



HOO MALI MALI

(Kid 'em along)

RED McQUEEN

SIR FRANK TELLS OF AUSSIE OLYMPICS

Sir Frank Beaurepaire, Australia Olympic Games official, who was largely responsible for landing the 1956 Games for Melbourne at the recent meeting of the International Olympic Committee in Rome, has been a visitor in Honolulu during the past week as the houseguest of the George (Dad) Centers.

The distinguished former Lord Mayor of Melbourne, who is accompanied by Charles Grainger, also a member of Australia's Rome delegation, was honored by the Outrigger Canoe Club at a dinner Friday evening and he told a goodly gathering of OCC officials and a representative sports groups of Melbourne's plans for the Games.

Detroit is still considering seceding from the Olympics as a result of their defeat at Rome. The Motor City, backed by millions plus a resolution from Congress including the personal endorsement of President Truman, was conceded to have the Games virtually in the bag, only to have Melbourne steal the '56 event right out from under them.

With becoming modesty, Sir Frank denounces any personal credit for the Aussies' success at Rome, preferring to pass it along to the present Lord Mayor (Cr. J. S. Disney) and the entire Australian committee, but the personable Sir Frank, who must have been the inspiration for Dale Carnegie's best seller, was the "salesman," no doubt.

* * * *

Those who heard him Friday night, readily understand how he did it.

One hundred Melbourne firms bounced 100 guineas each to equip their Rome delegation with all the necessary propaganda. They had a brochure, bound in white kangaroo hide portraying Australia, and Melbourne in particular, as the finest spot in the world.

But that didn't do the trick. It took the suave approach and keen personality of the vibrant Sir Frank.

* * * *

Yes, Sir! The sports world was stunned when Melbourne edged Buenos Aires, 12-20 in the final vote while Detroit swooned.

But now that they've got them, Melbourne will proceed immediately to prepare to make the '56 Games the greatest in Olympic history.

First of all, Australia is one of the most sportsminded countries in the world. In Melbourne, which has a population of 1,125,000, it is not uncommon for 200,000 to attend a cricket match or football game of a Saturday afternoon.

Melbourne's cricket stadium, however, is not suitable for the staging of the Olympic events because of its expansiveness, so a new stadium seating 75,000 will be built. Two swimming pools with accommodations for about 15,000 each will also be constructed for the Games, along with special housing facilities for the visiting athletes.

* * * *

Sir Frank estimates that between thirty and forty thousand "visitors" will invade Melbourne during the Games. This will include thousands from United States and other countries. And here's where Melbourne's success at Rome was also Hawaii's gain. The majority of these travelers—also the athletes and officials—to get to and from Australia, will have to pass through Honolulu.

Sir Frank said Friday night that this offered a tourist potential that certainly shouldn't be overlooked. Stopovers in Hawaii would have to be promoted to the fullest extent for both the athletes and the spectators.

He suggested offering the best of training facilities here for the competing stars.

* * * *

The time of the Games has not been set as yet but they will have to be held during our fall, as Australia's winter comes in June, July and August, normal Olympic months. October or December has been suggested as time for the Games. This may not appeal to some of our college athletes but many countries south of the equator have been competing out of their season in the Olympics for years without complaint so the Northerners can take it just once. The Melbourne Games of 1956 will be the first time the event has been held outside of Europe or United States.

Sir Frank covered thoroughly the complaint that Melbourne was too far off the beaten path to be a popular Olympic spot by predicting that it would be within 48 hours reach by air from any spot in the world by 1956. And it would be less than 24 hours from Los Angeles where the 1932 Games were held most successfully and without a peep from anyone.

He pointed out that the Australian Olympic team took only four days to get to London for the 1948 Games and they could have made it much faster if they had desired.

* * * *

The 1952 Olympics have already been awarded to Helsinki, Finland. There is some question of whether Helsinki will be able to go through with the Games. They must submit their plans to the I.O.C. next year. If they pass them up as they did it once before in 1940, both Los Angeles and Buenos Aires are prepared to bid for the event.

Besides being a super lobbyist, Sir Frank, is a former Olympic swimming champion—1908-20-24. At one time he held 14 records from the hundred freestyle up.

He was knighted in 1942, mostly for his contributions to sports including an extensive learn-to-swim movement in Melbourne. A 24-karat person, you're not with him more than a minute before he gives you: "Can that 'Sir Frank' stuff; it's Frank to you."

He leaves for home with his sidekick Charley Granger tomorrow night. This is his fourteenth visit. We hope he makes fourteen more.

Cheerio!