the playground at P.S. 38.

Hitler had planned what he hoped would be the most spectacular sporting event in the history of the world.

Basketball was to be played in the mammoth Reichssportfeld. It was planned to the last detail.

Well, almost. There were a couple of minor problems. One was the idea of playing basketball on outdoor courts. Outdoor basketball was a fine idea as long as it didn't rain. But in the muggy Berlin August of '36, that was like saying world conquest was a fine idea as long as nobody got angry about it.

The other minor problem was the so-called official ball. Actually, there were several official basketballs: some of them a little too big, some of them not exactly round, and all of them perfectly smooth.

Quite a combination on the hard clay courts with the brick dust surface.

Beating the world.

Nevertheless, nothing (rain, sleet, snow, nor dark of night, as it turned out) got in the way of the games. Dr. James Naismith (whose peach basket started the whole thing) was even on hand, and things went about as ex-

pected, with the United States, Canada, Japan, Mexico and the Philippines providing the class.

The European teams were still a long way behind the leaders: still using the deep safety defender when they were on offense. (See illustration.) Estonian players would often resort to the flying tackle when all else failed.

The Gold Medal in the Mud Bowl.

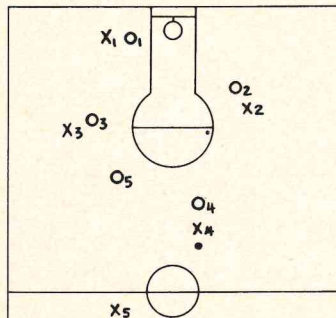
Finally, the Gold Medal came down to the game between Canada and the USA, to be played on the grand Court of Honor. What also came down, was a gigantic rain storm. It poured all the night before the game, and all day: an inch of water stood on the mud of the court. But the Germans steadfastly refused to postpone the contest.

So there took place what U.S. Coach Jim Needles called (with typical Thirties show-biz) "a hundred laughs."

Stumbling, falling, slipping and sliding was all complicated further by the international referees (some considered them less than expert) who continually called charging on the defense, and called any foot movement of the ball handler "progress," giving it over to the other team.

"I started to dribble on the fast break," said the USA guard. "And the ball just sat there in the mud."

Still, Johnson, Knowles, Wheatley, Ragland and Fortenberry held out with a fierce defense as offensive progress slushed to a standstill. Canada jumped off to a 3-0 lead, but didn't see much of the basket again, as the USA poured it on, 19-8, for the Medal.



When the Latvians were on offense, they kept one man back on defense. A tactic which hasn't been fully understood.

36 years of All Stars® without a defeat.

That was the first United States Olympic basketball gold medal. And it's been followed by six more.

It was also the first trip for Converse All Stars as the shoe of the U.S. Olympic team. And the All Star has

been there for every one of those big victories.

Of course, the All-Star will be there in Germany again for the 1972 games. There will be a whole new game there. A whole new breed of player; tougher and faster. And there will be a whole new line of tougher, faster All Stars. The best shoe we've ever made. Because again in 1972 in Munich, we're out to beat the world.



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When you're out to beat the world.

Selected by the U.S. Olympic Committee for 20 U.S. teams at the '72 Olympics in Munich.

Star Spangled Speedo

(White Stag-Speedo,
of course)

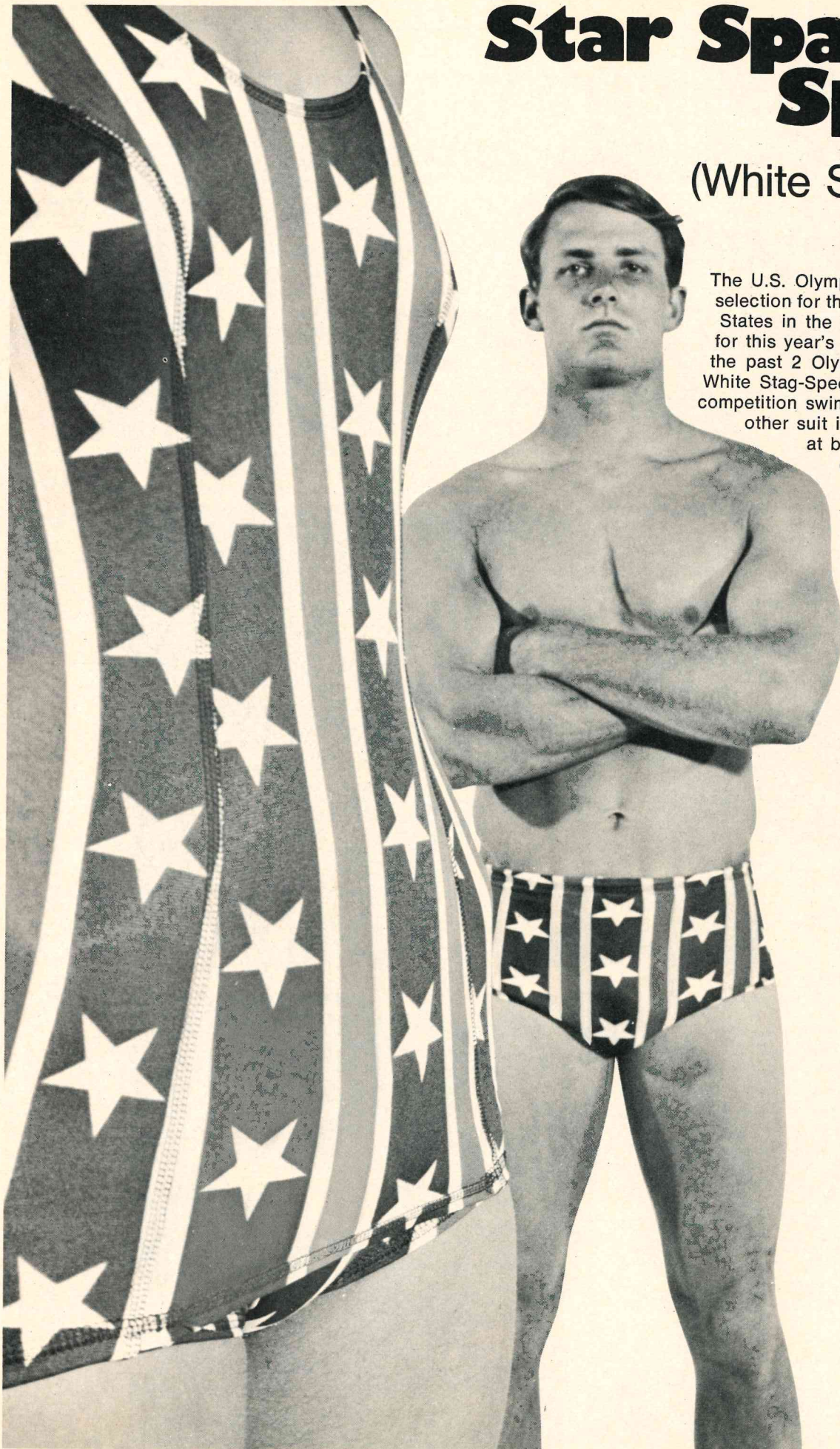
The U.S. Olympic Committee has made its selection for the suit to represent the United States in the 1972 Olympics. Their choice for this year's Olympics, as it has been for the past 2 Olympiads, White Stag-Speedo. White Stag-Speedo has been worn by more competition swimmers and winners than any other suit in the world. Now on display at better sporting goods dealers everywhere.

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LIFE IN THE OLYMPIC VILLAGE

There are two important common denominators that help athletes break the social ice—an opportunity to swap parts of the official uniform (frowned upon by most nations but almost unenforceable) and the swapping and trading of official pins of the competition nations.

An Olympic Champion in the “swap competition” can wind up his or her stay in the Olympic Village with more than 200 pins and articles of clothing from half a dozen countries.

In spite of the pressures under which the athletes prepare for the competitive events, life in the Olympic Village can help ease the tensions and the fears of competition.

Bill Toomey, the decathlon champion at Mexico four years ago, likes to tell the story how he spent 12 days relaxing in the Olympic Village never going near the great stadium where he was to perform until he took his mark in the 100 meters, the first event on the program.

Mr. Toomey understood that the relaxing life in the Olympic Village, mingling informally with athletes of other nations, was a definite part of his approach to preparing himself mentally for the two-day decathlon event.

He also knew that too often when an athlete watches his teammates or friends from other teams compete it can often drain his reserve and leave him “stale” and unprepared for the competition.

How serious can boy-girl relationships get in an Olympic Village? At Mexico on the closing day of the Games of the XIXth Olympiad, the gymnastics champion, Vera Caslavaska, married her Czechoslovakian teammate, trackman Josef Odlozil in an Olympic Village ceremony.

Perhaps the best known Olympic Village romance of all-time was that of U.S.A. hammer thrower Harold Connolly and Czechoslovakian discus thrower Olga Fikotova at the 1956 Olympic Games in Melbourne. Today they are happily married, raising a fam-

ily, living in California, and still actively engaged in athletics.

The founder of the modern Olympic Games, Baron Pierre de Coubertin, recognized the importance of bringing together athletes from the five continents so that they could get to know each other better and consequently better understand the thoughts, aspirations, and needs of each other.

Without a separate Olympic Village much would be lost. Once the athlete steps on the field, dives into the swimming pool, rows on the course, shoots on the range or propels a leather ball at a basket the energies of the individual athlete are focused on the competition. But in the Olympic Village all cares and concerns are discarded as talented and carefree youth let down their hair and go as far as they may care to in “getting to know the other guy.”

And perhaps “getting to know the other guy” is equally as important as proving one’s superiority in head-to-head competition.

In the Olympic Village all cares and concerns are discarded as talented and carefree competitors let down their hair and go as far as they may care to in getting to know the other guy. And that may be just as important as winning a coveted gold medal.

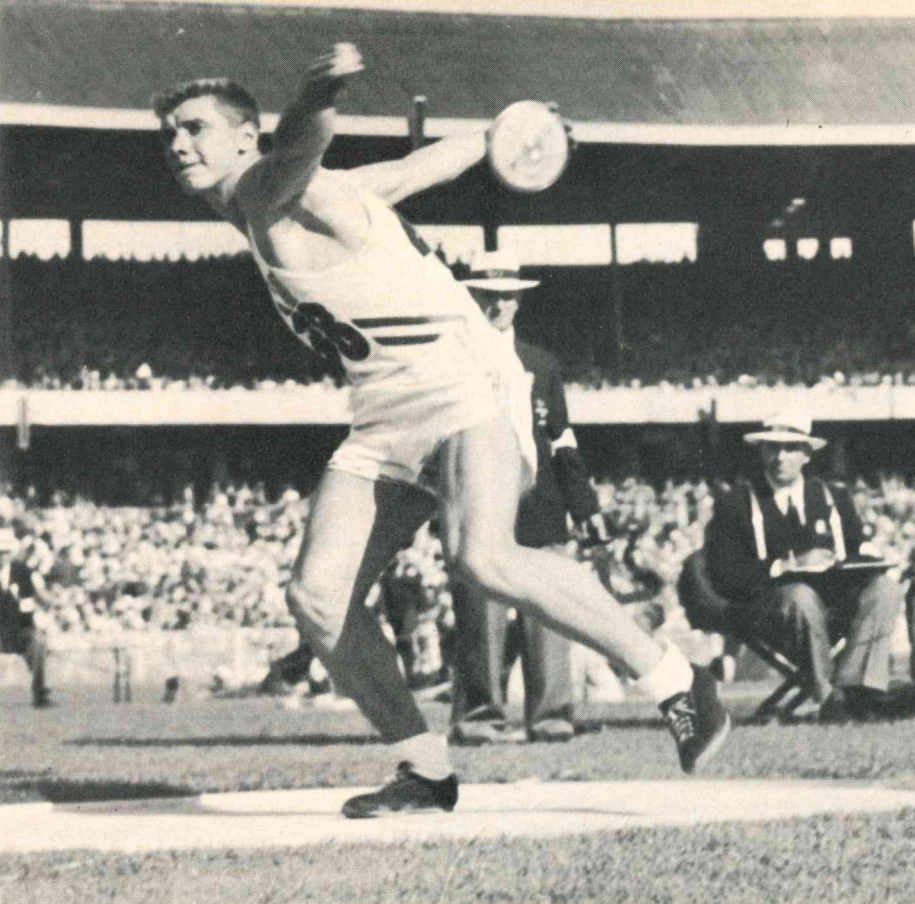


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Living healthy and looking healthy is an American tradition. So's Ivory. Generations of Americans have depended on Ivory's gentle cleaning, and it's regular gentle cleaning that helps skin stay healthy looking. It wouldn't be surprising if many of the athletes you see here have grown up on Ivory.

Ivory—the soap contributed to the U.S. Olympic Team.



MEMORABLE MOMENTS IN OLYMPIC HISTORY

BY BOB PAUL, Publications Editor, U.S. Olympic Committee

Three United States Olympic Champions will be honored by the Organizing Committee of the Games of the XXth Olympiad in Munich.

James B. Connolly was the winner of the first gold medal in the modern Olympic Games when he captured the triple jump at Athens on opening day in 1896, April 6. In his honor they have named a street in the Olympic Games' sports complex.

Jesse Owens, winner of four gold medals at the Games of the XIth Olympiad in Berlin, 1936, has been invited to attend the quadrennial sports extravaganza as guest of the Olympic Committee. He was the first to win so many gold medals in Olympic track and field since Alvin C. Kraenzlein, also USA, accomplished the feat in 1900 at Paris.

Alfred Oerter, winner of four consecutive discus throw Olympic championships between 1956 and 1968, also

has been tendered a special invitation by the Organizing Committee to attend the Games as a guest.

Connolly dropped out of Harvard University in the Spring of 1896 to compete in the inaugural Olympic Games after the college authorities turned down his request for a leave of absence. He never returned to complete his education but became a successful author of sea stories.

In the long history of the Olympic Games no athlete, in the modern or ancient Games, has ever been accorded greater accolades for his accomplishments than Owens, a junior at Ohio State University at the time of his triumphs in the 100 meters, 200 meters, long jump and running the first leg on the victorious USA sprint relay team.

A special niche in *Olympiana* is reserved for Oerter. The Long Island resident and a graduate of the Univer-



In '56 Al Oerter (top left) surprised everyone by winning the discus. And he kept surprising in three more Games. In 1960 Wilma Rudolph (above) was no surprise, winning easily the 100 meters.

sity of Kansas not only won four straight Olympic Games, but he also set an Olympic record with *each* of his winning throws.

It was at Tokyo that Oerter was suffering from a damaged rib cage that would have caused most athletes to default. Not Oerter, though. He saved up everything for his final toss and he winged the platter 200 feet 1½ inches.

Al was not the favorite at Mexico City. Jay Silvester, another USA discus thrower, had been breaking the world record with monotonous regularity through the regular season. Oerter had failed to create any undue excitement. Even after Silvester set an Olympic record in the qualifying round, Oerter wasn't beaten. And then on his third try

in his final six throws, Oerter clinched his fourth gold medal with a throw of 212 feet 6½ inches—after that throw only one man bettered his previous best and the issue was never in doubt. Never has an Olympic competitor been held in such awe by his peers.

* * *

Every Olympic Games has its own set of champions and each set of Games has its own memorable moments, worthy of a book of Memorable Moments. Mexico City had been the subject of much derision by those who claimed altitude would affect the performances of all athletes. So finely trained were the athletes that the effects of the 7,500-foot altitude was scarcely discernible in the performances.

When the history of the 1968 Olympic Games was recorded here were some of great moments for future reference by sports historians:

Bob Beamon (second to 1960 champion Ralph Boston in the qualifying round) uncorked the most electrifying single jump in the history of the sport when he leaped 29 feet 2½ inches for a world record.

At the end of two pulsating days of exhausting competition, Bill Toomey (the oldest Olympic decathlon champion ever at 29) returned the decathlon title to the USA, although he barely had remained in the competition after clearing the opening height in the pole vault on his third and final attempt.

Carl Robie, a Law School student and the last man to qualify for the team, came from nowhere to win the gold medal in the 200 meter butterfly to regain his own self-respect having entered the earlier 1964 Games as the world's greatest butterflyer.

The final boxing bout on the long card on the final night found George Foreman, a strapping youth of 19, battering his Soviet foe to defeat in winning the heavyweight title in boxing. During the award ceremonies, Foreman pulled an American flag from beneath his bathrobe and waved it to the crowd.

Debbie Meyer confounded the swimming crowd with her tremendous competitiveness in swimming to three individual gold medals in the 200, 400, and 800 meters freestyle events.

