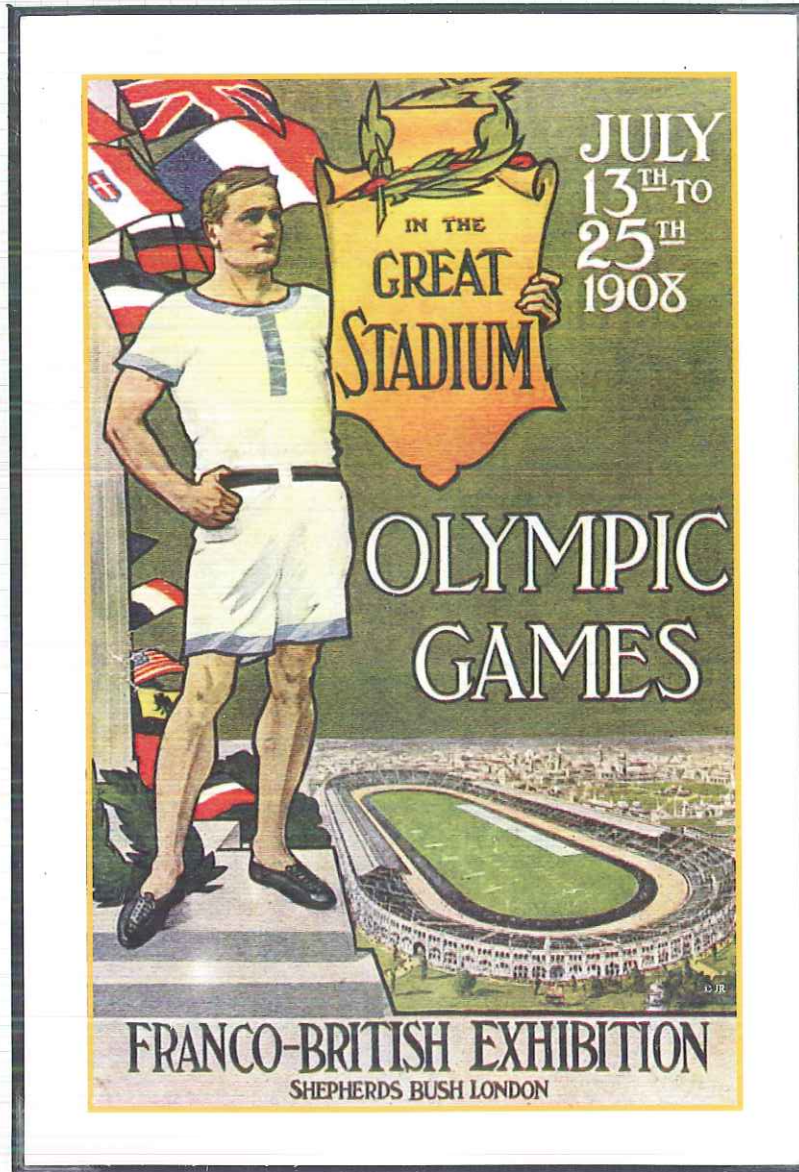


W Olympiad

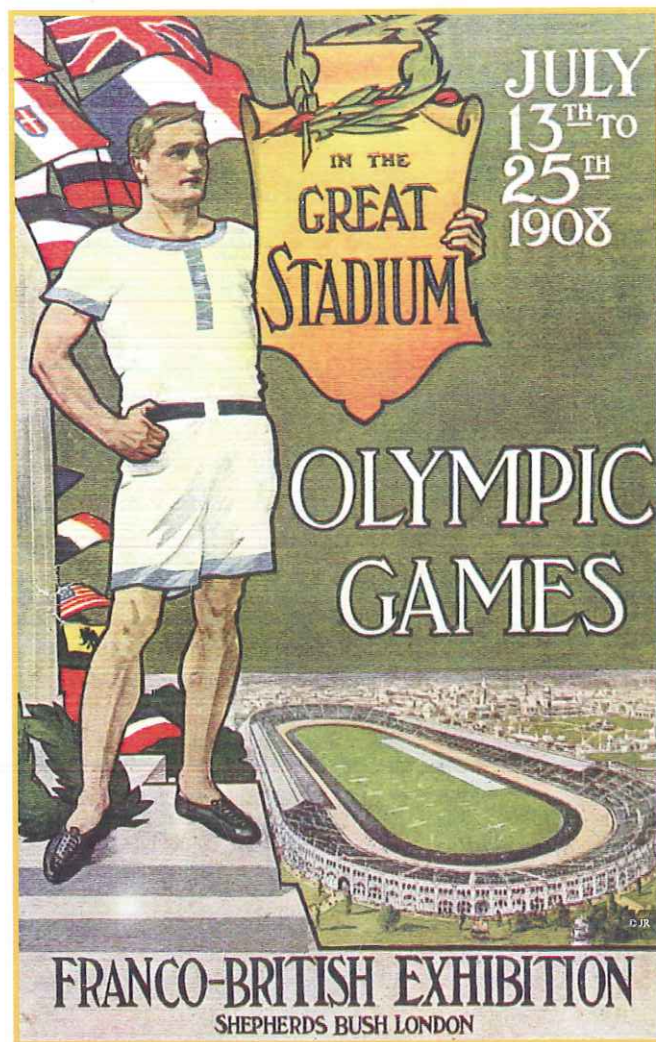
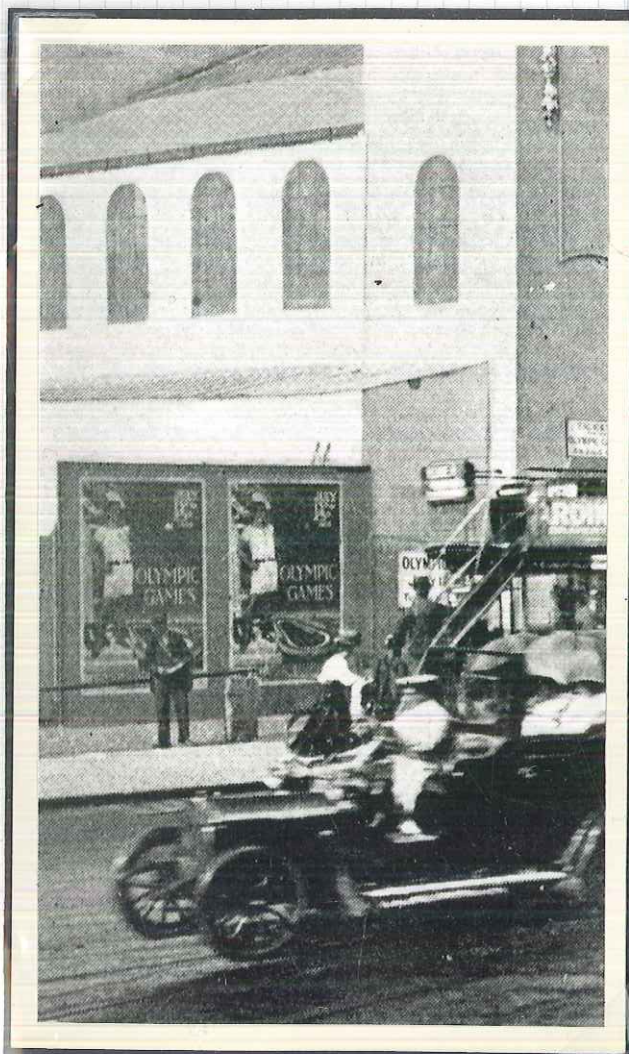
19



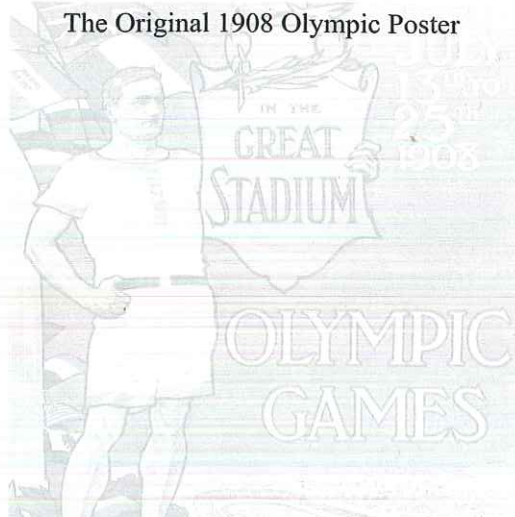
08

London

Olympic Posters



The Original 1908 Olympic Poster



The winning design in a competition organised by the British Olympic Council, the poster bears no signature, and no record has been found of the artist's name.

The Franco-British Exhibition organisers were responsible for publicity for the Olympic Games, & bore $\frac{3}{4}$ of the cost of the poster, the British Olympic Association, $\frac{1}{4}$, up to a maximum of £100.

FRANCO-BRITISH EXHIBITION
SHEPHERDS BUSH LONDON



R. Wilcock
24 Hamilton Crescent
Brentwood
Essex CM14 5ES
England

Great Britain



IV Olympiad

London

1908

The 1908 Olympic Stadium which is now still in use was known as 'The White City Stadium'

Entry to the Games was firstly by entry via the FRANCO BRITISH EXHIBITION entrances



