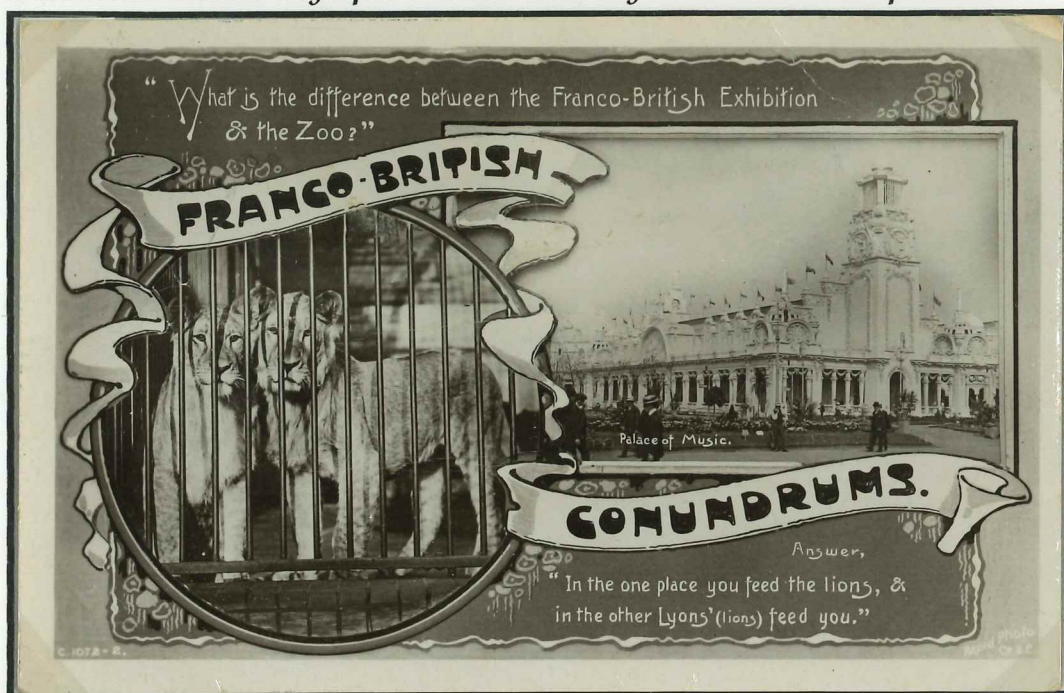


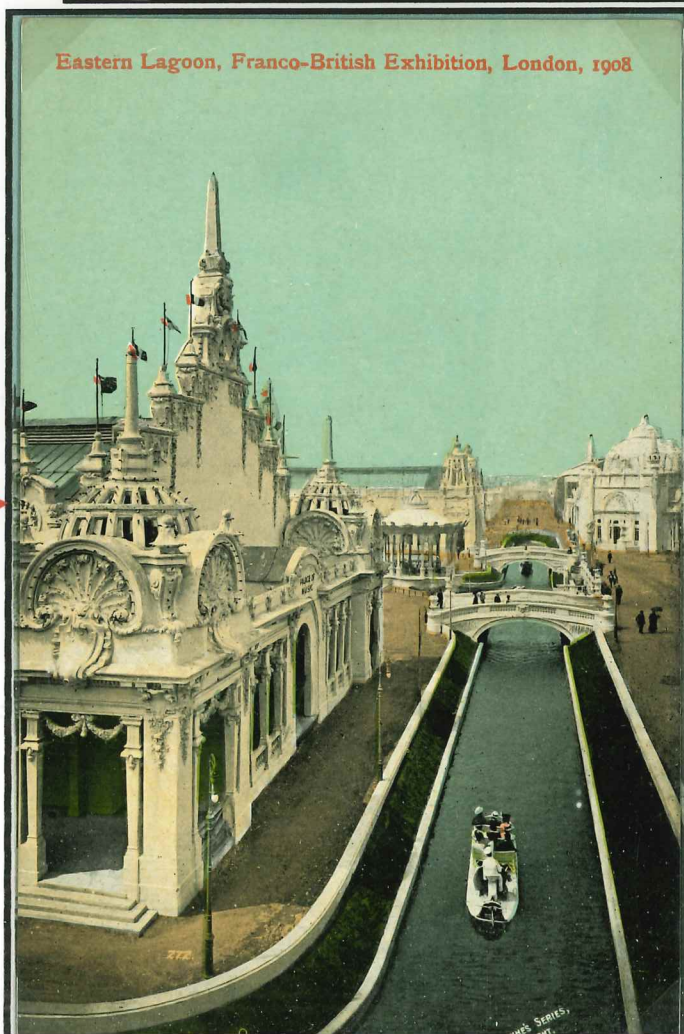
The Palace of Music - An Olympic Conundrum

Although there were 4 "temperance refreshment rooms" in the Stadium, J. Lyons & Co., the Official Caterers declined to make one of these available for the athletes. A contract was negotiated with the British Olympic Council whereby cold meals were provided in the Palace of Music.



Eastern Lagoon, Franco-British Exhibition, London, 1908

The Palace of Music

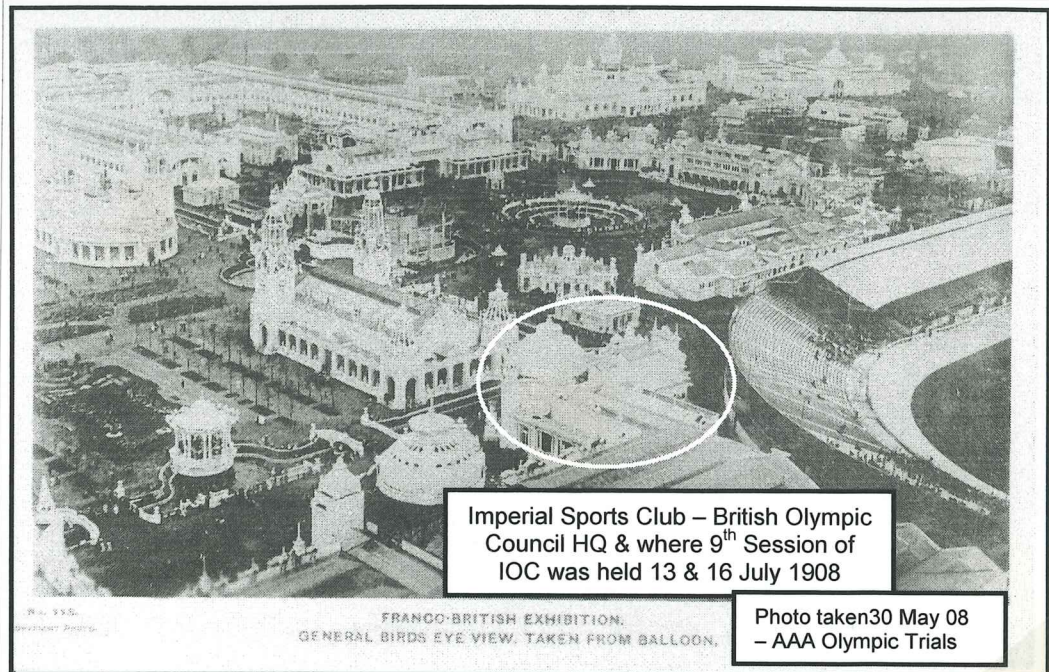


The Imperial Sports Club
where Olympic Officials and
Dignitaries dined.
(The Stadium is just visible behind)

The Imperial Sports Club

This "Bird's Eye View from a Balloon" shows the close proximity of the Imperial Sports Club and the Olympic Stadium

This 'Wakefield' photograph is used on various styles of real photo postcards



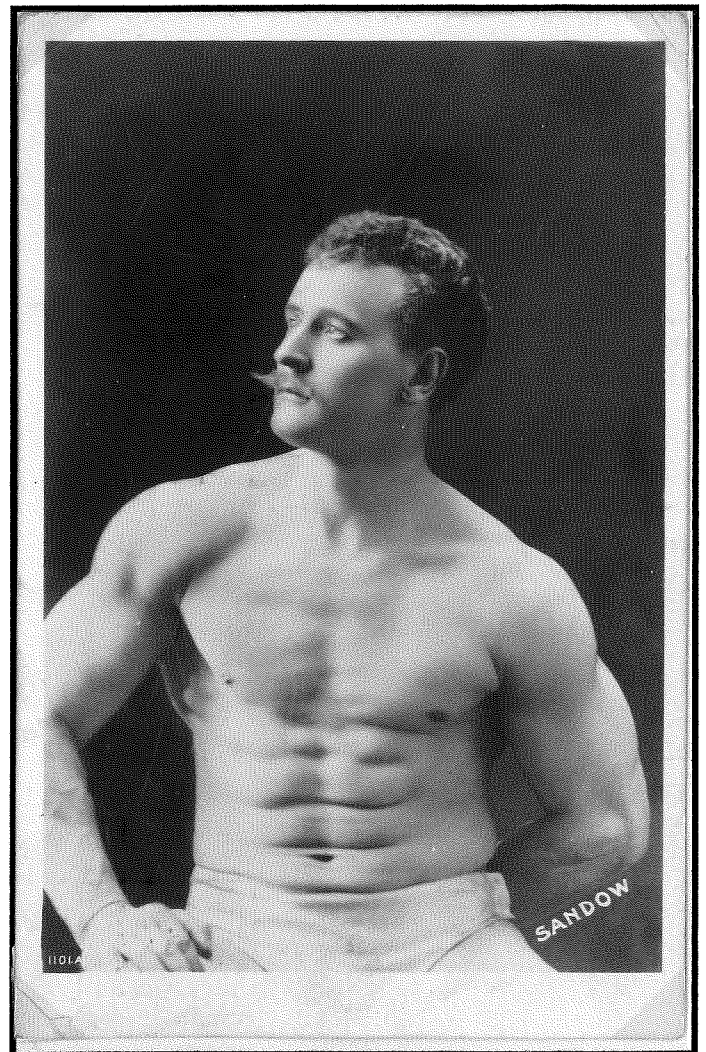
The Olympic Appeal

On 1 November 1907 the British Olympic Council decided to launch a public appeal for funds, and 30,000 appeal leaflets were printed.

On 3 March 1908 Lord Desborough, Chairman of the BOC was obliged to re-launch the appeal, and again on 1 June. This latter appeal was taken up enthusiastically by the Daily Mail, and by July 10th the newspaper actually asked the public to stop sending money, the target of £10,000 being exceeded by over £4,000!



The most surprising donation perhaps was from a performance at London's Palace Theatre by the exotic dancer Miss Maud Allan supported by the singer Miss Margaret Cooper. They raised over £300.



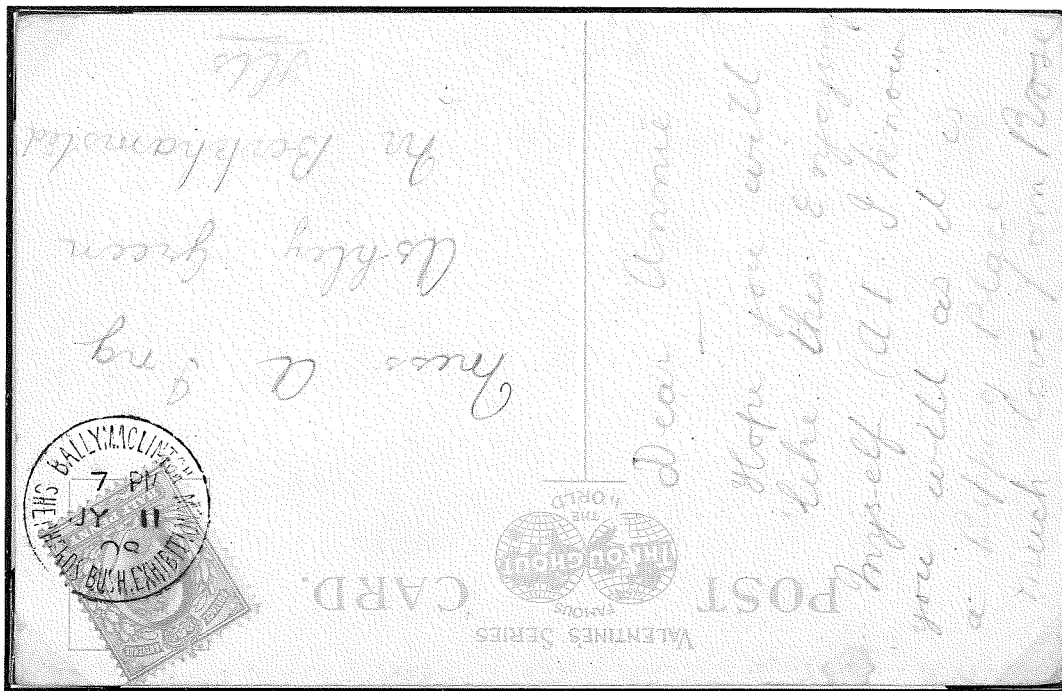
The largest individual donation was from the well-known professional wrestler and showman, Eugen Sandow

**11 July 1908 - The Entente Cordiale:
Pre-Olympic Sports Carnival**

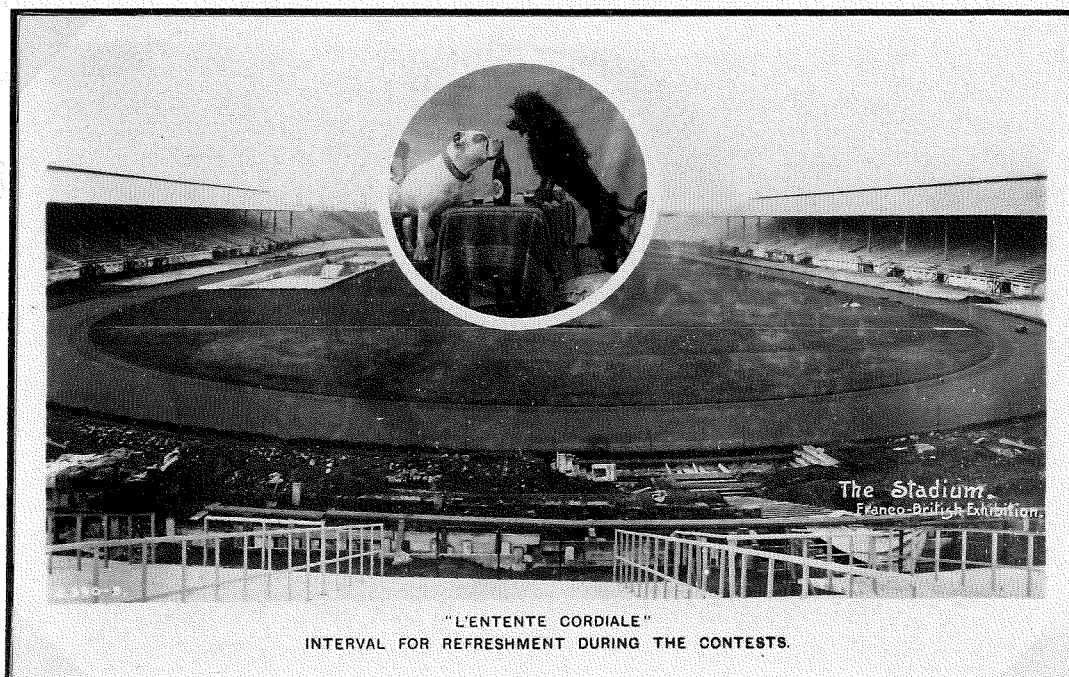
&

Polytechnic Harriers v. Le Stade Français

Polytechnic Harriers organised a Sports Carnival two days before the opening of the Olympics. There were athletic events, cycling, swimming and water polo, boxing, and a gymnastics display.



The athletics included a competition between Polytechnic Harriers and Le Stade Français which the Poly won 4 events to 3



London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The American Olympic Team

The majority of the U. S. team travelled to the U.K. in U.S.M.S. Philadelphia



The team base during the Games was the St. Ermins Hotel in West London



Tennis

Dorothy Lambert Chambers won the Women's Singles Gold at Wimbledon on 11 July




*Josef Rössler Orovsky
was entered for the men's singles and doubles but did not appear.
He was also on the Bohemian Committee of Honour*

Odesílatel:

Josef Rössler-Ořovský
29. 6. 1869–17. 1. 1933
starosta čsl. skautů 1869–1939

J. RÖSSLER
OŘOVSKÝ



ČESKOSLOVENSKO
110 00 PRAHA
29. 6. 1939
50 h

RADEK JÁSEK
č. 274
ČERVENÉ PEČKY

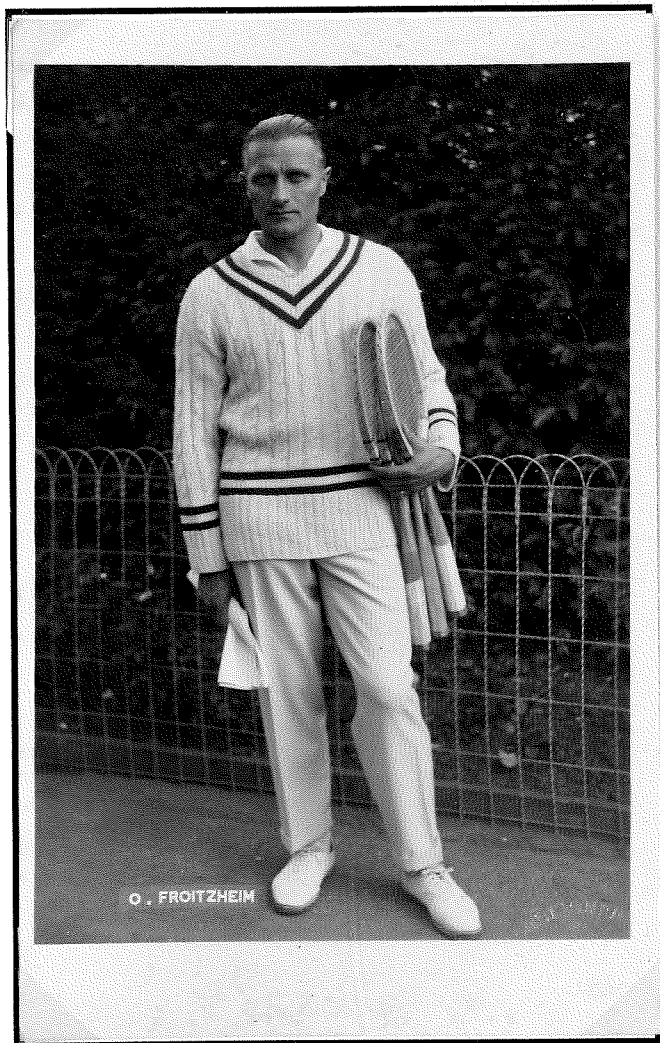
Vyhrazeno pro služební nálepky a údaje pošty

2 8 1 2 1

50 h

Tennis

The Olympic Tennis Tournament was held at Wimbledon between 6 & 11 July.



Otto Froitzheim of Germany took the Silver in the Men's Singles, losing 7-5, 6-3, 6-4 to Josiah Ritchie

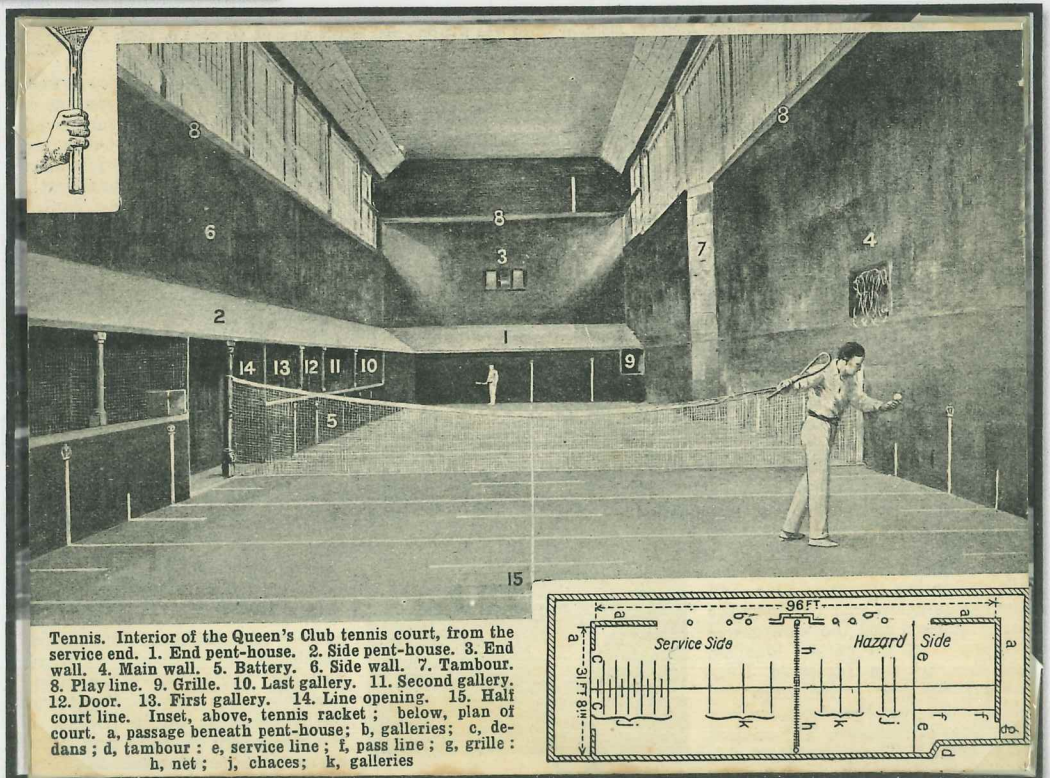


Reginald Doherty won Gold in the Men's Doubles, with his partner George Hillyard. He won Wimbledon Doubles 8 times between 1897 & 1905, and the Singles 4 times

Covered Court Tennis

This was played at the Queen's Club in West Kensington from 6-9 & 11 May

H Roper Barrett won Gold in the Doubles, with Arthur 'Wentworth' Gore



Gymnastics - The All-Round Modern Heptathlon

This event was devised by Ernest Ravenstein of the German Gymnastic Society. It consisted of slow and swinging movements on the horizontal bar, and on the parallel bars, stationary and swinging movements on the rings, quick movements on the pommel horse, and rope climbing.

