

The "logo" for the Sapporo Games is found in both horizontal and vertical format. This logo is on several sheets that are listed in this section of the catalog:

Horizontal Logo: A solid-red circle(rising sun) in a white square to the left; a six-pointed,stylized snowflake in a square in the middle;and the Olympic rings over "SAPPORO '72" in a square to the right.

Vertical Logo: A solid-red circle in a square at the top; a six-pointed,stylized snowflake in a square in the middle; and the Olympic rings over "SAPPORO '72" in a square at the bottom.

A Publicity & Fund Raising Folder was issued which contained five souvenir sheets. The latter all have four perforated labels, arranged vertically, next to a vertical-format "logo", described above. The five S.S. are now described:

1. XIth OLYMPIC WINTER GAMES/(a line of Japanese text)/ at top of sheet; GOVERNMENT PRINTING BUREAU, TOKYO/ at lower left; a vertical-format logo/ to upper right, with eleven lines of Japanese text on down to bottom of sheet; four labels are in a vertical strip of five, down left side:
  - a) Olympic rings at upper left; SAPPORO '72 at upper right; "THE HOKKAIDO PREF. GOVERNMENT, OLD & NEW BUILDINGS"/ across bottom.  
33x23mm, perf 13, multicolored

Vignettes on the other three labels are as follows:

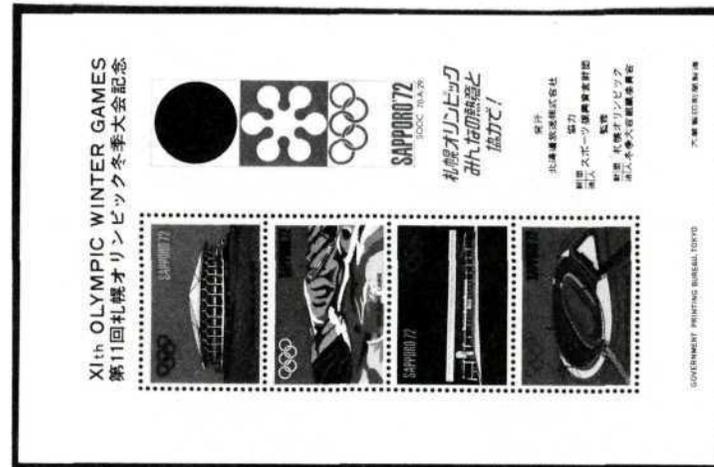
- b) "THE HISTORIC CLOCK TOWER. SAPPORO"
- c) "OHDORI PARK IN THE CENTER OF SAPPORO CITY"
- d) "THE WORLD FAMOUS SNOW FESTIVAL. SAPPORO"

.....sheet... \$1.50

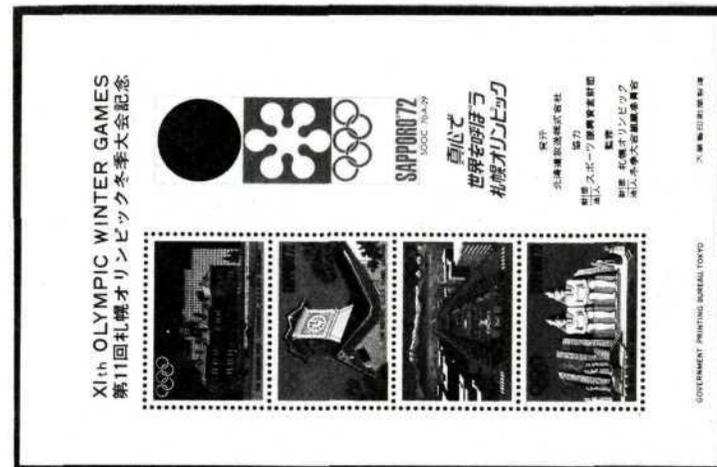
2. Same text & format as No.1 S.S., vignettes are as follows:

- a) "MAKOMANAI INDOOR SKATING RINK"
- b) "MT. TEINE ALPINE COURSE"
- c) "TSUKISAMU INDOOR SKATING RINK"
- d) "MAKOMANAI SPEED SKATING RINK"

.....sheet... \$1.50



S.S. No.2(a, b, c, & d)



S.S. No.1(a, b, c, & d)

3. Same text & format as No.1 S.S., vignettes depict Olympic events, figures are presented via "pictogram drawings" on very ornate and colorful backgrounds, figures are black.

- a) "GIANT SLALOM", b) "JUMPING", c) "BOBSLEIGH", &  
d) "SPEED SKATING"

.....sheet... \$1.50

4. Same text & format as No.1 S.S., with more Olympic events as on No.3 S.S.

- a) "ICE HOCKEY", b) "JUMPING", c) "BIATHLON", d) "SLALOM"

.....sheet..... \$1.50

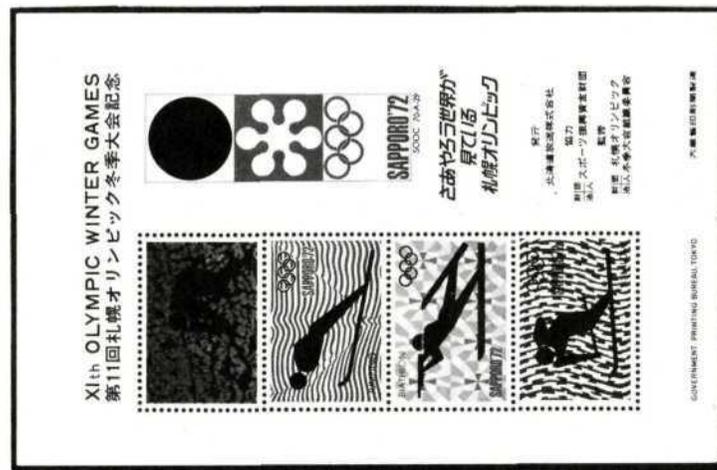
5. Same text & format as No.1 S.S., with more Olympic events as on Nos.3 & 4

- a) "CROSS-COUNTRY", b) "DOWNHILL", c) "FIGURE SKATING",  
d) "LUGE"

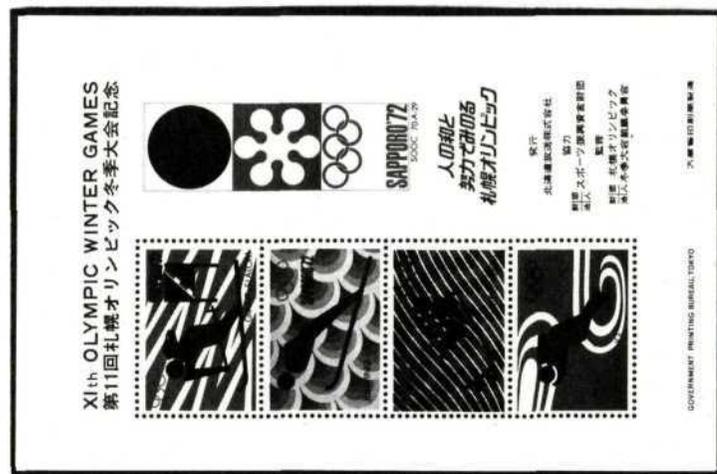
.....sheet..... \$1.50

Note: Souvenir sheet Nos.1 to 5 were produced in 1971 by the Government Printing Bureau, Tokyo, and issued in 1972 by the Hokkaido Broadcasting Corporation. The Printing Bureau also produces the bank notes and postage stamps of Japan.