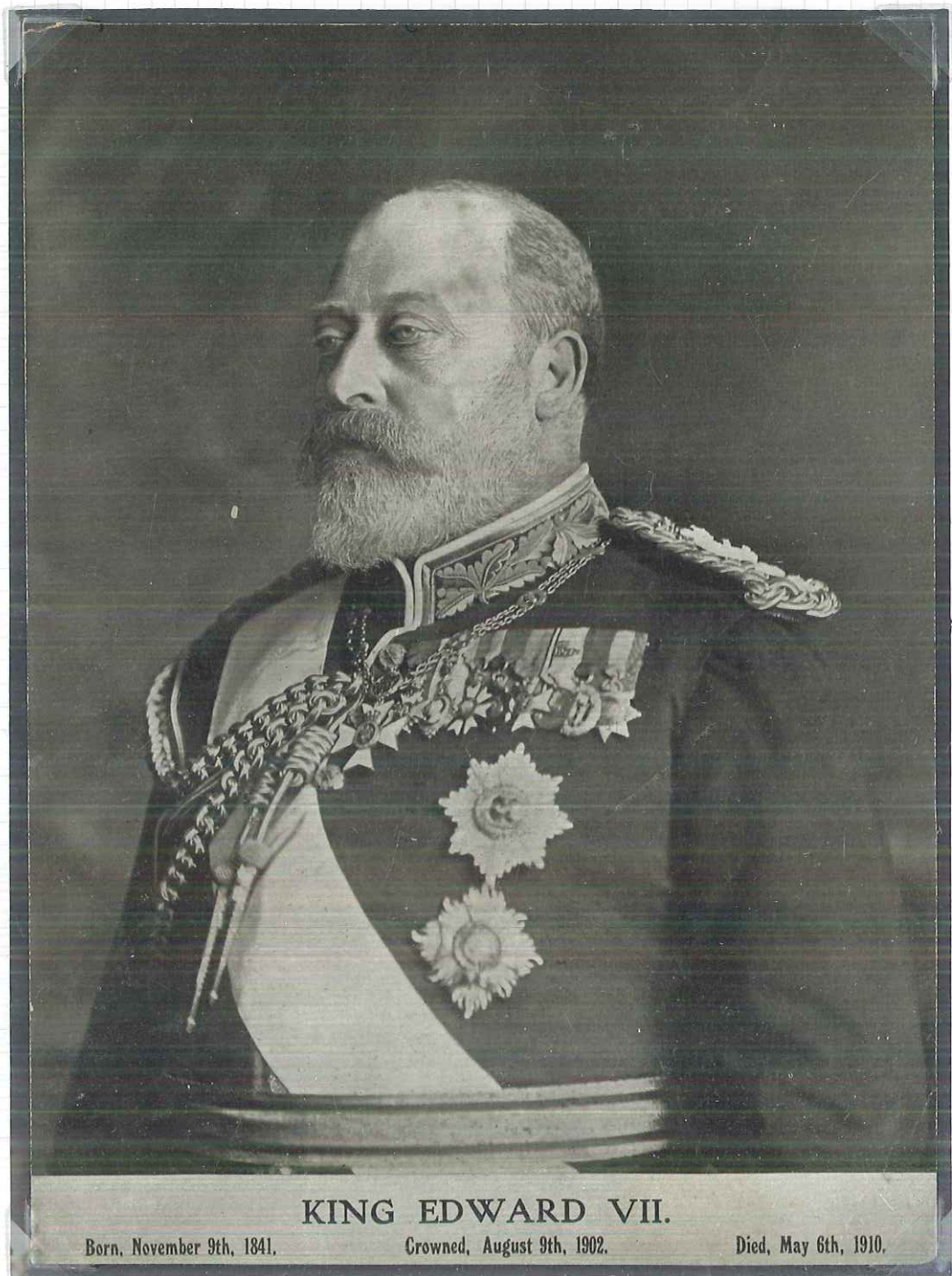
IV Olympiad

London

1908

Under the Patronage
of

His Most Gracious Majesty King Edward VII.





IV Olympiad
1908 — London — 1908
—
British Olympic Council



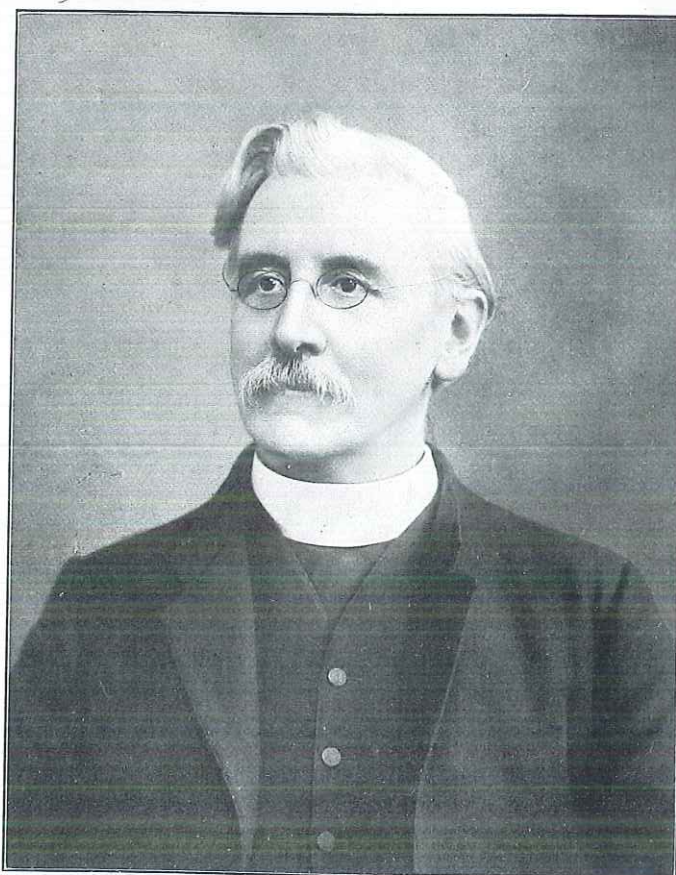
No. 112
COPYRIGHT PHOTO.

FRANCO-BRITISH EXHIBITION.
THE GREAT STADIUM-OLYMPIC GAMES 1908.
TAKEN FROM BALLOON

WAKEFIELD
CHISWICK



THE RIGHT HON. LORD DESBOROUGH OF TAPLOW.
*President of the British Olympic Council, 1908, and
British Representative on the International Olympic Committee.*



REV. R. S. DE COURCY LAFFAN.
*Hon. Secretary of the British Olympic Council, 1908, and
British Representative on the International Olympic Committee.*

IV Olympiad

London

1908

LORD DESBOROUGH

Games Chairman



The Royal Pavilion.
Franco-British Exhibition,
London, 1908



THE FRANCO-BRITISH EXHIBITION.
THE STADIUM TAKEN FROM FLIP FLAP



AUSTRALIAN TEAM, THE WALLABIES,
1908-9.



DORANDO, ITALY
THE GREAT STADIUM, LONDON



Stadium

THE GREAT WHITE CITY, LONDON



ROBINSON —
BROOKER

HAYES, USA.
WINNER OF MARATHON RACE
AT THE TOWER HARBOR — 14 MILES, 1908

Great Britain

FRANCO BRITISH EXHIBITION

and

IV Olympiad

London

1908

-

The 1908 Olympic Games were held to coincide with the Franco British Exhibition



The Publicity Vignette



Franco-British Exhibition

1908



IV Olympiad

London

1908

27-4-08 — 31-10-08



Great Britain

IV Olympiad

1908 - London - 1908

Publicity Postcards



Great Britain

IV Olympiad

London

1908

Franco-British Exhibition.

ROYAL AND PRESIDENTIAL

Opening

OF THE

Great Stadium

BY

HIS MAJESTY

KING EDWARD VII.

AND THE

PRESIDENT OF THE FRENCH REPUBLIC

M. ARMAND FALLIÈRES.

MAY 26th, 1908.

Inauguration of Olympic Stadium

26·5·08



NO. 112.
COPYRIGHT PHOTO.

FRANCO-BRITISH EXHIBITION.
THE GREAT STADIUM-OLYMPIC GAMES 1908.
TAKEN FROM BALLOON.

WAKEFIELD
CHISWICK.

FRANCO BRITISH EXHIBITION

1908 - London - 1908

The IV Olympiad was held in the Great Stadium



GREAT STADIUM

"Overprint"



THE 1908 OLYMPIC STADIUM



Great Britain

IV Olympiad

London

1908

"THE OLYMPIC STADIUM"

Artist's impression with "Twin Towers" at stadium's main entrance



Completed Olympic Stadium without the "Twin Towers"



Gre tri III

FRANCO BRITISH EXHIBITION

1908 — London — 1908



IV Olympiad
The Olympic Stadium

IV Olympiad
The Olympic Stadium

VALENTINE'S SERIES

Giant  Post Card

HALFPENNY
STAMP

ST. CARD.
New York.

Only Name and Address of Sender allowed.
If any other writing Penny Stamp is required.

Stadium from Flip-Flap, Franco-British Exhibition, London, 1908



IV Olympiad

1908 - London - 1908

VALENTINE'S POSTCARD BOOKLET

Franco-British Stadium card (110) issued in booklet

Date,

To



Court of Honour, Franco-British Exhibition, London, 1908

Remarks :



The booklet "Counterfoil" did not show any people on Stadium's field but they were added to the issued postcard by the printers



Great Britain

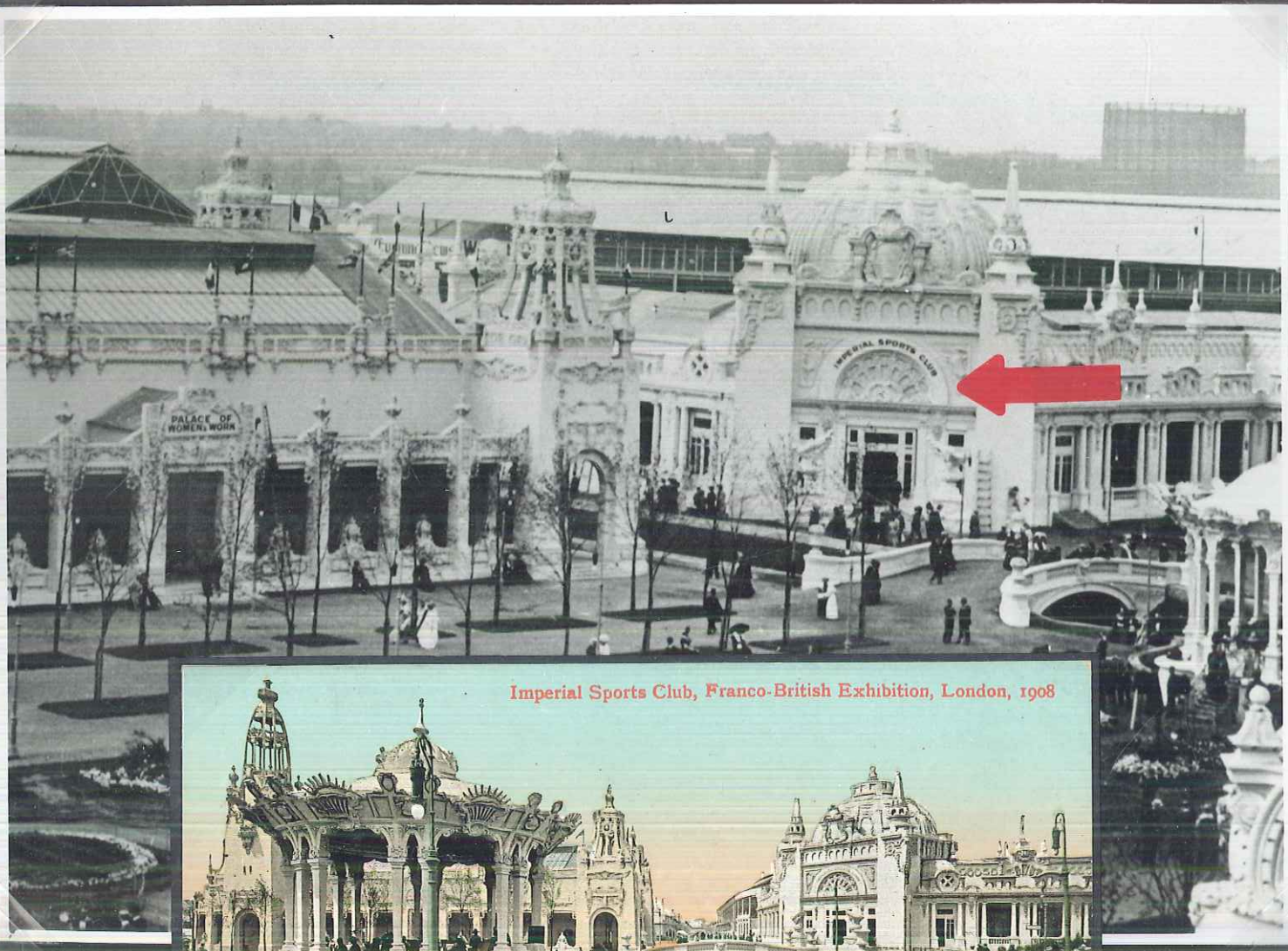
IV Olympiad

London

1908

'IMPERIAL SPORTS CLUB'