Women's gymnastics provided the Queen of the Games and the Bride of the Games. Czechoslovakia's Vera Caslavka won the all-around diadem in the women's events and on the closing day was an Olympic Village bride to Jozef Odlozil, a fellow Czechoslovakian who was on the track team.

* * *

While the exact origin is unknown, the original Olympic Games were held in a sacred valley at Olympia in Ellis near the Western coast of Greece with the earliest recorded Olympic competition 776 B.C. In that year, a young cook, *Coroebus of Ellis*, won a one stade race (approximately 200 yards).

During the month-long celebration of

the Olympic Games in ancient Greece all wars among the Greeks were voluntarily halted, a tradition which has not survived to the modern Games. As a matter of fact, no one bore arms within the sacred limits of Olympia at any time.

The entire Olympic philosophy came close to being wrecked for all time by Emperor Nero in 66 A.D. when this selfish and publicity-seeking Roman entered several events, including some of which he is alleged to have "invented" right on the sacred grounds, and won them all, including the chariot race in which he tumbled from his mount. As he fell, respected and respectful opponents mercifully slowed down and permitted Nero to re-mount and catch up to them.

All of the ancient pageantry and victory lore came to an end in 394 A.D. when Emperor Theodosius of Rome, a Christian violently opposed to pagan spectacles, abolished the Olympic Games.

* * *

It was almost 1,500 years later that Baron Pierre de Coubertin in an international congress attended by sports leaders and physical education specialists from some ten nations proposed the revival of the Olympic Games. The "idea" caught fire and two years later the Games were re-inaugurated and James B. Connolly of the USA won the very first event, the triple jump.

But the real hero of the Games of the 1st Olympiad was a little Greek, Spiri-

One of the truly great performances in Olympic history occurred in the 1952 Games in Helsinki when Emil Zatopek of Czechoslovakia (below) won three gold medals in three grueling events—the 5,000 meter run, the 10,000 meter run and the marathon.





Help send a top U.S. Athlete to the Olympic Games. (Then go to Munich and see him win.)



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6. Sweepstakes open to residents of the Continental United States and Hawaii only. Entrants must be over 21 years of age. Employees and their families of RJR Foods, Inc., its subsidiaries and affiliated companies, its advertising agencies and Marden-Kane, Inc. are not eligible. Offer void in Idaho, Missouri, Washington, Florida and Georgia and wherever else restricted or prohibited by law. All Federal, State and Local Laws and regulations apply.
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don Louis. Traversing practically the same course allegedly covered by another Greek hero, Pheidippides from Marathon to Athens in 490 B.C., Louis won the marathon race and earned the plaudits of more than 70,000 countrymen and the admiration of King George and Crown Prince Constantine of Greece.

Any capsule history of the Modern Olympic Games most certainly should include some or all of the following deeds of derring-do by the National heroes of more than a dozen nations.

*Bob Hayes ran an unbelievable anchor leg of 100 meters in a reported 8.6 seconds to clinch victory for the USA over Poland in the sprint relay. (1964, Tokyo.)

*Dawn Fraser, the veteran Australia swimmer, was clocked in 59.5 seconds in defeating Sharon Stouder, USA, for the gold medal in the 100 meters free-style. (1964, Tokyo.)

*Zhabotinsky, USSR, set a world record of 1,262 pounds, to defeat countryman and 1960 Olympic champion, Vaslov, in weightlifting (1964, Tokyo.)

* * *

*The most discussed and disputed swimming race in Olympic history was the 100 meters freestyle when Lance Larson of the USA dueled Australia's John Devitt. Larson was timed in 52.1 and Devitt 52.2, but the "finish line" judges awarded first place to Devitt. (Rome, 1960.)

*Armin Hary, Germany, and Dave Sime, USA, apparently finished in a dead heat in the 100 meters track and field, but the judges awarded the gold to Hary. (Rome, 1960.)

*In rowing, the German eight-oared shell with its revolutionary tulip-shaped oars, its revolutionary high stroke and its revolutionary assignment of seats helped change Olympic history by capturing the gold medal and send the USA eight to a disappointing fifth place finish, out of the money. (Rome, 1960.)

*Otis Davis, an Army veteran and reformed basketball player, after only two years of running captured the gold medal for the USA in the 400 meters. (Rome, 1960.)

* * *

*Top thrill in track and field was supplied by a son o' Erin, Ron Delany, a freshman at Villanova University, who humbled favorite John Landy in the metric mile, 1,500 meters. (Melbourne, 1956.)

*Pete Rademacher, another service veteran attending college, scored a marvelous come-from-behind victory over L. Mukhin, USSR, in the

heavyweight boxing final match. (Melbourne, 1956.)

*Larisa Latynina, USSR, helped popularize women's gymnastics with a splendid exhibition of verve and grace in winning the all-around title. (Melbourne, 1956.)

* * *

*The Games of the XVth Olympiad in Helsinki (1952) abound in memorable performances: The USA won four gold medals in boxing—Floyd Patterson (later heavyweight champion of the world), Nate Brooks, Charles Atkins and Norval Lee. Also, four in weightlifting with John Davis, Tommy Kono (the all-time greatest lifter pound for pound), Peter George and Norbert Schemansky. Emil Zatopek, Czechoslovakia, won three gold medals in track—5,000 and 10,000 meters and the marathon.

*For USA rooters the most memorable moment was supplied by Horace Ashenfelter, bringing the USA its first triumph ever in the 3,000 meters steeplechase—a race he had only run eight teams previous to Helsinki.

* * *

*That the Games of the XIVth Olympiad in London (1948) were ever organized in the early Post-WWII period was memorable in itself. But the real "oomph" was supplied by Fanny Blankers-Koen, a 30-year-old Dutch housewife and mother of two children. Seething from her "poor performance" at Berlin where she had won no medals, Fanny won four gold medals in track and field at London—both sprints, the hurdles and another running the final leg of the sprint relay.

*And not to be overlooked was Bob Mathias, now a Congressman from Tulare, Calif., who retained his title in the decathlon, something no one had done earlier, or has done since (1952).

* * *

*Jesse Owens was the big name at Berlin in 1936.

*The big thrill for spectators at track and field came in the final of the 1,500 meters bringing together the first five finishers from Los Angeles four years earlier, and Jack Lovelock, a New Zealander studying medicine in London. Lovelock sprinted the final 400 meters, setting a world record of 3:47.8 in winning the gold medal.

*The USA eight with coxswain (University of Washington) won by a deck length over Italy in the final over the 2,000 meters course.

*The USA defeated Canada 19-8 in the final basketball game to win the inaugural Olympic basketball competition.

* * *

*At Los Angeles in 1932, the USA won 41 gold medals, Japan emerged as the world swimming power, and Helene Madison, Seattle, Wash., was Queen of the Swimming Pool by winning three gold medals.

*What could be more unforgettable than Juan Carlos Zabala, 20, Argentina, winning the marathon? Or Eddie Tolan, the little sprinter from Michigan, winning both sprints? Or Babe Didrikson winning two gold medals outright and being relegated to second place in the high jump by some "questionable" decisions of the judges?

* * *

Lumping together the early Modern Olympic Games, special mention must be made of Paavo Nurmi, truly the Flying Finn.

The most memorable day in the life of this amazing athlete (winner of more Olympic gold medals in his career than anyone other than Ray Ewry of the USA who won eight in three sets of Games), was Thursday, July 10, 1924, at Paris. In the unfamiliar trappings of a 1,500-meter race, Nurmi bolted into the lead after the first 100 meters and refused to yield the pace while setting an Olympic record of 3:53.6. One hour later he returned to the track meet for another head-to-head confrontation with teammate Villi Rittola and Sweden's Edwin Wilde in the 5,000 meters. After playing cat-and-mouse with Rittola and Wilde for the first half of the race, Nurmi took over and won the race going away, setting his *second* Olympic record of the day within 75 minutes, 14:32.2.

* * *

Where can we look for Memorable Moments at Munich? It is foolhardy to predict, but there's a young swimmer from Australia Shane Gould, the marvelous all-around merman from Indiana Mark Spitz, hurdler Rod Millburn and sprinter Del Meriwether of the USA, Soviet grappler Alexei Medved, USA wrestler Dan Gable, Austrian high jumper Ilona Gusenbauer, Soviet superheavyweight weightlifter Alexseev; Soviet kayaker Ludmila Pinaeva; judoka superheavyweight Masatoshi Shinomaki, Japan; pole vaulter Kjell Izaksson of Sweden; USA sprinter Iris Davis, foilswoman Marie Chantal Demaille of France and, finally, the India-Pakistan field hockey match.

Many of the memorable moments of the Games of the XXth Olympiad could be supplied by the athletes and teams listed above. But that's only the beginning. Yes, Olympic sportslovers, only the bare beginning at Munich!

Brut joins the U.S. Olympic Team.



The United States Olympic Committee takes great pleasure in announcing that Brut by Fabergé is used by the U.S. Olympic Team.

Sometimes, even the finest athletes in the world fall down and scrape themselves.



Selected for use
by the
U.S. Olympic Team.

It happens to the best of them.
And, oddly enough, the better they are the harder they fall.
This year, when someone on the U.S. team gets a cut or a scrape, Medi-Quik® will help prevent infection because it has two germ-killers. It will also help stop the pain because it has an anesthetic.
So if America should get hurt this year, at least we know it won't hurt for long.

Bring back the good taste of homemade.

Playtime Cookie Treats

8 in 1 Dough
2 cups Domino®
Granulated Sugar



¼ cup Domino Light
Brown Sugar
1 cup (2 sticks) butter or
margarine
2 eggs
6 tablespoons milk
2 teaspoons vanilla extract
4 cups flour
2 teaspoons baking powder
½ teaspoon salt

Cream butter and sugar; add eggs, milk and vanilla extract. Beat well. Sift dry ingredients; add to butter mixture, beating until blended. CHILL. Roll; cut with cookie cutters. Bake at 350° F. for 10 to 12 min.
Yield: approx. 5 doz.

Just look at the variety our 8 in 1 dough gives you!

Filled Cookies: Cut out 2 shapes per cookie. Use prepared jam or filling.

Bon-Bons: Shape dough around gumdrop.

Thumbprint: Roll a ball in crushed cornflakes; put thumbprint in each.

Gingerbread: Substitute molasses for milk, add ¼ teaspoon cinnamon, cloves, ginger and nutmeg.

Drop Cookies: Add 1 cup chopped walnuts, almonds and pecans.

Bar Cookies: Add as above. Divide in two 9" x 13" pans.

Pinwheel Cookies: Divide original recipe in half. Add 1 oz. melted chocolate to one half. Roll out both halves in rectangles. Place one on the other; roll, jelly roll fashion. Chill again before slicing.



Now that warm weather's here, your children will be more active than ever. And that means hungrier than ever—for the tasty goodness of homemade cookies!

You can bring back the good taste of homemade cookies with easy-to-make Playtime Cookie Treats. Delicious, simple, *fun* cookies, sweetened naturally with pure Domino Sugar.

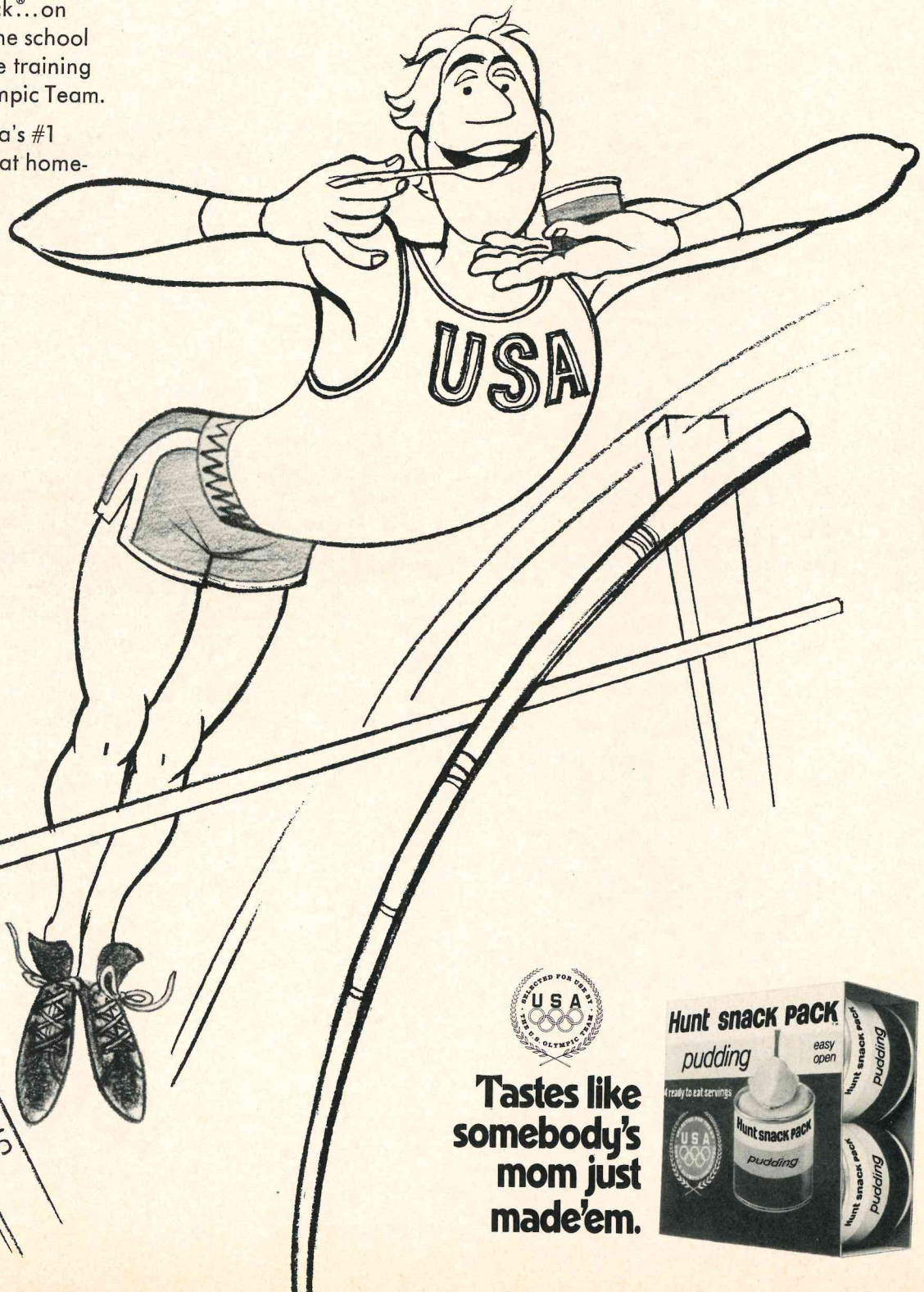
There are over 20 varieties and sizes of Domino Pure Cane Sugar to help you bring back the good taste of homemade for your family every day of the year.

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Amstar
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Wherever you go, you'll find Hunt's Snack Pack®...on picnics and trips, in the school cafeteria, even on the training table of the U.S. Olympic Team.

Snack Pack is America's #1 pudding...with 8 great home-made tasting flavors.



**Tastes like
somebody's
mom just
made'em.**



Training, Talent And Performance— Criteria For Members Of The Olympic Team

More than ten million youngsters and mature athletes four years ago had aspirations for places on the United States Olympic Team that will compete in the Games of the XXth Olympiad in Munich, August 26-September 10.

As the popularity of the Olympic Games increases, more and more athletes are actively engaged in competition from the grass roots level to the final selection trials for places on the United States Olympic Team. There are 21 different sports on the Olympic program at Munich. The United States is expected to enter its outstanding athletes in all but two sports in which we have been eliminated prior to the publication of this article: Women's Volleyball and Field Hockey.

The soccer football team has been engaged in a hectic second round qualifying tournament with Jamaica, Mexico and Guatemala from which two teams will advance to the 16-team tournament in Munich. The final games in this competition were to be completed in late Spring. Men's Volleyball is seeking an at-large qualifying berth by participating in an allcomers tournament in Europe immediately before the Olympic Games, having failed to nail down a post in the area qualifying tournament. That competition conducted in Cuba last August, was won by the host nation in a thrilling final match with the USA.

During the four-year period when athletes have been testing their talents at all levels of competition all but 3,000 athletes have eliminated themselves from further consideration. But the *American Way* has been to throw the Gates of Opportunity open to all eligible athletes with the final selections based on final competitions involving the elite class of our athletes.