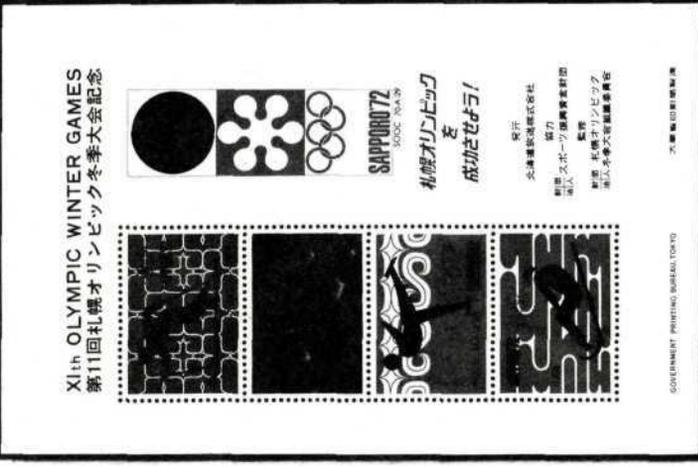
Souvenir sheet Nos.3, 4 & 5, and the folder that the five sheets came in, are illustrated on the three following pages.



S.S. No.4(a, b, c, &amp; d)



S.S. No.3(a, b, c, &amp; d)



S.S. No.5(a,b,c, & d)

Cover of folder which issued containing Souvenir Sheets 1, 2, 3, 4, & 5. Mountainous scene, without any text, continues on back cover.



第11回札幌オリンピック冬季大会

会 期 1972年(昭和47年)2月3日(木)~2月13日(日)の11日間

実施競技種目

スキー、スケート、アイスホッケー、バイアスロン、ボブスレー、リュージュの6競技35種目が11日間にわたって繰り広げられる。

XIth OLYMPIC WINTER GAMES,  
SAPPORO 1972

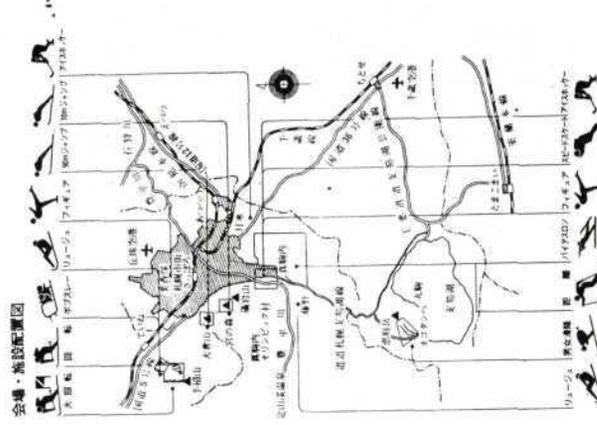
ACTUAL DATES FOR THE GAMES:

The games will take place over the period of eleven (11) days, from the 3rd February ('Thursday') to the 13th (Sunday) February inclusive, in 1972.

SPORTS EVENTS:

There will be 35 events covering the six sports of Skiing, Skating, Ice Hockey, Biathlon, Bobsleigh and Luge.

Information & map that are inside the folder in which Souvenir Sheet Nos.1,2,3,4, & 5 were issued.



A Set of Self-adhesive Labels

These issued on one sheet measuring 12x24.1cm(overall). There are five sizes(five copies of the smallest and one copy of each of the larger ones). They are shaped like an "oval-track" and horizontal in format. The vignette is a modified logo of the Sapporo Games(not segregated into the "three-square" pattern of the official logo).

Vignette: a solid-red circle, on left; a stylized, six-faceted, silver snowflake, in middle; Olympic rings in their usual multicolors(interlaced as on official Olympic flag) above "SAPPORO '72"/ on right side.

Other descriptive information is as follows:

- |     |   |        |
|-----|---|--------|
| 6.  | 32x14.5mm, background color of the vignette area is white; the border is silver with adjoined red & blue stripes in the middle of the wide silver stripe; "SAPPORO '72" is blue ..... | \$0.50 |
| 7.  | Same as #6 but size is 61x27mm .....  | \$1.00 |
| 8.  | Same as #6 but size is 90x39mm .....  | \$1.25 |
| 9.  | Same as #6 but size is 119x52mm .....   | \$1.75 |
| 10. | Same as #6 but size is 180x78mm .....   | \$2.50 |

Sheet data: Japanese text at top with SOOC 70 - B - 197 at upper right corner. Five lines of Japanese text at lower right corner.

See illustration of sheet on a following page for location of the nine labels of five different sizes.

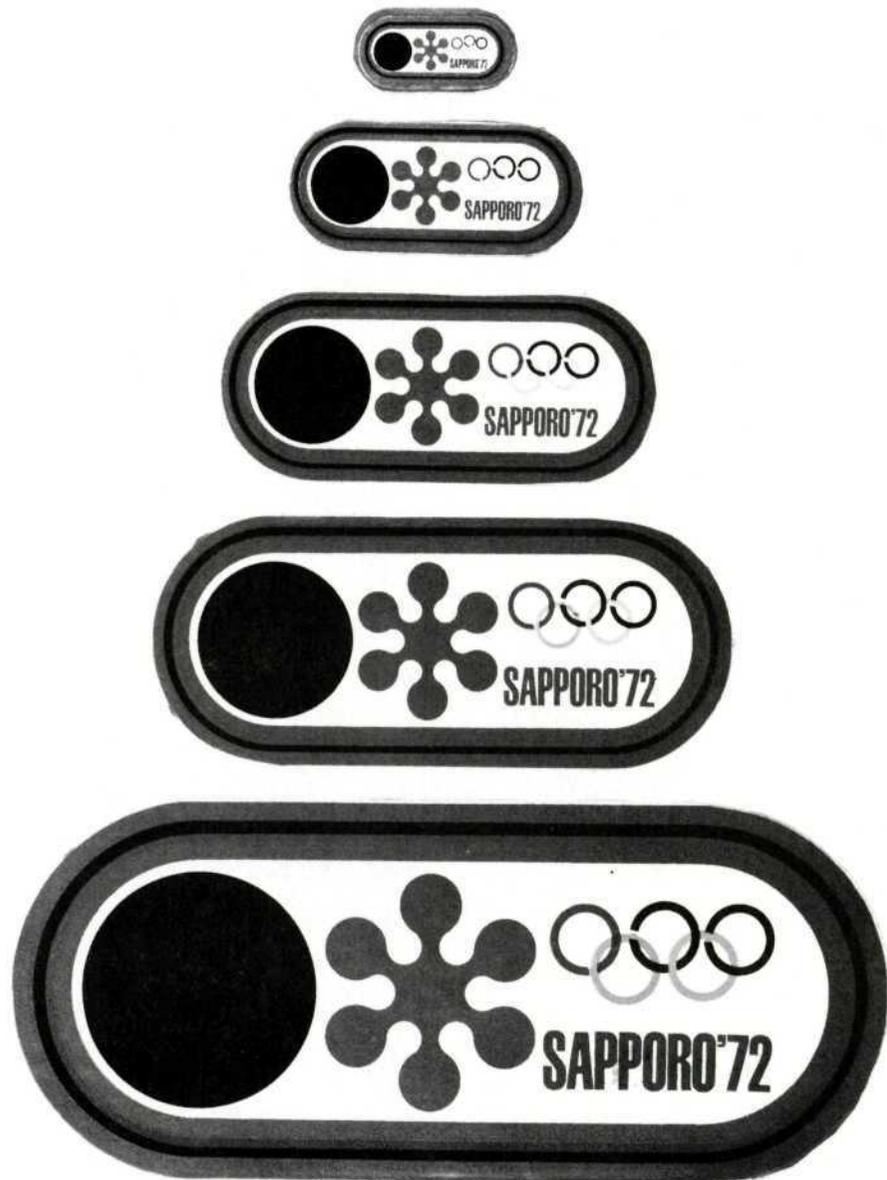
Complete sheet of nine labels ..... \$15.00