The club was the headquarters used by the 1908 International Olympic Committee



Great Britain

IV Olympiad

London

1908

—

IMPERIAL SPORTS CLUB

(I.O.C. Headquarters)



Card's logo was changed after the Games



IV Olympiad
— & —
1908 — London — Franco British Exhibition — London — 1908
MAIN ENTRANCE



OLYMPIC

19-10-08



FOOTBALL

24-10-08

Great Britain

IV Olympiad
London
1908



IV Olympiad
London
1908

Silk



Cards

France

IV Olympiad

1908 - London - 1908

Publicity postcard issued by French paper LE JOURNAL



Reverse side of publicity card

**Commemoratif Card of the Entente Cordiale
and of the Franco-British Exhibition 1908**

CARTE POSTALE

Les pays étrangers n'acceptent pas la correspondance au recto. (Se renseigner à la poste).

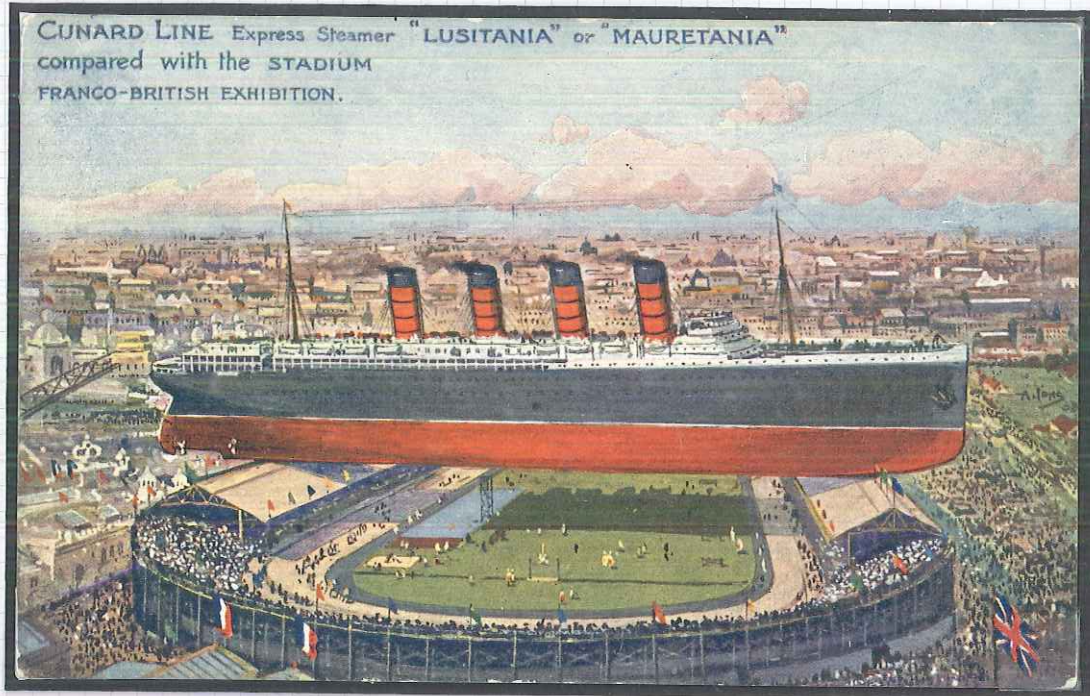
CORRESPONDANCE	ADRESSE
<p><i>Propr. Bureau de te faire plaisir un bureau à avoir mon cher petit tu m'as ami</i></p> <p><i>Guillaume De ton amable Merie mon petit petit mot, Sais tu que tu écris comme un notaire qui écrirait bien l'entend) Je t'avais en même temps que cette carte quelques brochures et fait à découper, mais me venant par cela n'en faut pas la peine</i></p>	

IV Olympiad

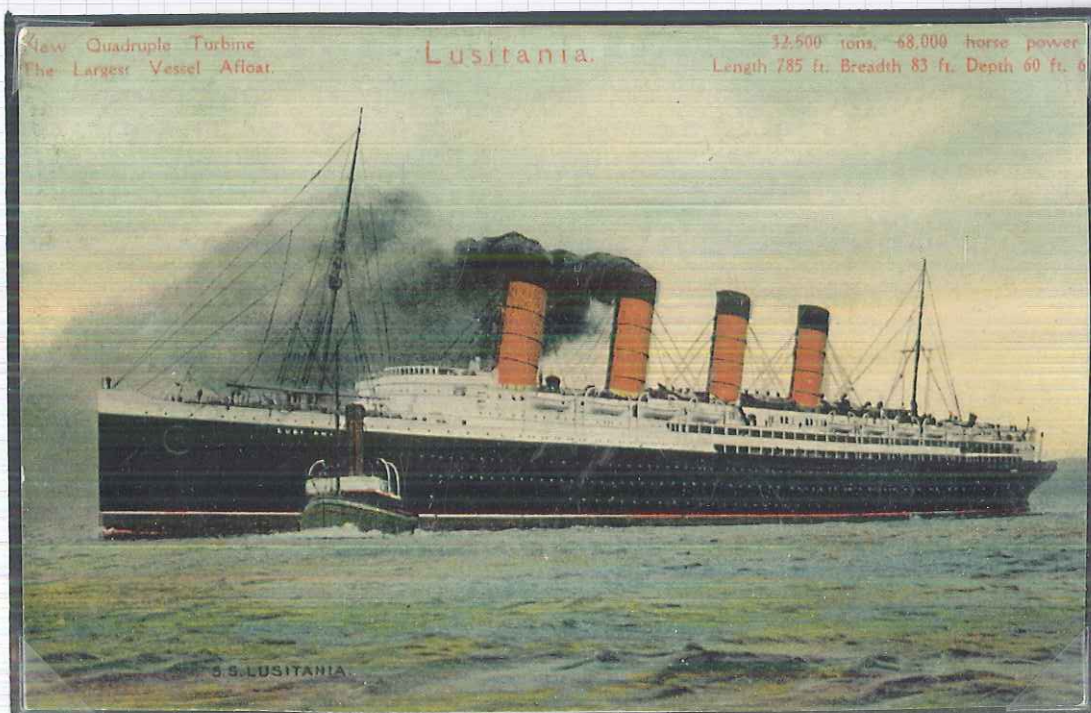
London

1908

Publicity Postcards



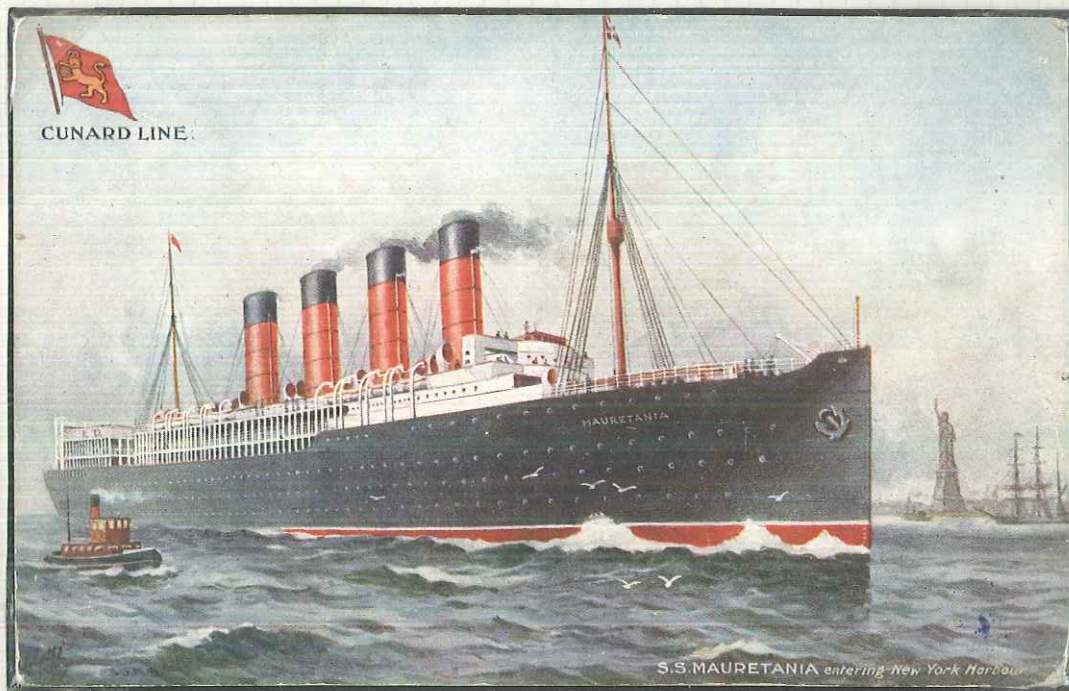
"LUSITANIA"



Great Britain

IV Olympiad

1908 - London - 1908



Publicity



Postcards

PER S. S. "Mauretania"



Messrs. SAMUEL SMITH & SONS,

Colne,

Lancashire,

Leather Dressers.

