1948 London Olympic Opening Ceremony Programme

Sold

Manfred Schotten Antiques
109 High Street • Burford • Oxfordshire • OX18 4RG
01993 822 302 • schotten@sportantiques.co.uk

REF: 26766

Height: 27.5 cm (10.8")

Width: 22 cm (8.7")

Description

London 1948 Olympics Opening Ceremony Programme.
A great piece of Olympic history, an original booklet for the Opening Ceremony of the London games in 1948. The front cover with an image of Big Ben with the coloured Olympic rings and "XIV TH Olympiad London 1948, Opening Ceremony, Empire Stadium Wembley, Thursday 29th July at 2.30 pm. Official programme two shillings".
This 24 page booklet, with colour front cover, has the details of the afternoon programme from the arrival of the Royal party, the playing of the National Anthem, the march past of the athletes to the arrival of the Olympic torch. The Olympic Oath "We swear that we will take part in the Olympic Games in loyal competition, respecting the regulations which govern them, and desirous of participating in them in the true spirit of sportsmanship, for the honour of our country and for the glory of sport". There is a list of Olympic venues and how to get to them with the rear cover having the Olympic games at a glance, letting you know where and when the events will be taking place.

The 1948 Summer Olympics, known as the Games of the XIV Olympiad, were held in London, England. Because of World War II, these were the first Summer Olympics since the 1936 Games in Berlin. The event came to be known as the Austerity Games, because of the economic climate and post-war rationing. No new venues were built for the games with events taking place mainly in Wembley Stadium and the Empire Pool at Wembley Park. The athletes were housed in existing accommodation in the Wembley area instead of an Olympic Village. A record 59 nations were represented in 19 sporting disciplines. Germany and Japan were refused permission to participate; the USSR was invited but chose not to send any athletes.

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