What does it mean to be an Olympic athlete representing the United States

of America? Simply this—he or she has won his or her place on the Olympic Team by proving worthiness in direct competition. By direct competition we aren't referring simply to the final selection trials, but these well-trained athletes have, for the most part, demonstrated superior talent on the athletic fields for several years in national and international competition.

The exact selection method (and it differs from sport to sport) is blueprinted by the individual Olympic Sports Committee of the United States Olympic Committee concerned and the method of selection is reviewed and approved by the Games Preparation Committee of the USOC and finally OK'd by the Board of Directors.

Essentially, we are seeking selection methods which are fair to all qualified athletes within a sport, as well as a method which is deemed most appropriate to the selection of best qualified athletes to represent the USA. Without these two considerations the work of our Sports Committees, Games Preparation Committee under the chairmanship of Robert J. Kane, second vice president, and the final review by the Board of Directors would go for naught.

And even before these final selection trials, the USOC has been following closely and helping to find the development and polishing of potential Olympic athletes. In the last four years the Development Committee of the United States Olympic Committee has allotted large sums of money from our total overall budget of \$10,000,000 to help underwrite the programs undertaken by the 20 individual sports federations (such as the AAU, the U.S. Interna-

The beauty of gymnastics will be in evidence at the women's trials being held in Long Beach, California in June.





tional Skating Association, the U.S. Team Handball Association, the U.S. Soccer Football Association, et al.) to strengthen the USA representation in all sports on the Olympic program. Chairman of this committee has been Philip O. Krumm, first vice president of the USOC.

Using head-to-head competition as the basic criterion in the final selection trials means that the candidates for the team actually *select themselves* on the basis of their performance in athletic contests involving their peers.

However, it is a mistaken notion that the United States Olympic Committee has "refined" the trials or tryout procedure to the point where it is "miss and out" or where a single performance on the day of the trials implicitly assures an athlete of selection for the Olympic Team. Of course, basically, both statements are true.

As a matter of policy: The United States Olympic Committee has always sought to have its strongest representation possible in the Olympic Games where our athletes contest with the representatives of more than 100 other countries, all of whom are champions in their own right.

With the Olympic Games returning to the European continent for the first time since the Games of the XVIIth Olympiad in Rome 12 years ago we understand that the European teams, playing on their home grounds, will be stronger than we have ever seen in the Olympic Games. On the basis of world and international competitions over the last four years there is every indication that the German Federal Republic (West Ger-

many) and the German Democratic Republic (East Germany) will be among the strongest nations in the Games, challenging the USA and the Soviet Union in almost every sport . . . and quite possibly dominating the Olympic Games in as many as five sports.

That's why the Final Selection Trials conducted under the auspices of the United States Olympic Committee assume greater importance this year than, perhaps, in any previous year. Our athletes are primed for their best effort and comprehend the enormity of the competition they will meet in Munich.

Four years ago many fears were expressed about the effects of the 7,500-foot altitude of Mexico City. Our athletes were trained at that altitude and the deleterious effects, if any, were hardly noticeable.

For many years following the final selection trials, the athletes were shepherded to a "marshaling point" and then embarked for the field of Olympic competition. In today's sophisticated sports world stress is placed on the amount of work that can be accomplished in special training camps for two or three weeks prior to enplaning for Munich. After the pressures of competing for places on the Olympic Team has subsided, there is a re-grouping of the athletes to work on techniques, to polish their performances, and, also, to work in semi-relaxed circumstances pointing toward their goal—the victory stand at the Olympic Games.

Because of the intensity of pre-Olympic competition, no longer is it possible for all of the Sports Commit-

The track and field trials are always one of the most popular and exciting competitions. In 1968 the men's trials were held in Los Angeles and produced such outstanding performers as Lee Evans in the 400 meters (above, left, winning) and high jumper Dick Fosbury (above). This year the trials are to be held at the University of Oregon.

tees to conduct selection trials open to all athletes aspiring for places on the Olympic Team. In almost every sport qualifying procedures have been established so that when the selection trials are conducted the athletes are those who have exhibited world class form in previous competitions, such as national championships and important international competitions where they have already vied with many of the men and women whom they will be meeting at Munich.

There is nothing "static" about the organization of Olympic Selection Trials. Already mentioned is the fact that a number of different approaches are used in each sport. Perhaps more important is the observation that over the years each Olympic Sports Committee has reviewed the work of the previous Sports Committee to find ways of improving the selection method. *This is more true than ever in 1972.*

Here are some of the typical Selection Trial methods which are being used to select the athletes to represent the USA in Munich:

MEN'S TRACK AND FIELD

Qualifiers for the final trials will be all those athletes who have equaled the performance standards established by the International Amateur Athletic



The University of New Mexico was the site of the basketball trials in 1968 (above). This year the competition is moving a bit further north to the U.S. Air Force Academy in Colorado Springs, Colorado. United States' hopefuls in the diving competition will be displaying their talents, grace and beauty at the Park Ridge Pool in Chicago, Illinois.

Federation, world governing body for track and field. This represents a modification of the plan used several times whereby qualifiers were the outstanding performers in national championships conducted by several of our large sports organizations, such as the AAU, the NCAA, the NAIA, the Armed Forces.

For example, in the 100 meters an athlete must have run the distance in 10.3 seconds or better since last August in any meet where a world record would be acceptable because of the standards of the meet. Or, he must have run 1,500 meters (the metric mile) in 3:41.6 or less, put the shot at least 62-4, or pole vaulted 16- 8 $\frac{3}{4}$ —that's what they have to do merely to enter the Final Olympic Trials.

Because of the success four years ago in conducting trials patterned on the daily schedule for Mexico, a similar plan has been evolved for the Trials at the University of Oregon where each man will have to run the same number of times he will run to compete in the finals at Munich, or to participate in the qualifying round and final round of the field events.

WOMEN'S TRACK AND FIELD

A two-day program at the Thomas

Jefferson High School athletic complex in Frederick, Md., will be the basis of selecting the training squad. In addition to those young ladies who have equaled the IAAF standards (11.5 seconds for 100 meters, long jumping 20-8, high jumping 5-9 $\frac{1}{4}$ or throwing the discus 180-5), certain qualifiers will be chosen direct from the National AAU Championships the previous week in Canton, Ohio.

Following the Selection Trials to organize a training squad, additional work will be done in a special training camp where the performances will be further reviewed in head-to-head competition before the final selectees are designated by the Olympic women's track and field committee.

BASKETBALL

An entirely new program has been developed to select the team to defend the unbeaten record of 55-0 of the USA in Olympic basketball play since the sport was added to the Olympic program in 1936 at Berlin. Heretofore, all-star teams were hastily organized by sports bodies for team-against-team competition to determine the merits of the players. *There were inherent weaknesses in such a plan.*

In preparation for the Games of the XXth Olympiad, the Olympic men's basketball committee has conducted training camps in both 1970 and 1971 for eligible college, high school and out-of-college players to evaluate their performances. Among the 55 men invited to participate in the Selection Trials at the USAF Academy, Colorado Springs, are at least 20 holdovers from the group that worked together for three weeks a

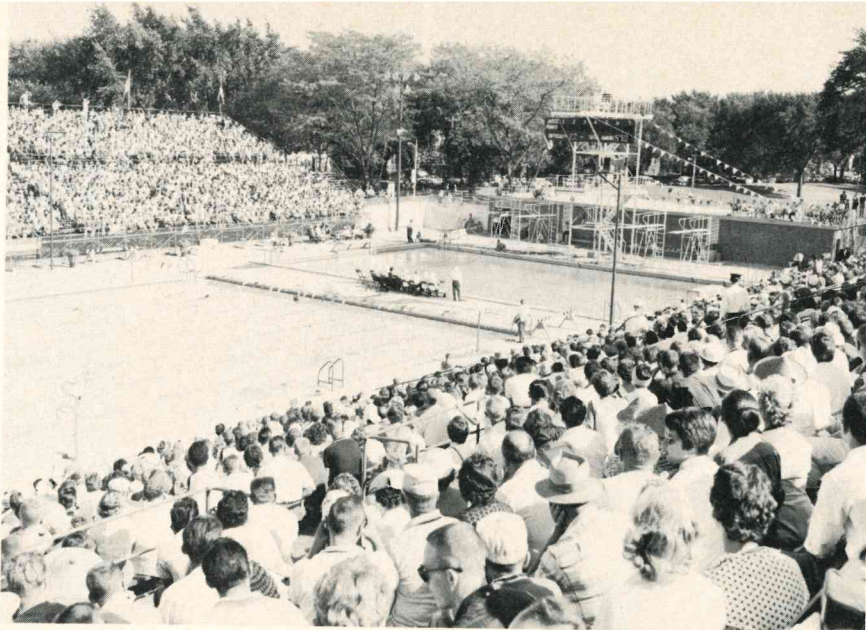
year ago prior to the Pan-American Games. At the conclusion of the three-week program this year the training squad will "adjourn" to Honolulu for an intensive three-week training program under head coach Henry Iba, serving as head mentor for the third time. Upon the squad's return from Honolulu a short exhibition schedule may be arranged on the West Coast before the team leaves for Munich.

SWIMMING

Although the USA won as many medals in men's and women's swimming and diving as all the other nations combined at Mexico, the leaders in the Olympic men's and women's swimming committees have not relaxed in an effort to develop another strong team for Munich. The handwriting is on the wall with excellent performances recorded in the last 12 months by swimmers from Australia, East Germany, West Germany and the Soviet Union.

When 300 swimmers and divers gather in Chicago for the diving competition at Park Ridge Pool and the swimmers at the Portage Park Pool (the latter was the scene of the 1959 Pan-American Games) each swimmer will have met the qualifying standards established by the two committees and the divers will all have won places in important national championships conducted by the major sports organizations in the nation.

We are not being smug when we say that *in one way* the competition in the final Olympic Trials will be tougher than that at Munich. This statement is made because there will be any number of



The two competitions that produce most of the United States' medals are track and field and swimming. As a matter of fact, in the 1968 Games in Mexico City, the United States' swimmers picked up more medals than all the other nations combined.

our swimmers, both men and women, who in Chicago will record *faster times* than those who qualify for the *finals* in the Olympic Games. However, under the rules of entry at Munich each nation will be limited to a maximum of three in each individual event (only one relay team in each event) and all swimmers and divers must have attained the standards established by the International Amateur Swimming Federation—although, by right, each nation is permitted to enter one person in each individual event without regard to his or her previous performance.

BOXING

The Olympic boxing committee has been satisfied with its Trials Program and the same format for entry is being used for the boxing program at Texas Christian University in Forth Worth.

In effect, the champions of the AAU, Golden Gloves, Air Force, Army, Marine Corps and Navy in addition to winners of allcomers tournaments, one in the East and one in the West, will make up the eight-man field in each of the eleven Olympic weight classes.

A training camp will be conducted following the tournament in which the winners and certain other selected boxers will participate.

In 1964 Buster Mathis won the heavyweight class Olympic Trials by decisioning Joe Frazier. In the training camp after Mr. Mathis suffered a broken hand, Frazier was substituted before the team left for Tokyo and went on to win the Olympic title—fighting his final bout with a broken hand himself. Today Frazier is the heavyweight champion of all the world. He acceded to the throne after the *temporary* retirement of Cassius Clay, Olympic light

heavyweight champion in 1960 at Rome.

WRESTLING

The USA is not pre-eminent in this sport and we have shown definite weaknesses in the classic wrestling style, known as Greco-Roman Wrestling where all holds must be applied above the waist.

To make certain that the top grapplers in the nation get a crack at an Olympic team berth in either Free-Style (catch-as-catch-can) or Greco-Roman the field for the trials at Anoka, Minn., will include national champions *and runners-up* from recognized sports organizations, as well as those who have earned their way to the trials by winning performances in a series of regional tournaments.

Even after the Olympic Trials, final decisions will be made during a training camp immediately after the Selection Trials. In these bouts, the winners of each of the ten Olympic weight classes are considered to have "one-leg-up" in the elimination bouts to determine the Olympic selectee. Thus, the winner of the Trials must be defeated by his foe or foes twice each before he is eliminated from consideration for the team.

ARCHERY

Archery returns to the program for the first time since 1920. Competition has been scheduled for men and women. Three men and three women to be selected. This is a sport in which the USA is pre-eminent in world competition and the last world championships were conducted at historic Valley Forge two years ago.

Qualification will be on the basis of the archer submitting three scores

meeting the standards set up by the Archery Olympic Committee with these scores being recorded in conditions acceptable to the International Archery Federation and posted between January 1, 1972, and the beginning of the trials on August 5.

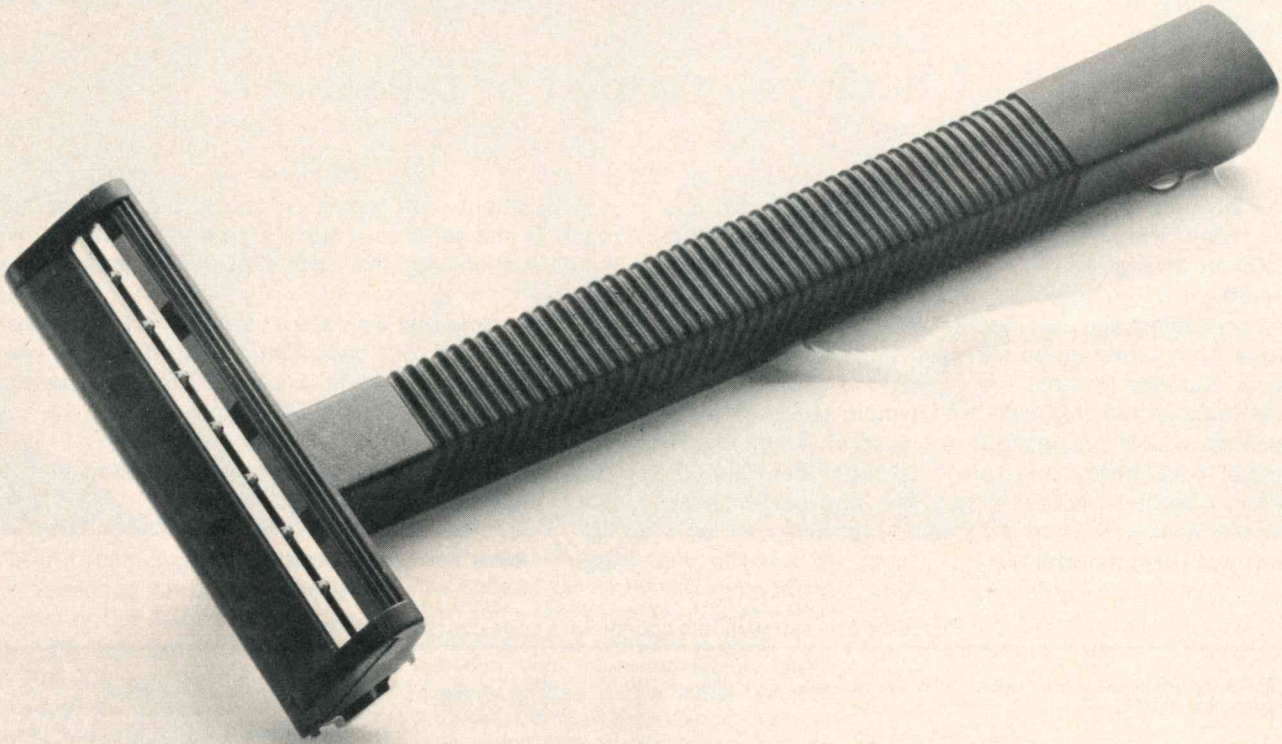
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The design of the individual Trials Program in each of the sports is the direct result of many hours of evaluation, study and thought by the members of the individual Sports Committees, representing the best "brains" available to the USOC.

Now it's up to the athletes to earn their place on the United States Olympic Team in the Games of the XXth Olympiad at Munich. It's almost heartbreaking to think how many are called and how few select themselves. The limitations are imposed on our team because of a restriction on the number of entries in order to keep the Olympic Games within a *manageable* number.

Here's a salute to each and everyone of the 10,000,000 athletes within whom burned a desire to make the team when active preparations for Munich actually began at least four years ago. The strength of the USA team in the Games of the XXth Olympiad will be reflected in the quality of the total body of athletes who started out in 1968 when the Olympic flame was extinguished high atop the Olympic Stadium in Mexico City as 6,000 athletes danced and pranced around the magnificent track in the most thrilling Closing Ceremonies ever witnessed by 80,000 persons in the stands and by more than 150,000,000 watching on television throughout the world.