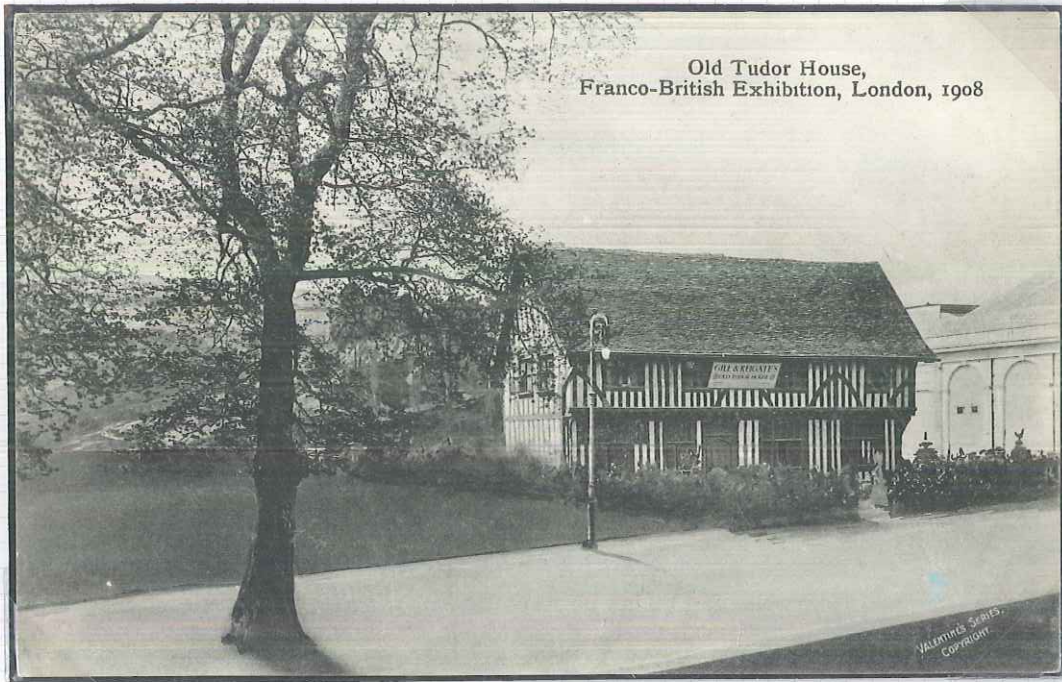
ENGLAND.

IV Olymplad

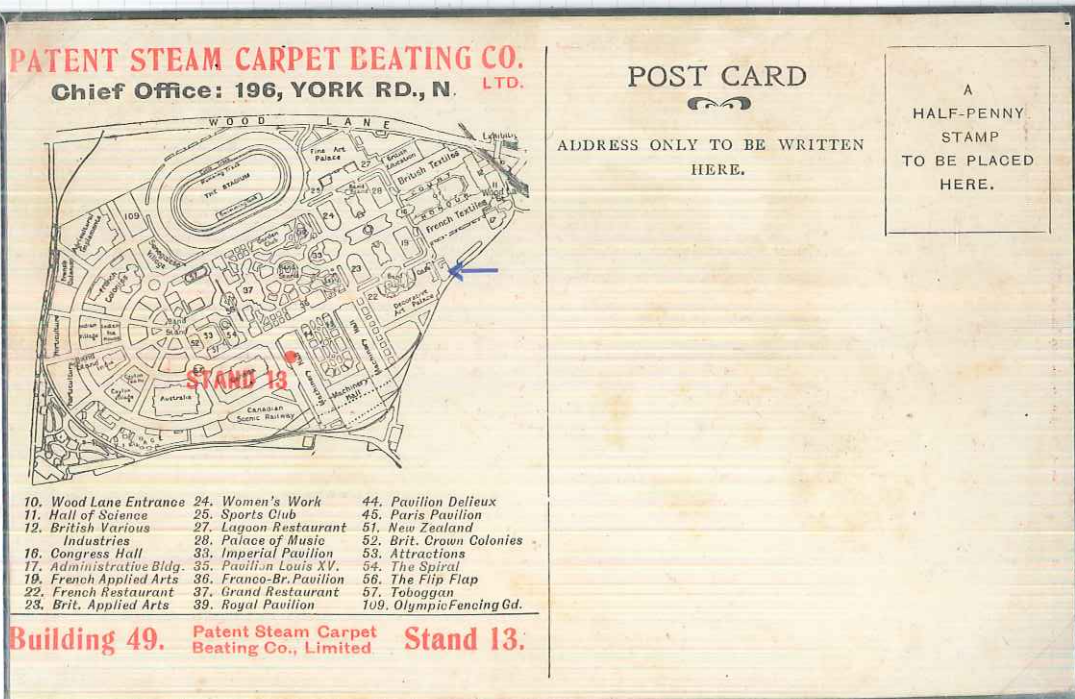
London

1908

The Tudor House "Card" shows Stadium



Tudor House Location

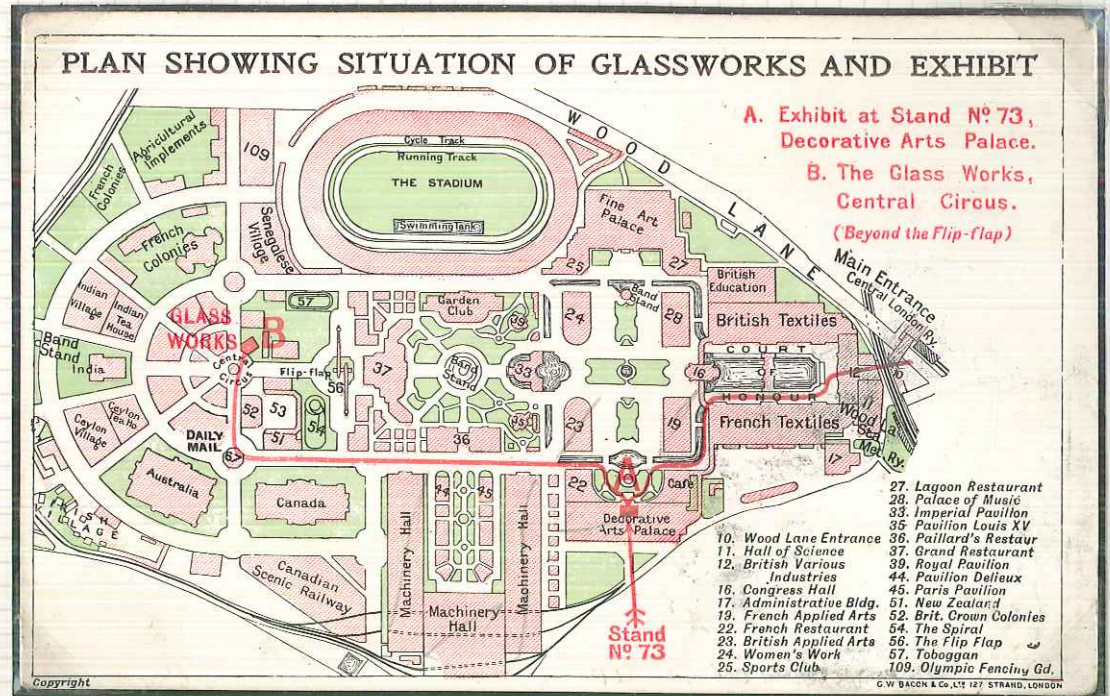


Great Britain

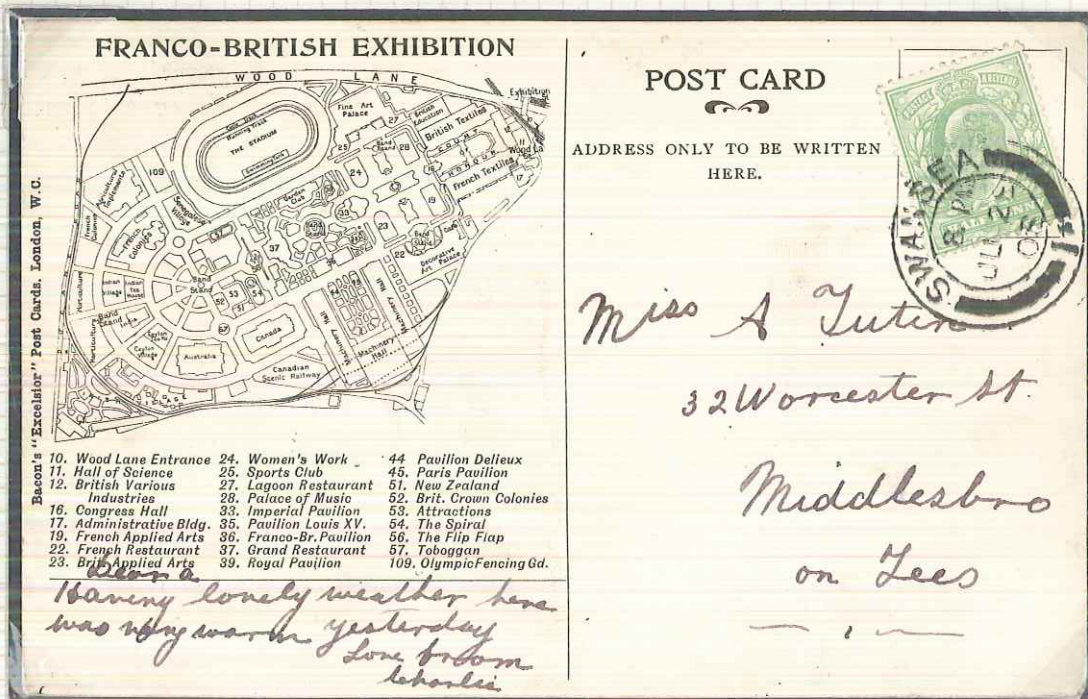
IV Olympiad

London

1908



At the conclusion of the various competitions which took place within the White City Stadium the swimming pool was filled in and a playing surface was prepared for the forthcoming Olympic Football tournament in October



Olympic

Football Competition

19th-24th October


IV Olympiad

London

1908

Exhibition layout showing the 1908 Olympic Stadium

PATENT STEAM CARPET BEATING CO^r
Chief Office: 196, YORK RD., N. LTD.



10. Wood Lane Entrances	24. Women's Work	44. Pavilion Delleux
11. Hall of Science	25. Sports Club	45. Paris Pavilion
12. British Various Industries	27. Lagoon Restaurant	51. New Zealand
16. Congress Hall	28. Palace of Music	52. Brit. Crown Colonies
17. Administrative Bldg	33. Imperial Pavilion	53. Attractions
19. French Applied Arts	35. Pavil. n Louis XV.	54. The Spiral
22. French Restaurant	36. Franco-Brit. Pavilion	56. The Flip Flap
23. Brit. Applied Arts	37. Grand Restaurant	57. Toboggan
	39. Royal Pavilion	1-8. Olympic Fencing Cd.