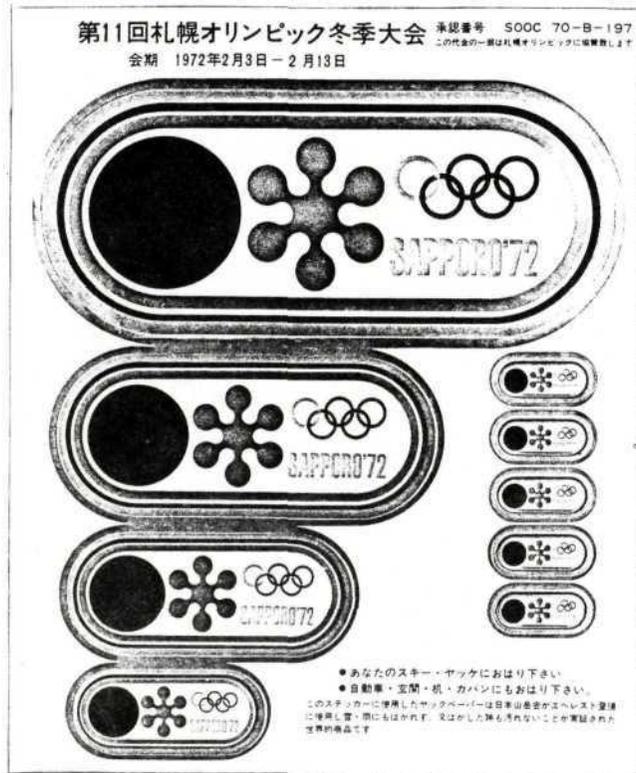
Note: The design of the stylized, six-faceted snowflake is said to have an origin that goes back to ancient times.

The above-listed items are illustrated on two following pages.

(11th Olympic Winter Games)

Self-adhesive label nos.6,7,8,9, & 10, five sizes are reproduced below.





Sheet format of labels 6,7,8,9 & 10,  
 reduced to 41 area % of original size

A TV Advertising Self-Adhesive

11. XIth Olympic Games, Sapporo 1972/ across top, to right of vignette; SAPPORO '72 VIA/HBC-TV NETWORK/ down label, below first text. Vignette, on left: a square logo (red circle in upper left square, snowflake with blue background in upper right square, blank square at lower left & Olympic rings/ SAPPORO '72 in lower right square); these four squares within a bigger square are a different arrangement than that of the two logos discussed on page one of this "1972 - SAPPORO" section.  
 55x24mm, imperf, background is silver & text is white  
 ..... \$2.00

Note: HBC is the Hokkaido Broadcasting Corporation, located on Hokkaido Island at Sapporo, Japan.



No. 11

12. Poland, a Balloon Flight Mini-sheet

This gold-background sheet has four 3z1 valued labels. The Sapporo logo is at label #2 & the Munich logo is at label #5. Label #4 commemorates Wojciech Fortuna, winner of the 90-Meter Ski-Jump at the Sapporo Winter Games. (See sheet No.96, page 357) 150x111mm, imperf, red, white & gold

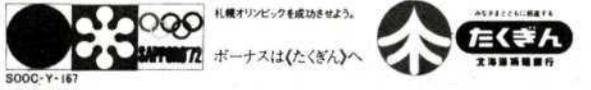


(11th Olympic Winter Games)

13. A Sheet of Self-Adhesive "Pull-offs":  
 Contains nine labels which are assigned the letters a,b,c, d,e,f,g,h, & i. All are in glossy multicolors. An Olympic "logo" and an advertising "logo" are at the bottom, the latter are also "pull-off" self-adhesives. There are also three "pull-off" address labels. .... \$10.00/sheet



ご注意  
 ①上の3枚をほかの手にはって、おまけだに貼る場合は、1枚だけはって下さい、それ以上はると、郵券の裏面よりでぬかれることになって、おまけの裏面は貼れません。



S00C-Y-167

(11th Olympic Winter Games)

14. A Sheet of Self-Adhesive "Pull-offs":  
 Contains nine labels with "bears" performing various Winter Game events. Has two "logos" at lower right, as on Sheet No.13, but Olympic "logo" is above other logo rather than side by side (see Sheet No.13). All are glossy multicolored labels and are assigned the letters a,b,c,d,e,f,g,h, & i. .... \$10.00/sheet



Note: Labels 6,7,8,9 & 10 plus sheets 13 & 14 are all on heavy paper(thin cardboard stock).

The labels of this series (Nos. 1 to 19) have Olympic rings, city name, and date to the left or right of the vignette. The latter is a rectangular, white silhouette on a solid-color background.

1. Olympic rings/MUNICH 1972/ reading down on left.  
Vignette (33x22.5mm), on the right: a horse & chariot with rider holding a torch.  
41x24mm, perf 10 or imperforated, a) dark blue, b) green, c) purple, d) orange, e) bright rose ... \$0.50 each
- 1B. Mirror image of #1 (vignette on left) ..... \$0.50 each
2. Olympic rings/MUNCHEN 1972/ reading down on left.  
Vignette: same as #1 but rider is not holding a torch.  
Same sizes & colors as #1 ..... \$0.50 each
- 2B. Mirror image of #2 (vignette on left) ..... \$0.50 each
3. Olympic rings/1972 MUNICH/ reading down on left.  
Vignette, on left: a chariot with two horses and two men, one man with a torch.  
Same sizes & colors as #1 ..... \$0.50 each
4. Olympic rings/1972 MUNICH/ reading down on right.  
Vignette, on left: a javelin thrower with another athlete standing nearby.  
Same sizes & colors as #1 ..... \$0.50 each
5. Olympic rings/MUNICH 1972/ reading down on left.  
Vignette, on right: three athletes, one holding a javelin, another standing over a third one who is prone.  
Same sizes & colors as #1 ..... \$0.50 each
6. Olympic rings/MONACO di BAVIERA/1972/ on right, text reading down (apparently calling Munich the "Monaco of Bavaria"). Vignette, on left: two athletes, one is prone, the other is bent over him (see label #5).  
Same sizes & colors as #1 ..... \$0.50 each
7. Olympic rings/MONACO de BAVIERA/1972/ on left, text reading down. Vignette, on right: Same as #1 but rider is holding a javelin.  
Same sizes as #1, perf 10, a) purple, b) orange  
..... \$1.00 each  
(Imperf & other colors not seen)



1



1B



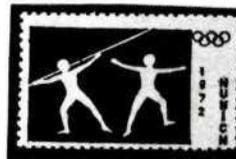
2



2B



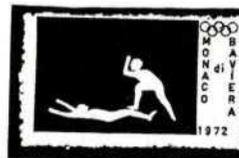
3



4



5



6



7

Nos. 8 to 19 which follow are similar designs to those of Nos. 1 to 7 but smaller:

8. Olympic rings/MUNICH 1972/ on left, reading down.  
Vignette; on right: an athlete in bent over position.  
15x23mm(vignette), 23x23mm(overall), perf 10 & imperf  
a)dark blue, b)green, c)purple, d)orange, e)bright rose  
.....\$0.50ea
9. Olympic rings/MUNICH 1972/ on left, reading down.  
Vignette, on right: an athlete carrying a torch(perhaps  
baton) at finish line(tape).  
Same sizes & colors ar #8 .....\$0.50ea
10. Olympic rings/1972 MUNICH/ on right, reading down.  
Vignette, on left: an athlete running with a baton.  
Same sizes & colors ar #8 .....\$0.50ea
11. Olympic rings/1972 MUNICH/ on right, reading down.  
Vignette, on left: an athlete throwing a javelin.  
Same sizes & colors as #8 .....\$0.50ea
12. Olympic rings/MUNICH 1972/ on left, reading down.  
Vignette, on right:an athlete throwing a javelin.  
Same sizes & colors as #8 .....\$0.50ea
13. Olympic rings/MÜNCHEN 1972/ on left, reading down.  
Vignette, on right: athlete  
No.9, without finish-line tape).  
Same sizes & colors as #8 .....\$0.50ea
- 13B. Mirror image of #13, vignette on left .....\$0.50ea
14. Olympic rings/MÜNCHEN 1972/ on left, reading down.  
Vignette, on right: two athletes with a torch and  
baton upraised. Same sizes & colors as #8 .....\$0.50ea
15. Olympic rings/1972 MÜNCHEN/ on right, reading up.  
Vignette, on left: an athlete in bent over position  
(vignette is a mirror image of that of #8).  
Same sizes & colors as #8 .....\$0.50ea
16. Olympic rings/MONACO di BAVIERA/1972/ on roght, reading  
down. Vignette, on left: an athlete with a baton at  
finish-line tape(vignette is a mirror image of that of  
#9). Same sizes & colors as #8 .....\$0.50ea
17. Olympic rings/MONACO di BAVIERA/ on right, reading down.  
Vignette, on left: an athlete upholding a torch(same as  
image No.13B. Same sizes & colors as #8 .....\$0.50ea
18. Olympic rings/MONACO di BAVIERA/1972/ on left,  
Vignette, on right: an athlete holdng a javelin.  
Same sizes & colors as #8 .....\$0.50ea
19. Olympic rings/MONACO di BAVIERA/1972/ on left.  
Vignette, on right: an athlete throwing a javelin  
(vignette is a mirror image of #11).  
Same sizes & colors as #8 .....\$0.50ea



8



9



10



11



12



13



13B



14



15



16



17



18



19

20. 1972/MÜNCHEN/ at upper right corner; SPIELE/ across bottom. Vignette: a torch with Olympic rings over it and the word "OLYMPISCHE" curved across the torch. A double border-line around edge, outer line about 1mm wide, gold outer edge indicates a die cut label. 45x60mm(overall), imperf, brown on gold except "SPIELE" which is gold on brown ..... \$2.50 (Issued by Erinnophilie International)



20

21. An Esperanto Label

- OLIMPIAJ LUDOJ/ between upper Olympic rings and vignette; 1972/MÜNCHEN/below vignette. Vignette, in center: a 15mm square depicting two stylized figures apparently diving off of a platform. an "R" in script print, at lower left; a wide 6-7mm black border with wavy white lines(half-circles). 33x62.5mm(overall), 21x47mm(vignette portion), imperf, design is black on white paper ..... Rare

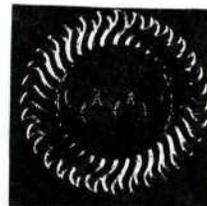


21

- Nos. 22 to 26 are round labels with decorative edging:  
 22. Olympische Spiele/Olympic rings/München 1972/ within central inner circle. 8mm wide outer border consists of "retreating petals." 39mm overall diameter, 23mm inner circle, inner circle is tan, border & rings are gold ..... \$5.00  
 23. Same as #22 but inner circle is black ..... \$5.00  
 24. Same as #23 but rings, text & petal-border are white, petals are gold-edged ..... \$5.00

Nos. 25 & 26 are smaller than nos. 22 to 24 and have two inner concentric circles within "petal" edging:

25. OLYMPISCHE SPIELE/MÜNCHEN 1972/ gold text around tan outer circle; black inner circle has gold Olympic rings; outer decorative border(4mm wide) of "retreating petals" is gold. 26mm overall diameter, 11.5 & 17mm diameter inner and outer circles ..... \$3.00  
 26. Same as #25 but inner circle is tan and outer circle is black(that is, colors of #25 are reversed), rings, text and "petals" are gold as with # 25 .... \$3.00



23



24

26B. Israel, K.K.L. Fund Label:

- 0.25/ at upper right corner; K.K.L plus Hebrew text across bottom; 1972/ at lower right, beneath vignette. Vignette: multicolored, vertical ribbons above white Olympic rings. 26x36mm, overall, perf 10½, text to left of ribbons is pale blue, bottom text & "0.25" are gray, upper text & "1972" are white, background is black ..... \$1.00



25



26



26B

Nos. 27 & 29 are self-adhesives:

27. Olympic rings/1972/Dabeisein - /dafur sparen/ from top to bottom.  
31.5x40mm(overall), imperf, white print on rose-red background ..... \$3.00  
[Be present(at the Games) - save for it]
28. Olympic rings/ above; 1972/ below. Vignette: a 25x21mm rectangle in which tall, old buildings, over "MÜNCHEN," are depicted. A blue outer border is inside outer edge.  
32x44mm(overall), die cut, imperf, blue on gray ..... \$3.00
29. SCHON RECHTZEITIG SPAREN/ across top; 1972 ZUR OLYMPIADE FAHREN/ across bottom. Vignette: 11.5mm diameter Olympic rings, coin-like in appearance in that each ring has laurel leaves and a large "1" over "DEUTSCHE/MARK/1967, 1968, 1969, 1970 & 1971 (latter year-dates in ring nos. 1, 2, 3, 4 & 5, respectively).  
44x28mm(overall), black on silver background . \$3.00  
(Save ahead/ in 1972, go to the Olympiad)



27



28



29

ADVERTISING, MATCHBOX LABELS

Several series(Nos. 30, 31, 32 & 33) were issued by German firms to promote or sponsor the München(Munich) Olympic Games.

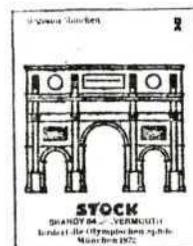
- 30a. STOCK/BRANDY 84 VERMOUTH/fordert die Olympischen Spiele/ München 1972/ in a white panel below. Vignette: depicts "Rathaus München"(Munich's Town-Hall) and has that printed in upper left corner. A wine glass is behind text.  
35x51mm(overall), imperf ..... \$1.00

Five other labels of this series are summarily listed with the München vignette indicated:

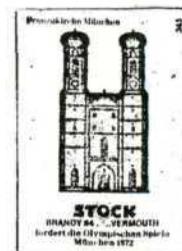
- 30b. Vignette depicts a victory gate ..... \$1.00
- 30c. Vignette depicts a church ..... \$1.00
- 30d. Vignette depicts a Chinese steeple ..... \$1.00
- 30e. Vignette depicts "Statue of Bavaria" ..... \$1.00
- 30f. Vignette depicts the National Theatre ..... \$1.00  
(Text: STOCK promotes the Olympic Games)



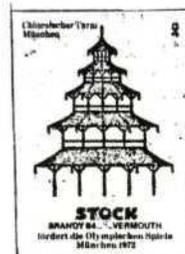
30a



30b



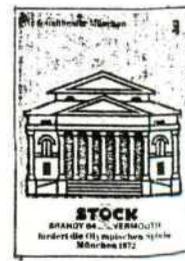
30c



30d



30e



30f

31. Olympic rings & "Nordland fordert die Olympischen/Spiele München 1972/ in a white panel, across bottom; Rings & text are black except for "Nordland" which is of variable colors (blue on 31a, green on 31b, red on 31c & pale olive-green on 31d). Vignette: "65" at upper left, facing left; a 9.5mm circle at upper right with text around edge: "ORIGINAL/VOLLKORN" on same background color as that of "Nordland" of lower text, a yellow, beaming sun in center of circle; "Das/schmeckt/so gut/un halt/in Form"/ below circle, in black; remainder of vignette depicts a box of crackers: with a smaller circle (5.5mm) at top left & a white "Nordland" at top right, with upper background in same color as that of lower "Nordland" and circle; crackers are depicted at lower, middle of box with vertical kernels of corn on right and a repeat of the text "Das schmeckt/so gut/und halt in Form"/ to left of crackers; the various kinds of crackers are printed at top of lower portion of box-label and this is indicated below along with the variant background colors, below:

- 31a. "Weizen-Knacke" in red, background is orange .. \$1.00 (Wheat-Crackers)
- 31b. "Kummel-Knacke" in red, background is red ..... \$1.00 (Caraway-Crackers)
- 31c. "Delikatess-Crackers" in blue, background is green (Delicacy- or Dainty-Crackers) ..... \$1.00
- 31d. "Leinsamen-Knacke" in blue, background is blue (Flaxseed-Crackers) ..... \$1.00

(Translation of texts, common to above labels:

"Nordland promotes the Olympic Games Munich 1972"

"Which taste so good and keep in shape")

32. WACKER fordert die Olympischen Spiele 1972/ across bottom; a "logo" at lower right depicts a worker above a small panel stating "WACKER;" each of five labels seen depict different machinery or tools and have varying texts related to the item depicted.

- 32a. Depicts vacuum equipment ..... \$1.00
- 32b. Depicts wacker-plates or -trays ..... \$1.00
- 32c. Depicts a stamper ..... \$1.00
- 32d. Depicts a jack-hammer ..... \$1.00
- 32e. Depicts an outside "mill screw" ..... \$1.00

Colors of the above labels not known at this writing but the crude photocopies available (see page on right) appear to have evenly-colored backgrounds and light-colored texts. All labels depicted above (31's & 32's) are of typical matchbox label size - about 50x35mm.



31a



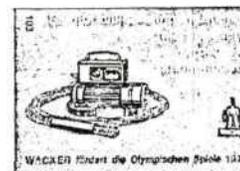
31b



31c



31d



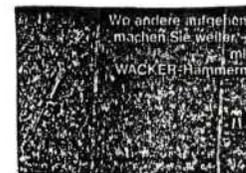
32a



32b



32c



32d



32e

33. Matchbox Labels: Die ALLIANZ fordert die/Olympischen Spiele 1972/ in vertical panel on left; text, appearing in varying corners of vignette: hoffentlich/ALLIANZ/versichert/. Vignette: a caricature drawing with a suitable text added. 50x35mm, multicolored, text black except "ALLIANZ" which is blue .....\$1.00ea



33a



33b

33a. Durch die neue/Familien/Versicherung/ at lower right. Vignette: a thief holding keys & with a bag on his back. (Translation: I hope/ALLIANZ/insures - through the new Family Insurance)

33b. wenn Dien/schones Auto brennt/ at lower left. Vignette: a man applying a watering can to his burning car. (Translation: I hope/ALLIANZ/insures - when your fine auto burns)

Note: 35 different labels exist advertising various kinds of insurance(see 1964 - TOKYO section, No. 75 series, for illustrations of 21 of these vignettes; with different texts than those presented above.)

34. JUNGHANS/ above; offizieller/Zeitnehmer/ below; official time/keepers/ on left; chronometreur/officiel/ on right; all latter printing in a 40mm square section on left side of label, with a white "J" on a black 8-pointed star, in the middle; a 20x40mm section on right side features the emblem (logo) of the 1972 - Munich Games: Olympic rings at top and a spiral coil at bottom (latter is said to be "an allusion to the vitality of sport and of the city"). 60x40mm, imperf, background colors: left square is orange-yellow & right rectangle is pale blue, logo is white & text is black ..... \$3.00



34



35

35. Same as 34 but smaller, a self-adhesive(#34 may also be a self-adhesive, copy seen is unglued). 30x20mm, imperf ..... \$1.50

36. Official/Airline/München/1972/ at upper left. Logo on right side with a vertical white line to left. 30mm square, imperf self-adhesive, logo is white, text is black, background is pale blue ..... \$1.50



36



37



38

37. Logo of Munich Games, in white, black lines to each side, blue background with blue pull-off tab at right. 18x14mm, 22x24mm(overall) ..... \$0.25

38. Logo, in white, inside 2 vertical black lines, on pale blue background. 14x25mm ..... \$0.25

(37 & 38 are probably letter-seals and/or stationery-enhancement labels)

Two undated self-adhesives but "logo" is that of Munich 1972 Games(stationery-enhancement labels)

Note: Two other sizes of Nos. 34 & 35 exist, 40x27mm & 87x57mm.

39. DEXTRO/ENERGEN/AUS REINER DEXTROSE/MIT PFEFFERMINZ/  
 Offizielle/Wettkampf-/verpflegung/ in center of  
 vertical label; München 72 logo below latter print;  
 INHALT/6 STÜCK/MAIZENA/MARKENARTIKEL GMBH/HELLBRONN/  
 at bottom, reading up; Offizielle/Wettkampf-/verpf-  
 legung/ at upper end, upside down, above another  
 München 72 logo.

151x25.5mm, ungummed thick paper, a sugar-wrapper,  
 red & green, white text

(Partial translation: DEXTRO ENERGEN out of pure  
 sugar, with peppermint; Official Contest-food;  
 contents: 6 pieces; "markenartikel" means  
 "proprietary article")

(See nos. 7 & 8 of "1976 - Montreal" section for  
 similar wrapper-labels)

40. RANK XEROX/ in vertical panel on left; Olympischer/  
 Informations-/Service/München/Kiel/1972/ in vertical  
 panel on right. Vignette, in middle: the logo of  
 Munich Games, in white on a pale blue background.  
 69x43mm(overall, including a 5mm tab on right side  
 which aids removal of this self-adhesive label from  
 the back-up paper), imperf, text is black .... \$1.00

41. Die Olympiade/erleben/at top, in yellow; Kieler  
 NACHRICHTEN/ in yellow panel, red text. Vignette:  
 white Olympic rings on left, an artistic statue near  
 bottom, text "mit/den" at lower left.  
 39x53mm(overall), an imperf self-adhesive, background  
 mostly blue with a white spotlight-like ray coming  
 from upper right corner to bottom of vignette \$2.00  
 (Translation: Experience the Olympiad with the  
 "Kieler" papers)

42. WEITEN/MESSUNG/DISTANCE/MEASUREMENT/MESURE DE  
 DISTANCES/ down panel on right; logo in left panel.  
 Vignette, between panels: ZEISS/WEST GERMANY/ above;  
 a small triangle above horizontal stripes/ below.  
 59x36mm(overall), logo is white, vignette is black  
 & white, text is black, an imperf self-adhesive, a  
 1.2mm wide white stripe around edge, background is  
 yellow-orange ..... \$2.00

43. BANFF/ at top, in blue; red Olympic rings/1972, in  
 blue. Vignette: a red-bordered white flame above, a  
 blue torch below.  
 17x36mm, a miniature window label(gummed on front)  
 ..... \$2.00

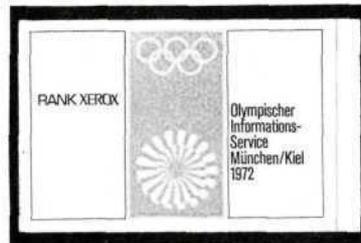
44. Longines/offizieller Zeitnehmer/bie den Olympischen  
 Spielen/München 1972/ as white text, at upper left  
 corner; a white logo at upper right corner.  
 Vignette: runners on a track, picture has photographic  
 clarity. A 43mm square, self-adhesive, multicolored  
 ..... \$1.00

45. OLYMPIA-/LIZENZ: A 40/at lower right; logo on left.  
 49x40mm(overall), imperf self-adhesive, red on white  
 ..... \$1.00

( A licensee label)



39



40



41



42



43



44



45

## ADVERTISING, MATCHBOX LABELS

This series of labels have the following features in common:

REWE & a "EUROGROUP" 2-ringed logo/ across top; MÜNCHEN 72/ across bottom. Vignette, in a 31mm square with rounded corners: a "59" and a logo in various corners, the depicted event is named and numbered with 72/(number of label). 31.5x44mm(design), 34x49mm(overall), each label is of one color on white paper. The events, accompanying texts and colors are as follows: .....