Circolo Filatelico Culturale "A. Tassoni"
Viale Monte Cosica, 91 - 41100 Modena

Alberto Braglia (1883-1954)

Ginnasta modenese che ha conquistato 3 Medaglie d'Oro olimpiche nei Giochi di Londra del 1908 e Stoccolma nel 1912.



(Collezione Alessandro Simonini)

Edizioni Il Fiorino - Via Marinuzzi, 28 - Modena
Tel e Fax 059/281577 - Maggio 2009



The events were on 14 and 15 July. Alberto Braglia of Italy was first, W. Tysall second:



Stadium Avenue

Stadium Avenue was a wide boulevard separating the Stadium from the main Franco-British Exhibition grounds



*Opposite the Stadium was
"Bovril Castle"
Bovril were fierce rivals to OXO
who were the official refreshment
suppliers for the marathon.*

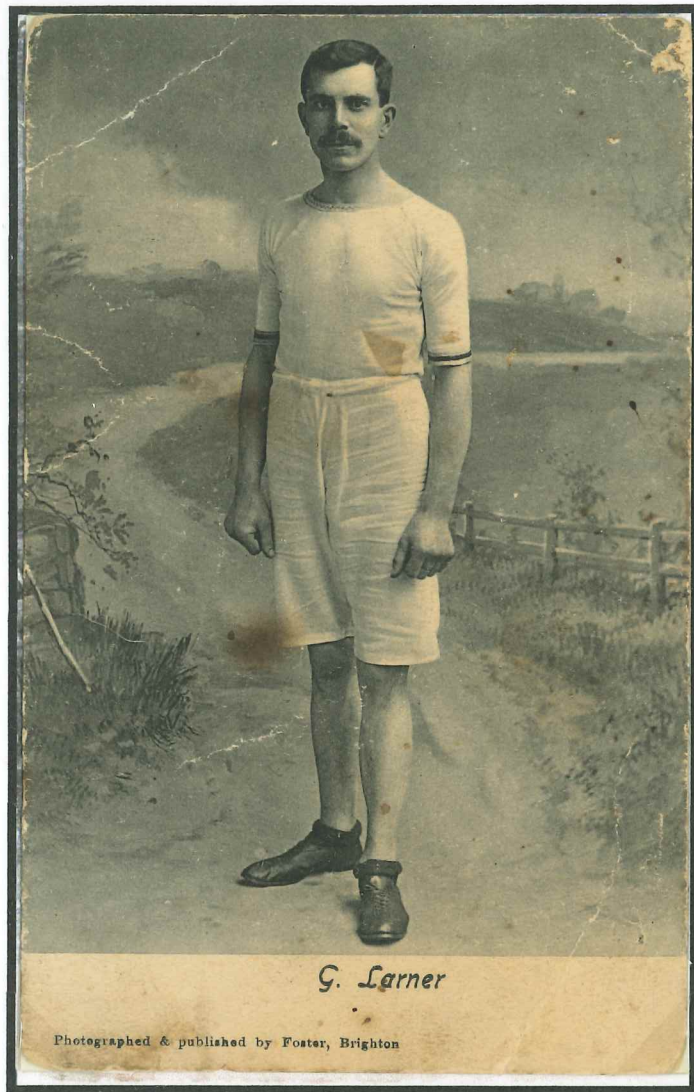


Visitors to the Franco-British Exhibition should not fail to visit the "Bovril Castle," opposite the Stadium; close to Garden Club.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Race Walking

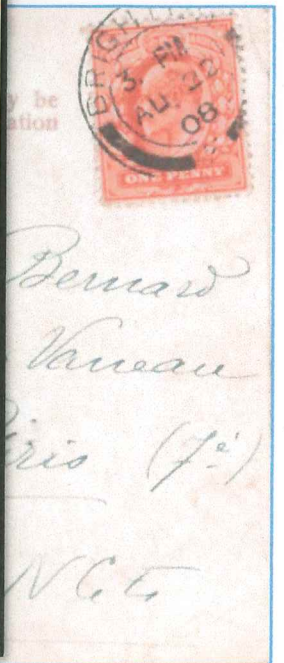
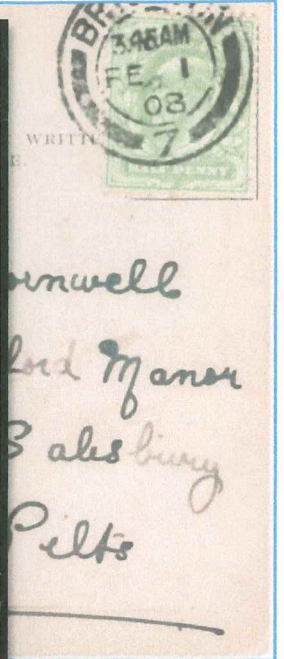
*George Larner of Great Britain won both the 3,500m Walk on 14 July
and the 10 Mile Walk on 17 July*



London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The American Training Base

Prior to the Games most of the team was based in Brighton,
staying at the Metropole Hotel and training on the sports ground at Preston Park



The Finnish Team en Route for the Games



The Finnish team came across the North Sea on the ship Polaris. The ceremony was a 'baptismal'

They made
part of



the time was
used to march

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

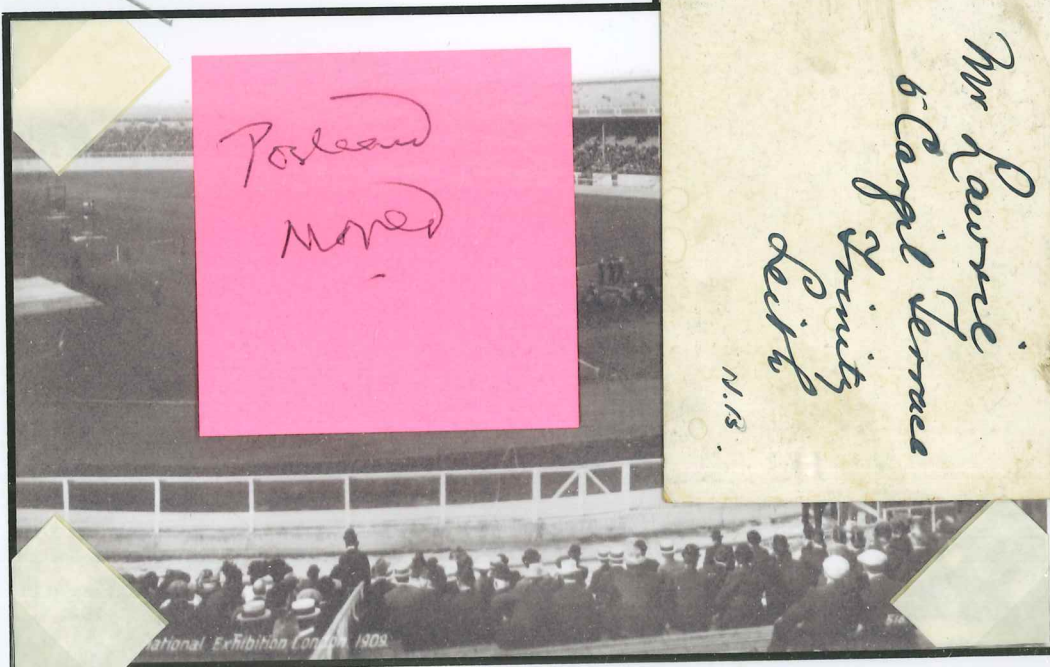
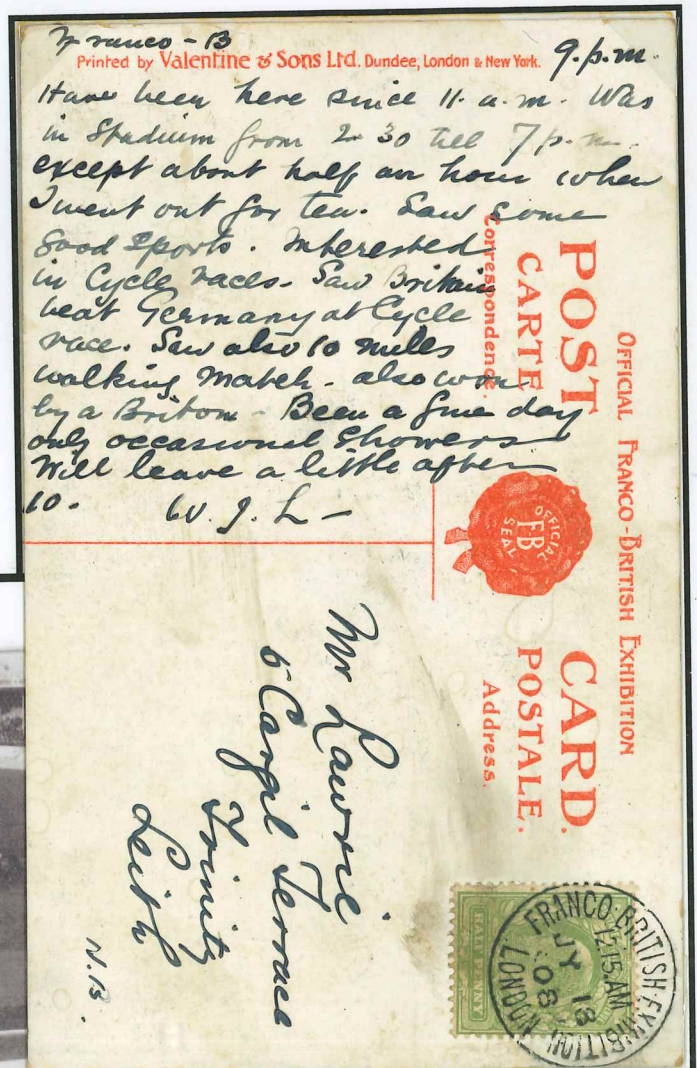
Cycling & 10 Miles Walk 17 July 1908



Commemorating the German Team Silver
St. Vincent 19 July 1996
(from a miniature sheet)

"Was in the Stadium from 2.30 till 7 p.m. ... Saw some good sports. Interested in Cycle races. Saw Britain Beat Germany at Cycle race. Saw also 10 miles walking match - also won by a Briton" That Briton was George Larnier.

The card was posted late that evening before the writer left the Exhibition, and postmarked after midnight. On the postcard below the walkers can be seen on the track at the right. The Tug-of-War is also in progress.



The events on track and field enable it to be said that the photograph was taken during the Olympics, and not in 1909

Seen N.S. Stadium

Cycling



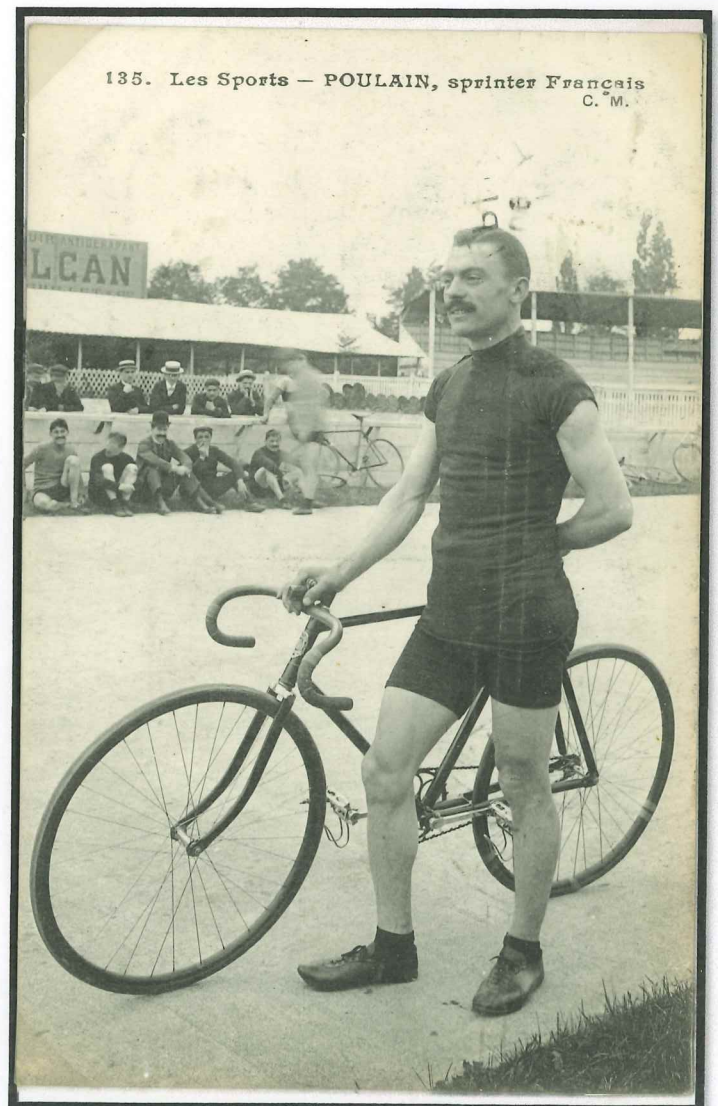
Maurice Schilles of France had mixed fortunes. In the One-Lap race (660 yards) although he won his heat it was declared void because the time limit was exceeded.

He won the final of the 1,000 metres Match Sprint, but again the race was declared void for exceeding the time limit & no medals were awarded.

*In the 5,000 metres he took **Silver** behind Ben Jones (GB)*

*He took **Gold** with André Auffrey in the 2000 metres tandem*

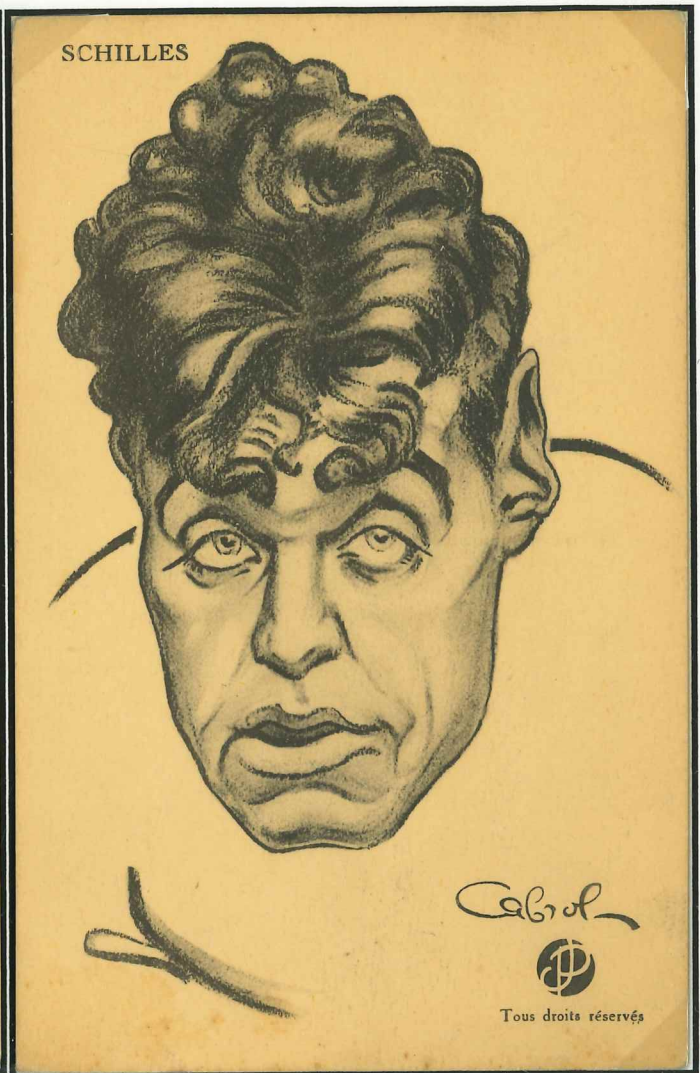
In the Team Pursuit he was in the French team that came 5th.



André Poulin, also of France, had a disappointing Olympics, losing in the heats of each of the 3 races he entered.

Cycling 5,000 metres - 18 July 1908

In a thrilling final on the afternoon of 18 July, Britain's Benjamin Jones managed to hold off Maurice Schilles and André Auffray of France who were catching him fast.



Health & Strength postcard 08 53963
(postally used 1909)

Jones also won Gold in the Three-Lap Pursuit
and Silver in the 20 Km Track Race.

He was also involved in the 1,000 Metres "Sprint" fiasco, the
race being declared void because the maximum time was
exceeded.

Portrait of Schilles by Cabrol

Schilles continued cycling for many years, and was runner up
in the UCI Track Cycling World Championships - Men's
Sprint in 1925

Cycling 100 kilometres - 18 July 1908

Despite puncturing, Charles Bartlett won in the final sprint, taking the Gold Medal and the Prince of Wales Cup, thanks to skilled pacing by Charles Denny (Silver) and William Pett (4th).

Frenchman Octave Lapize squeezed in to take the Bronze Medal.
He went on to become the first Olympic medallist to win the Tour de France, in 1910.



Centenary of the Tour de France miniature sheet from Antigua & Barbuda 2003

Sadly, Octave Lapize was a victim of a dog-fight in World War I



Centenary of the Tour de France miniature sheet from Dominica 2003

Fencing

The Fencing Ground was situated just outside the Stadium at the north end.
It was tented against inclement weather.

