

terminated in 394 A.D. but later revived, largely through the efforts of Baron Pierre de Coubertin of France in 1896. The first Olympiad of modern times took place in Athens; Canada has been represented at the Games since 1900, although without an official team until 1908.

The spirit of the Games is captured in the International Olympic Committee's motto *Citius-Altius-Fortius*, (Swifter-Higher-Stronger), and in the words which form the basis of the Olympic creed: "The important thing in the Olympic Games is not winning but taking part. The essential thing in life is not conquering but fighting well."

Although most of the 21 sporting events will take place in Montreal, Canada's largest city and site of Expo '67, some will be held in nearby areas and at Kingston, Ontario, where the yachting competitions will be held.

Logo and mascot

The logo features five interlaced rings crowned with the letter "M". The foundation depicts the Olympic spirit of universal brotherhood, while the "M" signifies the winners' podium symbolizing the glory of the winner and the spirit of a well contested victory.

The beaver mascot of the 1976 Olympic Games is called Amik, the Algonquian word for beaver. Algonquian, the language spoken by the Algonquin family of Indian tribes, is the base of the languages spoken by most Canadian Indians.

In addition to the sports there will be a Canadian cultural program featuring traditional categories such as architecture, literature, music, painting, sculpture, photography, sport, philately and performing arts.

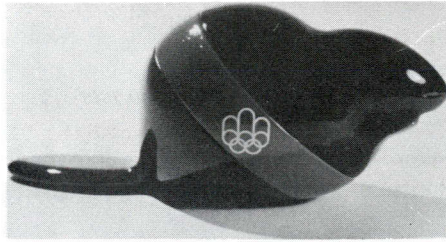
Line-ups for tickets

Long queues of prospective purchasers appeared outside Olympic Games ticket outlets across Canada when sales opened on May 5.

The outlets in Canada are 80 stores of the T. Eaton Company and, in many cases, enthusiasts spent the night in front of the doors to be early in line.

There are 37 outlets in Quebec, 23 in Ontario, ten in the Atlantic provinces and ten in western Canada.

Available to Canadians are 65 per cent of 4.5 million tickets or about



Amik, the beaver, is the official mascot of the 1976 Olympics.

3,055,000. And it was a matter of "first come first served" for the best tickets.

Owing to demand, tickets for the opening and closing ceremonies will be allotted by a drawing to take place later this summer. Prices range from \$2 to \$24 for a broad range of events, including all preliminaries, from \$8 to \$36 for track and field finals, and from \$8 to \$40 for the opening and closing ceremonies. Details of ticket distribution outside Canada will be known in the near future.

Revenue from ticket sales is estimated at \$14.5 million.

The Olympic Park

The Organizing Committee decided to hold the 1976 Olympic competitions in existing installations wherever possible. During the inventory of all available sites that conform to the requirements of the various international sports federations, it was found that of the total number of installations needed for the complete sports program, 80 per cent were already available.

From the start, Montreal focused on Maisonneuve Park as the principal site for the Games. Located about five kilometres from the downtown business district, and only 15 minutes by subway, this park seems to have been destined for its Olympic role. The Olympic Village, where the competitors will live, will be located just 800 metres northeast of the park.

Two daring structures – the main multi-purpose complex and the Velodrome – will be the centrepieces of Olympic Park and the major focus of the Montreal Games.

Olympic coins

At the core of Canada's endeavour to make the Games self-financing lies the Olympic coin program, established under the authority of the Postmaster General to administer the marketing, promotion and distribution of commemorative Olympic coinage in Canada and throughout the world.

Basically, the program aims at the sale of some two million specially-minted sets of 28 coins (seven series of four coins each) struck in honour of the first holding of the Olympics on Canadian soil.

In addition to their intrinsic and market value, the coins are miniature works of art in their own right, depicting the tradition of the Games themselves. There is, however, particular emphasis on the host city, Montreal, on Kingston, site of the yachting events and of course on Canada. Designs were submitted by Canadian artists from coast to coast and, for the sixth series, by an artist from abroad.

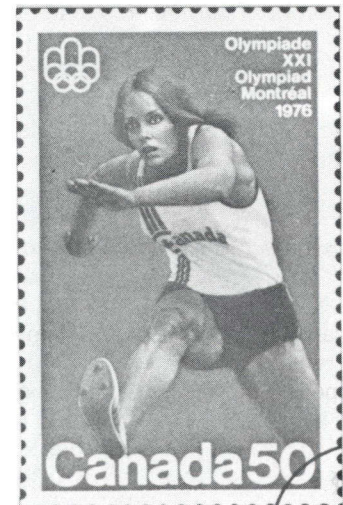
Organizers hope that profits from the sale of this coinage – estimated in the region of \$250 million – meet a major share of the costs of the Olympics, without additional federal, provincial or municipal government expenditures.

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Olympic stamps

For the Games in Montreal 'firsts' follow one after the other. The Canadian Post Office is no exception. Canada, which has never issued stamps with a surcharge, set a precedent for the 1976 Games. By a special bill in 1973, the Canadian Parliament au-



One of three Olympic commemorative stamps issued on June 11.