Building 49. Patent Steam Carpet Beating Co., Limited. Stand 13.


POST CARD

ADDRESS ONLY TO BE WRITTEN HERE.

A
HALF-PENNY
STAMP
TO BE PLACED
HERE.

Mr. R. O. King

Reverse side of card

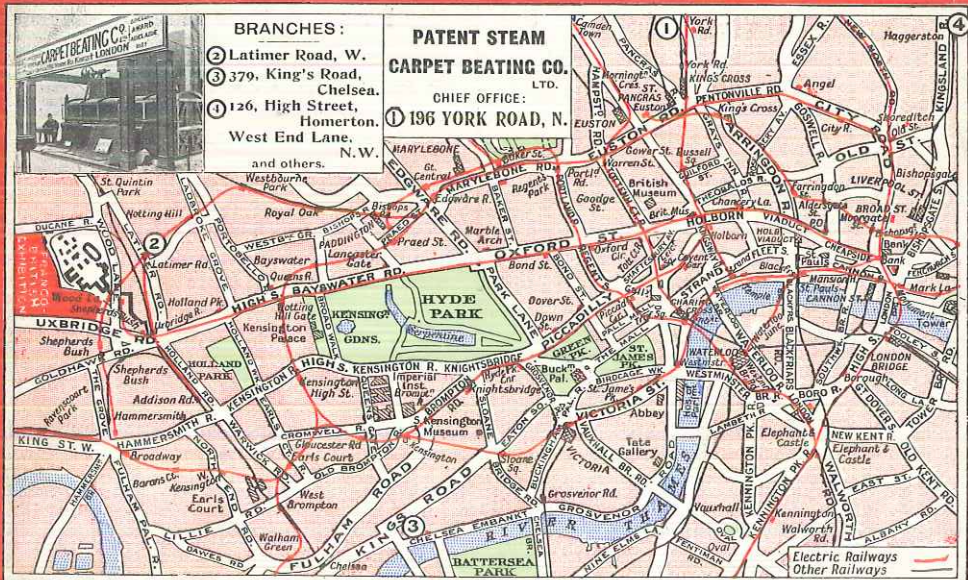


BRANCHES:

- ② Latimer Road, W.
- ③ 379, King's Road, Chelsea.
- ④ 126, High Street, Homerton, N.W.
- and others.

PATENT STEAM CARPET BEATING CO. LTD.

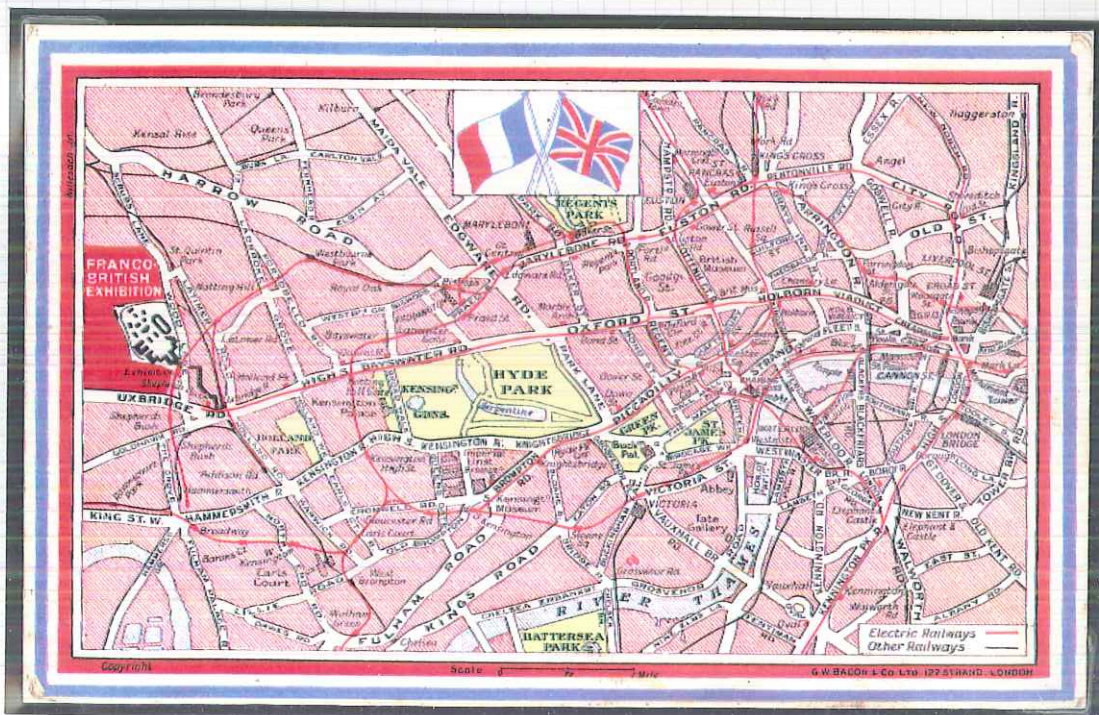
CHIEF OFFICE: ① 196 YORK ROAD, N.



Electric Railways
Other Railways



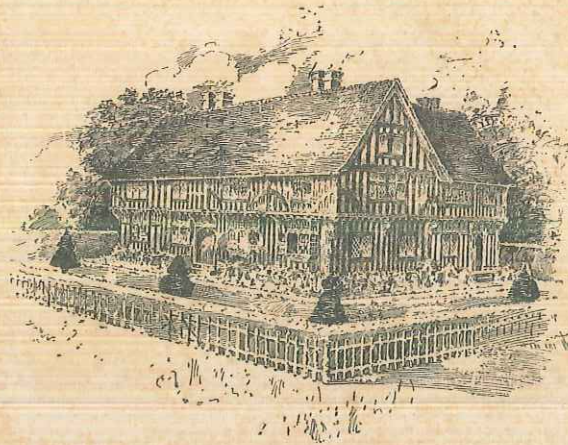
"Facsimilie"



IV Olympiad
1908 - London - 1908

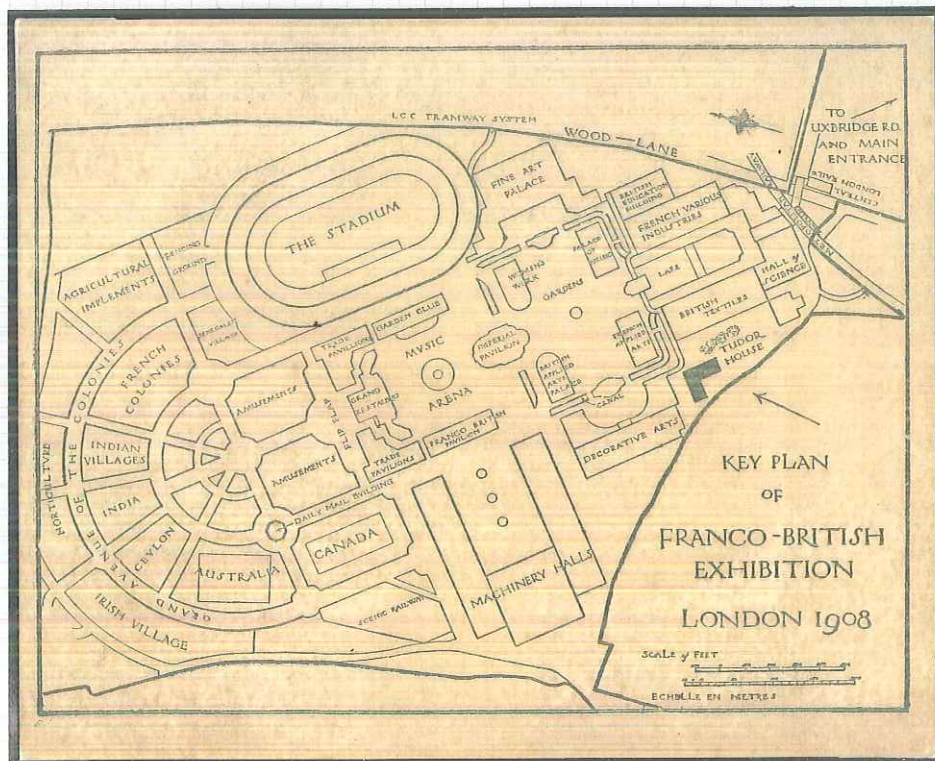
GILL & REIGATE
Publicity Card

The ++Old Tudor House++ Originally Erected in the Days of
Queen Elizabeth, *c* A.D. 1563.



Re-Erected and Furnished in the Grounds of the Franco-British Exhibition, A.D. 1908
BY GILL & REIGATE Ltd., (See Key Plan on Back)
Specialists in Antique Furniture and Decoration,
Main Galleries and Showrooms—73-85, OXFORD STREET, LONDON, W.