In the Sabre the Hungarians were dominant (as they were until 1964(!))
Jeno Fuchs helped his team to Gold on 23 July, and took individual Gold on 24 July



Vilém Goppold von Lobsdorf of Bohemia secured the Bronze, and helped his team to Bronze



In the Epée Paul Anspach of Belgium was 5th, but shared the Team Bronze Medal.
He went on to secure Gold in 1912 (Team & Individual) and Team Silver in 1920 & 1924



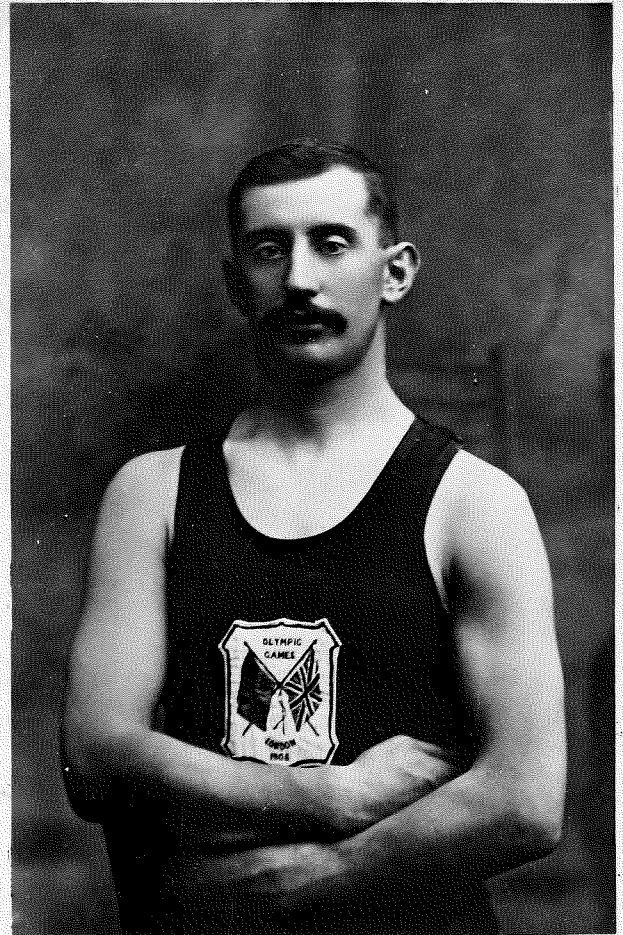
London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Water Polo Team Members

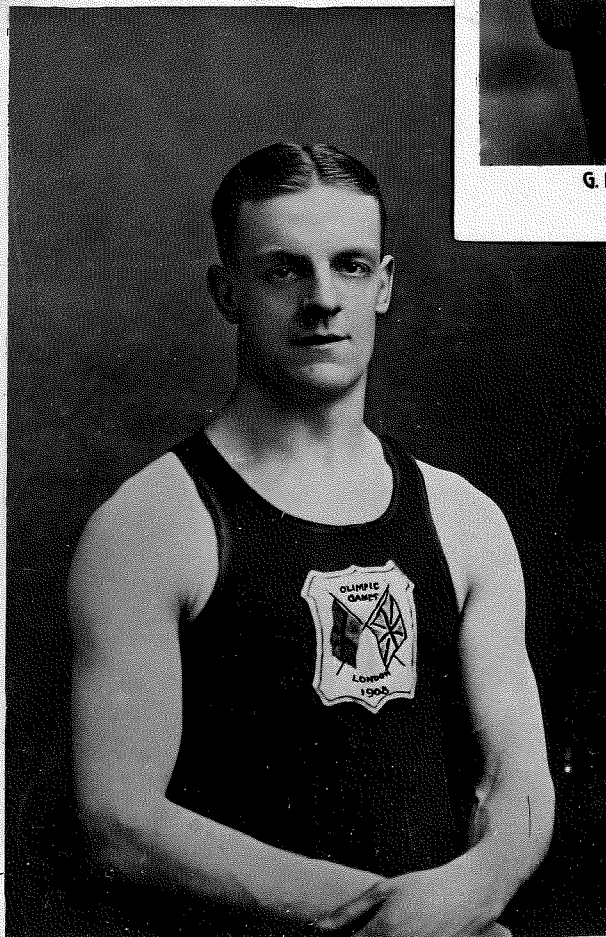
*Charles Smith, team captain, George Nevinson
and Charles Forsythe all came from Wigan.*



C. S. Smith. Captain. Gt. Britain & Ireland.



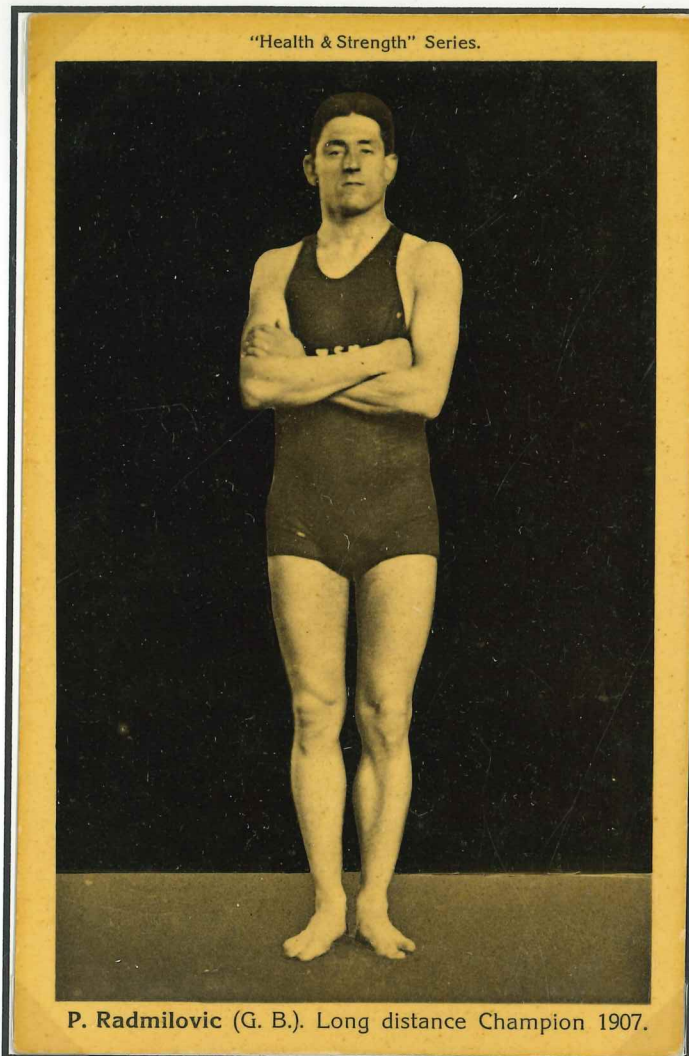
G. Nevinson Wigan. Water Polo International.



E. Forsyth. W. S. C.

22 July -
Water Polo Final (2)

Also in the team, and scorer of two goals was Paul Radmilovic



Radmilovic also helped Great Britain to Gold in the 2 x 220 yards relay on 24 July and was a member of Great Britain's Gold Medal winning water polo team in 1912 & 1920. In 1920 he scored the winning goal in the final (against Belgium again) 3 minutes from the end.



His 1920 performance is marked by a 1991 stamp from Guyana, which incorrectly has him coming from the GDR, the German Democratic Republic (East Germany).

The water-polo design continues into the next stamp.

22 July - Water Polo Final Great Britain 9 - Belgium 2



Thanks to a bye and a walkover when Austria withdrew, Great Britain went straight into the final. Belgium had to play the Netherlands then Sweden to get there!

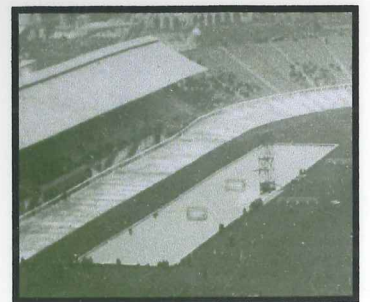
Great Britain's top goal scorer, with 4 goals, was George Wilkinson of Hyde Seal Swim Club. He had already secured Gold as a member of the winning team in Paris in 1900, and went on to obtain his third Gold at Stockholm in 1912 when he was team captain.

Water polo took place in the pool in the stadium. Just this one of three photos taken from a balloon shows the goals in position. The photograph was taken on 30 May, the date of the water polo Olympic Trials.



FRANCO-BRITISH EXHIBITION, LONDON, W.
PHOTO OF "THE STADIUM" FROM BALLOON.

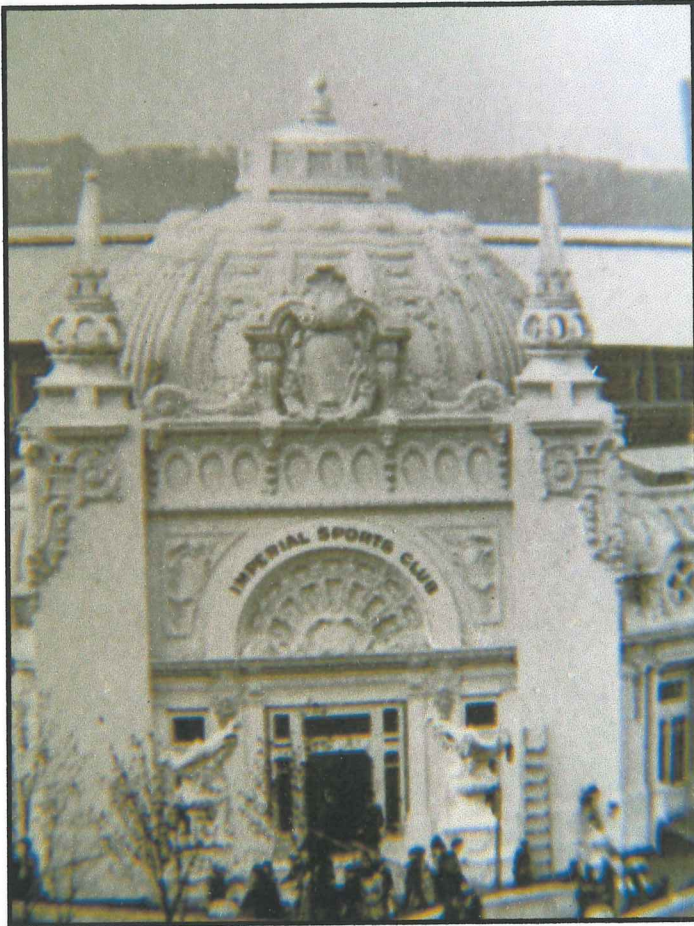
COPYRIGHT PHOTO BY
WAREFIELD, EALING, W.



*London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad*

The Imperial Sports Club

*The Imperial Sports Club was the headquarters of the British Olympic Council,
the Organising Committee of the 1908 Olympic Games
and was conveniently situated next to the Stadium*



Enlargement from postcard below



6791 Q

THE FRANCO-BRITISH EXHIBITION.
THE COURT OF ARTS.

ROTARY PHOTO, E.C.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The Opening Ceremony



King Edward VII & Queen Alexandra

*"Yesterday wet till afternoon.
Saw the King & Queen going
in to open Olympic Games."*

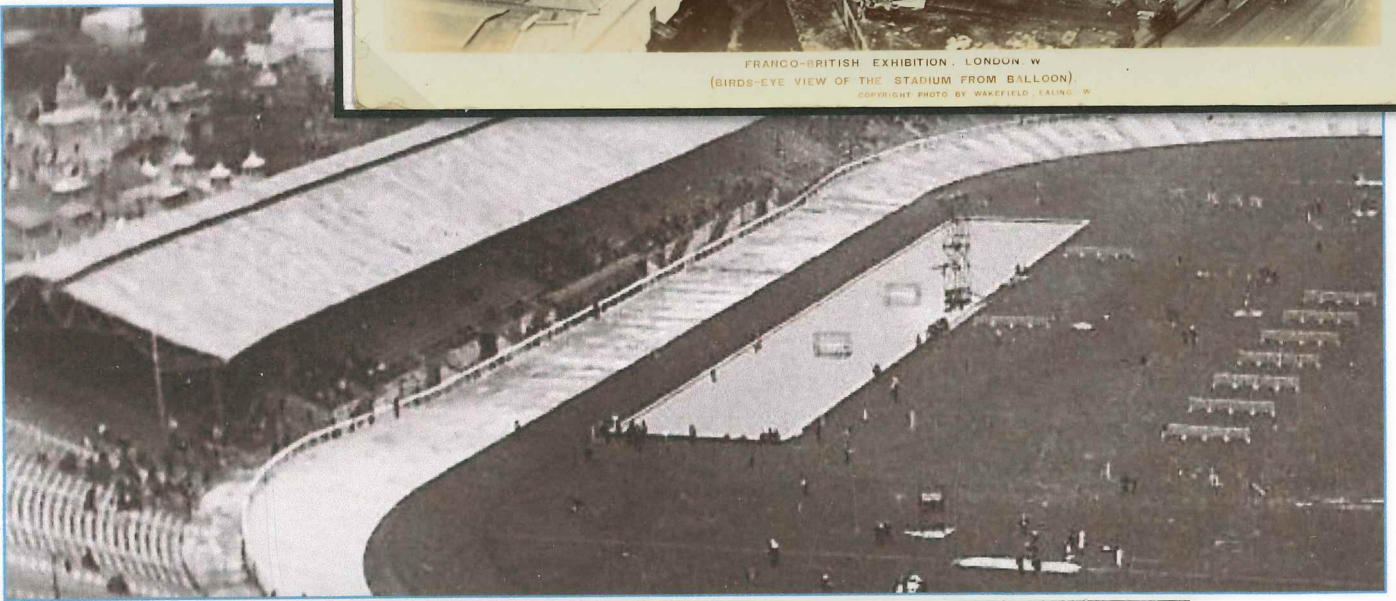
Printed by Valentine & Sons Ltd. Dundee, London & New York. 9.30. a.m.
14.7.08-
*Yesterday wet till afternoon. Saw the
King & Queen going in to open Olympic
Games. Then took car to Ken & Mu*



(Note the error '1909'. This was corrected on a reprint of the card)

30 May: Amateur Swimming Association Water Polo & Diving Preliminaries

The stadium card with Olympic Games caption shows the diving tower but not the water polo goals. These are visible in another photo helping to confirm that the photos were taken during the ASA Water Polo & Diving preliminary trials which took place at the same time as AAA trials on 30 May

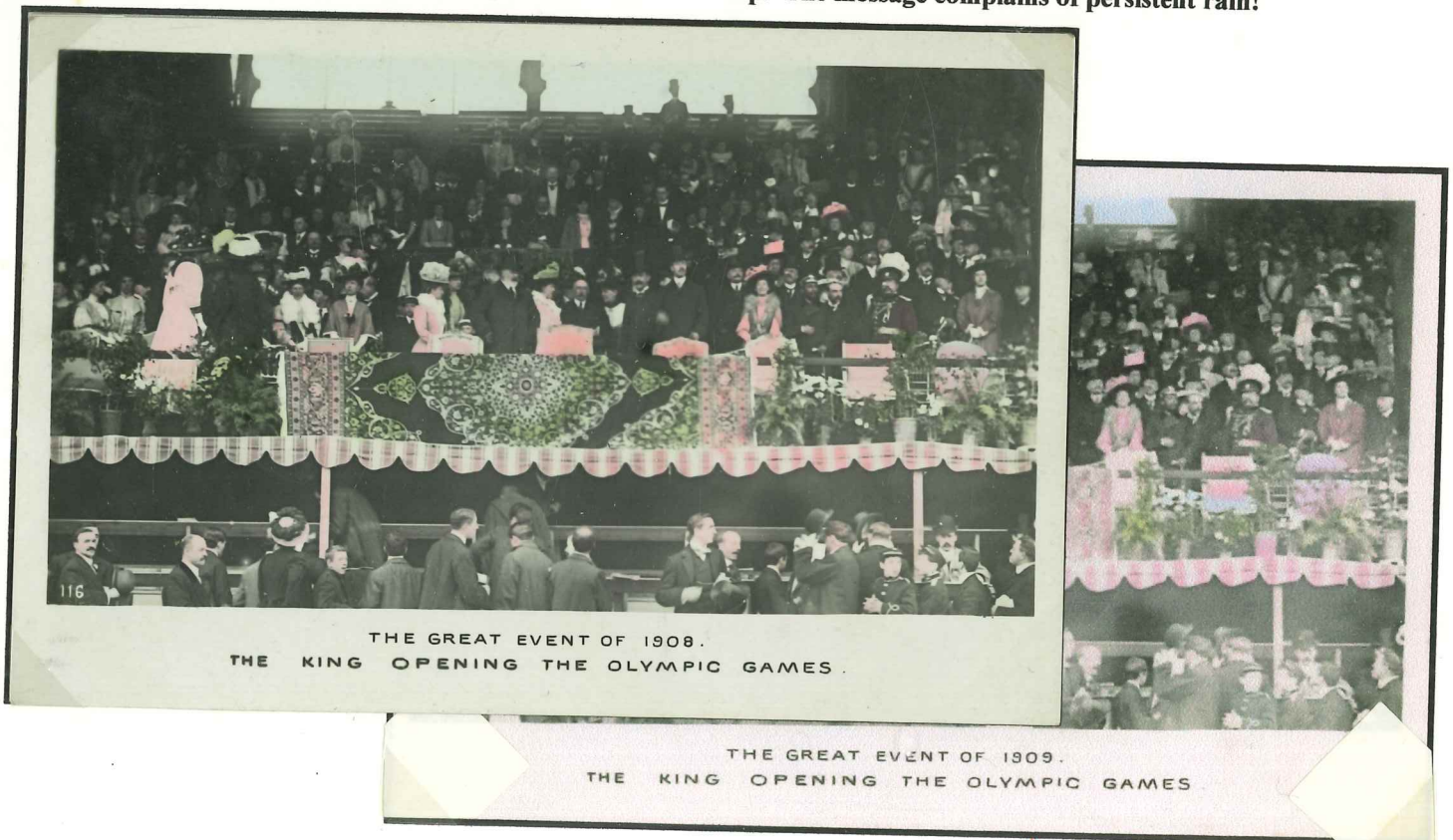


The Opening Ceremony

The Games were opened by King Edward the Seventh on 13 July 1908
In the newly constructed stadium of the Franco-British Exhibition
(The White City Stadium)



Card posted shortly before the start of the Opening Ceremony, to France, postage underpaid and with tax stamp. The message complains of persistent rain!



Error: "1909"↑

The Olympic Opening Ceremony

This hand-coloured postcard shows the teams lined up before the Royal Box.

Tents are set up in the Olympic Fencing Ground to the left of the Stadium.

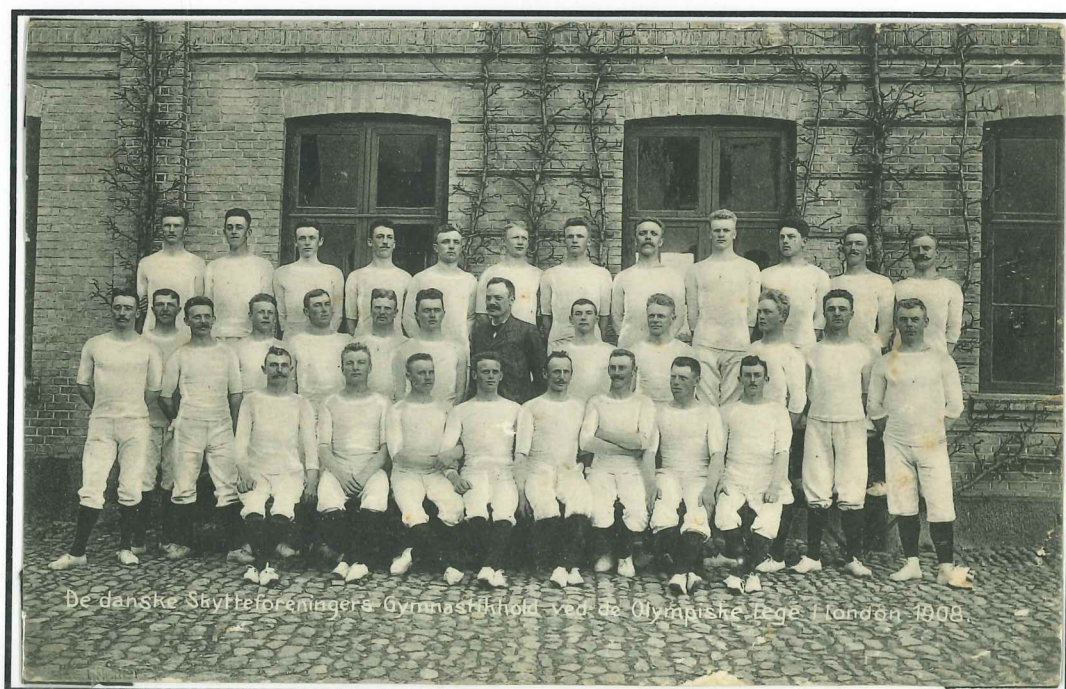


GREETINGS FROM THE FLIP FLAP.



The enlargement shows the Olympic advertising hoarding. The photo was published in the Daily Graphic with its report of the Opening ceremony.

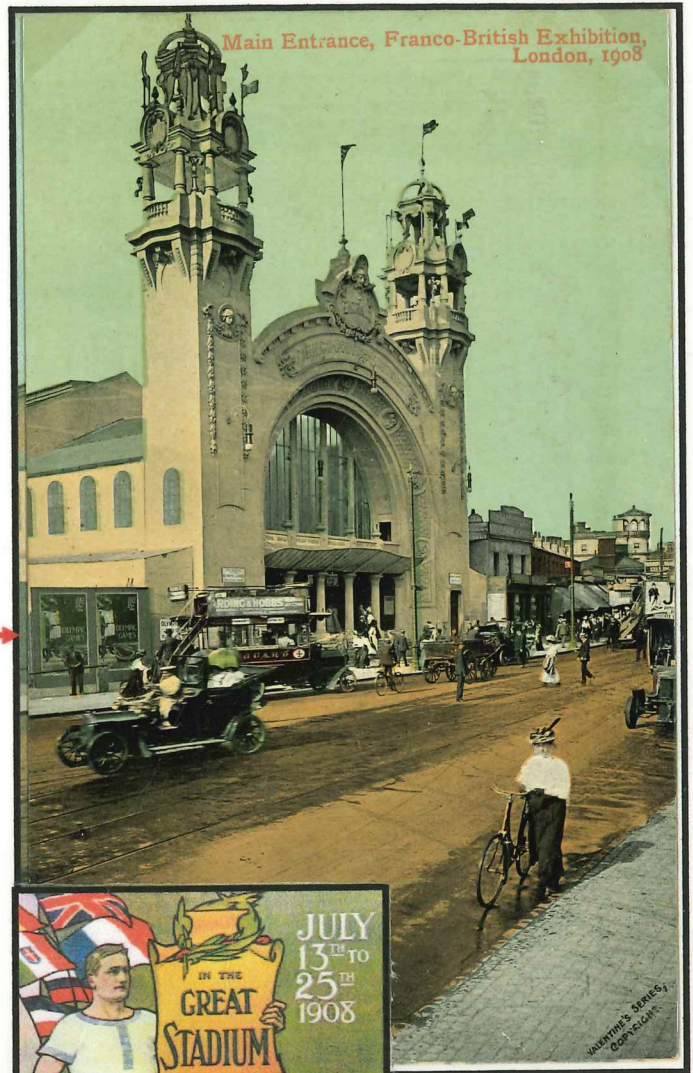
The Danish Gymnastic Team (shown here before the Games) gave a display, as did the Norwegian and Swedish teams.



