

1964 - LOGOS of INNSBRUCK & TOKYO

The German Democratic Republic (E. Germany) issued a leaflet that depicts the logos of the 1964 Games, on the cover page. This leaflet is illustrated on the right. A description follows; the German text is translated into English:

The OLYMPIC GAMES/CALL YOU!/ at upper left; The Society for the Promotion of the Olympic Thought in the German Democratic Republic/ in a yellow panel below; "Increase your efforts steadily and help our Olympic team via a good deed!"/ next to "EGON" holding the Olympic flag; the following flags are depicted, down the right side:

U.S.S.R., Poland, E. Germany, logo of Tokyo Games, Czechoslovakia, logo of Innsbruck Games, Italy, and Ghana. (see note below)

10.5x15cm, flag-pole is yellow, "Egon" is dressed in blue, holding a yellow soccer ball, his face is pink; Olympic rings are in their usual multicolors (interlaced as on official flag), flags are all in correct colors; texts are black.

The two inner pages are illustrated on the right, in reduced size. Their German texts translate into English, as follows:

HIGHER - FASTER - FARTHER/ with the example given by our best competitors, I'll give my best in sport./ above a tabulation of 10 sport-disciplines (1963 & 1964).

Page 3 has following text:

Dear Pioneer!  
Dear Student!

I wish you much success in the competition of the school year 1963/1964. Compete with all your might in your school sports group. Egon Rolle thought of something special. He figures that we wish to finance a part of the trip of our Olympic contestants to Innsbruck and Tokio by our mutual contribution. That is really a good deed. How you can help, Egon Rolle explains in the Pioneer News "The Drum." Train steadily, as your pioneer instruction says: "Learn, work, and be happy! For peace and socialism - always ready!"

Make every effort that one day you also may be able to represent the German Democratic Republic at the Olympic Games. Help our Olympic team! By their best efforts our competitors will thank you for your contribution to finance their long trips.

Be ready!

(signature)

President of the Society for Promotion of Olympic Thought in the DDR

Note: The Innsbruck & Tokyo logos occur on the following labels:

- "1964 - Innsbruck" section - Nos. 3 & 4
- "1976 - Innsbruck" section - Nos. 2, 5 & 8
- "1964 - Tokyo" section - Nos. 51, 61 & 64
- (No. 51 is a "combo" label as it depicts both the Tokyo and Innsbruck logos)



**Höher - schneller - weiter**

Nach dem Vorbild unserer besten Sportler will auch ich mein Bestes im Sport geben.

Name: \_\_\_\_\_ Vorname: \_\_\_\_\_

Alter: \_\_\_\_\_

Umsatzsteuern

Disziplin	1963	1964
60-m-Lauf		
75-m-Lauf		
100-m-Lauf		
Wartung		
Hochsprung		
Schlaghoheparter		
Kanulenwerfen		
Kugelstoßen		
Dreikampf		
Vierkampf		
Zehner-Tart		

Diese Leistungen bestätigen:

Leder des DDR

Lieber Pionier!  
Lieber Schüler!

Ich wünsche Dir viel Erfolg bei den Wettbewerben des Schuljahres 1963/64. Kämpfe mit ganzer Kraft für Deine Schulsporgemeinschaft!

Egon Rolle hat sich etwas Besonderes ausgesücht. Er meint, wir wollen gemeinsam durch unsere Spende einen Teil der Reise unserer Olympikdeporter nach Innsbruck und Tokio finanzieren. Das ist eine wirkliche gute Tat. Wie Du helfen kannst, das sagt Dir Egon Rolle in der Pionierzeitung "Die Trommel".

Trainiere fleißig, wie es Dir Dein Pionierlehrer sagt: "Lernen, Schaffen, Fröhlichkeit! Für Frieden und Sozialismus - immer bereit!"

Strenge Dich an, denn auch Du einmal unsere Deutsche Demokratische Republik bei Olympischen Spielen vertreten kannst. Hilf unserer Olympiamannschaft! Durch gute Leistungen werden sich unsere Sportler auch für Deine Spende zur Finanzierung der weiten Reise bedanken.

Sei bereit!

*Egon Rolle*  
Präsident der Gesellschaft zur Förderung des Olympischen Gedankens in der DDR

Two inner pages, reduced to 43% of original size, depicted above.