Exhibition site showing Olympic Stadium



IV Olympiad

London

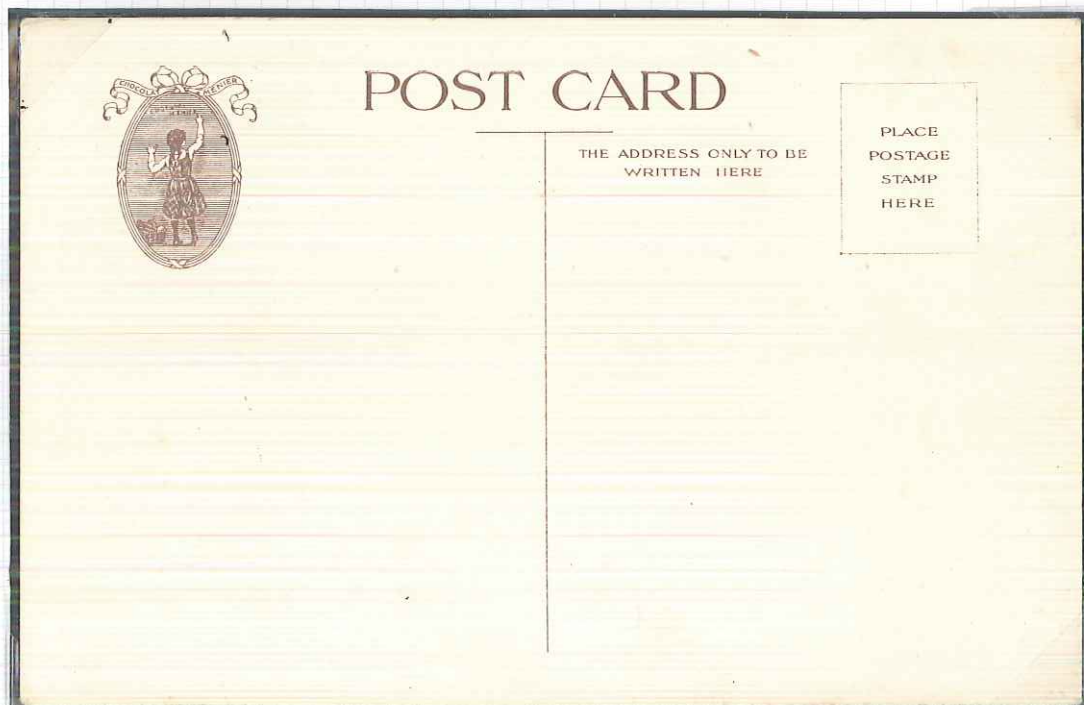
1908

“CHOCOLAT - MENIER”

Publicity Overprint



Chocolat - Menier Trademark



Great Britain

IV Olympiad

London

1908



Advertising

"CHOCOLAT - MENIER"

Postcard

Exhibition



Venue

Great Britain

Franco British Exhibition

London

1908



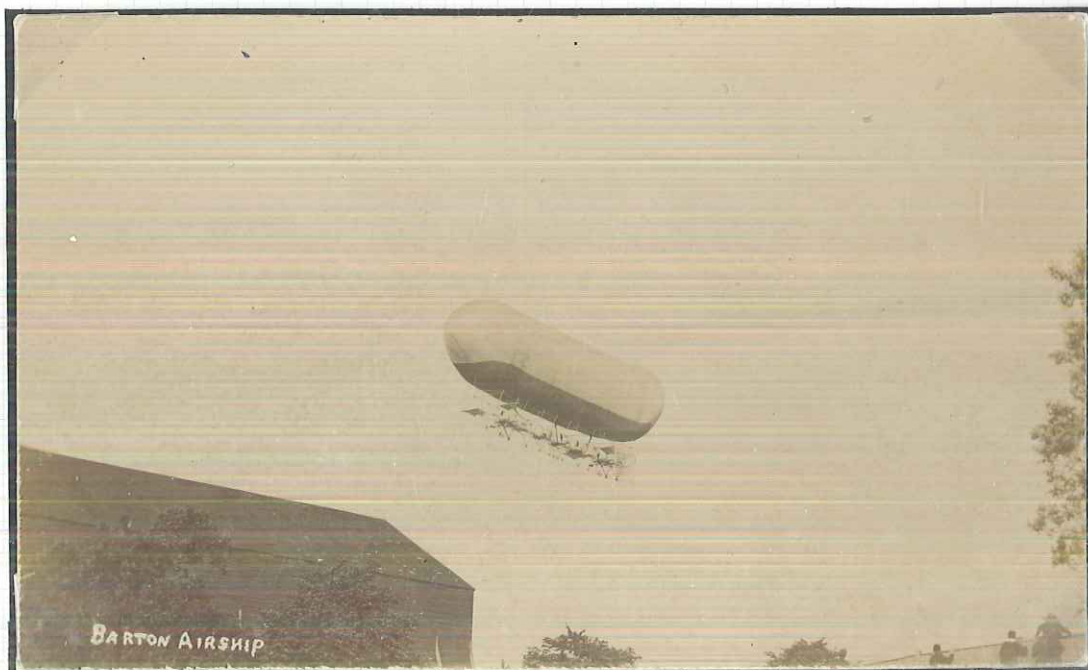
IV Olympiad

London

1908

ARRIVAL BY AIRSHIP AT THE
FRANCO-BRITISH EXHIBITION, LONDON

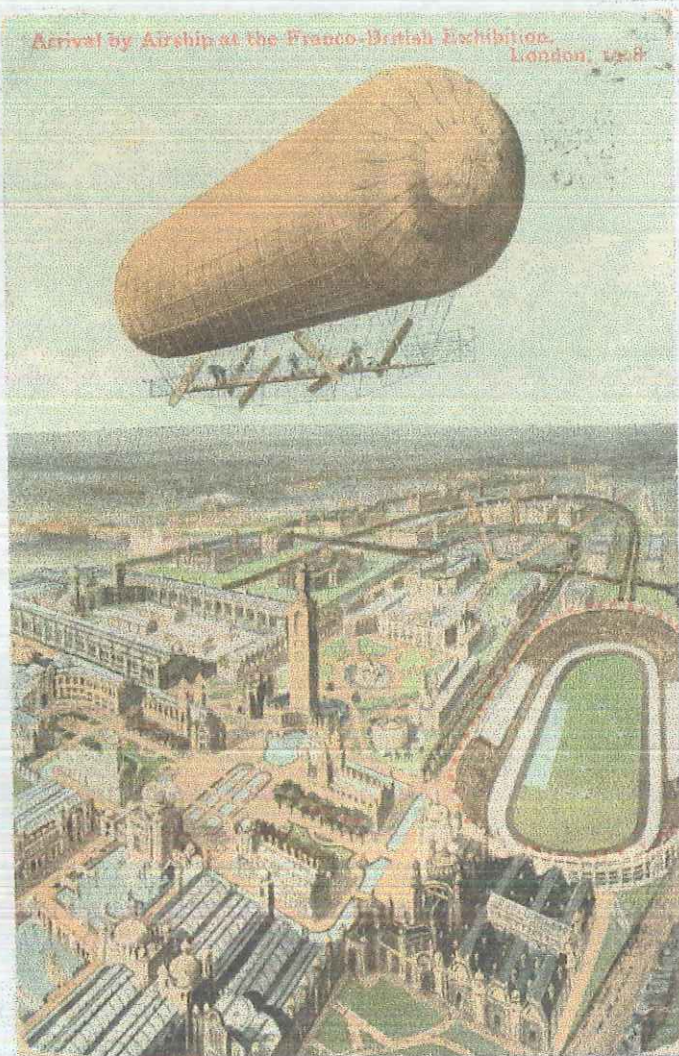
Barton's Airship had flights over the stadium



1908 Franco-British Exhibition

Airship Disaster

A Captain Lovelace planned to fly over the exhibition site in his hydrogen filled airship. The airship was 70ft long and 16ft in circumference and looked like a sausage. From it hung a 40ft spruce frame housing a 20hp petrol engine.



While carrying out a final inspection Captain Lovelace noticed a vent in the webbing which covered the hydrogen filled silk envelope. He asked his private secretary, Miss Blanch Hill, aged 21, to sew it up. He had hardly left the tent when there was a terrific explosion and the tent and airship went up in flames. Miss Hill died instantly and two other people died later from burns

Great Britain

IV Olympiad

London

1908

—

BRITISH OLYMPIC COMMITTEE

—

Publicity Vignettes

—

"PROOFS"



OLYMPIC FOOTBALL

Gt. Britain (12) v Sweden (1)

1st Round

France "B" (0) v Denmark (9)

Semi-Final

Gt. Britain (4) v Holland (0)

France "A" (1) v Denmark (17)

3/4 Place

Holland (2) v Sweden (1)

Final

Gt. Britain (2) v Denmark (0)

Great Britain

IV Olympiad

Franco - British Exhibition

1908 — London — 1908



"Error"

"Error"



POSTMARK ERROR

Due to an administrative error one of the postal datestamp used on the 19th September was mistakenly dated "1980"



"Normal"

"Normal"



Great Britain

IV Olympiad

London

1908



13-7-08 — The Games Opening Ceremony performed by King Edward VII — 13-7-08



FRANCO-BRITISH EXHIBITION 1908

SHEPHERD'S BUSH : LONDON



OFFICIAL
PROGRAMME

PRICE

3^d

PUBLISHED BY BEMROSE & SONS LTD, LONDON

IV Olympiad

London

1908

13-7-08

Great Olympic Stadium.

FORTHCOMING EVENTS.

The following are a few of the Athletic and other Sporting Events set down for decision in the Stadium:-

SAT., JULY 12TH.—The Olympic Games, and the following events:—100 yds. race, 220 yds. race, 440 yds. race, 880 yds. race, 1760 yds. race, 3520 yds. race, 7040 yds. race, 14080 yds. race, 28160 yds. race, 56320 yds. race, 112640 yds. race, 225280 yds. race, 450560 yds. race, 901120 yds. race, 1802240 yds. race, 3604480 yds. race, 7208960 yds. race, 14417920 yds. race, 28835840 yds. race, 57671680 yds. race, 115343360 yds. race, 230686720 yds. race, 461373440 yds. race, 922746880 yds. race, 1845493760 yds. race, 3690987520 yds. race, 7381975040 yds. race, 14763950080 yds. race, 29527900160 yds. race, 59055800320 yds. race, 118111600640 yds. race, 236223201280 yds. race, 472446402560 yds. race, 944892805120 yds. race, 1889785610240 yds. race, 3779571220480 yds. race, 7559142440960 yds. race, 15118284881920 yds. race, 30236569763840 yds. race, 60473139527680 yds. race, 120946279055360 yds. race, 241892558110720 yds. race, 483785116221440 yds. race, 967570232442880 yds. race, 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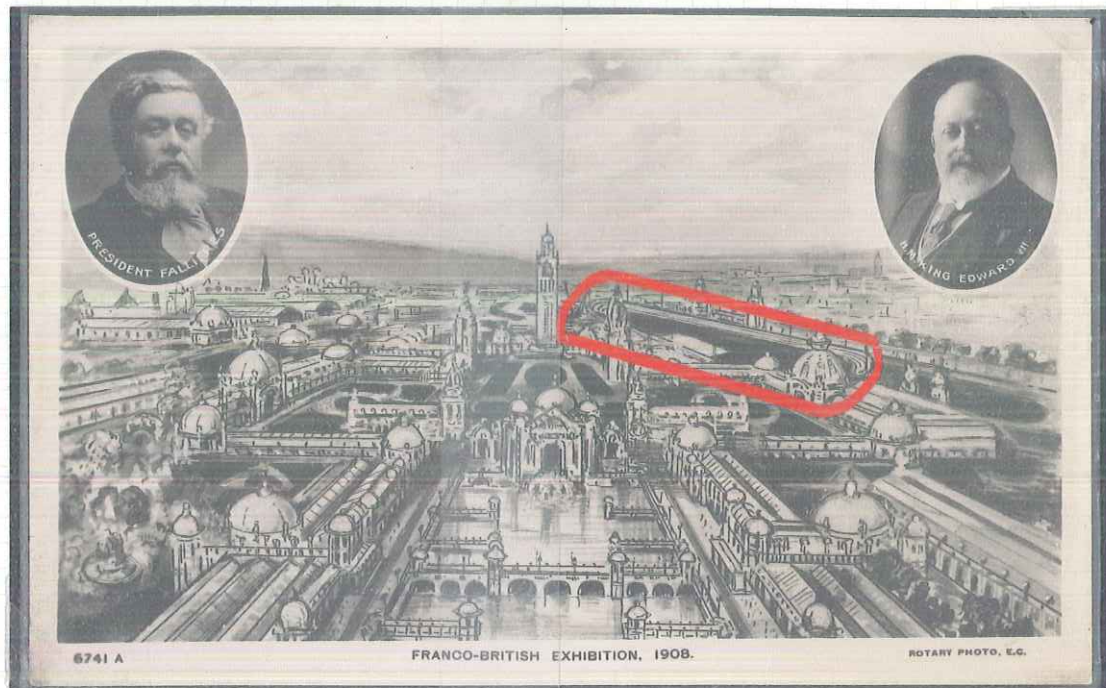
IV Olympiad