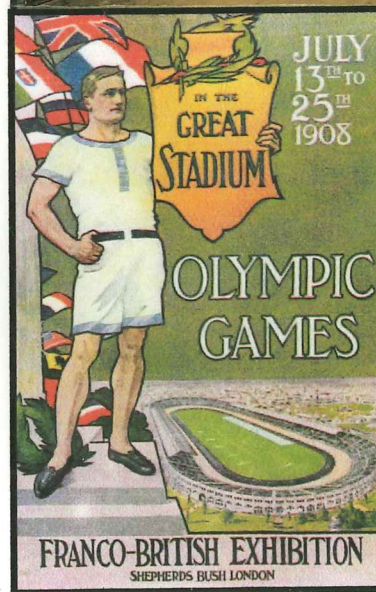
De danske Skytteforeningers Gymnastikhold ved de Olympiske Lege i London 1908.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Advertising the Games
Posters at the Main Entrance



The general notice was replaced by the official Olympic poster



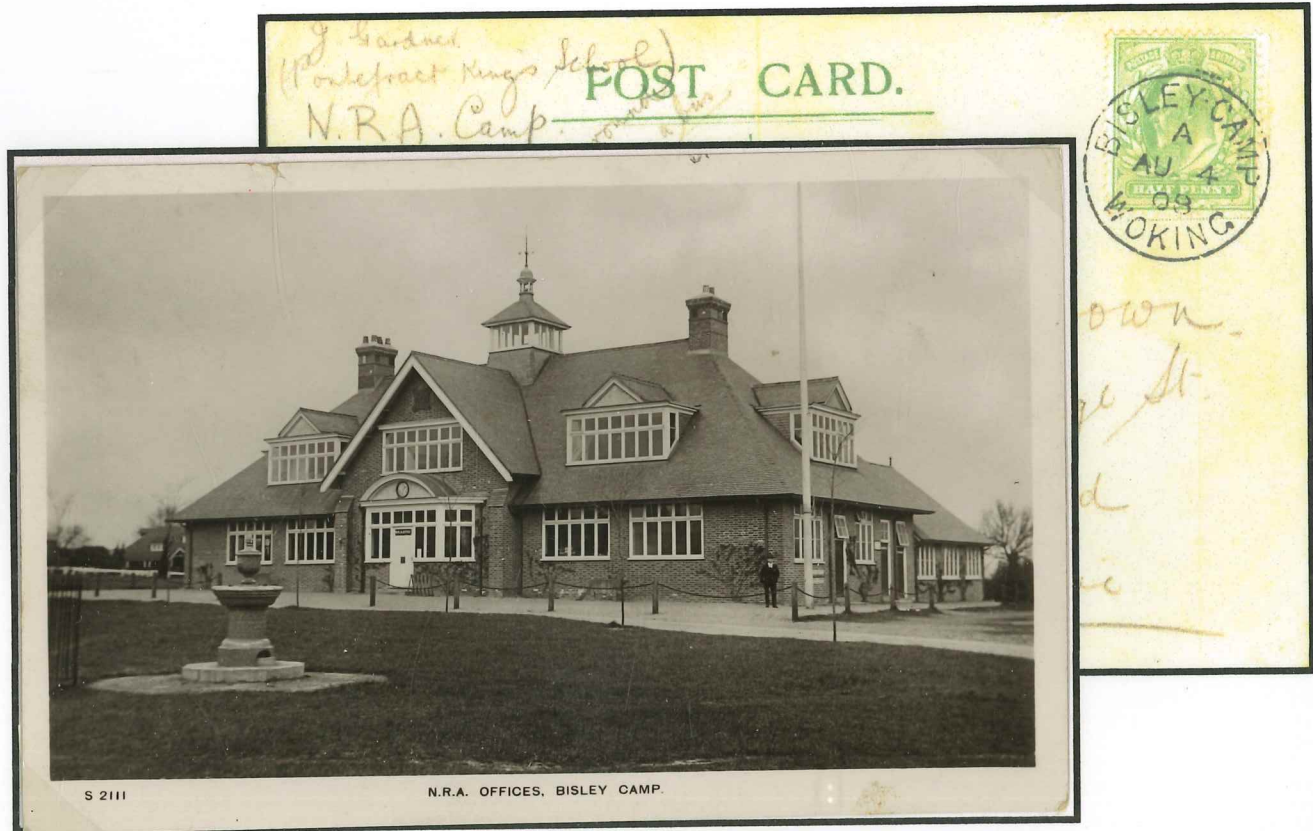
Shooting - Bisley Camp

There was a temporary post and telegraph office in the camp from 1 July to 8 August 1908

It had three duplex cancels, A, B, & C, with numeral J62
and three circular datestamps, also A, B, & C



*The National Rifle Association,
Based at Bisley, the NRA were the Olympic competition organisers*



Shooting

Shooting events were held at Bisley on 9-11 July

15 flagpoles were erected to fly the flags of the 15 nations due to compete in the competitions.



Erected in a circle, the posts became known as the "Bisley Stonehenge"

The 15 countries were

Australia	Denmark	Great Britain	Hungary	United States
Belgium	France	Greece	Norway	Finland
Canada	Germany	Holland	Sweden	(representing Russia)

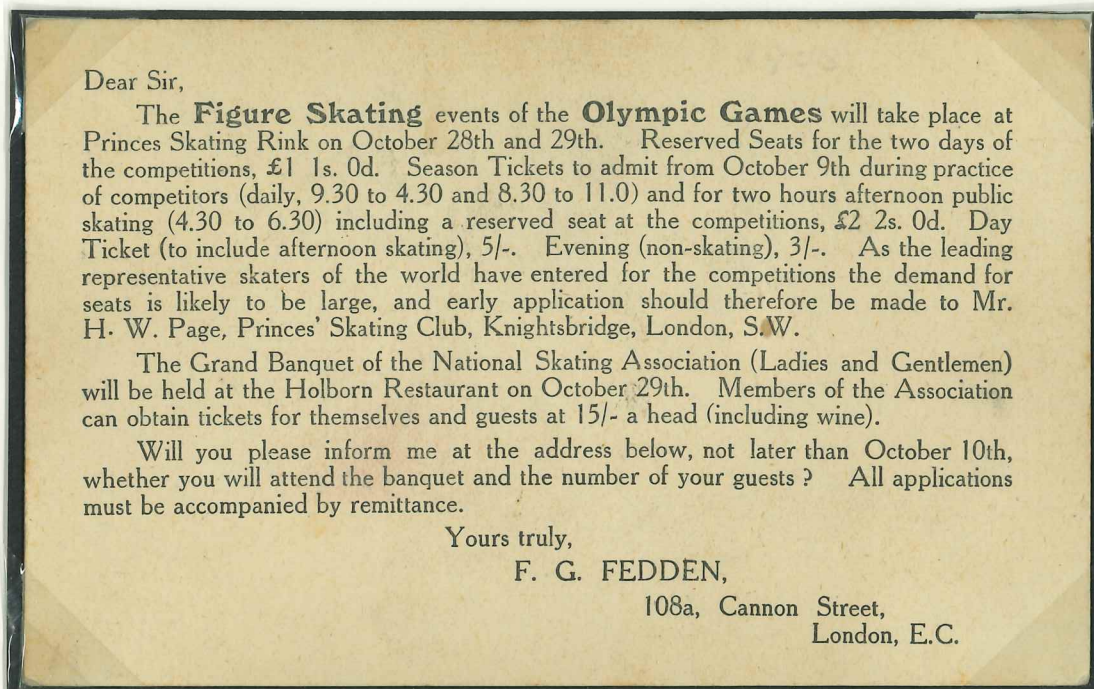
The 15th country was Italy but the team failed to arrive.



Figure Skating

On 28th and 29th October 1908 Mens, Womens and Pairs competitions were held.
There were no skating events in 1912. They were re-introduced at Antwerp in 1920.
The first 'full' Winter Olympics were held in 1924 in Chamonix.

Invitations were sent out on a pre-paid postcard:



A possibly unique surviving card; ex Rosen Collection

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

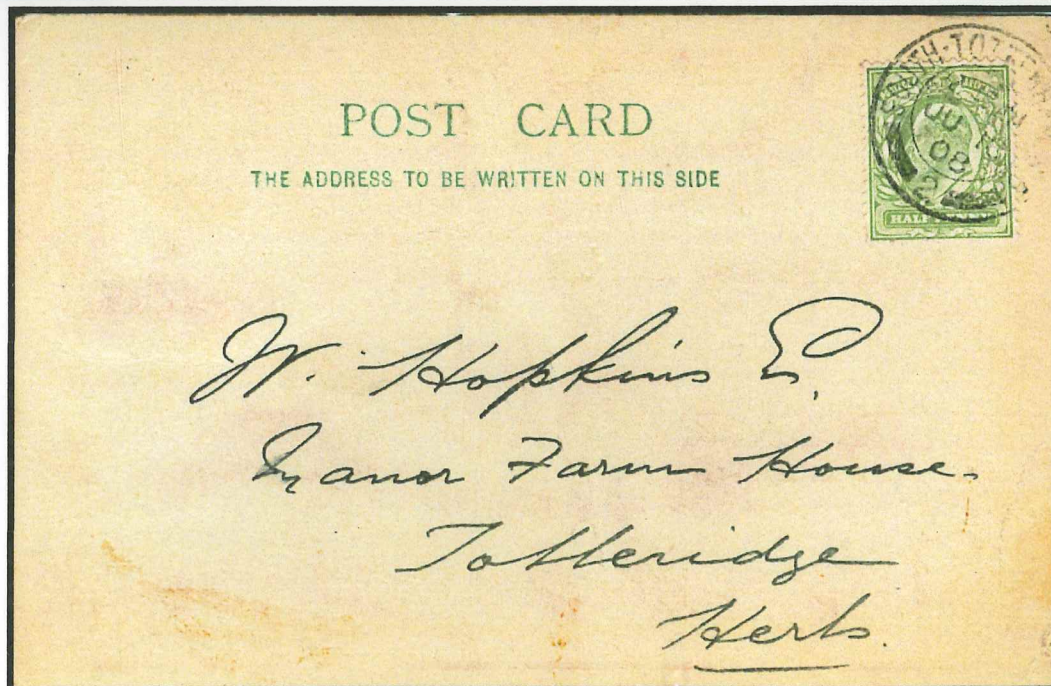
Gymnastics

The German Gymnastic Society

The German Gymnastics Society was founded in London in 1861.
Its President, Ernest Ravenstein was active in the creation of the National Olympian Association in 1865.

The GGS was open to all, and the majority of its members were British.

The society participated in the gymnastics display held on 15 July:



This invitation card is possibly a unique survivor.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

New York Olympic Appeal

The New York Athletic Club made an appeal to its members for \$50,000.
A reply paid postal card was used to solicit contributions

OLYMPIC GAMES OF 1908

To the Members of the New York Athletic Club:

Preparations for the American teams to participate in the Olympic Games of 1908 are going rapidly forward. These games are to be held at Shephards Bush, London, and are expected to exceed in importance the games of 1906 at Athens.

In order to defray the expenses of the American Committee and competitors a fund of \$50,000 will be necessary, and at the meeting of the Board of Governors of the New York Athletic Club, held January 17th, a resolution was unanimously adopted authorizing the President to communicate with the members and invite them to subscribe to the fund.

Our Club has always given generous support to these world competitions of amateur athletes, and it is hoped that the members will respond freely on this occasion, it being desirable to have no individual subscription in excess of \$10.

A prompt response by return postal card herewith is requested.

Very respectfully yours,

GEORGE W. KUHLE,
President.

New York, February 20th, 1908.



THIS SIDE IS FOR THE ADDRESS ONLY



MR. A. W. CAMERON
407 WOOL EXCHANGE BLDG.
NEW YORK CITY

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

New York Olympic Appeal

Return half of the New York Athletic Club appeal card



New York, 1908.

M. S. PAINE, Treasurer:

I hereby subscribe Dollars to the
Olympic Games Fund of 1908, and request that the amount be
charged to my house account.

..... Member.

..... Address.

Shooting The "International" Competition for Military Rifle

This event took place at Bisley, over two days 10 and 11 July.
Teams had 15 shots at each of six distances.

The message on this card, sent to Canada, reads:
"We are just done shooting the International Match. The Americans won First England second & Canada Third. I coached our team"



The card is dated 'July 11/08' and bears the "Bisley Camp/Woking/B - J62" duplex dated "JY 13".

July 13 was the date of the Opening Ceremony in the Stadium at the Franco-British Exhibition.



31st October 1908
Hockey Final & Closing of the Exhibition

At 3 p.m. England beat Ireland 8-1 in the Final of the Hockey



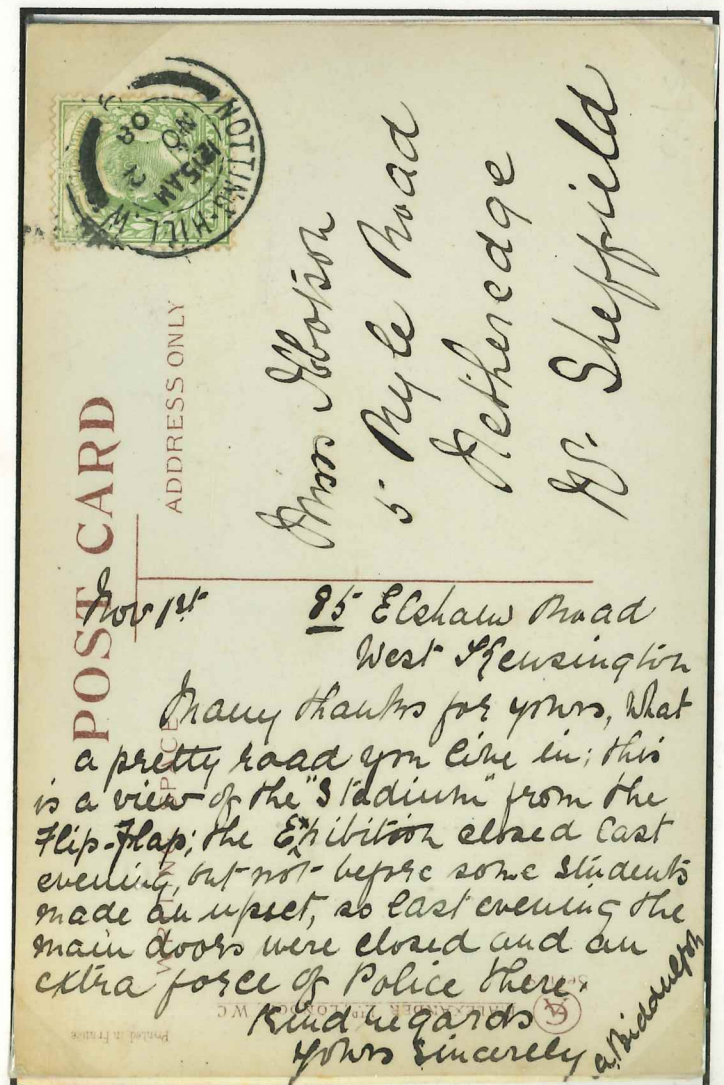
(Ballymaclinton Irish Village postmark)



In the evening there was a grand Military Fantasia in the Stadium, concluding with the British and French National Anthems, and followed by fireworks to close the Exhibition.

On an Opening Ceremony postcard this message says:

"... the Exhibition closed last evening, but not before some students made an upset, so last evening the main doors were closed and an extra force of Police there."



Swimming

16 July - 400 Metres Freestyle

Henry Taylor of Great Britain took Gold



25 July - 1500 Metres Freestyle

This was the final Stadium event before the Closing Ceremony and prize presentations, and was also won by Henry Taylor. The Silver Medal went to Sydney Battersby, who continued swimming to set a new world record for the mile.



18 July - 200 Metres Breaststroke

The Gold Medal went to Fred Holman of Great Britain



The caption on the reverse says "FRED HOLMAN, Olympic Breast Stroke Champion, and a few (£275 worth) of his prizes"

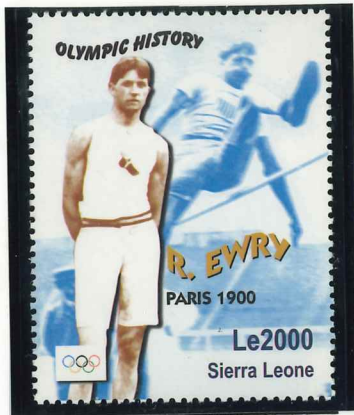
London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

23 October 1908
Soccer: Third Place Play-off -
The Netherlands 2, Sweden 0



23 July - Standing High Jump

As with the Standing Long Jump, Ray Ewry was master of this event from 1900 to 1908. In all he won 8 Olympic Golds, including 2 at the Standing Triple Jump, and 2 others in 1906.



Sierra Leone 2003
Ewry's Mastery started
in 1900



Gambia 1996
The text reads "RAY EWRY, USA
WINNER OF THE STANDING HIGH JUMP
DISCONTINUED 1912"
but Ewry himself did not compete
in 1912, the Gold Medal going to
Konstantinos Tsiklirtiras,
who won Silver in 1908



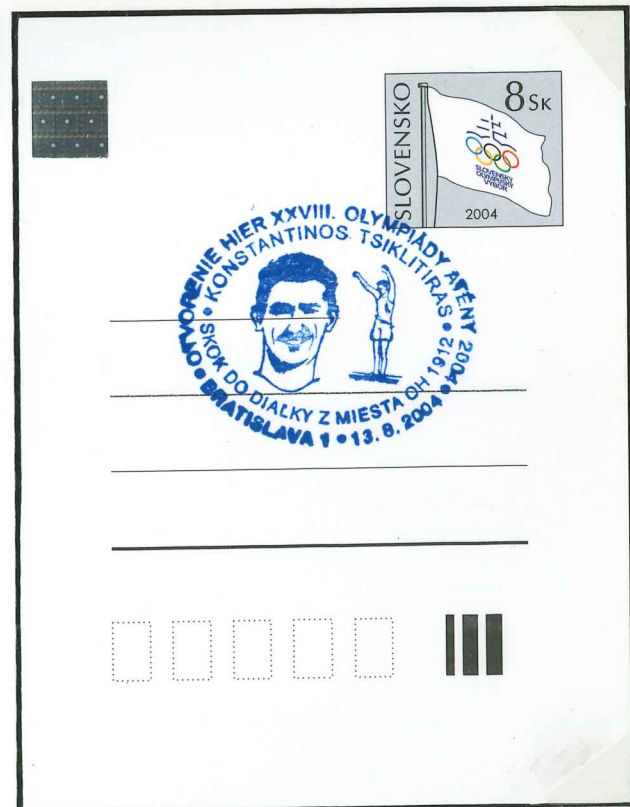
Three-time Olympian Ray Ewry won eight gold medals in the standing high jump and other jumping events.

USA 1991
Recognising Ewry's
outstanding prowess



Tsiklirtiras competed for Greece, and his Olympic achievements were commemorated in 2004 by the Greek Post Office.

There was also a handstamp from Bratislava in Slovakia, but the link, if any, with that country is unclear.



London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

20 July - Standing Long Jump

Standing Long Jump was in the Olympic programme from 1900 to 1912.

Ray Ewry of the USA won Gold every time except 1912, when he did not compete in this event.



Guyana 1991 stamp celebrating his 1900 victory



Konstantin Tsikliras of Greece tied for Silver with John Biller of the USA



Franco-British Exhibition Postmarks

The Post Office Proof Book records the issue of a postmark:

"STADIUM / FRANCO-BRITISH EXHIBITION"



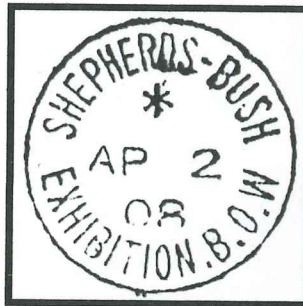
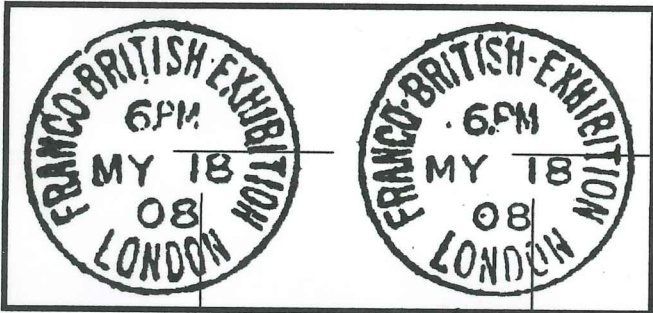
This cancel was used in a mobile telegraph office parked under the Stadium for the period 13-25 July only. It will only have been used on telegrams and receipts. No example has been seen.