46. Relay race, STAFFELLAUF 72/2, green  
 47. High jump, HOCHSPRUNG 72/4, green  
 48. Discus throw, DISKUSWERFEN 72/7, green  
 49. Javelin throw, SPEER-WERFEN 72/8, green  
 50. High dive, TURM-SPRINGEN 72/11, blue  
 51. Water polo, WASSER-BALL 72/12, blue  
 52. Canadian canoeing, KANU-CANADIER, blue  
 53. Gymnastics-horse vault, TURNEN-PFERD 72/15, red  
 54. Gymnastics-rings, TURNEN-RINGE 72/16, red  
 55. Gymnastics-floor exercises, TURNEN-BODEN 72/19, red  
 56. Weight lift, GEWICHTHEBEN 72/20, red  
 57. Wrestling, free-style, RINGEN-FREISTIL 72/21, red  
 58. Cycling, time-trial, RADSPORT-ZEITFAHREN, brown  
 59. Horse riding, REITEN-JAGDSPRINGEN 72/25, brown  
 60. Hockey, HOCKEY 72/27, brown

Notes: "REWE" is a very big food company in Germany.

The number of labels in a complete set is not known at this writing.



46



47



48



49



50



51



52



53



54



55



56



57



58



59



60

Nos. 61, 62 & 63 are self-adhesive, advertising labels:

61. München/ in upper left corner; 1972/ in upper right corner; Hanse - Merkur/Olympia - Krankenversicherer/ below. Vignette: a tall person with arms outstretched over three shorter persons/ on left, logo of the Munich Games/ in right center.  
50x38mm, imperf, vignette on left & :Hanse - Merkur" are black, rest of text & logo are white. background is red, black & white lines at both top & bottom ... \$0.50 (Lower text: Hanse - Merkur/Olympic illness-insurer)
62. Melitta ist in München '72/dabei - mit der automatischen/ Heissgetrankeausgabe/für Kaffee, Tee und Milch./ in between upper & lower vignettes. Vignette, at top: white Olympic rings in front of stripes that are in Olympic ring colors. Vignette, at bottom: a white-script "Melitta" in a red panel in front of colored stripes(same as other vignette but pointing up toward the upper stripes which are pointing down).  
24x40mm(design), 43x66mm(overall), irregular-shaped vignette portion is surrounded by wide, white borders of strip-off paper ..... \$2.00 (Central text: Melitta is in Munich '72/nearby - with the automatic/hot-drinks delivery/for Coffee, Tea and Milk)
63. AMBROS SEELOS/ across top; München und Kiel 1972/ across bottom; Offizielle & Olympic rings/OLYMPIA - BAND/ across center.  
51x34mm(overall), all printing is black, background is red-orange ..... \$0.50 (Text: Ambros Seelos, Official Olympic Tape, Munich and Kiel 1972)

A Souvenir Sheet:

64. XX. Olympische Spiele der Neuzeit/MÜNCHEN 1972/ above; Spendenblock zu Gunsten der/Deutschen Sporthilfe/ -- DM 1.- --/ below; double-lined Olympic rings/1896/ on left(interlaced as on official Olympic flag); solid lined Olympic rings/1972/ on right. Vignette, in center: "LODERNDE/FLAMME/VON HAND/ZU HAND/OLYMPISCHE/SPIELE 1972" in three text-portions; a black flaming torch in foreground; ruins, a tree & three running athletes, all in red; enclosed in a black-bordered 48.5x63mm rectangle. 14.8x10.6cm(overall), rings and texts are black except the year-dates, 1896 & 1972, under the rings, are red; design on heavy paper(light card stock) ..... \$2.00 (Texts: 20th Olympic Games of Modern Times, Munich 1972. A flaming torch from hand to hand. A donation sheet for the benefit of German sports; price DM 1.)



61



62

AMBROS SEELOS

Offizielle 

OLYMPIA - BAND

München und Kiel 1972

63



64, a Souvenir Sheet

Two souvenir sheets are now considered which depict designs for postage stamps for possible use in conjunction with the 1956 and 1972 Olympics. The German Post-Minister did not accept these proofs and used other designs for the final definitive stamps (twelve different semi-postal stamps of W. Germany, issued in 1972)

65. XX. Olympische Spiele München 1972/ above; Nicht zur Ausführung gelangte Entwürfe der Deutschen Bundespost 1972/ across bottom. Vignette, across center, depicts three unused-stamp designs(65a, 65b & 65c):

65a. Deutsche Bundespost/ across top; Olympisches Jahr 1956/ across bottom; Olympic rings at upper right; "10" at lower right. Vignette: depicts a sprinter. 32x39mm, imperf(simulated perf 7), orange-yellow

65b. OLYMPISCHES JAHR/1956/ above; 10 DEUTSCHE/ across bottom; BUNDESPOST/ up right side. Vignette: depicts Olympic rings above a bowl(for Olympic fire-?). 32x39mm, imperf(simulated perf 7), red

65c. OLYMPISCHES/JAHR 1956/ across top; DEUTSCHE BUNDESPOST/ in panel across bottom; "10" at lower right side of vignette portion. Vignette: a charioteer driving a chariot. 31x38mm, imperf(simulated perf 7), green

65. Sheet measures 11.7x9.2cm(overall) ..... \$3.00  
(Translation of bottom text: Sketches not used by the German Federal Post Office 1972). These designs were not used in 1956 either; the West German Post Office issued one stamp to publicize the Olympic year of 1956(Scott no. 742).

66: Sonderdruck/zur Rollenden Briefmarken - Ausstellung/ across top of four vignettes, with a big bus depicted on the right side of latter text, all colored carmine; Briefmarken/München/ at lower left; werben für/1972/ at lower right; Olympic rings in their usual multi-colors between two latter texts(rings are interlaced as on the official Olympic flag). Vignette(s):

66a. Deutsche/Bundespost/ slanted across top; 10+5 at lower left; München/1972/ slanted, at lower right. Vignette: photographed picture of a discus thrower with black Olympic rings in front of him. 23.5x42mm, imperf, yellow text, brown background.

66b. Same as 66a but value "20+10" and a gymnastic athlete are depicted, background is green.

66c. Same as 66a but value "50+25" and a sprinting athlete are depicted, background is blue.

66d. Same as 66a but value "30+15" and another athlete are depicted, background is red.

66. Sheet measures 14.9x10.5 (overall) ..... \$3.00  
(Translation of upper text:Special Printing/Rolling Stamp Exhibition). In 1972 there was a big bus that was a"rolling stamp exhibition" through W. Germany.

