

the Games drew near advertisers and advertising agencies began to recognize the value of tying into their copy a subject of such live news interest.

Transportation Advertising : Realizing that the economic conditions existing prior to the celebration of the Games had caused a curtailment by the transportation companies of their advertising schedules, the Department approached these companies with a programme of co-operation which could be carried out and still stay within the limitations of their regular advertising budgets. They were asked to urge the public, in whatever advertising space they used, to attend the Olympic Games in Los Angeles; they were asked to devote space in their time tables and to utilize the Committee's official poster in lieu of producing any travel poster of their own. The transportation companies gave the Organizing Committee splendid support in this manner.

Radio Broadcasts : A number of large radio advertisers built their programmes around the Games. One series of broadcasts, given weekly, consisted of dramatizations of recreated past Olympiads beginning with the first Games of which there is record and moving swiftly to the Games of the modern era. Other programmes featured the Olympic Games in music, talks by athletic experts and interviews by past Olympic champions.

LOCAL CAMPAIGN

Four months prior to the opening of the Games, an intensive local campaign was started. The metropolitan papers of Los Angeles and San Francisco, as well as the newspapers in other parts of the State, were supplied with all possible information concerning the preparations for the Games, the entries in the various events, and the schedules of arrivals of the different teams.

Organization Co-operation : All types of organizations, service, social and civic, gave the Committee liberal co-operation in its campaign to familiarize people with the story of the Olympic Games. Co-operation was extended by all the club publications published in Southern California.

Speakers' Bureau : A large number of speakers were supplied with information concerning the Games, and assigned to various organizations which had asked for people to talk before their meetings. A wide variety of types of speeches was thus available with the Games the central theme. Some of these speakers in their talks discussed international goodwill subjects, while others chose to dwell on such subjects as sportsmanship, clean-living and proper training of youth. In organizing its group of speakers, the Press Department had the co-operation of the Advertising Club of Los Angeles and of the Los Angeles Chamber of Commerce.