There were two dies with the text:

"FRANCO-BRITISH EXHIBITION / LONDON"

There were also two dies for registered mail and receipts, with the text

"SHEPHERD'S-BUSH EXHIBITION B.O.W"



Example dated 31 July Olympic rowing finals at Henley

Enlarged copies of the Proof Book impressions showing the two dies.

Die 1 (left) and Die 2 (below) - both dated J(ul)Y 18/08

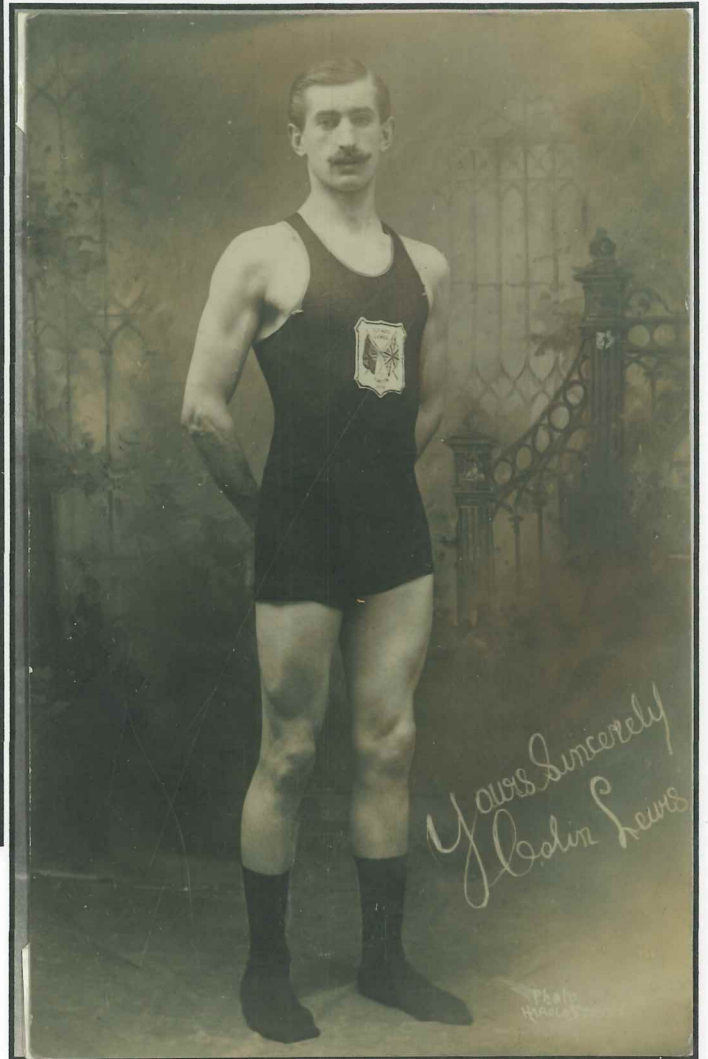


Swimming

William Foster was 4th in the 400m freestyle, eliminated in the semi-final of the 1,500m but won Gold as a member of the British 4x200m freestyle relay team.



Colin Lewis swam for Great Britain in the 100m backstroke but went out in the semi-final



Swimming—1500 Metres Freestyle

Having won Gold in the 400m & 4 x 200m relay, Henry Taylor won his third Gold Medal in the 1500 metres on the final day of the summer events, 25 July.

Sidney Battersby, also of Great Britain, won the Silver Medal. He continued swimming to set a new world record for one mile.



HENRY TAYLOR OF CHADDERTON. WORLD'S CHAMPION SWIMMER. HOLDER OF THE FOLLOWING WORLD'S RECORDS ONE MILE, HALF MILE, 1500 METRES, 400 METRES, & MORECAMBE BAY. COPYRIGHT PHOTO. PEARSON. 174 LEE ST. OLDHAM.

After the Games he sent a postcard portrait to his "excellent friend Pletincx". Joseph Pletincx was in the Belgian water polo team that took Silver in 1908 (and Bronze in 1912 in Stockholm)



T. S. Battersby. Wigan. 1 Mile World's Record Holder.



T.S.BATTERSBY. WIGAN.

1.MILE WORLD'S RECORD HOLDER.

London 1908
 The Franco-British Exhibition
 & the Games of the Fourth Olympiad

20 July 1908
 Swimming - 100 metres Freestyle

Charles Daniels (USA) beat the World Record holder, Halmai Zoltan of Hungary
 in a new World and Olympic Record time (1:05.6)

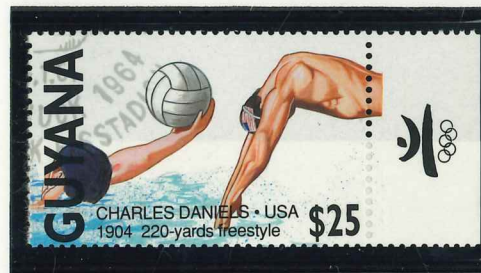
"Health & Strength" Series.



C. M. Daniels (U. S. A.). Winner 100 metres Swimming.



In 1904 Daniels was second to Zoltan in the 100 Yards



but took Gold in the 220 Yards Freestyle

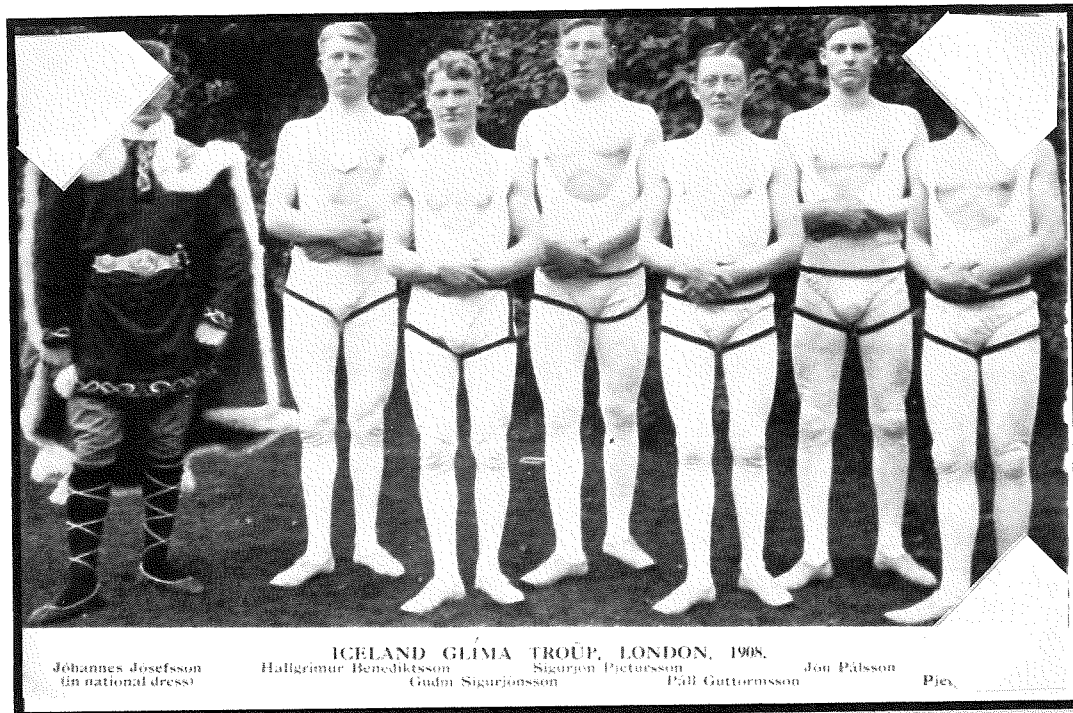


Olympiska Spelen i London. Finalen i 100 m. simning.



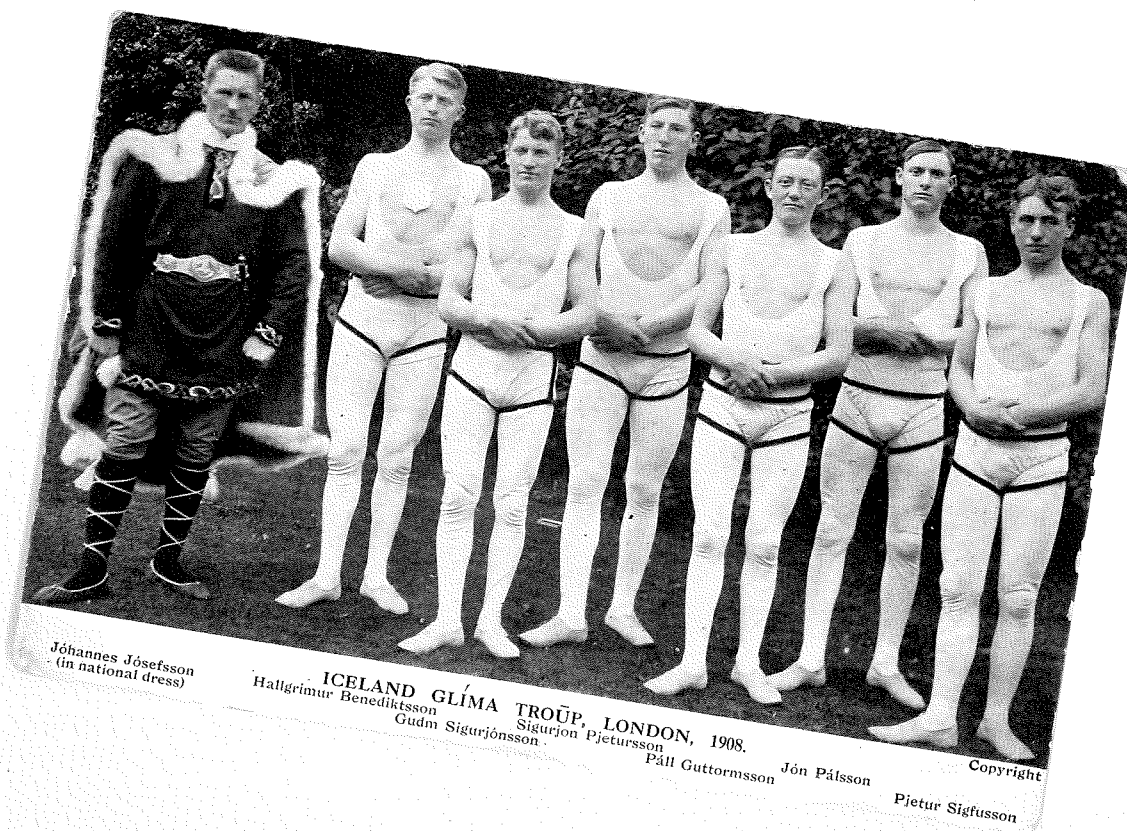
Wrestling

Glima wrestling demonstration 25 July



Jóhannes Jósefsson (in national dress) ICELAND GLÍMA TROUÐ, LONDON, 1908. Jón Pálsson
Hallgrímur Benediktsson Sigurjón Pjetursson Páll Guttormsson Pjetur
Gudm Sigurjónsson

A team from Iceland gave a demonstration of the Glima style of wrestling on the south [platform in the stadium shortly before the Awards Ceremony on the final day of the summer stadium events



Jóhannes Jósefsson (in national dress) ICELAND GLÍMA TROUÐ, LONDON, 1908. Jón Pálsson Copyright
Hallgrímur Benediktsson Sigurjón Pjetursson Páll Guttormsson Pjetur Sigfusson
Gudm Sigurjónsson

The Planned Stadium (3)

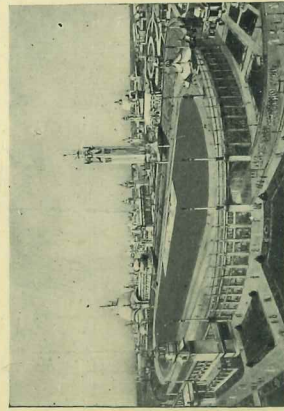
There were various printings of this popular card, captioned
“(The) Stadium, Franco-British Exhibition, London 1908”
It was included in a stapled, counterfoiled pack of 12 Franco-
British Exhibition views



The Stadium, Franco-British Exhibition, London, 1908

Date.....

To



Stadium, Franco-British Exhibition, London, 1908

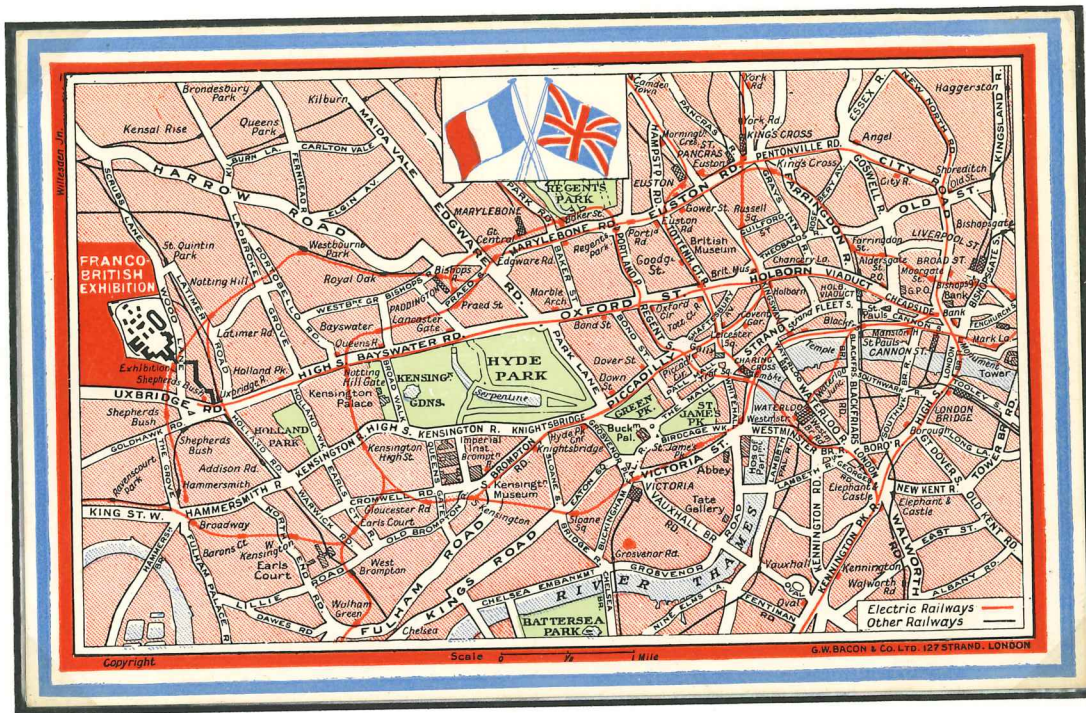
Remarks :



Stadium, Franco-British Exhibition, London, 1908

The Stadium and the Franco-British Exhibition

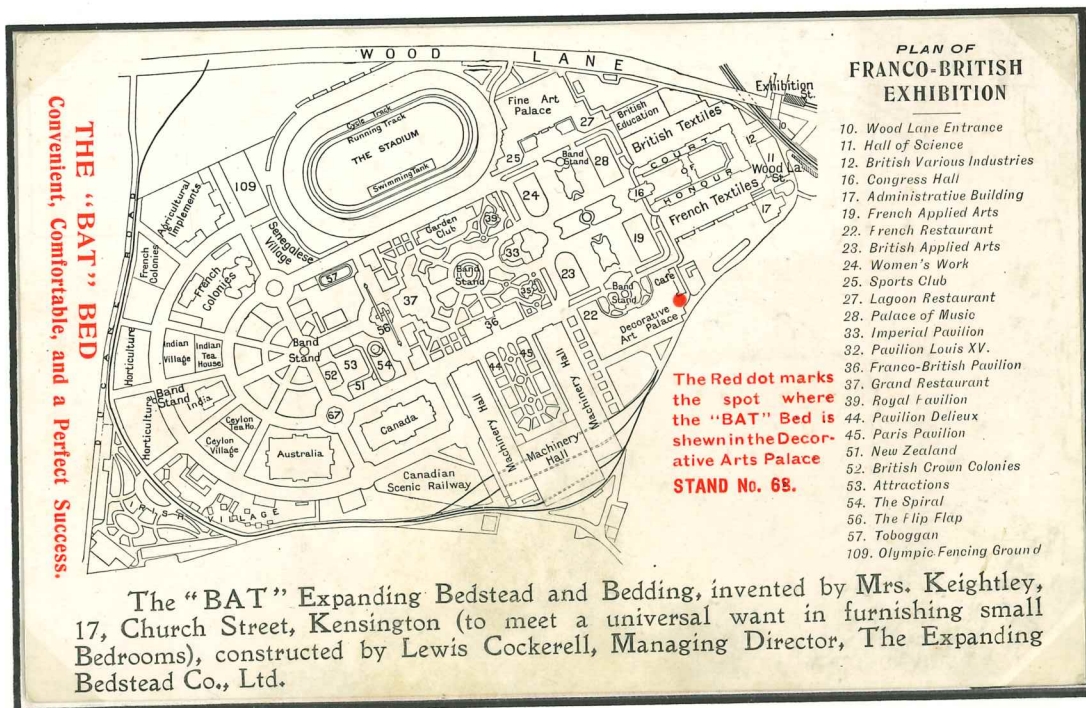
The Franco-British Exhibition in relation to central London - the Stadium is clearly visible



The detailed plan not only shows the cycle track, running track and swimming tank but also:

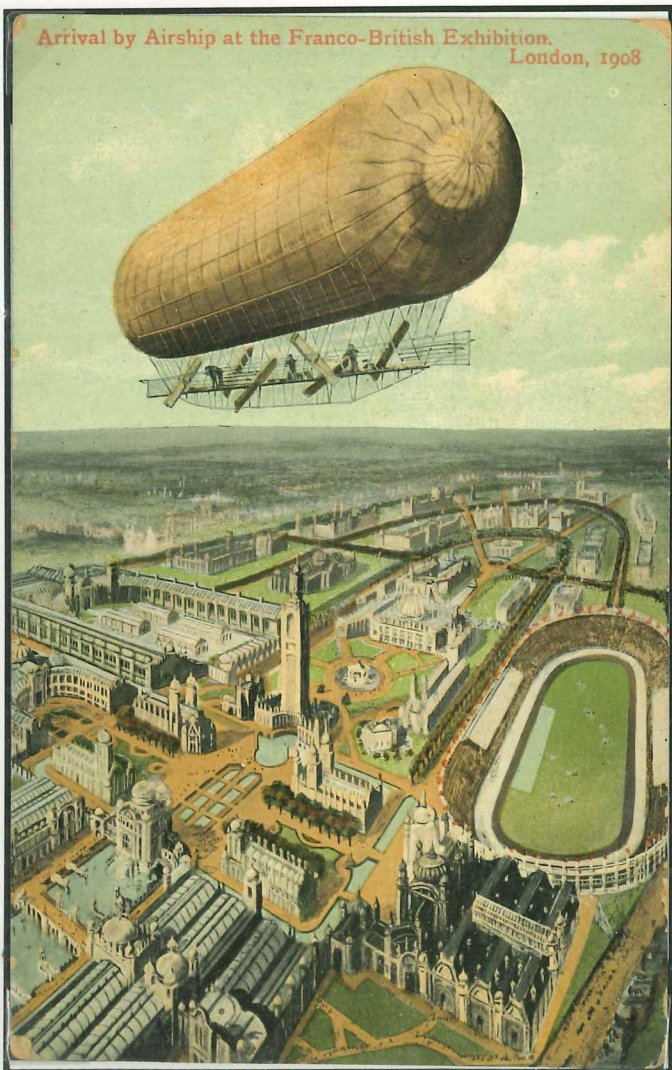
25: The Imperial Sports Club - headquarters of the Olympic Organising Committee

109: The Olympic Fencing Ground (to the west of the Stadium)



14 August 1908 - Airship Disaster

A Captain Lovelace was preparing to fly his hydrogen-filled airship over the Exhibition when it exploded in flames. He survived but three of his employees were killed.