## XX. Olympische Spiele München 1972

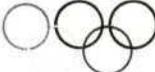


Nicht zur Ausführung gelangte Entwürfe der Deutschen Bundespost 1972

65, a Souvenir Sheet

## Sonderdruck zur Rollenden Briefmarken-Ausstellung



Briefmarken  werben für  
München 1972

Nicht angenommene Entwürfe für Olympia-Briefmarken von Rüdiger Häblitz

66, a Souvenir Sheet

67. An Erinophilie International Souvenir Sheet:

ERINNOPHILIE INTERNATIONAL/ across top of sheet, in red;  
JUBILÄUMSAUSSTELLUNG HAMBURG-HARBURG/2. - 3. NOVEMBER  
1968/ across bottom of sheet, in red. The four labels on  
this sheet are now described. All are colored blue.

67a. 20 JAHRE EUROPAISCHE BEWEGUNG 1948 - 1968/ across top;  
INTERNATIONALES JAHR DER MENSCHENRECHTE/ across bottom.

Vignette: the U.N. flag.

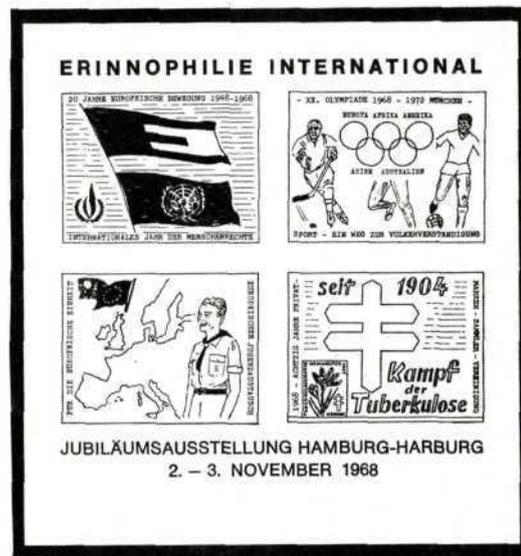
40x30mm, imperf(three following labels are the same)  
(20 Year European Movement, 1948 - 1968; International  
Year of the Rights of Man)

67b. - XX. OLYMPIADE 1968 - 1972 MÜNCHEN -/ across top;  
SPORT - EIN WEG ZUR VOLKERVERSTÄNDIGUNG/ across bottom.  
Vignette: hockey player on left; soccer player on right;  
athlete's legs at lower center, beneath Olympic rings  
to which are assigned the continents EUROPA, AFRIKA,  
AMERIKA, ASIEN & AUSTRALIEN.  
(20th Olympiad 1968 - 1972 Munich; Sport - One Way to  
People's Understanding)

67c. FÜR DIE EUROPAISCHE EINHEIT/ up left side;  
EUROPAISCHER JUGENDAUSTAUSCH/ down right side.  
Vignette: two flags at upper left corner; a boy scout,  
on the right side; a relief map of Europe in background.  
(For European Unity; European Youth-Exchange)

67d. 1968 - ACHTZIG JAHRE PRIVAT - / up left side;  
MARKEN - SAMMLER - VEREINIGUNG/ down right side.  
Vignette: Seit 1904/ above; double-barrred T.B. cross  
in middle; a 1967 German T.B. seal/ at lower left;  
Kampf/der/Tuberkulose/ at lower right(Since 1904, the  
T.B. cross has been fighting tuberculosis).  
(1968 - Eighty Years, a Private Stamp Collector's  
Association)

..... \$3.00/sheet



This souvenir sheet issued in 1968 but is listed here  
because the second label commemorates the XXth Olympiad  
(The Olympic Summer Games of 1972, at Munich, Germany)

Label two errs in assigning the years 1968 - 1972 to the  
XXth Olympiad. The Olympic Games always occur during the  
first year of a four-year Olympiad period; in this case,  
in 1972.

Interestingly, label two correctly indicates the continent  
that each Olympic ring represents (See page 8 of catalog  
for "color-continent" designations - such assignments of  
ring colors to continents is not official and is no longer  
commonly done)

The two following labels are self-adhesives of stiff, plastic composition:

68. MUNCHEN/ across center, in black; 1972/ below, in black.  
Vignette: a red, yellow & white flame in a blue, black & white dish/ above text portion; Olympic rings, in their usual multicolors(interlaced as on original flag)/ between MUNCHEN & 1972. Yellow border around vignette & text; a wide, gold-colored, outer border; corners are rounded. 85x110mm(including gold border), 89x115mm(including clear outer edging which remains with label when backing paper is stripped off) ..... Rare

69. An Oval-Shaped Label:

MUNCHEN/ above, with letter "U" as a twin-spired castle.  
Vignettes: two diamond-shaped, blue & white checker-boards on left & right sides; a white banner in center with Olym. rings at top, in usual multicolors(interlaced as on official flag), a black "OLYMPIA" above a coat-of-arms which depicts a monk, in black, "19" on left & "72" on right of coat-of-arms, in black. Checker-boards & banner are black-bordered. Borders around label consist of silver, black, red & yellow stripes(which exist in reverse order at upper & lower halves of border); colored stripes have black lines between them; the silver edging goes around the outside of the entire label. The background of the vignette portion of this label is silver.  
135x92mm(including silver border) ..... Rare

Note: Both of the above labels have application instructions on the back, headed by the words "Haft-Stikett" which means "Haft-Label" and indicates the manufacturer's name. It is interesting to note that the Olympic rings on the two above labels are interlaced two different ways(original & official ring patterns).



No.68



No.69

70. Deutschland ruft die Jugend der Welt zu den/ in a black panel across top; XX. Olympischen Spielen 1972 in München/ in a black panel across bottom; a number "103" in upper right corner.

Vignette: Olympic rings with the following depictions:

- a. Horseman jumping over a hurdle.
- b. Olympic flame with stadium & flags in background.
- c. A sprinting runner.
- d. A discus thrower.
- e. A diving swimmer.

(Olympic rings are interlaced as on official flag).

49x35mm, imperf, rings & pictures are red, background and texts are yellow ..... \$1.00

(Translation: Germany calls the Youth of the World to the 20th Olympic Games of 1972 in Munich). It is interesting to note that the same "motto" appears on the Olympic Bell of the 1936 Games in Berlin.



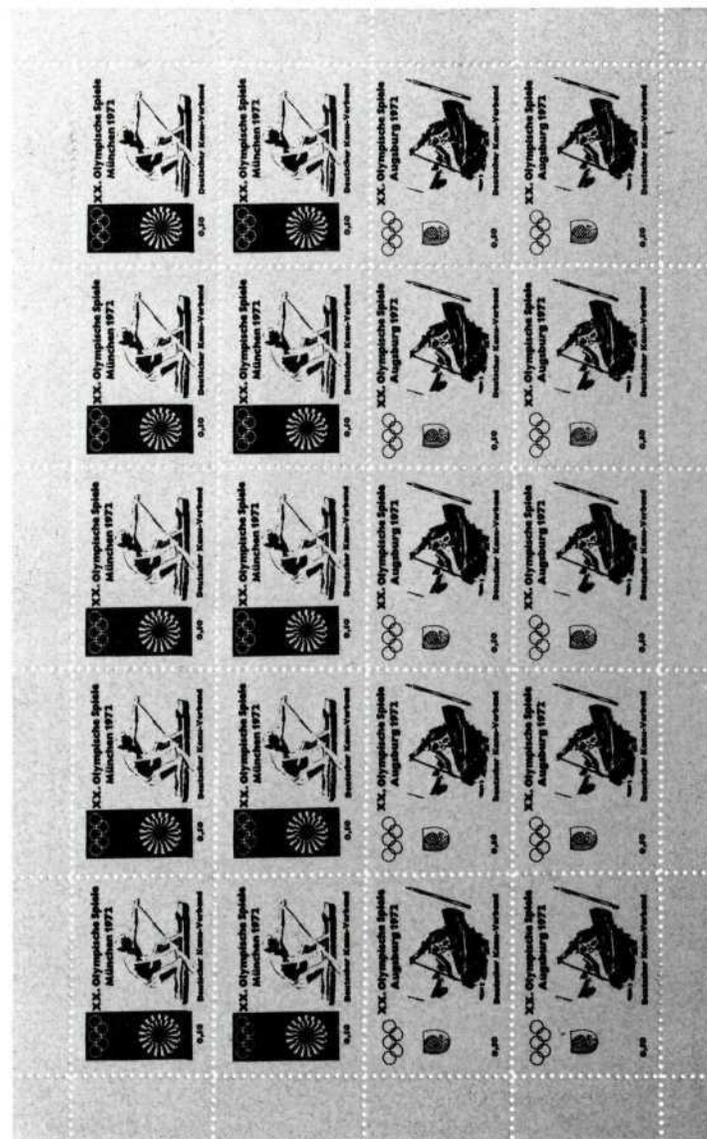
No.70

Nos. 71 & 72 which follow are fund raising labels of the German Canoe Association:

71. XX. Olympische Spiele/München 1972/ above; Deutscher Kanu-Verband/ below; logo of Munich Games/ on left side; 0,50/ at lower left corner.  
Vignette: a canoeist.  
35x24mm, perf 10½, design is black on a pink background ..... \$0.50

72. XX. Olympische Spiele/Augsburg 1972/ above; Deutscher Kanu-Verband; below; Olympic rings above a coat-of-arms/ on left side; 0,50/ at lower left corner.  
Vignette: a canoeist with "26" on his chest.  
35.5x25mm, perf 10½, design is black on a pink bgrnd. .... \$0.50

Sheet format of Nos. 71 & 72: Sheet of 20(5x4), ten copies of No.71, above, and ten copies of No.72, below; central copies thus provide five se-tenant pairs/sheet. Sheets are PM4S with perforations passing through selvage. Overall sheet measures 23.1x14.3cm.



Nos.71 & 72, ten copies of each on a sheet of 20

Nos. 73, 74, 75 & 76 which follow are fund raising labels of the German Canoe Association:

73. XX Olympische Spiele/München 1972/ above; Deutscher Kanu-Verband/ below; logo of Munich Games/ on left side; 1,00/ at lower left corner. Vignette: two canoeists. 35x24mm, perf 10½, design is black on blue background ..... \$0.50
74. XX Olympische Spiele/Augsburg 1972/ above; Deutscher Kanu-Verband/ below; Olympic rings above a coat-of-arms/ on left side; 1,00/ at lower left corner. Vignette: a kayaker(using double-bladed paddle). 36x24.5mm, perf 10½, design is black on blue background ..... \$0.50
75. Same texts and logo as on No.73; 3,00/ at lower left. Vignette: two kayakers(using double-bladed paddles). 36x23.5mm, perf 10½, design is black on orange background ..... \$0.50
76. Same texts, rings and logo as on No.74; 3,00/ at lower left. Vignette: two canoeists. 36x24mm, perf 10½, design is black on orange background ..... \$0.50

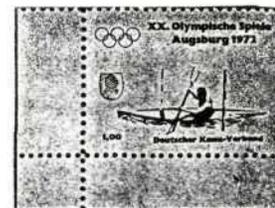
Sheet format: Sheets not seen but it is very likely that Nos.73 & 74 and Nos.75 & 76 exist as sheets of 20, as described and illustrated for Nos.71 & 72.

77. Olympiade der Segler 1972/ in red panel across top; KIEL/ in red panel across bottom. Vignette: Olympic rings in their usual multicolors(interlaced as on official Olympic flag). 50x35mm, imperf, vertical panels on left & right of flags are yellow, texts are white ..... \$1.00  
(Text: The Sailing-vessels of the 1972 Olympiade are at Kiel)

78. KIEL die Stadt der Segel-Olympiade/1972/ across bottom; multicolored Olympic rings/ at upper right corner. Vignette: several sailboats on water. 99x63mm, imperf, multicolored vignette, "KIEL" is red with white outline, rest of text is yellow ..... \$3.00  
(Text: Kiel, the city of the sailboat-Olympiad, in 1972).



73



74



75



76



77



78

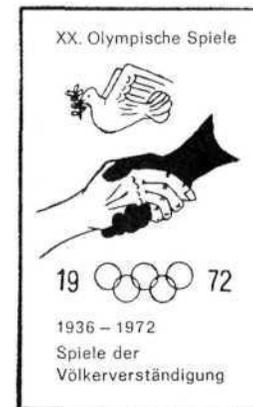
79. MÜNCHEN/ruft die Jugend/der Welt zur/XX. OLYMPIADE/  
1972/ in middle of label, text white except "MÜNCHEN"  
which is purple, in a white panel.  
Vignettes: a heraldic lion/ above; Olympic rings/ below,  
interlaced as on official Olympic flag.  
31x47mm(colored portion), 35x51mm(overall, including  
white border), imperf, design is white on a purple  
background ..... \$2.00  
(Text: Munich calls the youth of the world to the  
20th Olympiade of 1972). The latter "motto" is  
similar to that which occurs on the Olympic bell  
of the 1936 - Berlin Games.
80. Boots-/Ausstellung/im/Olympia-/Jahr/ at upper left  
corner; 3.Internationale Bootsausstellung/Dusseldorf/  
22-30. Januar 1972/ across bottom. Logo of Munich  
Games at upper right. Vignette: "boot'72" above a few  
curved lines.  
38x54mm(overall), imperf, design is white on a blue  
background ..... \$0.75  
(Text: A boat-show during an Olympic year. 3rd. Inter-  
national Boat-Show, at Dusseldorf, on January 22-30,  
1972)
81. XX. Olympische Spiele/ across top; 1936 - 1972/  
Spiele der/Volkerverständigung/ below.  
Vignette: a dove-of-peace/ above; a white hand clasping  
a black hand/ in the middle; Olympic rings with "19"  
on left & "72" on right/ below hands.  
50.5x81mm(overall), design & texts are black on white  
..... \$2.00  
(Text: 20th Olympic Games. 1936 - 1972, the Games of  
Understanding Peoples.
82. XX. Olympiade/Munchen 1972/auf SPIETH-/Schiessanlagen/  
below. Vignette: logo of Munich Games.  
33x51mm, imperf, design is white, background is green  
..... \$0.50  
(Text: 20th Olympiade, Munich 1972, at "SPIETH"  
shooting site)
83. Munchen 1972/ at upper right; heller/Offizieller  
Ausruster/fur die Spiele der/XX.Olympiade/ at lower  
right. Vignette: logo of Munchen - 1972 Games/ on  
left side.  
49x40mm, imperf, self-adhesive, texts are white except  
"heller" which is dark blue, background is lt, blue  
..... \$0.75  
(Text: "heller" is the official outfitter for the  
Games of the 20th Olympiad)



79



80



81



82



83

Nos. 84 & 85 are Esperanto Labels:

84. Olympic rings/ OLIMPIAJ LUDOJ/ above; Munich logo below vignette. Vignette portion: classic statue of discus thrower with vertical "MUNCHEN" down left and 1972 at lower right. 21x65mm (design), 46x76mm (overall),decoratively-pointed edges (rather than perforations), color is completely black on a silver background .....

85. Same design as No. 84 but imperf (may have been cut down from a larger overall size). 21x65mm (design), imperf, color is completely black on an apple - green background .....

(Translation: Olympic Games, Munchen, 1972)

Note:See No. 21 for another Esperanto label.



84



85