Buy the Gillette TRAC II two bladed razor and we'll send \$1 to the U.S. Olympic team in your name.



To shave you close, we put in our finest blade.
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\$1.00 in your name when you buy one.
The Gillette Trac II™ two bladed razor.
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Gentlemen: Please send \$1.00 in my name
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Send this certificate along with the words TRAC II from the top
of the razor package. Offer void after October 31, 1972, and
limited to one per household. Send certificate and proof of
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\$1

PROOF OF PURCHASE REQUIRED.

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You are watching the selection of America's 1972 Olympians

Check your wallet or purse.

The Olympic Trial event you are attending is but one of the many "trials" our young athletes undergo to reach U.S. Olympian status.

Squad members selected today will go on for further training, staging and equipping. Then the entire Team is off to Munich, Germany to represent America in the 1972 Olympic Summer Games!

The financial requirements are Olympic-size. And there is no Government subsidy (nor is it sought). Traditionally, Olympic funds have been raised through the voluntary contributions of individual Americans and participating American business firms. This way, everyone can be a part of our Olympic effort.

Now, about your wallet or purse. It's not too late to reach in and send your contribution to the 1972 Olympic Fund. Just fill out the form below and mail with your check.

You will note that we have a variety of attractive awards to acknowledge your participation. Additionally, you will have the satisfaction of knowing that you *personally* helped the 1972 U.S. Olympic Team.



The United States Olympic Committee
Olympic House
57 Park Avenue
New York, New York 10016

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR CONTRIBUTION

Contributor Awards for Olympic Donations. Check your selection in the appropriate box.



(sticker)

For single contribution of **\$1.00**
 Colorful pressure-sensitive vinyl sticker in red, white and blue.

(pin)



For single contribution of **\$2.00**
 Red white and blue enameled pin.



(cloth emblem)

For single contribution of **\$5.00**
 Embroidered cloth emblem in Olympic colors.

OR

The five-ring International Olympic symbol as a man's tie-tac or woman's pin.
Please specify Silver plate
 Gold plate



(tie-tac/pin)

For single contribution of **\$10.00**
 Handsome Olympic wall plaque in black and gold

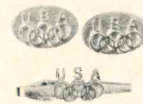
OR

Woman's charm bracelet with three commemorative charms representing the United States Olympic Committee and the symbols of the 1972 Winter and Summer Games. Please specify Rhodium silver
 Hamilton gold



(plaque)

(bracelet)



(tie-bar/cuff-links)

For single contribution of **\$25.00**
 Gold-plated men's tie-bar and cuff link set with USA and International five-ring symbol. Please check here if a woman's pin is to be substituted for the tie-bar.

For single contribution of _____
 Attractive awards for contributions of larger amounts are also available and will be appropriately acknowledged by the Olympic Committee.

UNITED STATES OLYMPIC COMMITTEE
Box OP
57 Park Avenue
New York, New York 10016

Gentlemen: I am happy to join with other Americans in support of our Olympic Team for the 1972 Games. A check in the amount \$..... is enclosed and I have marked my choice of contributor award.

Please print clearly

Name

Address

City..... State..... Zip.....

Please make check payable to: U.S. Olympic Committee

ALL DONATIONS ARE DEDUCTIBLE FOR INCOME TAX PURPOSES

SPONSORED

MOST AMBITIOUS FUND RAISING EFFORT EVER

BY COL. F. DON MILLER, USA (Ret.) Director of Fund Raising, U.S. Olympic Committee



HON. RALPH METCALFE, chairman of the State of Illinois Fund Raising Chairman and a Member of the U.S. House of Representatives receives a large contribution from interested Illinois Olympians including Willye White (second from left), a member of four Olympic teams and Adolph Kiefer (third from right) 1936 Olympic backstroke champion.

MICKEY ROONEY, motion picture star, presents his entry fee check to President Clifford H. Buck for the U.S. Golf Classic in Miami.

We are reaching the climax of the most ambitious fund raising four-year program in the history of the United States Olympic Committee. A goal of \$10,000,000 was established three years ago to meet the needs of the Olympic effort in this country on behalf of more than 10,000,000 athletes with aspirations of making the 1971 team for the Pan-American Games and the U.S. Olympic teams for the 1972 Winter Games and the Games of the XXth Olympiad this summer.

This goal was set with a full realization that it was more than double the requirements of the U.S. Olympic Committee in any previous four-year period. But our horizons have broadened and we now conduct a continuous program to develop and "polish" the finest amateur athletes in the United States.

BOARD OF DIRECTORS

U.S.O.C. Fund Raising Committee

John B. Kelly, Jr., Philadelphia, Pa.
John Knox, Point Lookout, Mo.
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Ralph Sheffer, New York, N.Y.



That's why we needed to expand and intensify our fund raising efforts.

For the first time the overall fund raising effort was guided by a national chairman, William E. Simon, a partner in Salomon Brothers, a nation-wide investment firm.

The citizens of the United States have always been generous in their contributions to help fund the Olympic effort in our country. We are proud that our team may be the last team among 130 nations financed entirely by public subscription from its citizens and a number of interested corporations desiring to be closely identified with the Olympic effort.

The moneys that have been raised cover more than clothing, housing, feeding, transporting and training the members of the Pan-American and Olympic Teams. Yes, we have been helping the national sports federations with their programs to help develop a larger cadre of national-world class athletes for the important world competitions, including the Olympic Games.

Julian K. Roosevelt, Treasurer of the U.S. Olympic Committee and himself a gold medalist in yachting in 1952, recently observed, "The stature of the



WILLIAM E. SIMON

National Fund Raising Chairman

A partner in the investment banking firm of Salomon Brothers, he is married to the former Carol Girard and they have seven children. Mr. Simon is a graduate of Newark Academy and Lafayette College. Currently he serves as the vice president of the Municipal Bond Club of New York, is also vice president and member of the Executive Committee of the Investment Bankers Association of America, and serves on the Special Advisory Board of Federal and National Mortgage Association and the Special Advisory Liaison Committee of the Department of Housing and Urban Development, Washington, D.C. He is president of the Association of Primary Dealers in the United States.

AT THE OPENING NIGHT PERFORMANCE of the Mexico Olympics film in Washington, D.C., "first nighters" at the USOC Benefit included Francine Fox, Olympic Canoeing '64 and '68, Secretary of State William Rogers, and Veronica Smith, Olympic Fencing '68.



United States is judged in part on its athletic prowess. If we are vitally interested in promoting the stature of the United States, world-wide, and I sincerely believe that we are, one of the best ways is through the Olympic Games.

"For many years the U.S.A. has been judged internationally on its economic ability, its military power, and its success in athletics. Based on personal experience, I realize how important athletics can be in the assessment of nation's strengths."

Mr. Simon, the chairman of the fund raising effort is equally as enthusiastic about the place of athletics in our modern society. He maintains, "The need for emphasis in our sports, physical fitness and discipline of mind and body are obvious. Sports are *the* American way of life."

Among the several approaches used in raising funds to support the team are these:

*Solicitation of funds by both the American Broadcasting Company and the National Broadcasting Company by offering attractive patches celebrating the Games of the XXth Olympiad and the XIth Olympic Winter Games, respectively.

*A new series of awards for all those making contributions through the area chairmen, the special chairmen, or direct to Olympic House. Many of these awards are pictured on the opposite page and will be available until the end of the year.

*Corporate participation by a number of the nation's outstanding companies eager to be identified with the U.S. Olympic effort. Many of these contributors have set up distinctive promotion efforts in connection with their identification with the U.S.O.C.

*The U.S. Olympic Invitation Track and Field Meet in New York has been conducted successfully for the last four years and is now a fixture on the indoor track circuit.

*In March we had the first annual U.S. Olympic Amateur Golf Tournament at Disney World, near Orlando, Fla. This could become an annual tournament of major proportions and contribute heavily to the overall fund-raising effort.

*Also in March over 700 chapters of the nationwide Jaycee organization conducted an ambitious house-to-house canvass in many sections of the country seeking contributions from many interested Olympic buffs who may have not have had a previous opportunity to contribute.

*A similar program aimed at residents within a community has been developed by the nationwide Red Barn chain of restaurants. This program was organized on a "century" basis under which 100 boys and girls were chosen to make the appeal in their own community.

One of the most rewarding experiences of those of us concerned with the Olympic fund raising effort has been the continued unselfish contributions from elementary schools, high schools and civic and service groups who want to be identified with their own small group as contributing to the nation's efforts. Hardly a day goes by that we don't receive several contributions from these groups—some of whom have been participating for many years.

In the overall re-organization of the Olympic fund raising effort the major change resulted in the appointment of geographical area chairmen with complete responsibility for the fund-raising efforts there. In this way it has been possible to eliminate the duplication of effort by several groups within an area conducting separate but identical fund raising efforts without each other's knowledge.

The area chairmen have provided our National Fund Raising Committee Board of Directors with valuable advice as well as close cooperation in our efforts to reach the goal.

Too often we hear about the adverse effect of short-run economic conditions. However, with the dedicated, unselfish volunteer leaders serving in the key area chairmen posts we have been able to dispel these pessimistic predictions and we did re-double our efforts . . . the strength of our team in Munich, in part, depends on the success of our volunteers in raising the needed funds.

If you have not had an opportunity to contribute to the U.S. Olympic fund raising effort, now is the time to send in your contribution direct to the U.S. Olympic Committee, 57 Park Avenue, New York, N.Y. 10016 and you may designate which of the contributor awards you personally desire as your personal gift for supporting the U.S. Olympic team.

On to Munich!

U.S. OLYMPIC FUND RAISING COMMITTEE

AREA CHAIRMEN

WASHINGTON: The Hon. Albert D. Rosellini, Attorney, Washington Building, Seattle, Wash.

Continued on page 56

Coppertone. World's number 1 suntan product.



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Florida's Walt Disney World.

WHAT'S YOUR OLYMPIC "I.Q."?

To prepare yourself for watching the Olympic Games at Munich here is a short quiz to brush up on Olympiana, Olympic Champions, and Memorable Moments in Olympic History.

Give yourself two points for each correct answer. If you score 89-100 you are an Olympic Champion; 60-78 an Olympic silver medalist; 40-58 an Olympic bronze medalist. Under 40, continue in training and try for a place on the 1976 team.

TRUE AND FALSE

1. T F The Olympic motto Citius, Altius, Fortius means swifter, higher, stronger.
2. T F The USA won as many medals in the 1968 swimming competition as all of the other nations combined.
3. T F The ancient Olympic Games were founded in the year 1 A.D.
4. T F The Olympic Games are open to all amateur athletes of all nations.
5. T F There are 21 different sports for men and women on the program for the Games of the XXth Olympiad in Munich.
6. T F The 1976 Olympic Games will be held in Moscow.
7. T F Ray Ewry, USA, won eight gold medals in track and field.
8. T F In 1924, Paavo Nurmi won two Olympic gold medals within 75 minutes.
9. T F Emperor Nero of Rome was the winner of the greatest number of gold medals in a single Ancient Olympic Games.
10. T F The USA has never lost the pole vault in the Olympic Games.
11. T F The USA has never won a medal in Olympic cycling.
12. T F Heavyweight boxing champions Floyd Patterson, Ingemar Johansson, Cassius Clay and Joe Frazier were Olympic boxing champions.
13. T F Jesse Owens won five gold medals in the 1936 Olympic Games.
14. T F Fanny Blankers-Koen, The Netherlands, won four gold medals in track and field in the 1948 Olympic Games.
15. T F The gold medals awarded to Olympic champions are 14 K gold.

MATCH UPS

In this section of the test, match up the names 16-35 with the statements on the right.

- | | |
|--|---|
| <ol style="list-style-type: none"> 16. Horace Ashenfelter 17. Dawn Fraser 18. Cassius Clay 19. Deszo Gyarmarti 20. Emil Zatopek 21. Henry Iba 22. Bill Wheatley 23. Tommy Kono 24. Babe Didrikson 25. Luigi Beccali 26. Billy Mills 27. Murray Rose 28. Olga Fikotova 29. Bill Toomey 30. Johnny Weissmuller 31. Coroebus 32. Father Didon 33. Alexei Medved 34. John Davis 35. Vera Caslavska | <ol style="list-style-type: none"> A. Oldest Olympic decathlon champion B. Winner of four gold medals, men's swimming C. The first recorded victor in the Ancient Olympic Games D. All-Around women's gymnastics gold medalist, 1968 E. Captain of the first USA Olympic basketball team F. Originator of the Olympic motto: Citius, Altius, Fortius G. Winner of two gold, one silver in women's track and field, 1932 H. USA, light heavyweight boxing champion, 1956 I. Olympic women's discus throw champion, 1956 J. Member of five Hungarian Olympic water polo teams K. USA steeplechase victor, 1952 L. Winner of three gold medals, track and field, 1952, Czechoslovakia M. Australia, winner of the women's 100 meters freestyle three times N. Winner of heavyweight weightlifting titles 1948, 1952 O. Winner of two gold medals in weightlifting P. Three-time coach of USA basketball team Q. Winner of the Olympic 1,500 meters at Los Angeles R. Heavyweight wrestling champion, 1968 S. Winner of 10,000 meters, 1964 T. Swimming and water polo medals, 1924 |
|--|---|

MULTIPLE CHOICE

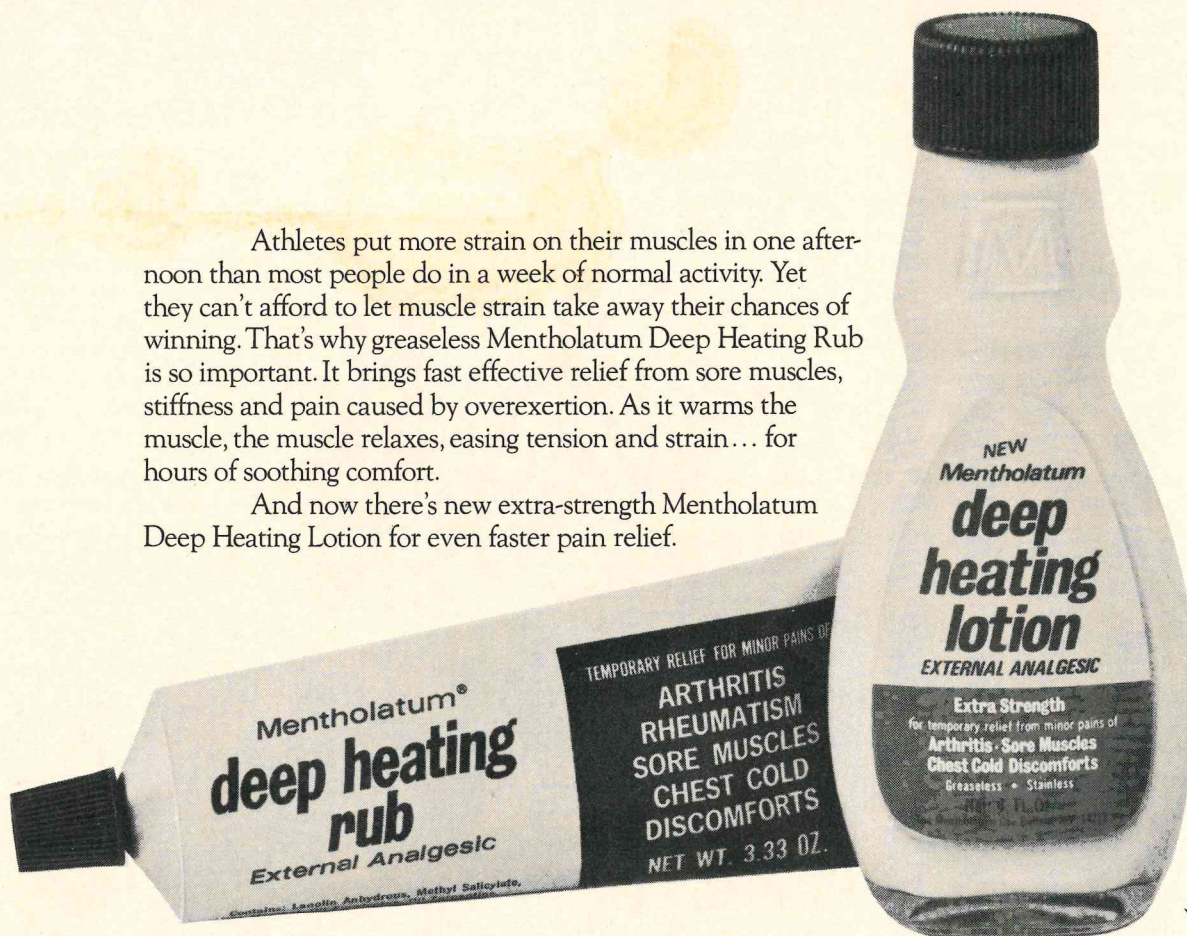
36. The Olympic Games were founded by:
 - (a) Avery Brundage
 - (b) Pierre de Coubertin
 - (c) Emperor Nero
37. Deborah Meyer, USA, won how