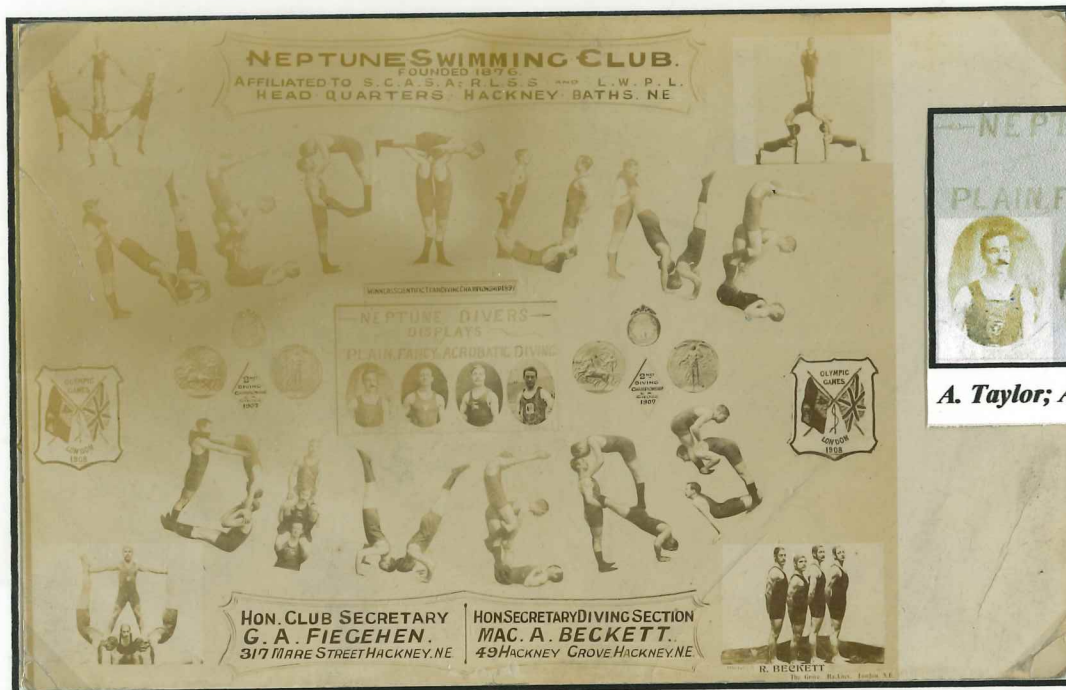
London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Diving

Diving was from a submersible tower over the swimming tank in the Olympic Stadium

14-18 July - Fancy High Diving (Springboard)

Four competitors from the Neptune Diving Club, Hackney, London competed,
but all were eliminated in the first round:



A. Taylor; A Beckett; C Cross; W Bull

20-24 July - Men's Plain High Diving

The Diving final was one of the events that entertained the crowd awaiting the arrival of the
marathon runners.

The Gold Medal went to Hjalmar Johansson of Sweden



*London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad*

25 July - Triple Jump (Hop, Step & Jump)

*On the morning of the last day of the track and field events,
Timothy Ahearne from Dirreen, County Limerick, representing Britain and Ireland took Gold
with a world record distance of 14.92 metres*



*The official at the
right-hand edge of
the photo is Jack
Andrew of the AAA,
principal organiser
of the athletics
events.*

**Rowing -
The Eights: Leander & Cambridge University**

Leander won for Great Britain. All the crew had rowed for Oxford or Cambridge University



594. Olympic Regatta, 1908. Leander Eight.

*Cambridge University won the 1908 Boat Race,
but were beaten by Royal Club Nautique de Gand in the semi-finals*



THE CAMBRIDGE CREW, 1908.

Rowing at Henley



"Henley-on-Thames Regatta Course" Glossy Photo series by Photochrom

"We went to the Olympic Regatta at Henley yesterday. It was a grand sight as you will see by this"

POST CARD.

THIS SPACE FOR COMMUNICATION. ADDRESS ONLY.

Dear Arthur & all. Am so sorry I forgot to write you last Friday that I received the 16/9 wasn't it & you sent from Lincoln, but had so much to do leaving up. How do you like this P.C. We went to the Olympic Regatta at Henley yesterday & it was a grand sight as you will see by this. Love from all to all yours affectionately Kate.

READING
BIRMINGHAM
OCT 30
1908

Mr. A. C. Richardson
3 Argyll St.
Boston
Lincoln.

GLOSSY PHOTO SERIES
THE PHOTOCHROM CO. LTD.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Rowing

The Olympic Regatta took place at Henley from 28 to 31 July 1908

The message on this card, posted on the first day of the Regatta, reads:
"It's just like the picture ... here today."



Henley-on-Thames Regatta.



Henry Blackstaffe won the Single Sculls
event on 31 July



592. OLYMPIC REGATTA, 1908. Leander v. Belgium.

"British Olympic Committee" labels

*These unofficial labels were printed in France se-tenant with non-Olympic labels.
There was no 'British Olympic Committee', rather the British Olympic Association.*



Red, imperforate tryptic



Orange, imperforate



Plum, imperforate



Brown, imperforate



Orange, perforated



Plum, perforated



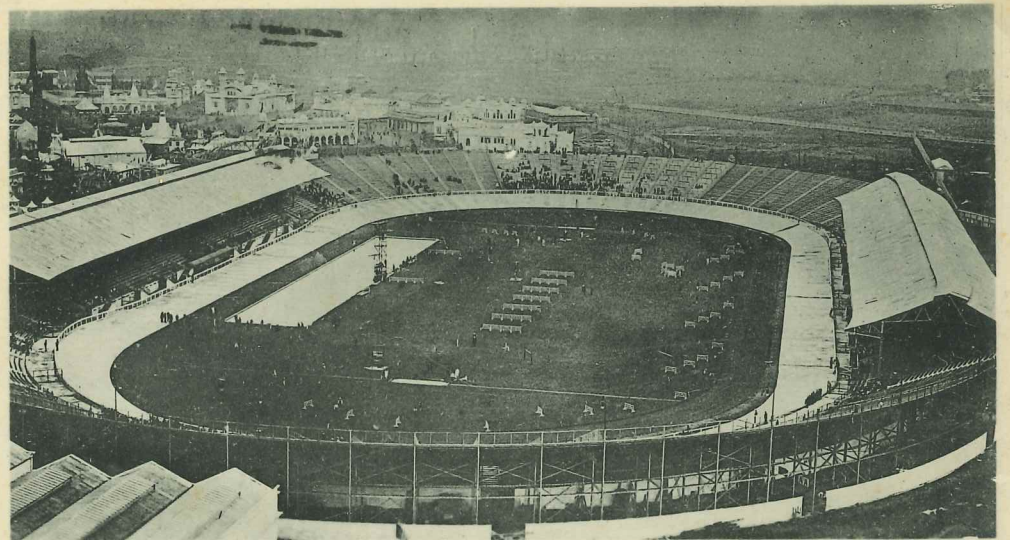
Green, perforated

The Actual Olympic Stadium



"Isn't this a splendid photo of the huge Stadium at the Exhibition. The largest Sports Arena in the world, and several times larger than the Coliseum at Rome."

*M.D.G.
Isn't this a splendid photo of the huge Stadium at the Exhibition. The largest Sports Arena in the world, and several times larger than the Coliseum at Rome. Have to go off to a meeting tonight - so will you please forgive me not writing till tomorrow. Love from*



NO. 112.
COPYRIGHT PHOTO.

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

WAKEFIELD
CHISWICK.

Notwithstanding the caption, the photo was actually taken on 30 May, during the AAA Olympic Trials

SOME FACTS ABOUT THE

Stadium.

THE Great Olympic Stadium, which has been provided at Shepherd's Bush in connection with the Franco-British Exhibition for the promotion of Sport generally and the Olympic Games of 1908, is the largest and best appointed the world has yet known. It is capable of holding over 60,000 people, nearly 20,000 of whom can be seated under cover, and contains dressing accommodation for over 2,000 competitors. It covers a space of about 1,000 by 700 feet and contains a banked cycle track of two-and-three-quarter laps to the mile, and a running track three laps to the mile. In the centre of one side and immediately opposite the Royal Box and other special enclosures, there is a swimming bath, 330 feet long, with a varying depth of 4 feet to 14 feet, in which the swimming, diving and water polo competitions will take place. The remainder of the arena inside the tracks is turfed, and measures about 700 feet by 300 feet. The Sports commenced 14th May and will finish at the end of October, the great Olympic Games taking place from 13th to 25th July; also from the 19th October. The Stadium is of easy access from all parts of London at small cost.

From official publicity brochure

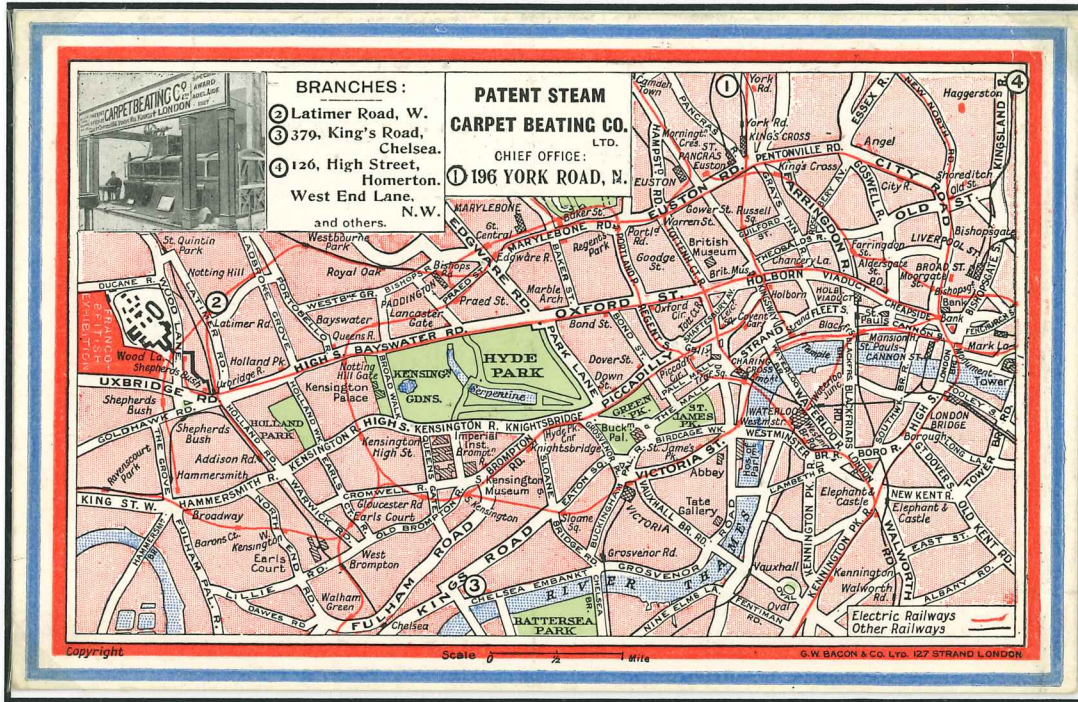
London June 20/08.
POST
Thanks for pic. Hope you are all having a good jolly time.

ROTARY PHOTOGRAPHIC SERIES.
This is a view of where the international sports will take place - the white thing in the middle is the swimming bath - 120 yds. long. *★* so you can realize what a size the whole affair is like.

"This is a view of where the international sports will take place - the white thing in the middle is the swimming tank - 120 yds [100m] long - so you can realise what a size the whole affair is."

The Stadium and the Franco-British Exhibition

*The Franco-British Exhibition and Stadium in relation to central London
 (Patent Steam Carpet Co advertising card)*



*The detailed plan showing the stadium cycle track, running track and swimming tank and also:
 25: The Imperial Sports Club - headquarters of the Olympic Organising Committee
 109: The Olympic Fencing Ground (to the west of the Stadium)*

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

STAND 13

10. Wood Lane Entrances	24. Women's Work	44. Pavilion Delieux
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. Pavillon Louis XV.	54. The Spiral
22. French Restaurant	36. Franco-Br. Pavilion	56. The Flip Flap
28. Brit. Applied Arts	37. Grand Restaurant	57. Toboggan
	39. Royal Pavilion	109. Olympic Fencing Gd.

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.

The Stadium and the Franco-British Exhibition

The same publicity card was used in France by French exhibitors at the Exhibition:

EXPOSITION FRANCO-BRITANNIQUE

10. Wood Lane Entrance	24. Women's Work	44. Pavillon Delieux
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. Pavillon Louis XV.	54. The Spiral
22. French Restaurant	36. Paillards Restaur.	56. The Flip Flap
23. Brit. Applied Arts	37. Grand Restaurant	57. Toboggan
	39. Royal Pavilion	109. Olympic Fencing Gd.

**FAÏENCERIES ARTISTIQUES
L'HERMINE-DECLERCQ
ORCHIES (NORD-FRANCE)**

CLASS 72 | French Section.
GROUP 12 | Machinery Hall.

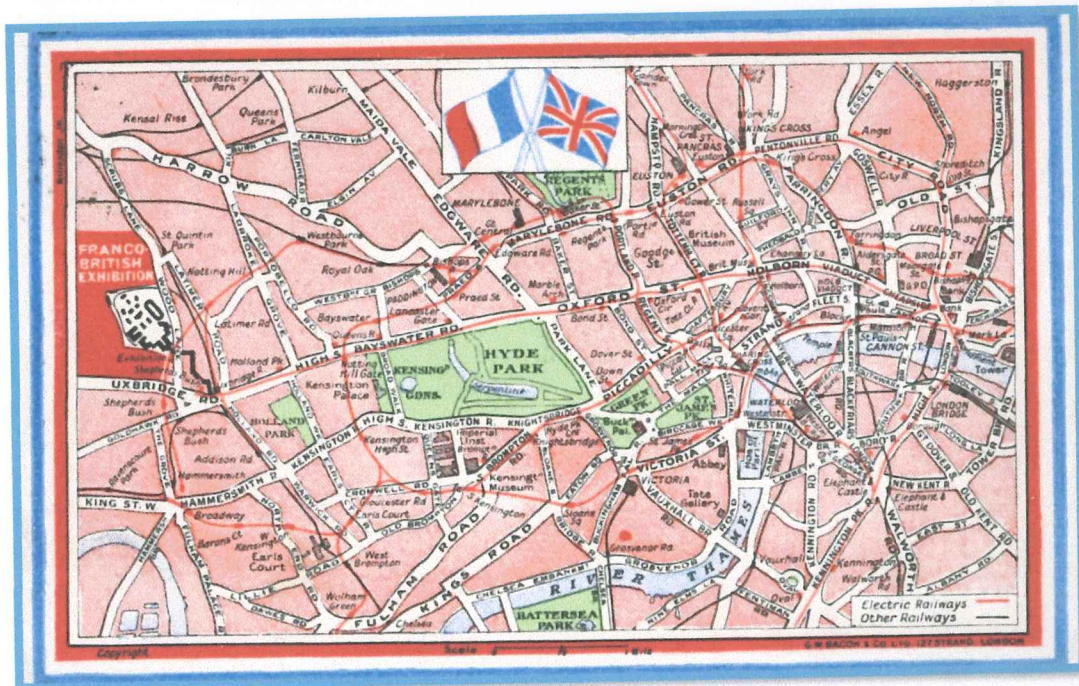
Go. Dupuis represent

CARTE POSTALE

REPUBLIQUE FRANÇAISE
5c
POSTES

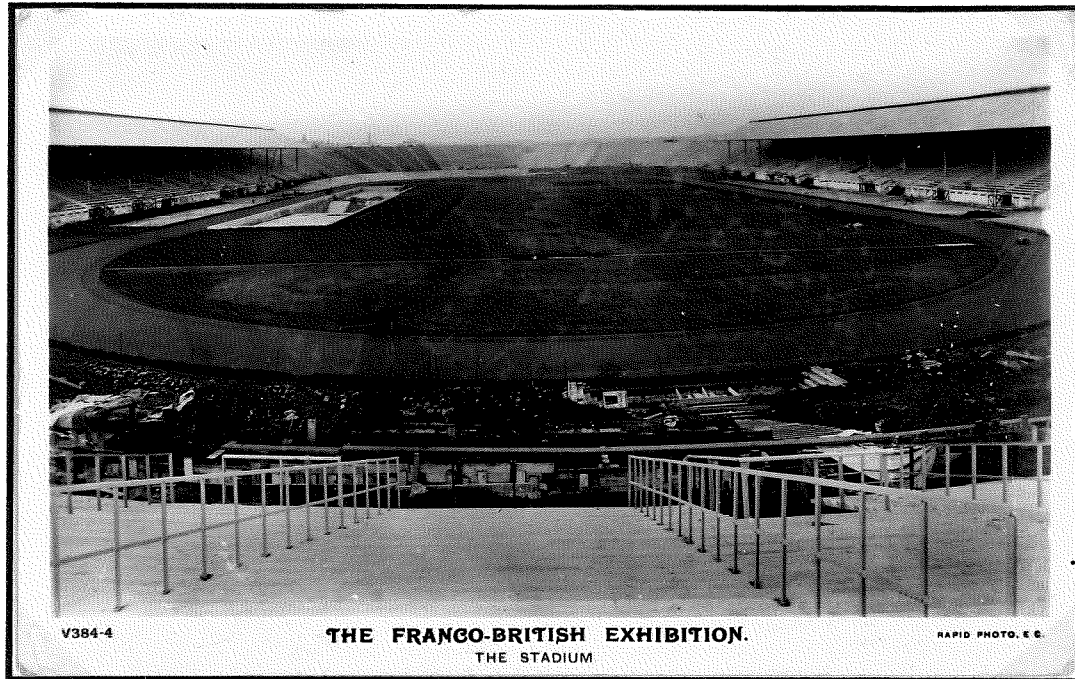
ADRESSE DU DESTINATAIRE

*Monsieur
J^e Morice
19 quai d'Ille & Rance
Rennes
(Ille et Vilaine)*



The Stadium Under Construction (1)

*This view by Rapid Photo is taken from the South End.
Only about a quarter of the cycling track has been constructed, the swimming tank has not been fully excavated, and the athletes' tunnel entrance is not finished.*

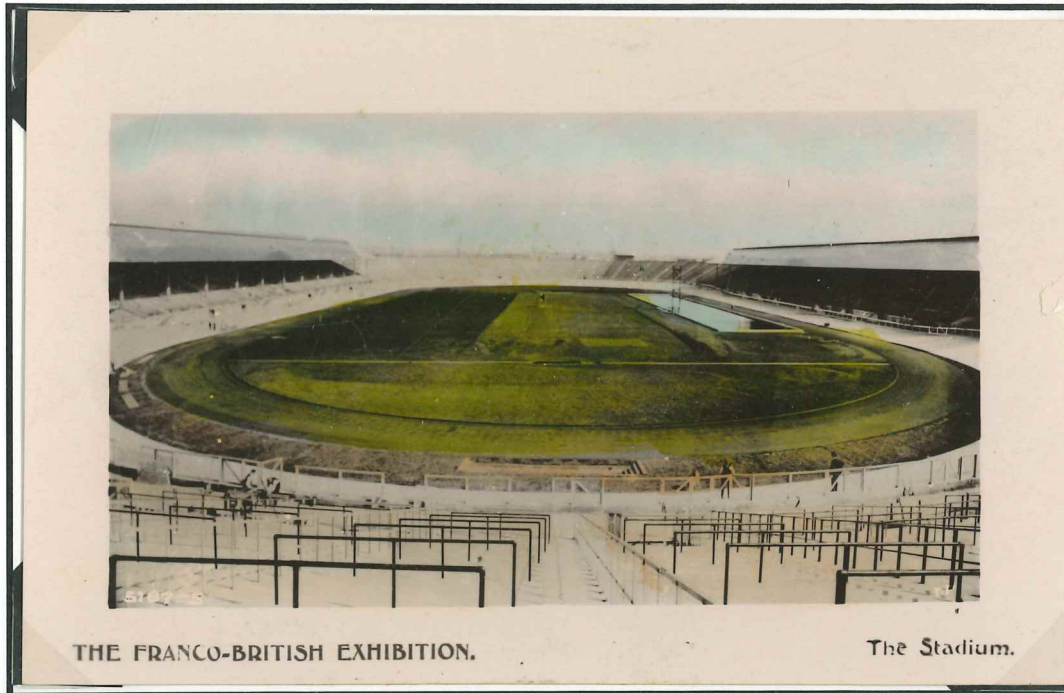


In this view by Tuck, from the North End, the northern athletes' tunnel is finished, the swimming tank has been filled, and the diving tower is in place.