London

1908

OLYMPIC FOOTBALL

"The Stadium"



Artist's Impression



IV Olympiad

London

1908

THE STADIUM

"Construction"



"Completed"



Great Britain

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Artistic view of the proposed Olympic Stadium



Great Britain

Franco-British Exhibition

- and -

IV Olympiad

-

London

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1908



Great Britain

IV Olympiad

London

1908

Publicity Postcards



EXHIBITION & OLYMPIC GAMES PUBLICITY POSTERS



Advertising posters at the Exhibition entrances

Great Britain

IV Olympiad

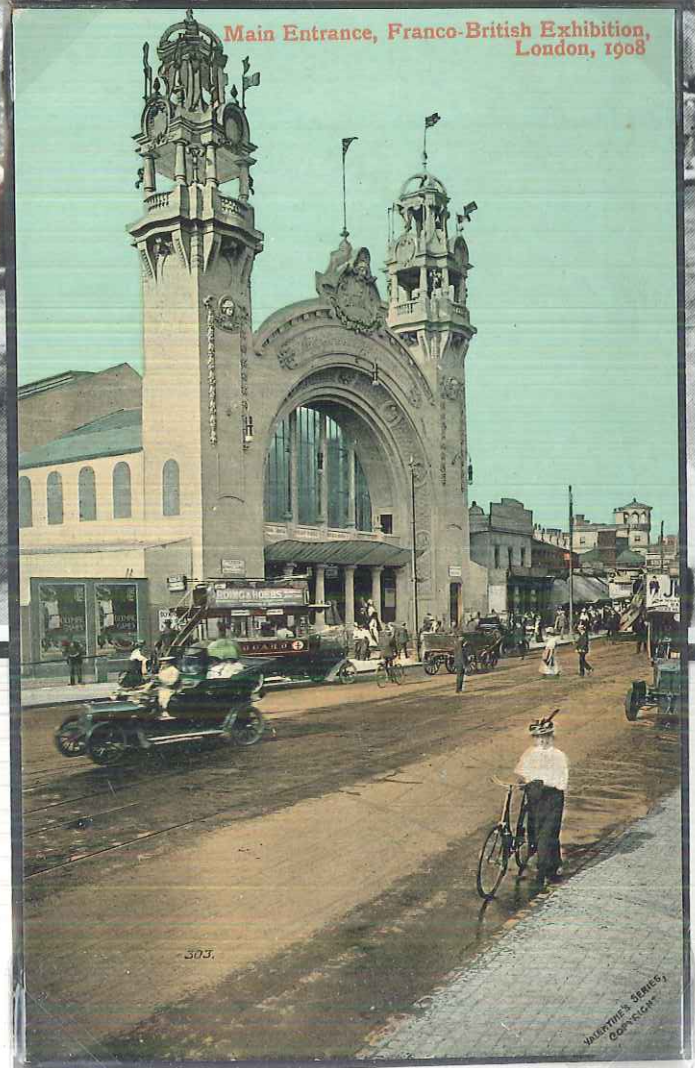
London

1908

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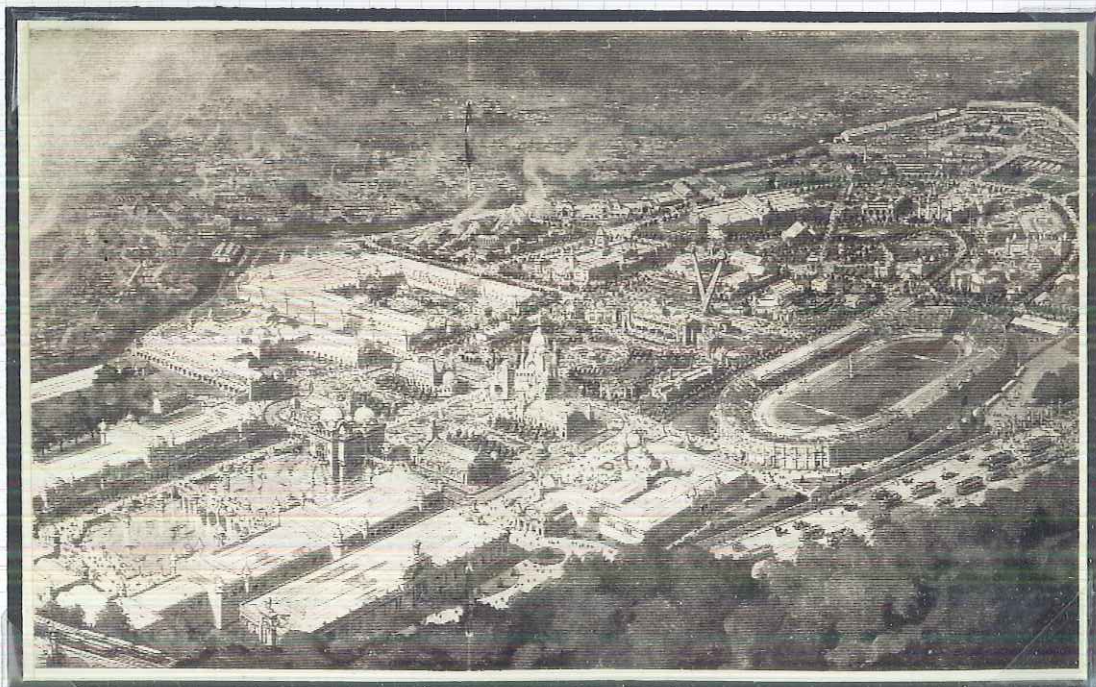
OLYMPIC GAMES ADVERTISING



IV Olympiad
London
1908
&
FRANCO-BRITISH EXHIBITION
Shepherd's Bush

Advertising Poster

Central London Railway

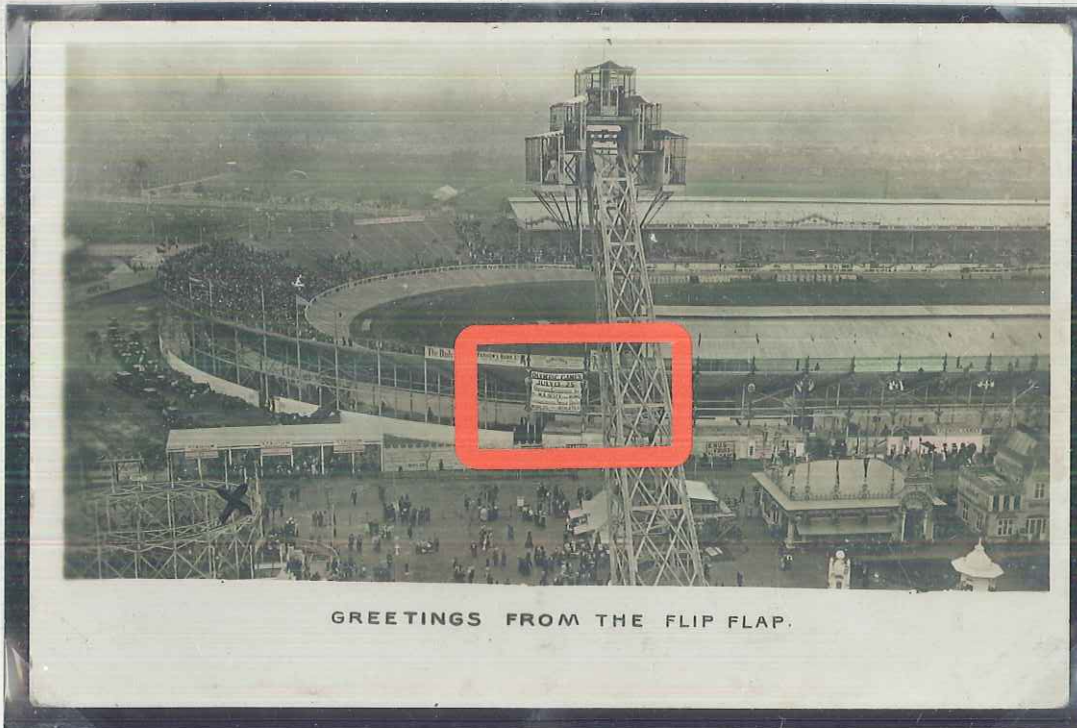


Great Britain

IV Olympiad

London

1908



GREETINGS FROM THE FLIP FLAP.

STADIUM PUBLICITY



IV Olympiad

London

1908

—

IMPERIAL SPORTS CLUB

(I. O. C. Headquarters during 1908 Olympic Games)



VALENTINE'S X L SERIES. REAL PHOTO CARDS
PRINTED IN GREAT BRITAIN



IV Olympiad

London

1908

I.O.C.

Headquarters

I.O.C.