- many gold medals in swimming in 1968?
 - (a) 3
 - (b) none
 - (c) two
38. How many times did Bob Mathias win the Olympic decathlon title?
 - (a) one
 - (b) two
 - (c) three
39. Which of the following never played on the USA Olympic basketball team?
 - (a) Bill Russell
 - (b) Oscar Robertson
 - (c) Willis Reed
40. Which father-and-son combination won gold medals in the Olympic Games?
 - (a) Paul and Hillary Smart
 - (b) John B. Kelly, Sr. and John B. Kelly, Jr.
 - (c) Glenn and Bill Hardin
41. Which athlete won gold medals in different events in two separate Olympic Summer Games?
 - (a) Harrison Dillard
 - (b) Edward Eagan
 - (c) Babe Didrikson
42. Henry Wittenberg, USA, was an Olympic Champion in which sport?
 - (a) Boxing
 - (b) Canoeing
 - (c) Wrestling
43. The Modern Pentathlon Events consists of how many sports?
 - (a) Five
 - (b) Ten
 - (c) Eight
44. Which nation has won the most gold medals in men's field hockey?
 - (a) India
 - (b) Pakistan
 - (c) Great Britain
45. How many circles are there in the Olympic Flag?
 - (a) Five
 - (b) Three
 - (c) Seven
46. Who is the only man to have won the Olympic marathon run twice?
 - (a) Juan Carlos Zabala
 - (b) Abebe Bikila
 - (c) John Hayes
47. How many National Olympic Committees are recognized by the International Olympic Committee?
 - (a) 95
 - (b) 35
 - (c) 130
48. The winner of the first gold medal in the Modern Olympic Games was:
 - (a) Spiridon Louis
 - (b) John B. Connolly
 - (c) Ray Ewry
49. Don Schollander won how many gold medals in swimming at Tokyo, 1964:
 - (a) none
 - (b) one
 - (c) four
50. The only man to win the singles sculling events three times was:
 - (a) John B. Kelly, Jr.
 - (b) Alberto Dimiddi
 - (c) Vyacheslav Ivanov

THE BODY MENDERS

Athletes put more strain on their muscles in one afternoon than most people do in a week of normal activity. Yet they can't afford to let muscle strain take away their chances of winning. That's why greaseless Mentholatum Deep Heating Rub is so important. It brings fast effective relief from sore muscles, stiffness and pain caused by overexertion. As it warms the muscle, the muscle relaxes, easing tension and strain... for hours of soothing comfort.

And now there's new extra-strength Mentholatum Deep Heating Lotion for even faster pain relief.



Selected for use by the U.S. Olympic Committee.



Mentholatum Deep Heating—puts the heat where the hurt is!

For Billy Mills, the first few thousand miles were the hardest.

Billy Mills brought home a gold medal from the 1964 Olympics in Japan. He won the tough 10,000 meter run. But the really tough part was getting the money to get him and his teammates over to Tokyo.

It takes a lot of money to field a winning Olympic team. And there's an easy way for you to help

raise that money: buy Bank of America Travelers Cheques.

Because, every time you buy Bank of America Travelers Cheques, part of the proceeds from the sale go to the U.S. Olympic Committee. So by asking for our travelers cheques at your bank, you help equip and train our athletes. Help them get to the Olympics. Help them win when they get there.

And it doesn't cost you anything extra.

We think everybody should

back our Olympic team. And if you buy that, you'll buy Bank of America Travelers Cheques. They're sold at leading banks everywhere.



They don't cost any more.
They just do a lot more.



WILLKOMMEN ZU MUNCHEN

from Amsterdam to Mexico—
a great sportswriter reflects and enthuses

As President of the United States and honorary president of the U.S. Olympic Committee, Richard M. Nixon wished the winter sports team "Godspeed and good fortune" when it set off for Sapporo and surely he will do the same for the U.S. Olympic team when it flies to Munich.

He also had some comments on the purposes of the Olympics which Baron Pierre de Coubertin revived 76 years ago.

"He had no grand illusion about the importance of breaking records and winning medals," said President Nixon. "Rather, he had a vision in which the peoples of the world, through their common admiration of athletic excellence and a shared value for the competitive ethic, would transcend cultural and political differences and join in a cherished moment of international amity."

Ah, amity! At least, the President cited it as a spin-off from the competition, and not an end in itself. As one who covered all the Olympics from 1928 to 1964 for the Herald Tribune and served the Mexican Organizing Committee as foreign press supervisor, I applaud Whittier's former bench-warmer for putting first things first. A gaggle of writers down through the

BY JESSE ABRAMSON

years started from the premise that the games were organized to promote peace or good will. So they gleefully cited all the controversies and squabbles—tragic, violent, ludicrous, trivial or otherwise—which punctuate each quadrennial celebration and demanded an end to the Olympics.

These critics, almost none of whom attend the Olympic Games, should have done their homework. The little French baron may not have believed with Vince Lombardi that winning is everything but he advocated the "competitive ethic." "Sport," he wrote, "presupposes combat and an ardent desire for victory . . . and moral exhilaration." And he was not alarmed by controversy. "Peace," he wrote "is not the major aim of the Olympic Games but is the product of a better world . . . brought about by better individuals . . . developed by the stress and strain of fierce competition." In response to the editorial outcry following the bitterness (mainly between Irish-Americans and English) engendered in the 1908 London games, the Baron said, "Heaven preserve us from a society in which there are no excesses and where any expression of impassioned feeling must be kept imprisoned within the narrow

confines of convention . . . I thrill to the realization that this sort of wrestling is great sport."

I always covered the Olympic Games as an athletic festival not a peace convention, the biggest and most colorful sports spectacle on earth. I covered the games as I did world heavyweight championships, Army-Navy football games, World Series or whatever, certainly not overlooking the fringe incidents but, I trust, not blowing them out of all proportion. I accept the fact that the world's troubles—revolutions, hostilities, passions—impinge on the games but the games never caused any of them.

Anyway, skipping lightly and quadrennially, this is one observer's Olympic argosy from Amsterdam to Mexico. Rather, it started vicariously at Paris in 1924. Grantland Rice was covering the games for the newly merged Herald Tribune and I was covering school sports and reading copy. In the latter capacity, I had the re-write assignment to decode Rice's dispatches which were in cable-ese, then a common practice to save toll charges.

I had a direct interest too, for Frank Hussey made the team (and won a gold medal in the 400-meter relay) and Hussey was just out of Stuyvesant H.S. (my

In the 1952 Games at Helsinki, the author witnessed a great personal thrill when Lindy Remigino (fourth from left, below), whose virtues Abramson extolled months before, shot off the blocks and came home a gold medalist in the 100 meter dash.



own school) as the greatest sprinter who ever came off the sidewalks of New York. I learned from Grantland Rice that no one can cover all of the Olympics; a reporter selected the day's top event—all of track and field, some swimming, the rowing finals, the basketball or boxing finals—depending, of course, what would most interest his country, his city, his readers. Leave the mathematics, the unofficial point scores, the summary of the lesser events to the wire services; give each day's drama your best shot. In 1928 I succeeded Grantland Rice as the Herald Tribune's Olympic correspondent—and you can't hardly do better than that, if you are a sports writer.

AMSTERDAM, 1928—The *President Roosevelt* not only transported the Olympic team but, owing to limited hotel facilities, served as its floating hotel anchored in the River IJ. I was quartered in the steerage and glad to be aboard, sir. Bill Alexander, Georgia Tech's football coach, brought along a keg of Southern corn, and down there in the hold were Jake Weber, Eddie Farrell, Wilbur Hutsell, Tom Keane and so many others whose track experiences went back to the turn of the century and earlier. Their Olympic anecdotes provided invaluable background.

The floating hotel was not a happy arrangement. Maybe that was as good a reason as any why the U.S. trackmen had their worst-ever Olympics—eight firsts, only one solo victory on the track by Ray Barbuti in the 400 meters. Only in America would eight firsts be accepted with groans of dismay, heightened by dispatches that Americans were eating themselves into defeat. I got my first taste of Olympic politics and controversy. Luckily—speaking as a reporter—I was caught in the crush when the gate was locked for the opening ceremonies to safeguard the entry of the royal family. The French, barred from entering, threatened to go home; the Finns, less sensitive or more enterprising, merely scaled the walls.

I had moved ashore into a pension where I had a room with six beds, a fact which became known to athletes. I had a lot of overnight guests who missed the last boat out to the *President Roosevelt*—Weems Baskin (who had barely missed making the team but who was sent to the games by the New York A.C.), Bob McAllister, Charley Borah, Bud Spencer, Barbuti and many

The author was also on hand to see Joe Frazier win the heavyweight boxing gold at the 1964 Games in Tokyo, Japan.

more. As guests of the Herald Tribune, the entire track team went to the Palladium in London after the post-Olympic meet with the British Empire, and as an MVP reward Barbuti also received an overnight trip to Paris before we caught the boat train to Calais for the voyage home.

Acts of sportsmanship get minor attention compared to controversial incidents. Hermon Phillips, for instance. He drew the inside lane for the 400 final, Barbuti an outside lane. Being a racer rather than a clock runner, Barbuti, as our best bet, would benefit more from an inside lane where he could see his rivals strung out ahead of him in the staggered start. Phillips traded lanes with Barbuti, and Barbuti saved the gold medal with a plunging dive that beat Canada's Jimmy Ball by inches.

LOS ANGELES, 1932—On home soil, magnificent facilities, gorgeous California weather, a giant step forward from the make-do operation of the economically distressed Dutch. The worldwide depression cut down on entries, but it was a record-shattering fortnight nevertheless. It was, of course, an American show, the greatest up to then, and the U.S. bent over backwards to be proper hosts. I thought we were being over-generous when Finland's record-holding Lauri Lehtinen blatantly fouled Oregonian Ralph Hill, a virtual unknown, in the 5000 meters by zig-zagging down the stretch, balking Hill's bids inside and outside. Hill, who deserved to win it, was as stunning a surprise as Billy Mills was 32 years later in the 10,000. When fans booed the Finn and the announcement of the result that there would be no disqualifi-

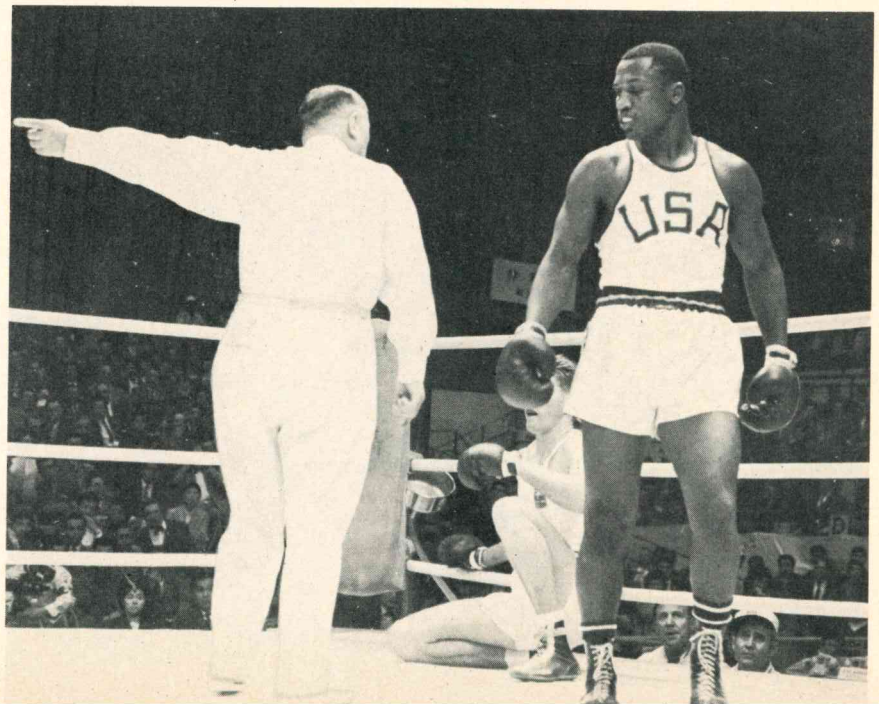
cation, Bill Henry pleaded on the loud speaker, "Remember, these people are our guests," and the boos died.

Paavo Nurmi, who had won a bushel of gold medals in the three previous Olympics, was barred on the eve of the games on charges of professionalism brought by Germany. This fact seems to have eluded a Los Angeles columnist who wrote how unique it was for the I.O.C. to bar Karl Schranz on the eve of the Sapporo schussing. Also, the Los Angeles organizers refused to accept an entry from Japan's puppet state of Manchukuo, wrested from China, which triggered a token grateful entry (1) from China. The China question has remained in the Olympics.

BERLIN, 1936—Anti-Nazi feelings almost (half a vote) prevented the U.S. from entering teams in the sports governed by the AAU. If we had by-passed Berlin, there would have been no Jesse Owens Story. As it is, the myth of Jesse being snubbed by Hitler is less important than the fact that the IOC was just about the only agency in that time to tell Hitler what he could and couldn't do.

When Hitler, on the first day of competition, greeted two German winners, and then went off to another appointment before the high jump—won by Cornelius Johnson—was decided, the IOC bluntly informed Hitler that he could publicly greet winners only if he stayed around and greeted all of them. His schedule wouldn't permit it; he obeyed the IOC dictum and thus saluted no more winners publicly.

Thus, he did not salute Owens when he won the first of his four gold medals, and Bill Stern started another myth: "Hitler Snubs Jesse Owens," and all the others whom Goebbels, thinking to



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deride the U.S. effort, dubbed the "Black Auxiliaries." The U.S. press never missed a chance to remind Goebbels that the black Americans were having a ball in winning six events and comprising half the winning 400-meter relay. Jesse Owens is remembered for his great track achievements—and Hitler had nothing to do with that.

LONDON, 1948—The games in war-torn London, plagued by rain, Germany and Japan barred, were a tribute to British pluck and determination. Baron de Coubertin was right; you didn't have to win to share the Olympic spirit, as the English proved. They didn't beef when a reversal invalidated the disqualification of the U.S. 400-meter relay, taking away the only gold medal the British had *seemingly* won. In London, you could see Harrison Dillard win the "wrong" Olympic title, at 100 meters on the flat, and then sprint to Wembley pool nearby to catch Walter Ris winning the 100-meter free style, thus observing the fastest humans on land and in water within minutes. Fried plaice and Brussels sprouts—austerity and all, London was smashing.

HELSINKI, 1952—The Soviet Union joined, and Germany and Japan rejoined, the Olympic family. The Russian presence in Helsinki, demanding separate but equal quarters apart from the official Olympic village, made things difficult, but the Finns demonstrated the Olympic spirit. The Helsinki games con-

vinced one that the Olympics were best in a city of modest size compared to such metropolises as London, Tokyo, Los Angeles or Mexico. The rain-drenched opening ceremonies, the blond in filmy white drapery jumping out of the stands to race around the track (religious paranoia, said a doctor); Horace Ashenfelter the F.B.I. man running down the favored Red rival in the steep-lechase; Emil Zatopek with his grimaces and contortions, racing to his unprecedented triple in the 5 and 10 and marathon; Lindy Remigino, who never won a national title, taking the biggest title of all in a photo-confirmed 100. Four months earlier George Eastment, his Manhattan coach, asked me to put a piece in the paper extolling Lindy's prospects to lift his drooping spirits. How come Lindy never offered *me* a piece of that gold medal? First indication in Helsinki how important many considered the confrontation with the USSR in sports; we won men's track, 14 to their 0; 40 firsts overall to their 22, with a windfall of swimming and boxing gold on the final day when the Russian press abruptly dropped their headlines on the medal count and point scores. Papa Boiteux jumping fully clothed into the pool to embrace his Gallic son the moment the 400-meter race was over.