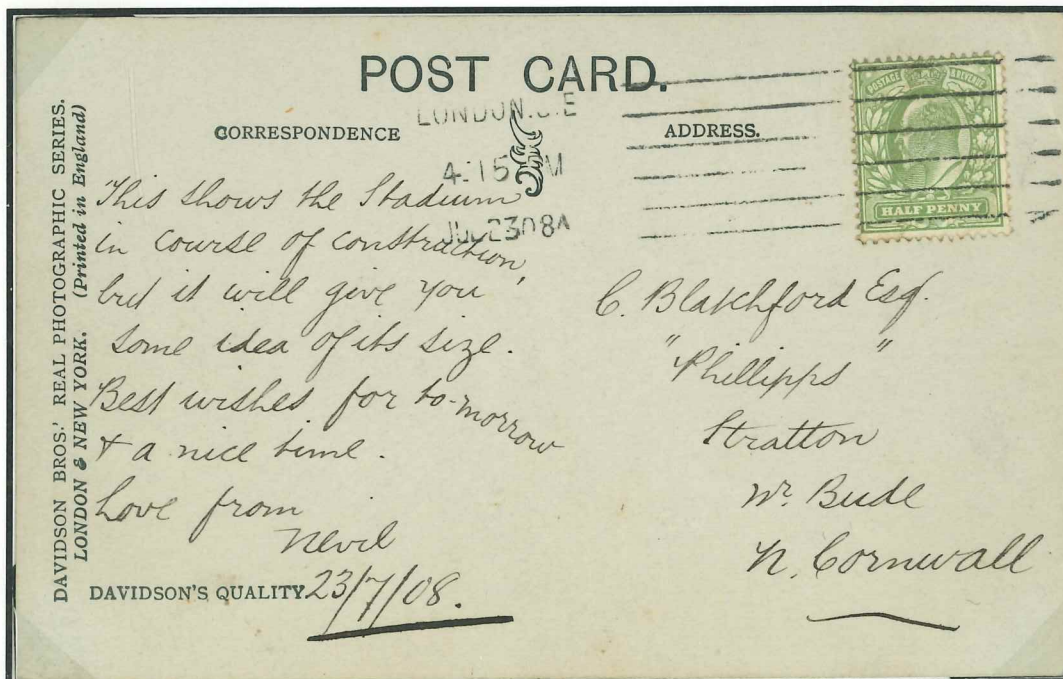


The Stadium Under Construction (2)

*In this view, taken from the North End, the swimming tank has been filled.
 Above the swimming tank the dome of the Imperial Sports Club can be seen.
 This was the headquarters of the British Olympic Council, the Olympic Organising Committee.*



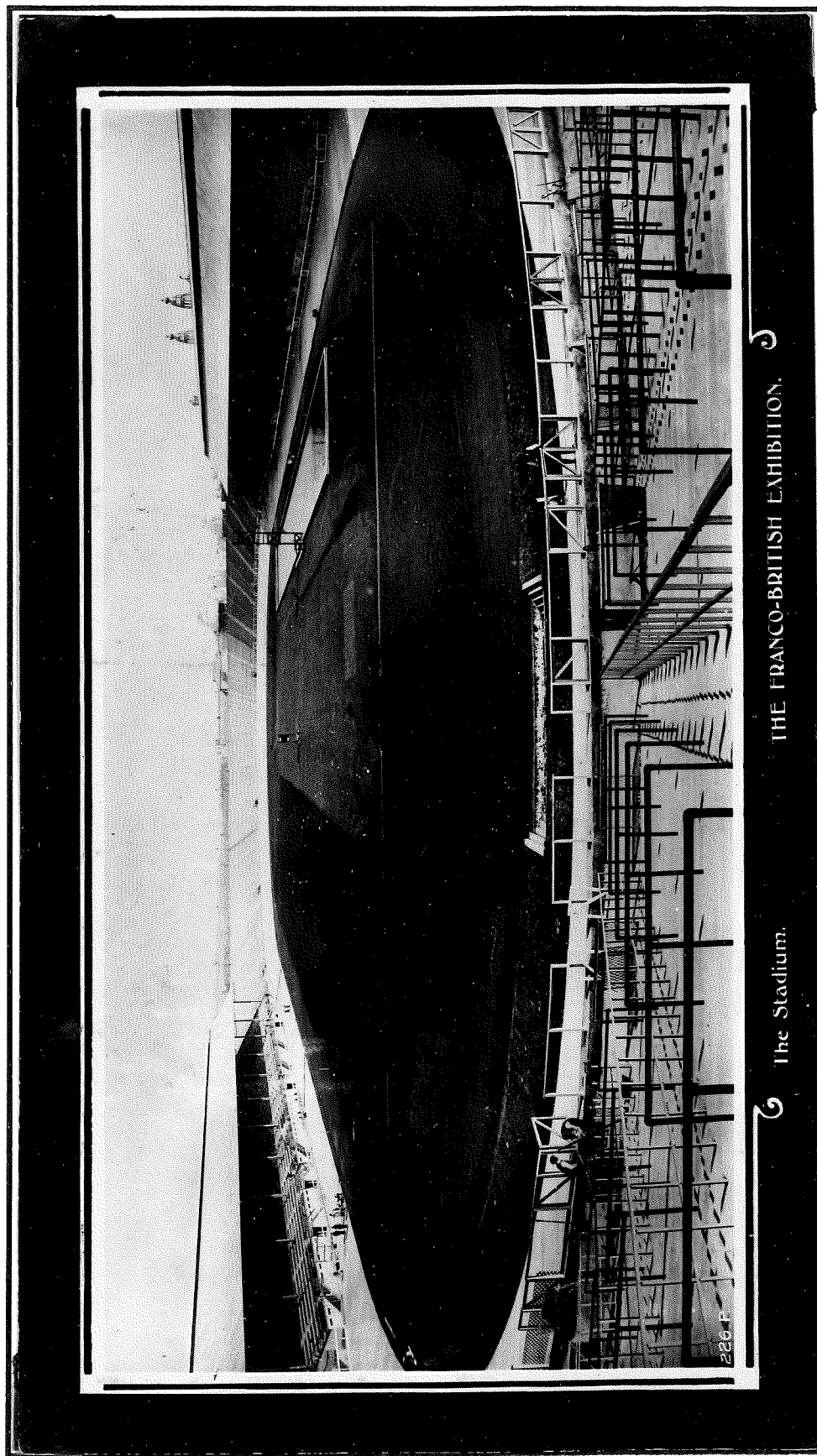
This message was written during the second week of the Games:



The Stadium Under Construction (2)(a)

*The view from the North End is reproduced by Davidson on this large card requiring to be sent by book post
(This copy is unused)*

The workmen can more clearly be seen.



The Stadium.

THE FRANCO-BRITISH EXHIBITION.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The Stadium and the Franco-British Exhibition

*Behind the Palace of Women's Work lay the Stadium (on the left of the pictures)
and the Imperial Sports Club (on the right):*



This card, posted to France on the 5th day of the Games, is an artist's impression showing the arcades and columns planned for the Stadium exterior.



A photograph showing the actual stadium sides, unfinished and with advertisement at the top.

The Stadium and the Franco-British Exhibition

The Garden Club backed onto the stadium for much of its length towards the Royal Pavilion
and behind the Royal Pavilion lay the Imperial Sports Club



London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The Olympic Opening Ceremony

The photograph used by different publishers:



The Rapid Printing Co



Davidson Bros Real Photographic

Opening Ceremony Conundrum



The Stadium view in this card never appears with an Olympic caption. When enlarged, the hoarding shows an Olympic connection, but the Daily Graphic report of the Opening Ceremony proves that the photo was taken during the Opening Ceremony itself



A GLIMPSE OF THE STADIUM FROM THE FLIP-FLAP.
THE WORLD'S ATHLETIC MEETING INAUGURATED BY THE KING IN THE STADIUM AT SHEPHERD'S BUSH.
(“Daily Graphic” Photographs.)

Rowing

The Single Sculls 28-31 July

The event was won by Harry Blackstaffe of Great Britain



Lou Scholes, the top Canadian sculler, was beaten in the second round on 29 July



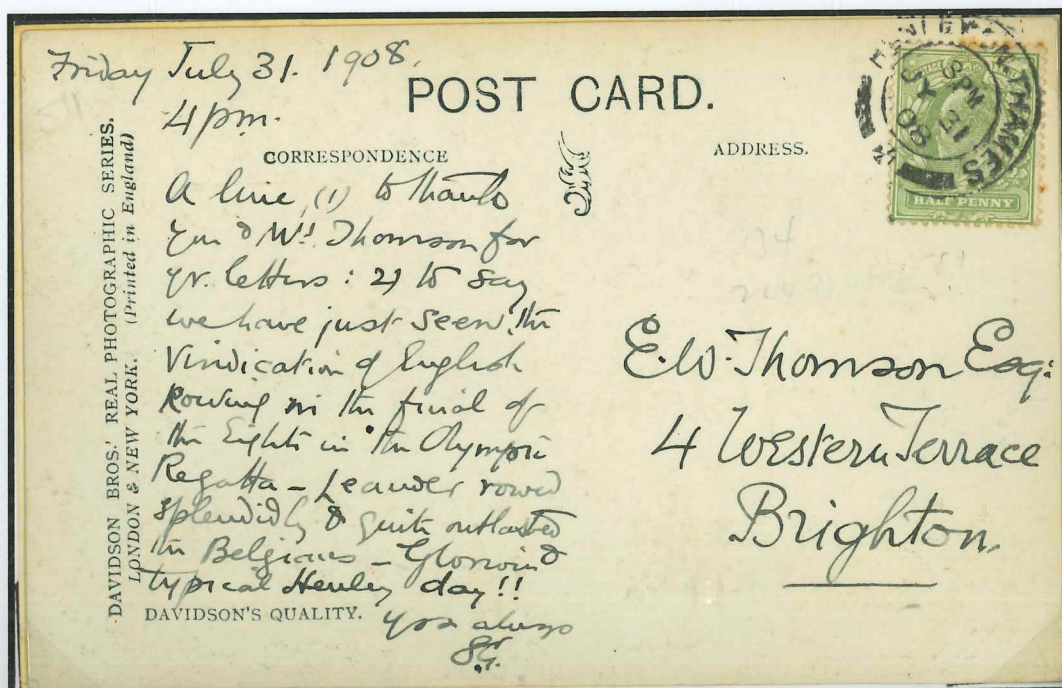
Rowing -
The Final of the Eights, Henley, 31 July 1908



England's Leander Club beat Royal Club Nautique de Gand by 2 lengths

The message on this card, posted from Henley on the day, reads:

"... we have just seen the vindication of English Rowing in the final of the Eights in the Olympic Regatta - Leander rowed splendidly & quite outclassed the Belgians - Glorious & typical Henley day!!"



Rowing

Henley was decorated in style for the Olympic Regatta:

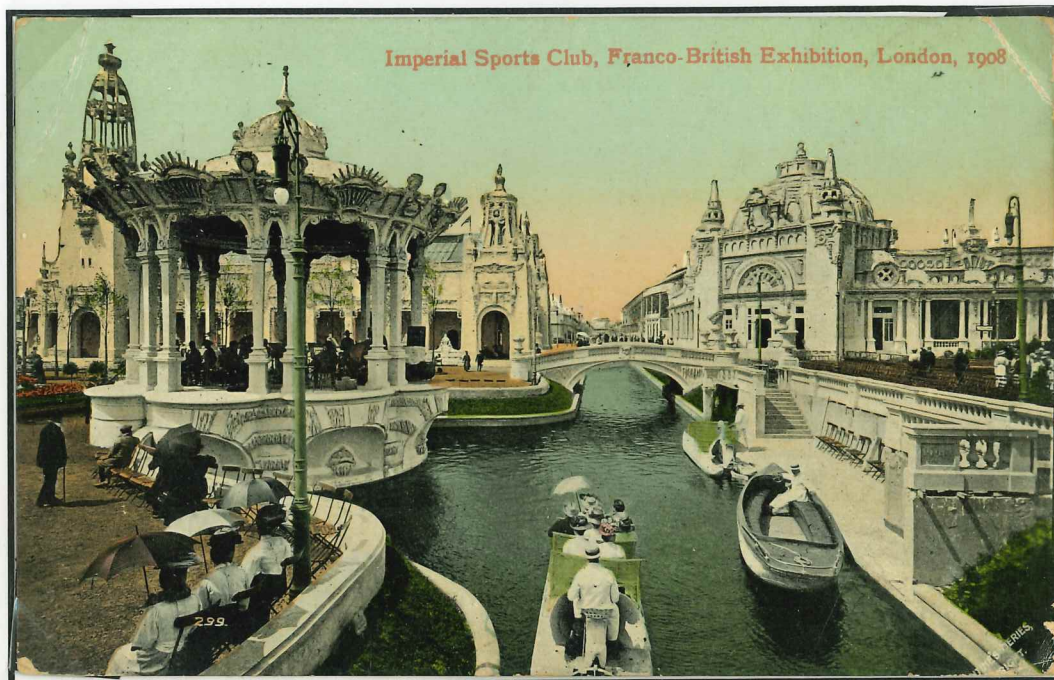


London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

13 & 16 July 1908

Ninth Session of the International Olympic Committee

This took place in the Imperial Sports Club, headquarters of the British Olympic Council



The Imperial Sports Club occupied the north wing of the Fine Art Palace



In the Stadium During the Games



Olympiska Spelen i London. H. K. H. Kronprins Gustaf Adolf på Stadion.



Crown Prince Gustaf Adolf, talking to Lord Desborough. The Crown Prince assisted in the start of the marathon at Windsor. In the background in the long coat is Hugo Wieslander of Sweden who was unsuccessful in the javelin events



It is not clear when this view by Wakefield was taken. There are officials by the swimming tank.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Activity in the Stadium

14-16 July

This view, probably a unique private photographic postcard, shows the diving tower at the left, gymnasts on the field, and at the far side, cyclists at the starting position on the cycle track. These three events overlapped 14, 15, & 16 July



The Imperial Sports Club

*The Imperial Sports Club was the headquarters of the British Olympic Council,
the Organising Committee of the 1908 Olympic Games
and was conveniently situated next to the Stadium*



Enlargement from real photo postcard below,
showing the ISC with the stadium side in the background



26 May 1908
Royal and Presidential Opening of the Great Stadium



*After touring the Franco-British Exhibition
King Edward VII and President Fallières went to the Stadium
for an Athletic Pageant and Procession
(gymnastics, diving, water polo, wrestling, boxing, cycling and races on the track)*



Stadium card overprinted for the *Chemin de Fer du Nord*, and sent by the Station Master at Oisement, Somme.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

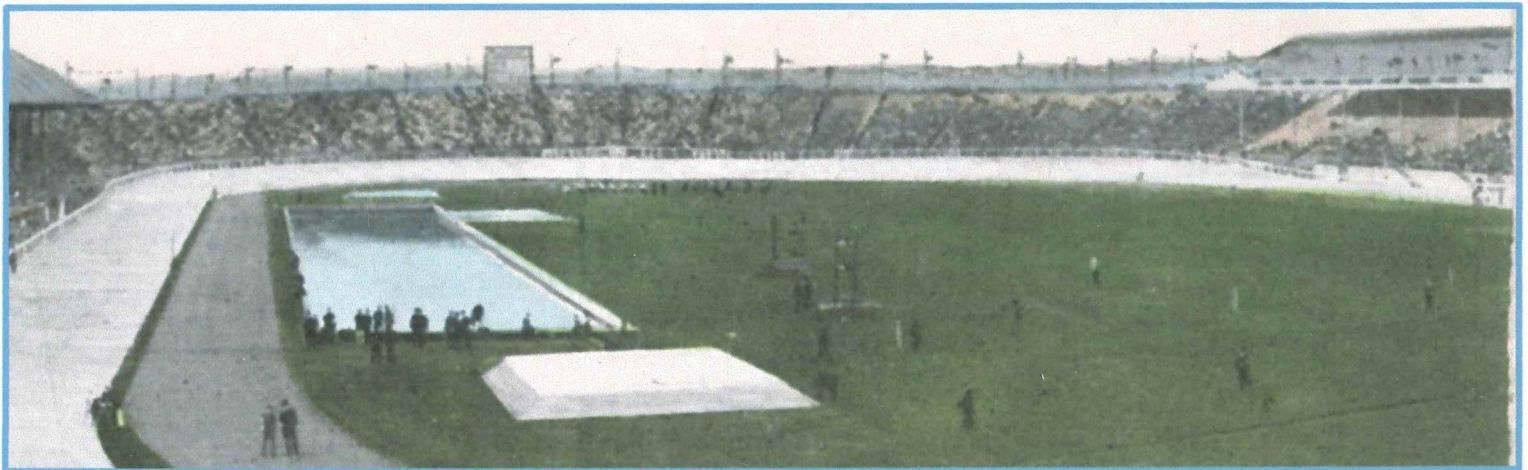
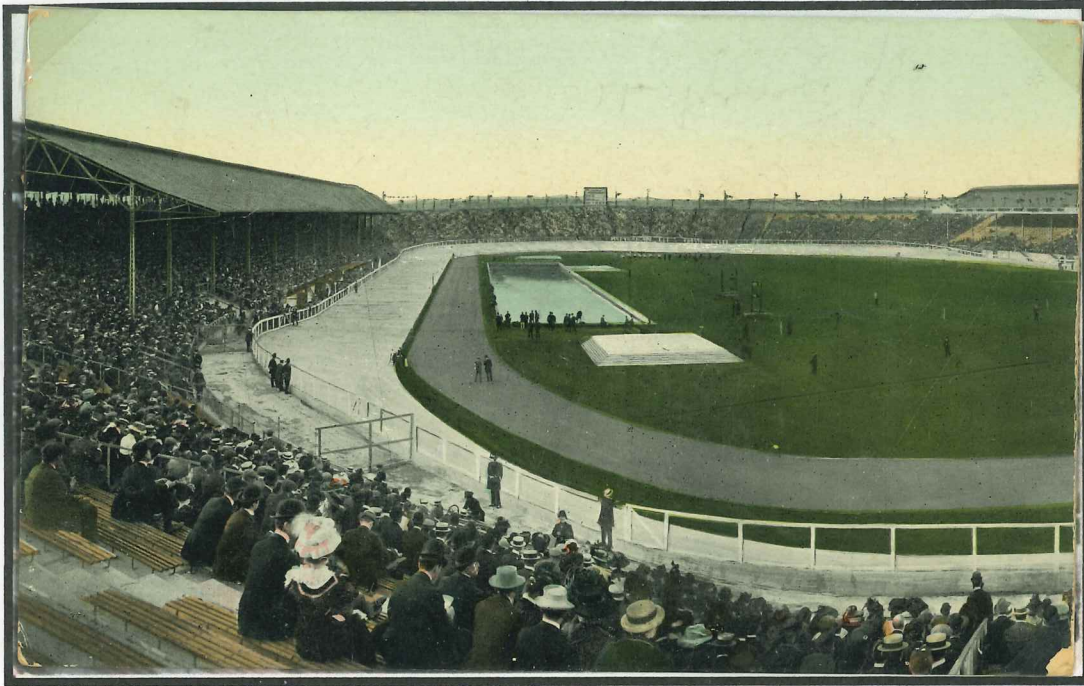
The Stadium after the Games

A card issued for the Imperial International Exhibition of 1909.

Tug-of-War is in progress at the far end of the field, & there are officials by the swimming tank.

Had this been the Olympics, the diving tower would also have been present.

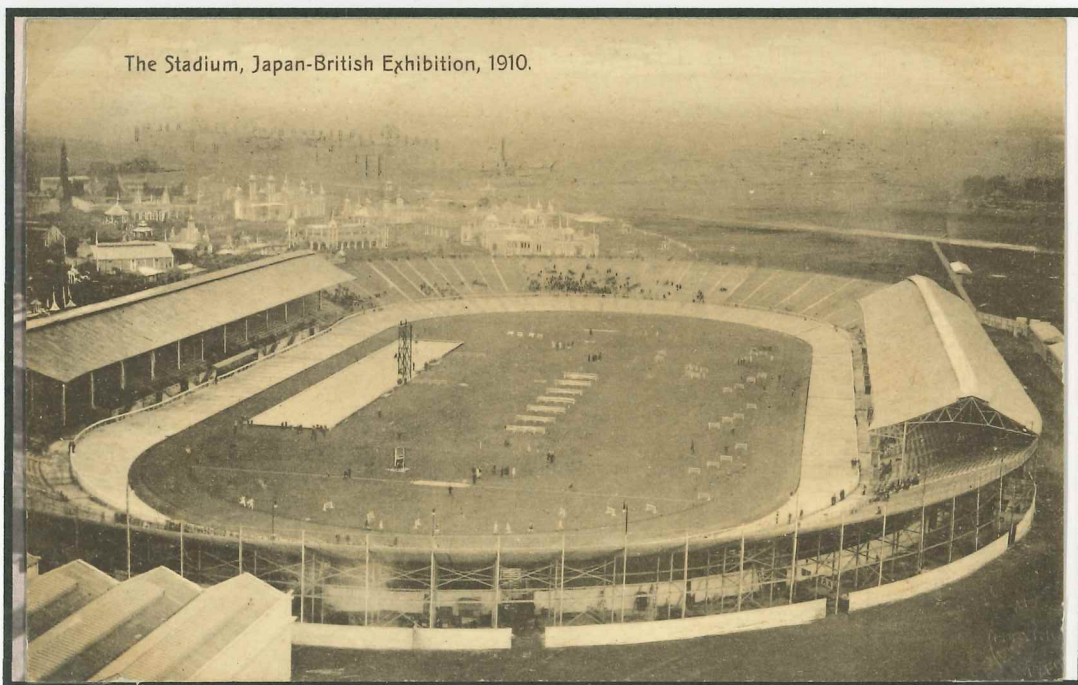
In addition, the scoreboard at the end of the stadium and the apparent lack of advertising placards atop the stand suggests an event in 1909.