Headquarters

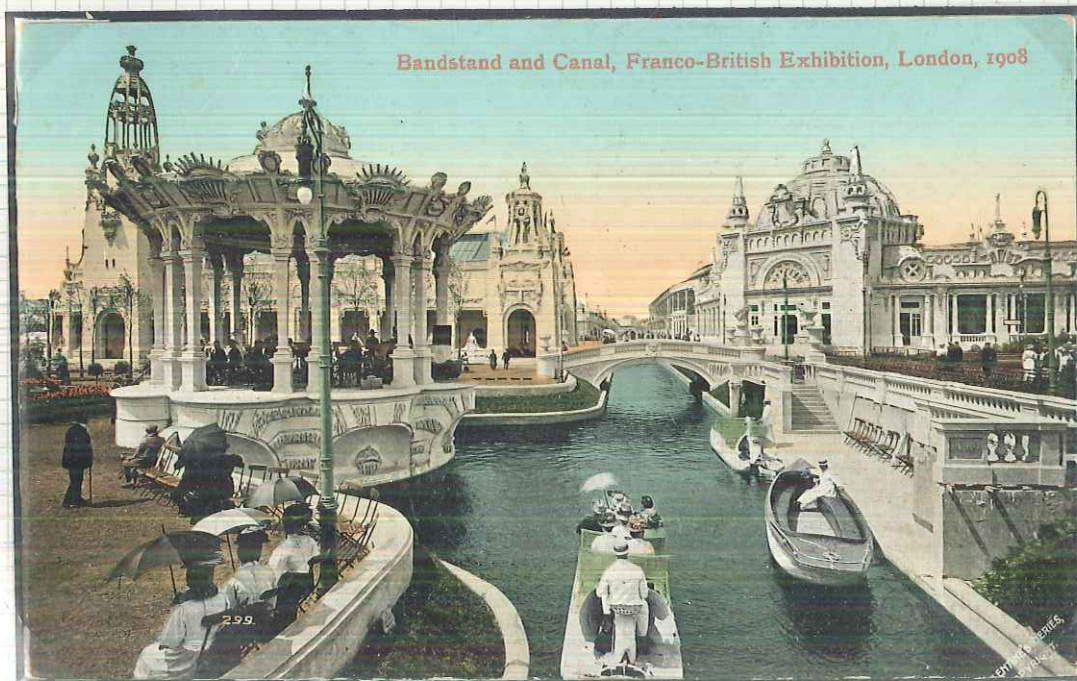
IMPERIAL SPORTS CLUB



"LAGOON GRILL"

(Proprietor - Mr. Joe Lyons)

At the end of the Games the Sports Club became a large restaurant



Reprinted

Description

IV Olympiad
London
1908

—
IMPERIAL SPORTS CLUB
—

Olympic Games Headquarters



The "Sports Club" is shown
at background (Middle) of the
3 types of postcards shown

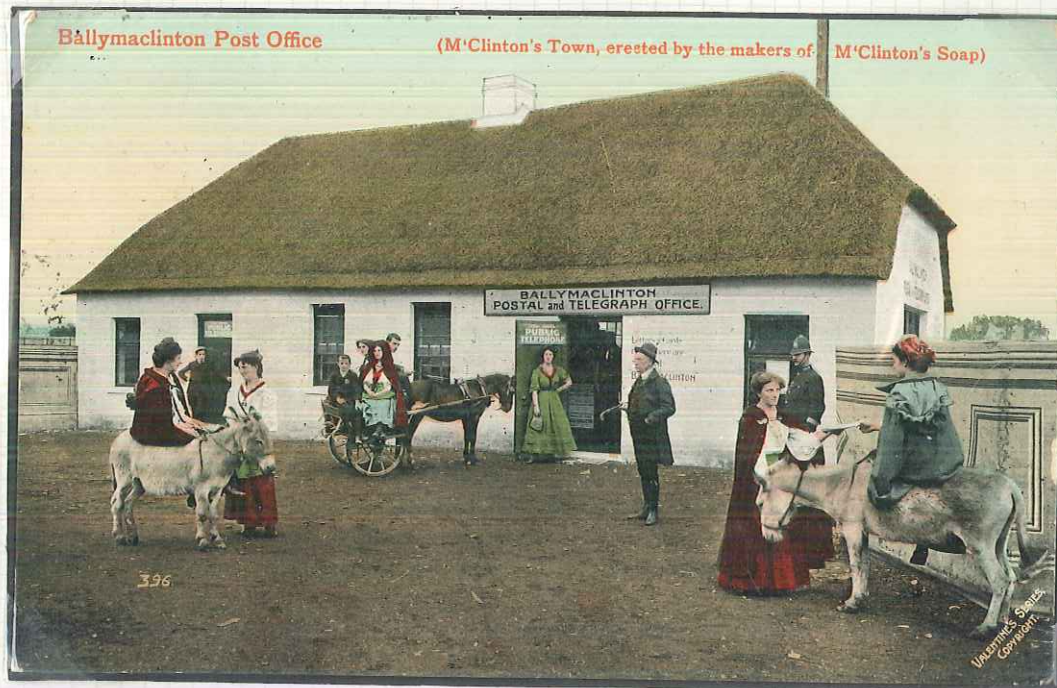
Great Britain

IV Olympiad

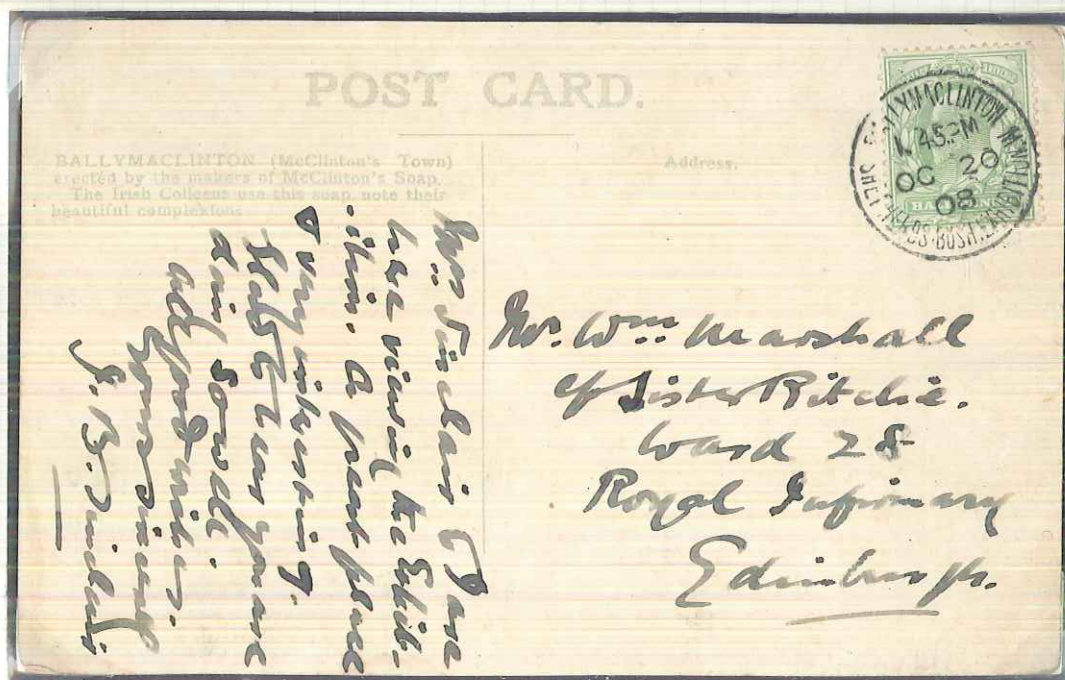
London

1908

BALLYMACLINTON POST OFFICE



Postal cancellation



Great Britain

IV Olympiad

London

1908

-

STADIUM SIGNPOST



IV Olympiad

London

1908

—

PANORAMIC POSTCARD

Postcard (Right side) of panoramic view of the "Stadium" postcard printed by Valentines of Dundee



IV Olympiad
London
1908



VALENTINES

The Publisher's plain back "Proof Postcard"
1908 issue "Overprinted" for the 1909 Exhibition

The scene depicts one of the Tug of War Semi-Finals



IV Olympiad

London

1908

(11-8-08) - YACHTING - (12-8-08)

12 Metre Class

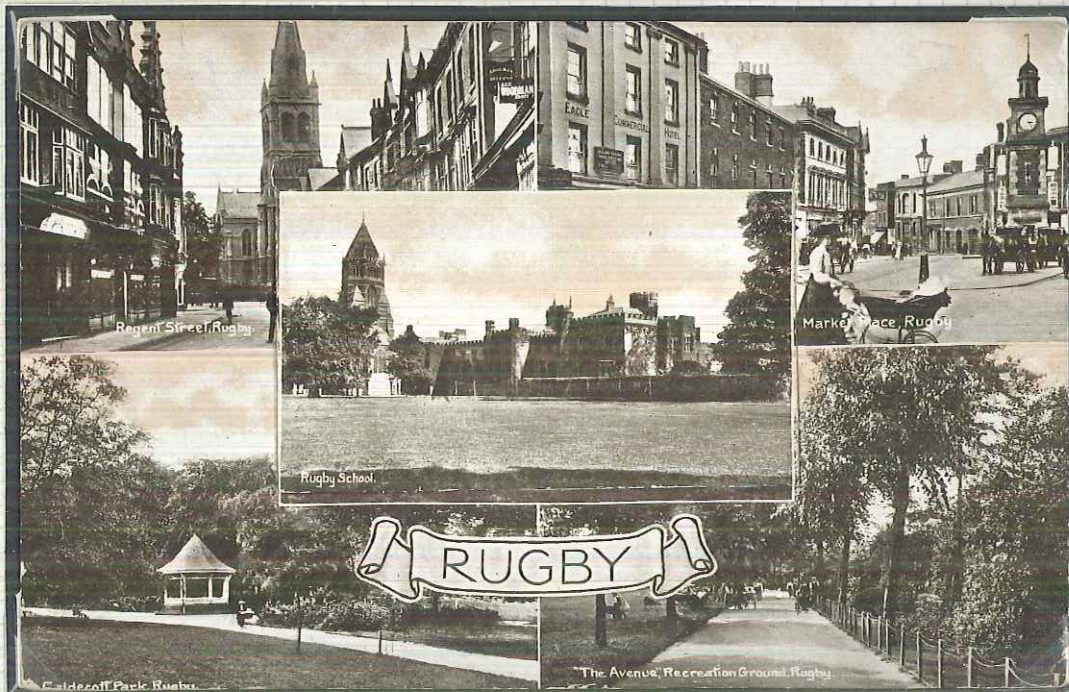


12 - 8 - 08

The two day event was won by Great Britain yacht "Hera"



France



A STORY OF THE BALLYMACLINTON VILLAGE 1908 - 1910

POSTAL HISTORY'S NEW CHAPTER

BY

G.E.R. ITHELI



Posted at
BALLYMACLINTON

IRELAND'S UNIQUE POSTMARK

Used for only 227 days' duty in 1908 and 1909. .

Franco- British Exhibition

Official
Souvenir



1908

CENTRE SPREAD

OLYMPIC STADIA