MELBOURNE, 1956—Whoever conceived the black-gloved protest by U.S. Negroes 12 years later probably did not know that in Melbourne Hungarians

wore black armbands in mourning for the 1956 revolt that failed. Nothing, though, overshadows the competition. Tom Courtney's second effort in the final agonizing meters, after he had taken the lead and lost it, to edge Derek Johnson in the 800 and then pass out cold for two hours. Ron Delany's charge from last place on the last lap of the 1500. A modern-high of 15 firsts by our trackmen. "Doesn't the band know any other tune?" asked Chaim Glovinsky, Israel's team leader, standing for another rendition of the Star Spangled Banner. Yale's eight-oared crew, first to survive a repechage heat and take the Olympic gold. Paul Anderson nailing down the heavyweight lifting crown at 3 a.m. Men and women with babies in arms queuing up all night to get standing room in the stadium to watch nine hours of track. Vladimir Kuts winning the 5 and 10.

ROME, 1960—Old ruins and lottery-financed glistening new stadia. Cassius Clay in his first contacts with an entranced press. Abebe Bikila or Bikila Abebe—one wasn't sure of his name then—effortlessly striding in bare feet along the Appian Way to a torch-lighted marathon finish below the Arch of Constantine. The red shirts of Russians leaping again and again to wear John Thomas down. The end of 40 years of unbroken success by our college eights on Lake Albano. Roman youths turning all the street signs around to baffle the

Continued on page 54

Outstanding performances by United States' weight men have become almost commonplace in the Olympic Games. Two of the finest competitors that Abramson has seen—and two of the finest in history—are Al Oerter (below, left), a four-time champion in the discus throw from 1956 to 1968, and Parry O'Brien (below, right), a two-time winner in the shot put.





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Have you discovered this big, bright way to serve Del Monte Catsup? There's plenty in every "Jug Size" bottle for 50 hamburgers or dozens of french fries — or whatever your catsup-

loving family likes best. And the big, bright flavor of Del Monte Catsup makes all these favorite foods taste even better. Look for the big 32-ounce bottle at your grocers.

Sears is honored to supply the complete travel and parade wardrobes for America's 1972 Olympic athletes, as selected by the U.S. Olympic Committee and team representatives.

You'll find good fashions like these in the Men's and Women's Departments at Sears larger stores and in the catalog.



THE AMERICAN TEAM...

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THE AMERICAN STORE. WATCH ABC-TV.

SEARS, ROEBUCK AND CO.

OUTFITTING THE OLYMPIANS

BY WILLARD N. GREIM and MARION H. MILLER

Quadrennially athletes from the United States leave for the Pan American, Winter and Summer Olympic Games attired in appropriate, stylish uniforms designed for comfortable travel and leisure wear en route to and during the games. A more colorful and formal uniform for the parade of nations is also provided for wear at the Opening Ceremonies. Basic colors are customarily flag colors, the red, white and blue of a nation proud of its best men and women athletes.

Through 1968, U.S. teams were generally outfitted through the cooperation of the American garment industry with most clothing from underwear to suits, shoes and outer coats being donated by individual manufacturers. The procedure required many months of preparation and coordination on the part of the Olympic Apparel and Supplies Committee to accommodate the voluminous amount of details involved in the production needs of the industry.

SEARS OUTFITS '72 TEAMS

For the first time in U.S. Olympic Committee history a single organization has provided our Pan-American and Olympic teams with complete parade dress and travel wardrobes. Thanks to the generosity of Sears, Roebuck and Company, some 1300 athletes and team officials representing the United States in 1971 and 1972 have been assured a coordinated and fashionable appearance while traveling and on parade among the leading countries of the world.

Sears fashion designers and manufacturers coordinate their efforts with those of the U.S. Olympic Apparel Supplies and Equipment Committee, planning a year ahead to provide the most appropriate outfits for each set of games. At the time of processing, usually a period of ten days to two weeks before departure, a miniature Sears store for men and for women is set up in spacious facilities of the hotel where the teams assemble.

The company's most expert fitters and tailors are brought in to assure a perfect fitting for all team members within a 48-hour period on a shuttle schedule. When possible, "outsized"

garments are custom-made in advance if measurements are available. If not, garments are tailored on the post. All garments are refitted after alterations to assure a proper fit for "mini-size" athletes as well as the "super-size" members of the team.

APPAREL FOR MUNICH

The following items have been selected by the Apparel Committee to be worn by the U.S. Summer Games team at Munich.

MEN'S TRAVEL

Jacket - Navy blue double knit
Slacks - 1/Navy; 1/white striped
Shirt - White knit dress
Sportshirts - 1/White; 1/navy
Tie - Blue with torch design
Shoes-Black & white loafers
Hose - 1/White, 1/navy
Raincoat - Navy blue

WOMEN'S TRAVEL

Blazer - Navy double knit
Slacks - 1/White; 1/navy
Shirt - Red and white check
Shirt - Red knit pull-over
Shoes - White patent sandals
Belt - White web, Olympic buckle
Raincoat - Red canvas

Accessories: Suitcase, Carry-on Bag, Gillette razor, Tooth brush, Rise shaving cream, Tooth paste, Faberge lotion, Ivory soap, Mexsana body powder, Arrid spray, Chap-stick, Coppertone lotion, Plenamins, Kodak Instamatic X-30, Brylcreem, Desenex, Medi-Quik and other items are included.

MEN'S PARADE

Jacket - White double knit
Slacks - Red double knit
Belt - Olympic buckle
Shirt - Blue dress
Tie - Red, white and blue
Shoes - White half-boot
Socks - White
Rainhat - White, striped band

WOMEN'S PARADE

Blazer - Red double knit



Travel uniforms (above) feature navy double knit polyester jacket with red piping, white knit slacks with navy stripes, white shirt, with blue torch design tie and two-tone black and white loafers for men. Women will wear a navy polyester knit blazer, white knit slacks with Olympic design belt, red and white check knit shirt and white patent sandals.

Parade outfits (below) to be worn in the Opening Day Ceremonies at Munich feature double knit polyester white jackets with red piping, red knit slacks, blue shirt, striped tie and white half-boots for men. A red knit blazer with white piping, white knit pleated skirt, navy patent hand bag, blue and white polka-dot shirt and navy patent wedge shoes for women.



Skirt - White knit, pleated
Belt - White leather
Shirt - Navy & white, polka-dot
Bag - Navy, shoulder strap
Shoes- Navy patent wedges
Hose - Natural Color
Rainhat - Navy & white

ALL SIZES AND SHAPES

Because of the early production required and the usual last minute selection of team personnel for the games by most sports committees, the sizing of most apparel must be done on an estimated scale based on past experience. This can be a deceptive procedure as our teams vary in sizes and shapes from 100 lb. boxers to heavyweight 300 lb. boxers, wrestlers or weightlifters; or 5'0" gymnasts to 7'2" basketball players. Shoe sizes may run from 5 to 18; jackets from 32 to 54. A variety of size ranges also are involved for the women's apparel. For this reason, allowances up to 20% or more must be made in all clothing estimates to provide an inventory for everyone at the time of fitting.

Interesting also is a noticeable trend that Olympic athletes in some sports are growing larger and taller as revealed by the apparel sizes recorded for recent Olympic Games. While not evident in all sports, the growth has been particularly noticeable in some teams including men's swimming, rowing, water polo, basketball and men's track and field. More large and extra large sizes are required today than for previous teams.

Reasons advanced for the increase in stature of today's athletes include "better diets", "better health stand-

ards", "scope of physical education for physical fitness", "use of vitamins" and "greater competition to reach the top".

VALUE OF UNIFORMS

The value of the contributed uniforms, suitcases, etc. for all teams for the Pan American and Olympic Games is estimated at nearly one-half million dollars. Many additional accessory items are also contributed by other suppliers.

All administrative personnel, including team managers, coaches, boatmen, armorers, doctors, veterinarians and trainers are completely outfitted along with the athletes of all teams. The Pan-American and Olympic Summer Games teams total approximately 550 each. The Olympic Winter Games teams average up to 200 persons.

TEAM PROCESSING

A processing center for each set of games is set up at the point of embarkation. A very tight schedule of 48 hours is maintained for fitting and making any necessary alterations by tailors from the stock of uniforms on hand. The entire team personnel is fitted and refitted within a ten-day period before departure to the site of the games.

Travel uniforms are issued to be worn en route while parade outfits are not actually given out until the team arrives at the site of the games as insurance against loss or damage.

A battery of eight to ten tailors is required to make the alterations required on such short time schedules.

In 1948, time was at such a premium

that fittings and alterations were done aboard the S.S. American (in Hatch No. 3) while en route to London. In 1963, when a tailoring firm went out of business in Miami just prior to the Pan-Am Games, tailors were brought in from Chicago and with the help of local volunteers, including high school sewing classes, all fittings were completed in time to make the charter planes to Sao Paulo, Brazil.

COMPETITIVE UNIFORMS

Last but not least is the tremendous amount of logistics involved in getting all teams outfitted with athletic uniforms, supplies and equipment for training sessions and competition for the Games. For maximum performance each athlete must have a proper fit of competitive garments, shoes, warm-up suits, T-shirts, sweat socks, rain gear and implements of their sport.

As in the case of dress uniforms, sizes of the athletes selected are seldom known until a few days before processing, making it imperative to manufacture athletic uniforms several weeks in advance on an estimated size basis.

Members of various teams differ greatly in size, weight and height, presenting the same logistic problems as for the leisure and parade outfits but all garments must be ready for them to wear by the opening day of the games.

An athlete cannot put forth his or her best effort wearing ill fitting or badly styled uniforms. Teams representing the United States are entitled to the best equipment made and they usually get it—thanks to you, the public who support them!

WILLKOMMEN ZU MUNCHEN

tourists. The tourist rebuttal of asking Italians for directions, then leaving them in uproarious argument over the correct answer. Art Buchwald liked that game. Herb Elliott's incredible runaway to a world record 1500. *Aida* in the Baths of Caracalla. The current Deputy Police Commissioner of New York, then a N.Y. Times correspondent, Bob Daley, enraged by a traffic jam.

TOKYO, 1964—The kamikaze taxi drivers who wouldn't take a tip. Al Oerter, hemorrhaging from a torn rib cage, doing the usual—his third of four discus gold medals, always as a non-favorite. The weaving final lap of Billy Mills in the 10,000. ("Did I worry about Billy Mills?" repeated Ron Clarke, the greatest distance runner who never won an Olympic title. "Hell, I never heard of him.") John Thomas' unheralded comeback that tied Valery Brumel's winning

height, though he had to settle for silver. Bob Hayes' unbeatable confidence before the 100 and his eye-popping surge from fourth to win the 400-meter relay. Joe Frazier, a substitute, breaking his hand knocking out his Russian foe in the semi-finals and winning the final on aggressiveness. Arthur Daley, no fish lover, eating raw tuna, thinking it was Kobe beef, and relishing every mouthful until he learned the truth. Don Schollander and all the U.S. mermen and mermaids becoming chief contributors, surpassing their track colleagues, to the U.S. victory harvest. The collapse of pomp and circumstance, suggested by a Chinese boy, in the joyful togetherness of all athletes in the closing ceremonies. Peter Snell's Olympics as the New Zealander became the first in 58 years to win both the 800 and 1500.

MEXICO, 1968—And 7,400 feet of altitude, with all the unnecessary concern that athletes would be collapsing by the dozens. The earth-kissing disbelief of Bob Beamon, appraised by Ralph Boston that 8.90 meters was a moon shot, well, 29 feet something. Dave Hemery's altitude-defying 400-meter hurdles romp in 48.1. Kip Keino's week—quitting the 10,000, nipped in the 5,000 and then running away from Jim Ryun who was sure the Kenyan couldn't survive that pace in the 1500. George Foreman proudly clutching the little American flag in his paw after winning the heavyweight title. The U.S. swimmers doing their thing again. And Al Oerter too, by gosh.

* * *

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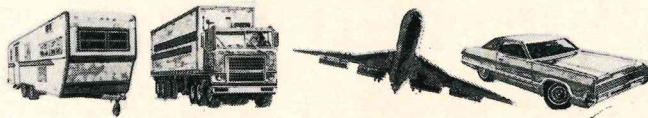
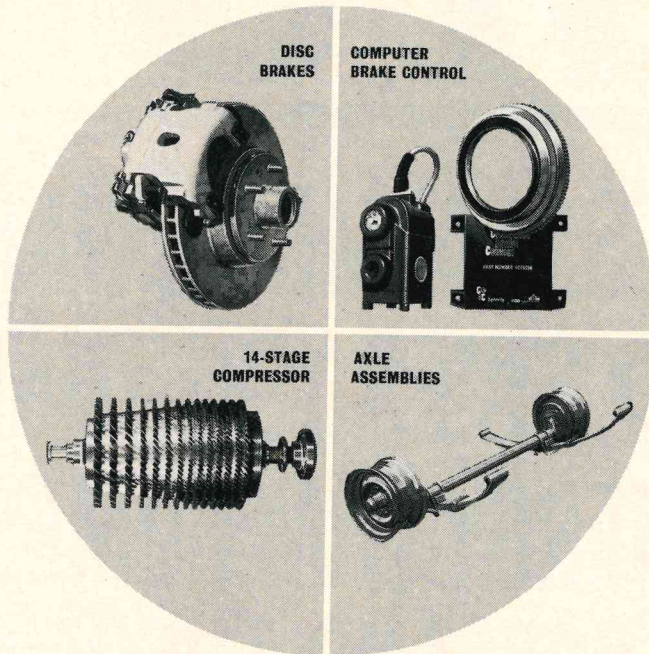
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Continued on page 59

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DRY, CHAPPED LIPS, LET 'EM HAVE IT
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comfortable one.**



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WHAT'S YOUR OLYMPIC "I.Q."
(Answers to the questions on Page 44)

True and False

1. True; 2. True, the U.S.A. won 58 out of a possible 99; 3. False, the ancient Olympic Games were founded in 776 B.C.; 4. True; 5. True. For the first time all sports on the "approved list" are incorporated in the program.

6. False. The Games will be held in Montreal; 7. True. He won three each in the standing high jump and standing long jump and two in the standing triple jump (all now discontinued) in 1900, 1904, 1908; 8. True. He won the 1,500 meters and the 5,000 meters; 9. True, according to fragmentary reports of the ancient Olympic Games; 10. True. This is only track and field event that has been won by a single nation in each of the previous 16 Olympic Games;

11. True; 12. False. Ingemar Johansson, Sweden, lost to the late Ed. Sanders, USA, in the heavyweight finals, 1952. However, all four later became recognized world heavyweight professional boxing champions; 13. False. He won four; 14. True. She won the 100 meters, 200 meters, hurdles and ran on the winning Netherlands relay team. 15. False. The first place medals are actually silver gilt, according to the regulations of the International Olympic Committee.

MATCH UPS

16. Horace Ashenfelter, USA, steeplechase victor, 1952.

17. Dawn Fraser, Australia, winner of the women's 100 meters freestyle three times.

18. Cassius Clay, USA, Olympic light heavyweight boxing champion, 1960.

19. Deszo Gyarmati, member of five Hungarian Olympic water polo teams.

20. Emil Zatopek, winner of three gold medals, track and field, 1952.

21. Henry Iba, three-time coach of the USA Olympic basketball team.

22. Bill Wheatley, captain of the first USA Olympic basketball team.

23. Tommy Kono, USA, winner of two gold medals in weightlifting.

24. Babe Didrikson, USA, winner of two gold and one silver medal, track and field, 1932.

25. Luigi Beccali, Italy, winner of the 1,500 meters track and field at Los Angeles, 1932.

26. Billy Mills, USA, winner of 10,000 meters track and field, 1964.

27. Murray Rose, Australia, winner of four gold medals in Olympic Games men's swimming, 1956, 1960.

28. Olga Fikotova, Czechoslovakia, Olympic women's discus throw champion, 1956, now married to Harold Connolly, USA, 1956 hammer throw champion.

29. Bill Toomey, USA, oldest (at 29) Olympic decathlon champion.

30. Johnny Weissmuller, swimming (three gold) and water polo (one bronze) in 1924.

31. Coroebus, the first recorded victor in the ancient Olympic Games.

32. France, originator of the Olympic motto: Citius, Altius, Fortius.

33. Alexei Medved, USSR, heavyweight wrestling champion, 1968.

34. John Davis, USA, winner of heavyweight weightlifting titles, 1948, 1952.

35. Vera Caslavskaja, Czechoslovakia, all-around women's gymnastics gold medalist, 1968.

MULTIPLE CHOICE

36. (b) Pierre de Coubertin; 37. (a) 3. 200, 400, and 800 meters freestyle swimming; 38. (b) Two, 1948, 1952; 39. (c) Willis Reed who was a member of the 1963 USA basketball team in the Pan-American Games; 40. (a) Paul and Hillary Smart, yachting, Star Class.