London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

Later Exhibitions

The photographs taken from a balloon on 30 May 1908 were used on postcards for the 1909 Imperial International Exhibition and the 1910 Japan-British Exhibition



After the Exhibition & Stadium Opening Ceremony

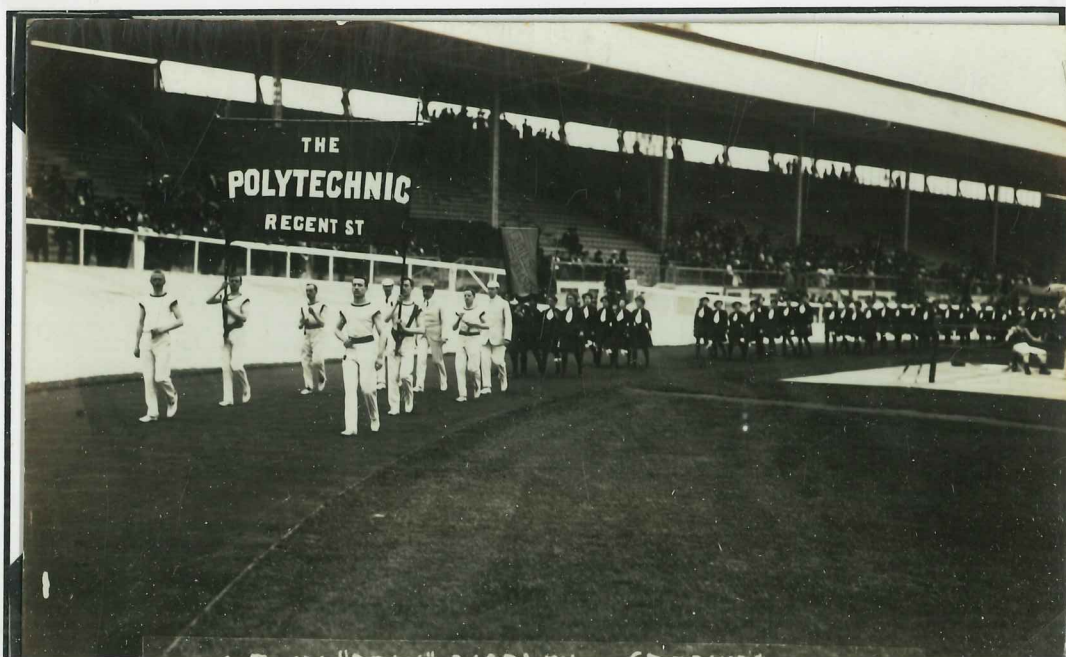
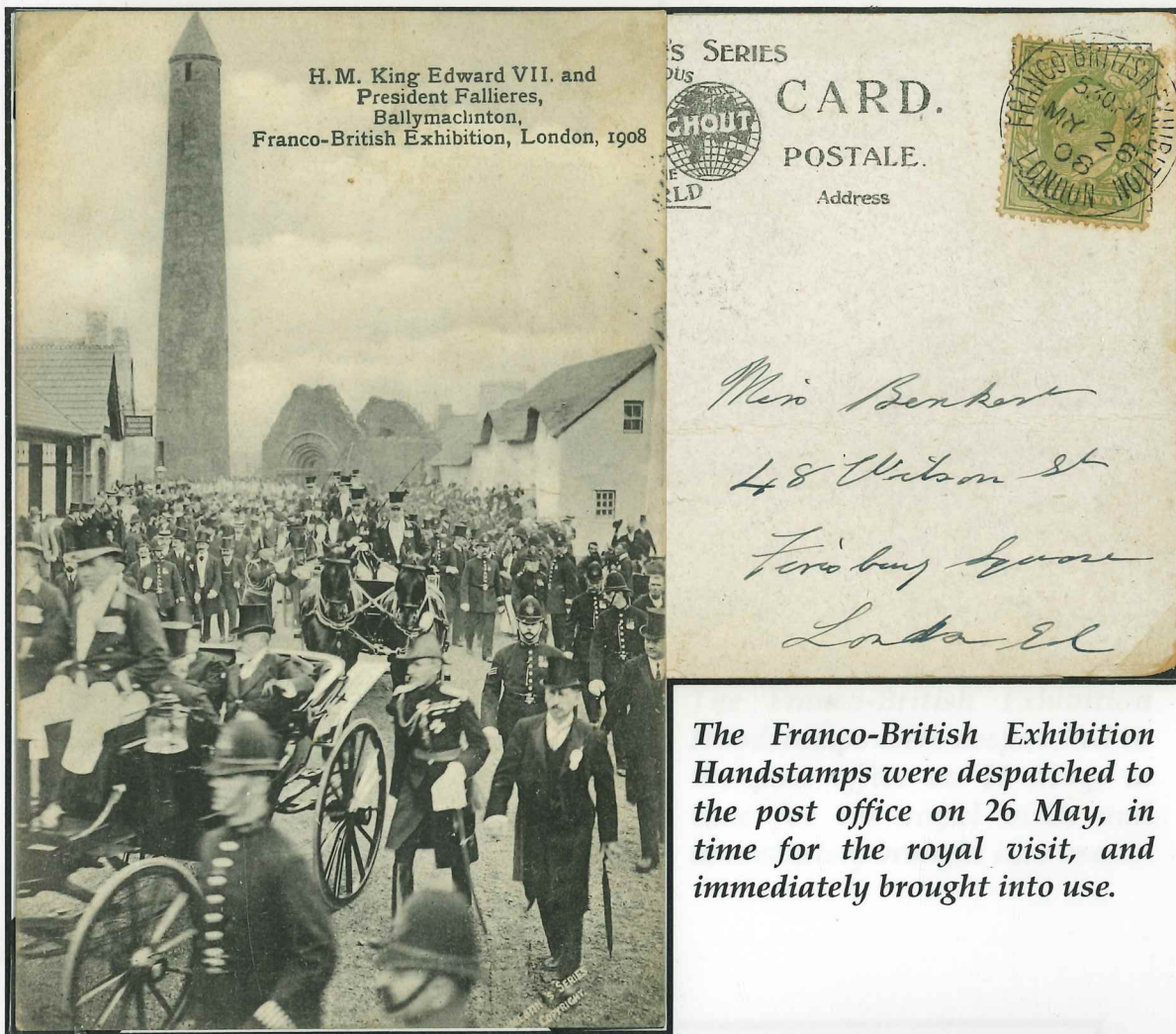
*After watching the Stadium displays the Royal Party adjourned for tea
in the nearby Royal Pavilion*



*A similar photograph in the Exhibition Guide shows that this photograph will have been taken
on 26 May.*

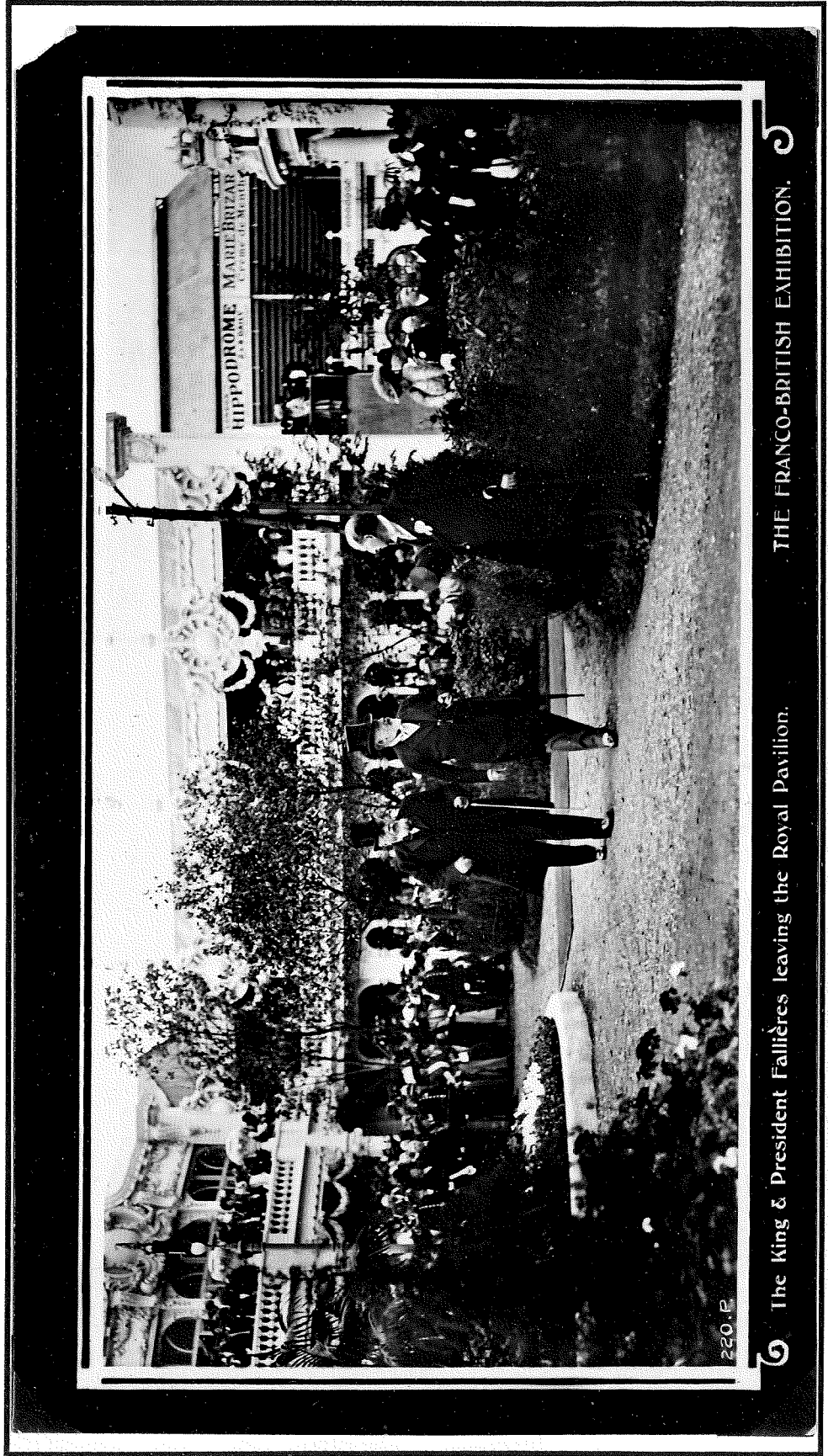
*The stadium is visible in the background at the left.
The first gentleman on the left is Lord Desborough & next to him is the King.*

26 May 1908
Visit of King Edward VII and President Fallières -
and Introduction of the Exhibition Handstamp



26 May 1908 - Visit of the King & President Fallières

*In the background at the right is the Stadium which the royal party later visited.
Beneath the stadium roof are adverts for the London Hippodrome and Marie Brizard Crème de Menthe!*



The King & President Fallières leaving the Royal Pavilion.

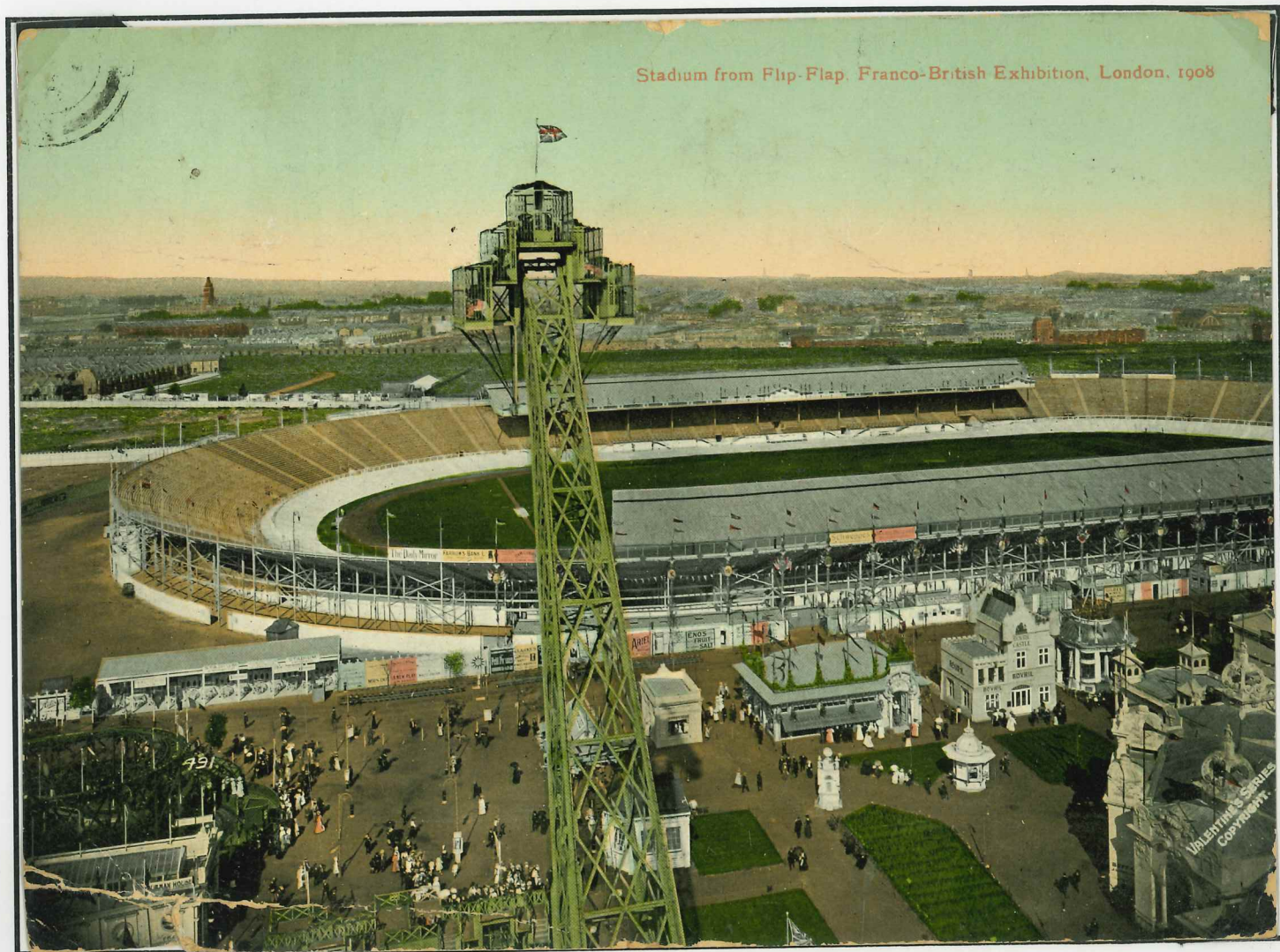
THE FRANCO-BRITISH EXHIBITION.

London 1908
The Franco-British Exhibition
& the Games of the Fourth Olympiad

The Stadium after the Athletics

*Although the flags are still flying, the Olympic notices have gone
and the Olympic fencing Ground to the left has been cleared.*

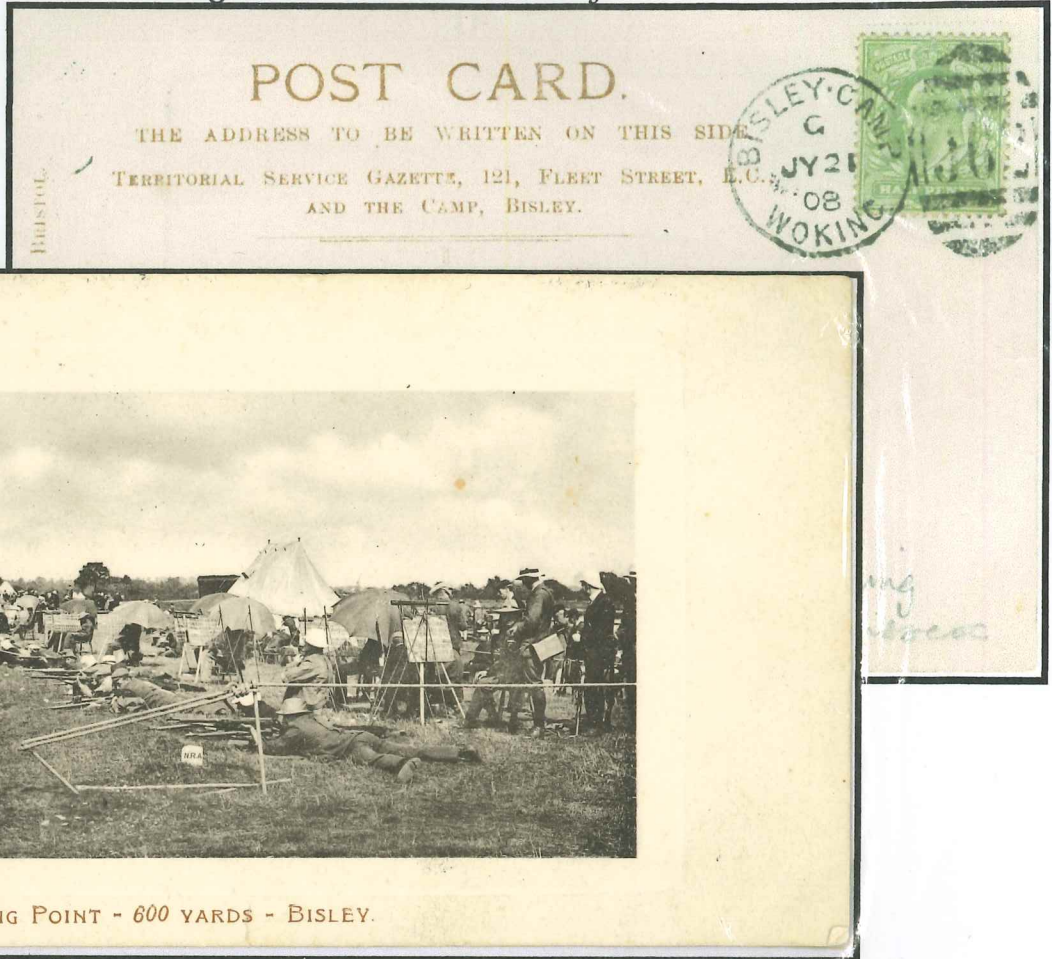
The card is postmarked 5 September so the photograph is likely to have been taken in August.



Shooting

Firing Point - 600 Yards - Bisley

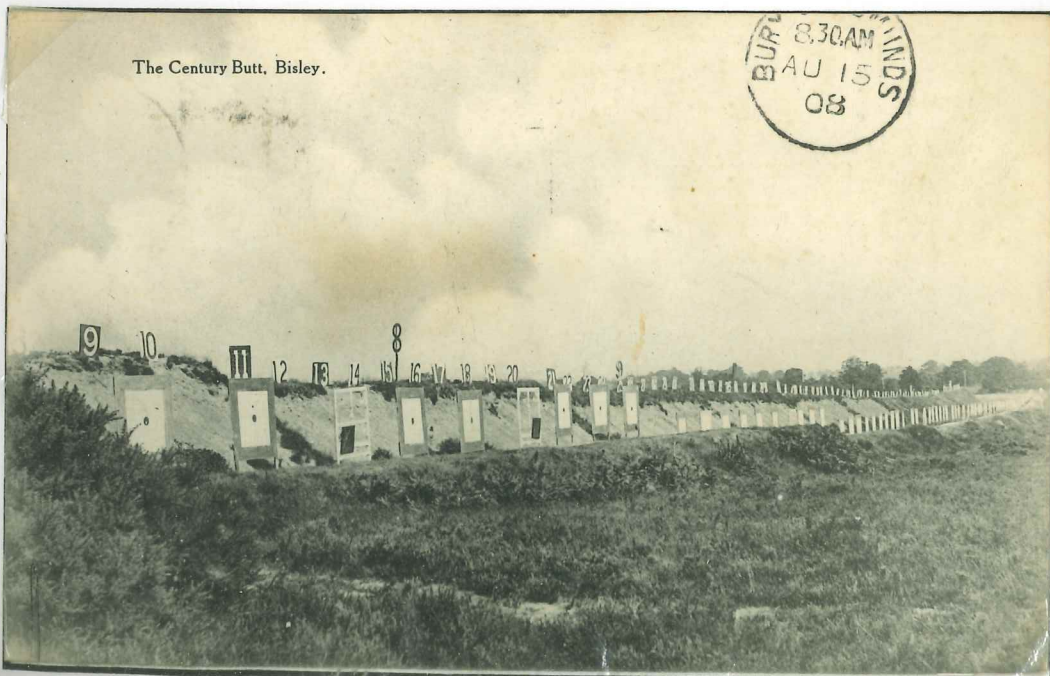
This firing point was one of the six used for "The International" Military Rifle event



FIRING POINT - 600 YARDS - BISLEY.

The Century Butt, so named because it had 100 shooting positions.

It was used for the 300 metre individual & team competitions & the shorter distances for the "International" military rifle competition



The Century Butt, Bisley.

This card was written at Bisley, but posted from Woking after the Camp post office had shut, to Bury St. Edmunds