41. (a) Harrison Dillard won the 100 meters, 1948 and the 110-meter high hurdles, 1952; 42. (c) Light Heavyweight champion, 1948; 43. (a) Running, Swimming, Shooting, Fencing, Riding; 44. (a) India has won 4, Pakistan and Great Britain 2 each; 45. (a).

46. (b) Bikila won in 1960 and 1964; 47. (c); 48. (b) Connolly won the triple jump in the opening event on the 1896 program for track and field; 49. (c) Schollander won the 100 and 400 meters freestyle swimming individual events and also swam on two winning USA relay teams; 50. (c) Ivanov was the victor 1956, 1960, 1964.

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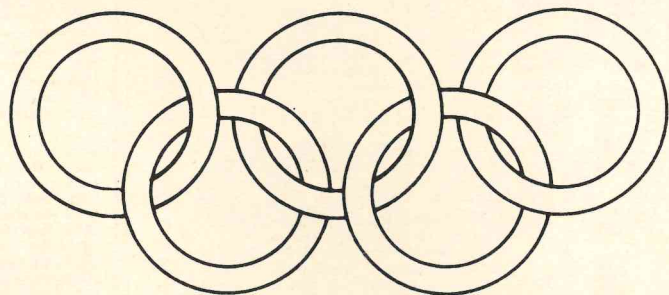
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U.S. OLYMPIC CHAMPIONS



Roster of Winners in Current Olympic Events, 1896-1968

SUMMER GAMES

ATHLETICS—MEN (TRACK AND FIELD)

100 METER DASH		Sec.
1896—Thomas E. Burke	12.0
1900—Francis W. Jarvis	10.8
1904—Archie Hahn	11.0
1912—Ralph C. Craig	10.8
1920—Charles W. Paddock	10.8
1932—Eddie Tolan	10.3
1936—Jesse Owens	10.3
1948—Harrison Dillard	10.3
1952—Lindy J. Remigino	10.4
1956—Bobby J. Morrow	10.5
1964—Robert L. Hayes	10.0
1968—James Hines	9.9
200 METER DASH		Sec.
1900—J. Walter Tewksbury	22.2
1904—Archie Hahn	21.6
1912—Ralph C. Craig	21.7
1920—Allan Woodring	22.0
1924—Jackson V. Scholz	21.6
1932—Eddie Tolan	21.2
1936—Jesse Owens	20.7
1948—Mel Patton	21.1
1952—Andrew W. Stanfield	20.7
1956—Bobby J. Morrow	20.6
1964—Henry Carr	20.3
1968—Tommie Smith	19.8
400 METER DASH		Sec.
1896—Thomas E. Burke	54.2
1900—Maxey W. Long	49.4
1904—Harry L. Hillman	49.2
1912—Charles D. Reidpath	49.2
1928—Ray Barbuti	47.8
1932—William Carr	46.2
1936—Archie Williams	46.5
1956—Charles L. Jenkins	46.7
1960—Otis Davis	44.9
1964—Michael D. Larrabee	45.1
1968—Lee Evans	43.8
800 METER RUN		Min.-Sec.
1904—James D. Lightbody	1:56.0
1908—Melvin W. Sheppard	1:52.8
1912—James E. Meredith	1:51.9
1936—John Woodruff	1:52.9
1948—Mal Whitfield	1:49.2
1952—Mal Whitfield	1:49.2
1956—Thomas W. Courtney	1:47.7
1,500 METER RUN		Min.-Sec.
1904—James D. Lightbody	4:05.4
1908—Melvin W. Sheppard	4:03.4
5,000 METER RUN		Min.-Sec.
1964—Robert K. Schul	13:48.8
10,000 METER RUN		Min.-Sec.
1964—William M. Mills	28:24.4*
MARATHON		Hr.-Min.-Sec.
1904—Thomas J. Hicks	3:28:53.0
1908—John J. Hayes	2:55:18.4
110 METER HURDLES		Sec.
1896—Thomas P. Curtis	17.6
1900—Alvin E. Kraenzlein	15.4
1904—Frederick W. Schule	16.0
1908—Forrest Smithson	15.0
1912—Frederick W. Kelley	15.1
1924—Daniel C. Kinsey	15.0
1932—George Saling	14.6
1936—Forrest Towns	14.2
1948—William Porter	13.9
1952—Harrison Dillard	13.7
1956—Lee Q. Calhoun	13.5
1960—Lee Q. Calhoun	13.8
1964—Hayes W. Jones	13.6
1968—Willie Davenport	13.3*
400 METER HURDLES		Sec.
1900—J. Walter Tewksbury	57.6
1904—Harry L. Hillman	53.0
1908—Charles J. Bacon	55.0
1920—Frank F. Loomis	54.0
1924—F. Morgan Taylor	52.6
1936—Glenn Hardin	52.4
1,500 METER RELAY		Min.-Sec.
1948—Roy Cochran	51.1
1952—Charles Moore	50.8
1956—Glenn A. Davis	50.1
1960—Glenn A. Davis	49.3
1964—Warren J. Cawley	49.6
3,000 METER STEEPLECHASE		Min.-Sec.
1952—Horace Ashenfelter	8:45.4
4 x 100 METER RELAY		Sec.
1920—Charles Paddock, Jackson Scholz, Morris Kirksey, Loren Murchison	42.2
1924—Louis Clarke, Francis Hussey, Loren Murchison, Alfred Leconey	42.2
1928—Frank Wycoff, James Quinn, Charles Borah, Henry Russell	41.0
1932—Robert Kiesel, Emmett Toppino, Hector Dyer, Frank Wycoff	40.0
1936—Jesse Owens, Ralph Metcalfe, Foy Draper, Frank Wycoff	40.0
1948—Norwood Ewell, Lorenzo Wright, Harrison Dillard, Mel Patton	40.3
1952—Dean Smith, Harrison Dillard, Lindy Remigino, Andrew Stanfield	40.1
1956—L.J. Murchison, L. King, W.T. Baker, Bobby J. Morrow	39.5
1964—Paul Drayton, Gerald Ashworth, Richard Stebbins, Robert Hayes	39.0
1968—Charles Greene, Mel Pender, Ronald Ray Smith, James Hines	38.2*
4 x 400 METER RELAY		Min.-Sec.
1908—William F. Hamilton, Nathan J. Cartmell, John Taylor, Melvin Sheppard	3:29.4
1912—Melvin Sheppard, Edwin F. Lindberg, James T. Meredith, Charles D. Reidpath	3:16.6
1924—C.S. Cochran, William E. Stevenson, J.O. McDonald, Allen Helfrich	3:16.0
1928—George Baird, Fred Alderman, Emerson Spencer, Ray Barbuti	3:14.2
1932—Ivan Fuqua, Edgar Ablowich, Karl Warner, William Carr	3:08.2
1948—Cliff Bourland, Art Harnden, Roy Cochran, Mal Whitfield	3:10.4
1956—C.L. Jenkins, L. Jones, J. Mashburn, T.J. Courtney	3:04.8
1960—Jack Yerman, Earl Young, Glenn Davis, Otis Davis	3:02.2
1964—Ollan Cassell, Michale Larrabee, Ullis Williams, Henry Carr	3:00.7
1968—Vincent Matthews, Ronald Freeman, Larry James, Lee Evans	2:56.1*
POLE VAULT		Height
1896—William W. Hoyt	10'9¾"
1900—Irving K. Baxter	10'9.9"
1904—Charles E. Dvorak	11'6"
1908—Albert C. Gilbert, Edward T. Cook, Jr.	12'2"
1912—Harry Babcock	12'11½"
1920—Frank K. Foss	12'5¾"
1924—Lee S. Barnes	12'11½"
1928—Sabín W. Carr	13'9¾"
1932—William Miller	14'17½"
1936—Earle Meadows	14'3¾"
1948—O. Guinn Smith	14'1¼"
1952—Robert Richards	14'11¼"
1956—Robert Richards	14'11½"
1960—Donald Bragg	15'5½"
1964—Fred M. Hansen	16'8¾"
1968—Robert Seagren	17'8½"
HIGH JUMP		Height
1896—Ellery Clark	5'11¼"
1900—Irving K. Baxter	6'2½"
1904—Samuel Jones	5'11"
1908—Harry Porter	6'3"
1912—Alma Richards	6'4"
1920—Richmond Landon	6'4¾"
1924—Harold Osborn	6'5½"
1928—Robert W. King	6'4¾"
1936—Cornelius Johnson	6'7½"
1952—Walter Davis	6'8¼"
1956—Charles E. Dumas	6'11¼"
1968—Richard Fosbury	7'4¼"

LONG JUMP

1896—Ellery Clark	20'10"
1900—Alvin Kraenzlein	23'6¾"
1904—Myer Prinstein	24'1"
1908—Frank Irons	24'6½"
1912—Albert Gutterson	24'11¼"
1924—DeHart Hubbard	24'5½"
1928—Edward Hamm	25'4¾"
1932—Edward Gordon	25'¾"
1936—Jesse Owens	26'5¾"
1948—Willie Steele	25'8"
1952—Jerome Biffle	24'10"
1956—Gregory Bell	25'8¼"
1960—Ralph Boston	26'7¾"
1968—Robert Beamon	29'2½"

TRIPLE JUMP

1896—James Connolly	45'
1900—Myer Prinstein	47'4¼"
1904—Myer Prinstein	47'

SHOT PUT

1896—Robert Garrett	39'9¾"
1900—Richard Sheldon	46'3¾"
1904—Ralph Rose	48'7"
1908—Ralph Rose	46'7½"
1912—Patrick McDonald	50'4"
1924—Clarence Houser	49'2½"
1928—John Kuck	52'11/16"
1932—Leo Sexton	52'6¾/16"
1948—Wilbur Thompson	56'2"
1952—Parry O'Brien, Jr.	57'1½"
1956—Parry O'Brien, Jr.	60'11"
1960—William Nieder	64'6¾"
1964—Dallas C. Long	66'8¼"
1968—J. Randal Matson	67'4¾"

DISCUS THROW

1896—Robert Garrett	95'7½"
1904—Martin Sheridan	128'10½"
1908—Martin Sheridan	134'2"
1924—Clarence Houser	151'5¼"
1928—Clarence Houser	155'24/64"
1932—John Anderson	162'47/64"
1936—Kenneth Carpenter	165'7½"
1952—Sim Iness	180'6½"
1956—Alfred A. Oerter	184'10½"
1960—Alfred A. Oerter	194'2"
1964—Alfred A. Oerter	200'11½"
1968—Alfred A. Oerter	212'6½"

HAMMER THROW

1900—John Flanagan	167'4"
1904—John Flanagan	168'1"
1908—John Flanagan	170'4¼"
1912—Matthew McGrath	179'7½"
1920—Patrick Ryan	173'59/64"
1924—Frederick Tootell	174'10¼"
1956—Harold Connolly	207'3½"

JAVELIN THROW

1952—Cy C. Young	242'¾"
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DECATHLON

1924—Harold Osborn	7710.77
1932—James Bausch	8462.23
(Old point system used 1912-1932)		
1936—Glenn Morris	7900.00
(Revised scoring system used 1948-1960. Current scoring table adopted in 1964.)		
1948—Robert Mathias	7139.00
1952—Robert Mathias	7887.00
1956—Milton G. Campbell	7937.00
1960—Rafer Johnson	8392.00
1968—William A. Toomey	8193.00*

ATHLETICS—WOMEN (TRACK AND FIELD)

100 METER DASH		Sec.
1928—Elizabeth Robinson	12.2
1936—Helen Stephens	11.5
1960—Wilma Rudolph	11.0*
1964—Wyomia Tyus	11.4
1968—Wyomia Tyus	11.0*
200 METER DASH		Sec.
1960—Wilma Rudolph	24.0
1964—Edith McGuire	23.0*

4 X 100 METER RELAY		Sec.
1932—United States		47.0
1936—United States		46.9
1952—United States		45.9
1960—United States		44.5
1968—Barbara Ferrell, Margaret Bailes, Mildrette Netter, Wyoming Tyus		42.8*
80 METER HURDLES		Sec.
1932—Mildred Didrikson		11.7
800 METER RUN		Min.-Sec.
1968—Madeline Manning		2:09.0
HIGH JUMP		5' 5/4"
1932—Jean Shiley		5' 5/4"
1948—Alice Coachman		5' 6 1/8"
1956—Mildred L. McDaniel		5' 9/4"
DISCUS THROW		133' 2"
1932—Lillian Copeland		133' 2"
JAVELIN THROW		143' 4"
1932—Mildred Didrikson		143' 4"

BASKETBALL	
1936—United States	1960—United States
1948—United States	1964—United States
1952—United States	1968—United States
1956—United States	

BOXING	
FLYWEIGHT	
1904—George V. Finnegan	
1920—Frank De Genaro	
1924—Fidel La Barba	
1952—Nathan Brooks	
BANTAMWEIGHT	
1904—O.L. Kirk	
1924—John J. Selds	
LIGHTWEIGHT	
1904—H.J. Spanger	
1920—Samuel Mosberg	
1968—Ronald Harris	
LIGHT WELTERWEIGHT	
1952—Charles Adkins	
WELTERWEIGHT	
1904—Albert Young	
1932—Edward Flynn	
LIGHT MIDDLEWEIGHT	
1960—Wilbert McClure	
MIDDLEWEIGHT	
1904—Charles Mayer	
1932—Carmen Barth	
1952—Floyd Patterson	
1960—Edward Crook	
LIGHT HEAVYWEIGHT	
1920—Edward Eagan	
1952—Norvel Lee	
1956—James F. Boyd	
1960—Cassius Clay	
HEAVYWEIGHT	
1904—Samuel Berger	
1952—Edward Sanders	
1956—Peter Rademacher	
1964—Joseph Frazier	
1968—George Foreman	

EQUESTRIAN SPORTS	
THREE DAY EVENT, TEAM	
1932—Lt. E.F. Thomson, Maj. H.D. Chamberlain, Capt. E.Y. Argo	5038.08 pts.
1948—Col. F.S. Henry, Lt. Col. C.H. Anderson, Col. E.F. Thomson	161.50 marks
PRIX DES NATIONS (JUMPING) INDIVIDUAL	
1968—William Steinkraus	4 pts.

GYMNASTICS—MEN	
LONG HORSE (VAULTS)	
1904—Anton Heida, George Eysler	36.00
1924—Frank Kriz	9.98
SIDE (POMMELLED) HORSE	
1904—Anton Heida	42.00
HORIZONTAL BAR	
1904—Anton Heida, E.A. Hennig	40.00
1932—Dallas Bixler	55.00
PARALLEL BARS	
1904—George Eysler	44.00
FLYING RINGS	
1904—Herman T. Glass	45.00
1932—George Gulack	56.90
ALL-AROUND	
1904—Anton Heida	161.00
TEAM	
1904—United States	

ROWING	
SINGLE SCULLS	
1920—John Kelly	7:35.0
DOUBLE SCULLS	
1920—John Kelly, Paul V. Costello	7:09.0
1924—John Kelly, Paul V. Costello	6:34.0
1928—Paul V. Costello, C. McIlvaine	6:41.4
1932—Kenneth Myers, G.W. Gilmore	7:17.4
COXSWAINLESS PAIRS	
1952—C.P. Logg, T.S. Price	8:20.7
1956—James Fifer, Duvall Hecht	7:55.4
PAIR WITH COXSWAIN	
1932—J.A. Schauers, C.M. Kieffer, E.F. Jennings	8:25.8
1956—Art Ayrault, Conn Findlay, Kurt Seiffert	8:26.1
1964—Edward Ferry, Conn Findlay, Kent Mitchell	8:21.33

COXSWAINLESS FOURS	
1960—United States	6:26.26
FOURS WITH COXSWAIN	
1948—United States	6:50.3
EIGHT-OARED SHELL	
1900—United States (Vesper B.C.)	6:09.8
1904—United States (demonstration)	
1920—United States (Navy)	6:02.6
1924—United States (Yale)	6:33.4
1928—United States (California)	6:03.2
1932—United States (California)	6:37.6
1936—United States (Washington)	6:25.4
1948—United States (California)	5:56.7
1952—United States (Navy)	6:25.9
1956—United States (Yale)	6:35.2
1964—United States (Vesper B.C.)	6:18.23

SHOOTING	
CLAY PIGEON SHOOTING—INDIVIDUAL	
1912—James Graham	96
1920—Mark Arle	95
CLAY PIGEON SHOOTING—TEAM	
1912—Charles Billings, Ralph Spotts, John Hendrickson, James Graham, Edward Gleason, Frank Hall	532
1920—Mark Arle, Frank Troeh, Frank Wright, Fred Plum, Horace Bonser, Martin McNeir	547
1924—Frank Hughes, Fred R. Etchen, John H. Noel, S.H. Sharman, William S. Silkworth	363
PISTOL SHOOTING	
RAPID FIRE, 25 METERS	
1960—William McMillan	587
PISTOL SHOOTING	
FREE PISTOL, 50 METERS	
1912—Alfred Lane	499
1932—Karl Frederick	496
1952—Huelet Benner	553
RIFLE SHOOTING	
FREE RIFLE, 300 METERS, 3 POSITIONS	
1920—Sgt. Morris Fisher, USA	996
1964—Gary Anderson	1153
1968—Gary Anderson	1157
SMALL BORE RIFLE—PRONE—50 METERS	
1948—Arthur Cook	599
SMALL BORE RIFLE—COMBINED, 3 POSITIONS	
1964—Lones W. Wigger	1164*

SWIMMING & DIVING—MEN	
100 METER FREESTYLE	
1906—Charles Daniels	1:13.4
1908—Charles Daniels	1:05.6
1912—Duke Kahanamoku	1:03.4
1920—Duke Kahanamoku	1:01.4
1924—John Weissmuller	:59.0
1928—John Weissmuller	:58.6
1948—Walter Ris	:57.3
1952—Clarke Scholes	:57.4
1964—Donald A. Schollander	:53.4
400 METER FREESTYLE	
1904—Charles Daniels	(440 yds) 6:16.2
1920—Norman Ross	5:26.8
1924—John Weissmuller	5:04.2
1932—Clarence Crabbe	4:48.4
1936—Jack Medica	4:44.5
1948—William Smith	4:41.0
1964—Donald A. Schollander	4:12.2
1968—Michael J. Burton	4:09.0*
1,500 METER FREESTYLE	
1920—Norman Ross	22:23.2
1948—James P. McLane	19:18.5
1952—Ford Konno	18:30.0
1968—Michael J. Burton	16:38.9*
100 METER BACKSTROKE	
1912—Harry Hebner	1:21.2
1920—Warren Kealoha	1:15.2
1924—Warren Kealoha	1:13.2
1928—George Kojac	1:08.2
1936—Adolph Kiefer	1:05.9
1948—Allen Stack	1:06.4
1952—Yoshinobu Oyakawa	1:05.4
200 METER BACKSTROKE	
1964—Jed R. Graef	2:10.3*
100 METER BREASTSTROKE	
1968—Donald McKenzie	1:07.7*
200 METER BREASTSTROKE	
1924—Robert Skelton	2:56.6
1948—Joseph Verdeur	2:39.3
1960—William Mulliken	2:37.4
100 METER BUTTERFLY	
1968—Douglas Russell	:55.9*
200 METER BUTTERFLY	
1956—William Yorzyk	2:19.3
1960—Michael Troy	2:12.8
1968—Carl Robie	2:08.7
200 METER INDIVIDUAL MEDLEY	
1968—Charles Hickcox	2:12.0*
400 METER INDIVIDUAL MEDLEY	
1964—Richard W. Roth	4:45.4*
1968—Charles Hickcox	4:48.4
4 X 100 FREESTYLE RELAY	
1964—United States	3:33.2
1968—United States	3:31.7*
4 X 200 FREESTYLE RELAY	
1920—United States	10:04.4
1924—United States	9:53.4
1928—United States	9:36.2
1948—United States	8:31.1
1952—United States	8:31.1
1960—United States	8:10.2
1964—United States	7:52.1*
1968—United States	7:52.3

4 X 100 METER MEDLEY RELAY		Min.-Sec.
1960—United States		4:05.4
1964—United States		3:58.4
1968—United States		3:54.9*
SPRINGBOARD DIVING		Points
1920—Louis Kuehn		675.00
1924—Albert C. White		696.40
1928—Pete Desjardins		185.04
1932—Michael Galitzen		161.38
1936—Richard Degener		163.57
1948—Bruce Harlan		163.64
1952—David Browning		205.29
1956—Robert L. Clotworthy		159.56
1960—Gary Tobian		170.00
1964—Kenneth R. Sitzberger		159.90
1968—Bernard Wrightson		170.15

PLATFORM DIVING	
1904—Dr. G. E. Sheldon	12.75
1920—Clarence Pinkston	100.67
1924—Albert C. White	97.46
1928—Pete Desjardins	98.74
1932—Harold Smith	124.80
1936—Marshall Wayne	113.58
1948—Dr. Samuel Lee	130.05
1952—Dr. Samuel Lee	156.28
1960—Robert Webster	165.56
1964—Robert Webster	148.58

SWIMMING & DIVING—WOMEN	
100 METER FREESTYLE	
1920—Ethelda Bleibtrey	1:13.6
1924—Ethel Lackle	1:12.4
1928—Albina Osipowich	1:11.0
1932—Helene Madison	1:06.8
1968—Margo Jan Henne	1:00.0
200 METER FREESTYLE	
1968—Deborah Meyer	2:10.5*
400 METER FREESTYLE	
1920—Ethelda Bleibtrey	(300-m) 4:34.0
1924—Martha Norelius	6:02.2
1928—Martha Norelius	5:26.4
1932—Helene Madison	5:28.5
1948—Ann Curtis	5:17.8
1960—S. Chris Von Saltza	4:50.6
1964—Virginia Duenkel	4:43.4
1968—Deborah Meyer	4:31.8*
800 METER FREESTYLE	
1968—Deborah Meyer	9:24.0*
100 METER BACKSTROKE	
1924—Sybil Bauer	1:23.2
1932—Eleanor Holm	1:19.4
1960—Lynn Burke	1:09.3
1964—Cathy Ferguson	1:07.7
1968—Kaye Hall	1:06.2*
200 METER BACKSTROKE	
1968—Lillian Watson	2:24.8*
100 METER BUTTERFLY	
1956—Shelley Mann	1:11.0
1960—Carolyn Schuler	1:09.5
1964—Sharon Stouder	1:04.7*
200 METER BREASTSTROKE	
1968—Sharon Wichman	2:44.4
200 METER INDIVIDUAL MEDLEY	
1968—Claudia Kolb	2:24.7*
400 METER INDIVIDUAL MEDLEY	
1964—Donna deVarona	5:18.7
1968—Claudia Kolb	5:08.5*

4 X 100 FREESTYLE RELAY	
1920—United States	5:11.6
1924—United States	4:58.8
1928—United States	4:47.6
1932—United States	4:38.0
1948—United States	4:29.2
1960—United States	4:08.9
1964—United States	4:03.8
1968—United States	4:02.5*
4 X 100 METER MEDLEY RELAY	
1960—United States	4:41.1
1964—United States	4:33.9
1968—United States	4:28.3
SPRINGBOARD DIVING	
1920—Aileen Riggan	539.90
1924—Elizabeth Becker	474.50
1928—Helen Meany	78.62
1932—Georgia Coleman	87.52
1936—Marjorie Gestring	89.27
1948—Victoria Draves	108.74
1952—Patricia McCormick	147.30
1956—Patricia McCormick	142.36
1968—Sue Gossick	150.77

PLATFORM DIVING	
1924—Caroline Smith	33.20
1928—Elizabeth Pinkston	31.60
1932—Dorothy Poynton	40.26
1936—Dorothy Poynton Hill	33.93
1948—Victoria Draves	68.87
1952—Patricia McCormick	79.37
1956—Patricia McCormick	84.85
1964—Lesley Bush	99.80

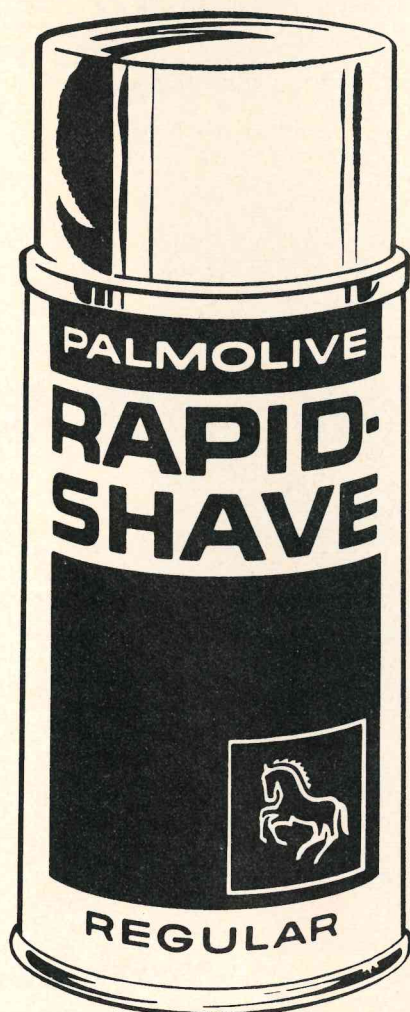
WATER POLO	
1904—United States	

WEIGHTLIFTING	
BANTAMWEIGHT	
1948—Joe N. DePietro	677.915
1956—Charles Vinci	754 1/2
1960—Charles Vinci	760
FEATHERWEIGHT	
1936—Anthony Terlazzo	688.937
1956—Isaac Berger	776 3/4
LIGHTWEIGHT	
1952—Thomas Kono	798 3/4
MIDDLEWEIGHT	
1948—Frank Spellman	859.794

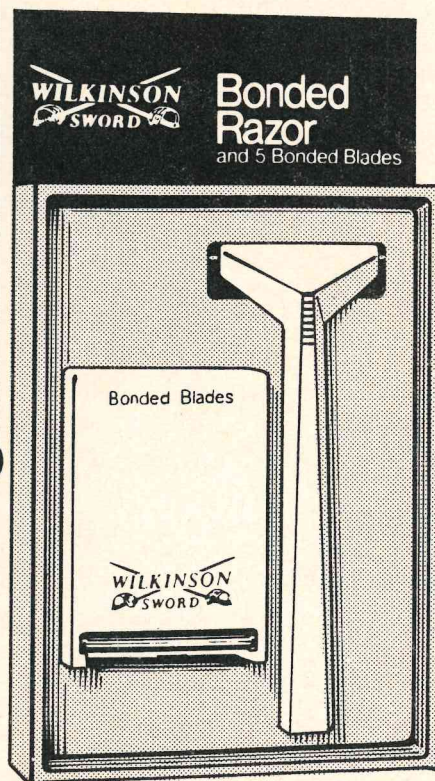
1952—Peter George	881½
LIGHT HEAVYWEIGHT	
1948—Stanley Stanczyk	920.42
1956—Tommy Kono	986¼
MIDDLE HEAVYWEIGHT	
1952—Norbert Schemansky	980¾
HEAVYWEIGHT	
1948—John Davis	997.581
1952—John Davis	1013¾
1956—Paul E. Anderson	1102
WRESTLING	
(FREE STYLE)	
FLYWEIGHT	
1904—Robert Curry	
BANTAMWEIGHT	
1904—George Mehnert	
1908—George Mehnert	
1932—Robert E. Pearce	
1960—Terrance McCann	
FEATHERWEIGHT	
1904—Isaac Niflot	
1908—George S. Dole	
1920—Charles E. Acklerly	
1924—Robin Reed	
1928—Allie Morrison	
LIGHTWEIGHT	
1904—Benjamin Bradshaw	
1924—Russell Vis	
1960—Shelby Wilson	
WELTERWEIGHT	
1904—Otto F. Roehm	
1932—Jack F. Van Bebber	
1936—Frank Lewis	
1952—William Smith	
1960—Douglas Blubaugh	
MIDDLEWEIGHT	
1904—Charles Erickson	
1948—Glen Brand	
LIGHT HEAVYWEIGHT	
1924—John Spellman	
1932—Peter J. Mehringer	
1948—Henry Wittenberg	
HEAVYWEIGHT	
1904—B. Hansen	
1924—Harry Steele	
YACHTING	
SKIPPER (YACHT NAME)	
5.5 METER CLASS	
1952—Dr. Britton Chance (Complex II)	
1960—George O'Day (Minotaur)	
STAR CLASS	
1932—Gilbert Gray (Jupiter)	
1948—Hilary Smart (Hilarius)	
1956—Herbert Williams (Kathleen)	
1968—Lowell North (North Star)	
DRAGON CLASS	
1968—George Friederichs (Williwaw)	
WINTER SPORTS	
BOBSLEDDING	
4-MAN BOB	
1928—William Fiske	Min.-Sec.
1932—William Fiske	3:20.5
1948—Edward Rimkus	7:53.68
1960—George O'Day (Minotaur)	5:20.1
2-MAN BOB	
1932—Hubert Stevens	8:14.74
1936—Ivan Brown	5:29.29
FIGURE SKATING	
MEN'S SINGLES	
1948—Richard T. Button	
1952—Richard T. Button	
1956—Hayes Alan Jenkins	
1960—David W. Jenkins	
WOMEN'S SINGLES	
1956—Tenley E. Albright	
1960—Carol Heiss	
1968—Peggy Fleming	
ICE HOCKEY	
1960—United States	(W-5 L-0)**
**Championship final round standings	
SKIING-ALPINE	
WOMEN'S GIANT SLALOM	
1952—Andrea Mead Lawrence	Time
1952—Andrea Mead Lawrence	2:06.8
WOMEN'S SLALOM	
1948—Gretchen Fraser	1:57.2
1952—Andrea Mead Lawrence	2:10.6
1972—Barbara Ann Cochran	1:31.24
SPEED SKATING	
MEN'S 500 METERS	
1924—Charles Jewtraw	:44.0
1932—John A. Shea	:43.4
1952—Kenneth Henry	:43.2
1964—R. Terrance McDermott	:40.1
MEN'S 1,500 METERS	
1932—John A. Shea	2:57.5
MEN'S 5,000 METERS	
1932—Irving Jaffee	9:40.8
MEN'S 10,000 METERS	
1932—Irving Jaffee	19:13.6
WOMEN'S 500 METERS	
1972—Anne Henning	:43.33*
WOMEN'S 1,500 METERS	
1972—Dianne Holm	2:20.85*

*denotes Olympic Record

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Dixie Belle burger

(Hamburger with a slice of tomato under mayonnaise—mayo browned with burger)



Dill burger

(Hamburger with whipped cream cheese and fresh dill)



Chef Salad burger

(Hamburger with Julienne ham, cheese, turkey and green pepper)



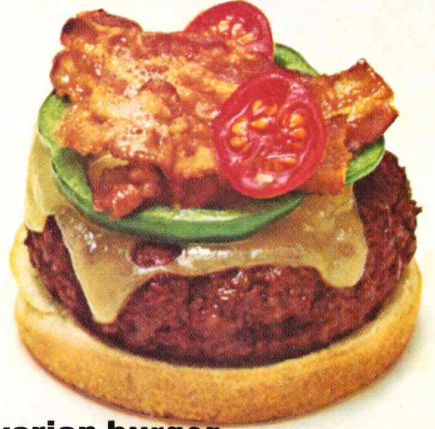
Pizza burger

(Hamburger with shredded mozzarella and pizza sauce)



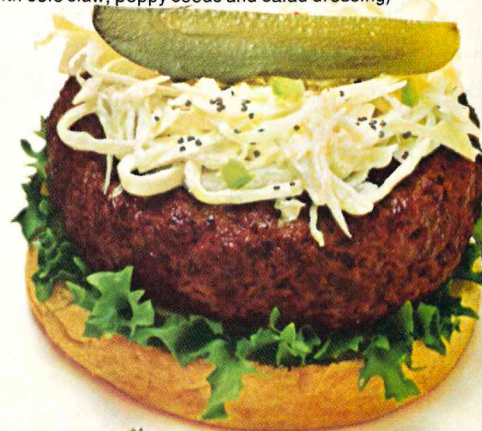
Bacon burger

(Hamburger with bacon, tomato, pepper and Swiss cheese)



Bavarian burger

(Hamburger with cole slaw, poppy seeds and salad dressing)



It's the real thing.

There are over a hundred variations of the American classic, the hamburger. And there's one real, refreshing soft drink that goes better with all of them. The Real Thing. Coke.



California burger

(Hamburger with lettuce, tomato and mayonnaise)



Cheeseburger

(Hamburger with a slice of Cheddar cheese)



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