1. INNSBRUCK/ across top, above rings; "19" at lower left and "64" at lower right. Vignette: a stylized snowflake in white.  
29x45mm (40x52mm, overall), text & rings are black, background is pale blue, imperforate ..... \$2.00  
(See No. 1 of "1968 - Grenoble" for same design)



No.1

2. NORSK DELTAGELSE (Norwegian Participation)/ at top; INNSBRUCK - TOKIO/1964/ below. Vignette: a stylized tree, with pale blue branches & white blossoms, on left, and rust-red branches & pink blossoms, on right; Olympic rings, in front of & below tree, in usual multicolors and interlaced like rings of the original Olympic flag.  
20.5x27.5mm, perf 11, upper text is yellow, lower text is white, background is dull blue ..... \$2.00



No.2

3. INNSBRUCK/ across top; DTSB (German Gymnastic Sports League), with leafy decorations, at lower left; 50/ at lower right. Vignette: Olympic rings above the "logo" of the Innsbruck Games (a broad, orange shield); mountains behind shield & "1964" below shield; "SPENDENMARKE"/ below, in black. 24x30mm (overall), perf 11½, most of design is white, on a light blue background ..... \$2.00



No.3

4. An Advertising Label: LOWENBRAU/in den offiziellen Olympia-Restaurants/UND AUF DEM BIERFEST/IN DER NEUEN MESSEHALLE/ all down center; Vignette(s): shield-logo, below Olympic rings, on left; INNSBRUCK/1964/ above shield-logo, on right.  
83x19.5mm (overall), imperf, red design within two shields, rest of design is white on new-blue background .. \$3.00



No.4

5. Ukrainia, Fund Label: WINTER OLYMPIAD/ above rings which contain in each ring: "a 3-candle design" in 1st & 3rd ring, "IX" in middle ring, "19" & "64" in two lower rings/ above INNSBRUCK-AUSTRIA (all of latter items in a upper panel); (5 lines of Ukrainian text) in a lower panel. Vignette, in central panel: a skier in the air, viewed from below; three stylized trees on left. Label has simulated perforations (10½) inside a border which is of same color as text and design. 24x35mm, perf 11½ (on outer, white border), colors are now listed with border, design & text first and background last:

- a) dull green; light gray-brown
  - b) deep purple; light gray-blue
  - c) carmine; light orange-yellow
  - d) turquoise-blue; yellow
  - e) deep brown; yellow
  - f) light green; greenish yellow
  - g) deep blue; light olive-yellow
- (other colors exist but not seen) ... all .. \$3.00ea  
(see next descriptive page for imperf varieties)



No.5

Perf. block of four , different colors

No.5  
(with "25"  
in vignette)

1964 - INNSBRUCK  
(9th Olympic Winter Games)

6. Same design as 5 but imperforate, the following four labels have been seen as a strip of four:

- a) Olive-green border, design & text; lt yellow-green bgd. \$5.00
- b) Same color as #5b) ..... \$5.00
- c) Lake-brown border, design & text; lt turquoise-green bg. \$5.00
- d) Chocolate-brown border, design & text; same bgd as 6c . \$5.00



No.6 , an imperf strip of 4 different colors

Note: Whether or not all the subtle colors of label nos. 5 & 6 exist interchangeably is not known. All colors apparently exist se-tenant, in a fixed-fashion on the full sheets.

7. A Souvenir Sheet:

XVIII OLYMPIAD/TOKYO 1964/ at top; UKRAINE/in a very decorative printing, at lower left; Ukrainian text, at lower right; a decorative (11mm wide) border on left edge of sheet, this border and the sheet texts are blue.  
A seal and two labels proceed across the middle of sheet:

- a) A round seal with main border text in Ukrainian (includes "XVIII" & "1964"); outer border, in fine print, states "THE WORLD FIGHTS FOR FAME AND GLORY-UKRAINE FIGHTS FOR ITS LIFE AND FREEDOM AND THE FUTURE OF ITS CHILDREN UNDER GOD." Vignette: Olympic rings above "XVIII/OLYMPIAD/TOKYO/1964/", latter text between two laurel branches; a flaming torch extends through the left ring and passes beyond the edge of the seal. 32mm diameter, color: black. \*\*
- b) Label in middle has same design as label #5; colors: black border, design & texts; green background.
- c) Label on right: a six-pointed shield, near center with design: Olympic rings in front of a flaming torch, upper rings contain "X", "V", & "III"; "1964", below rings; the shield is on top of a vertical, decorative strip (10mm wide); "25" at left & right, lower corners; background is checkered; Ukrainian text line is below design. 24x38mm (overall), colors: black design, text & edge; checkered background and torch are green.  
Overall sheet size is 120x78mm ..... \$10.00  
\*\* See No. 121 of "1964 - TOKYO" section



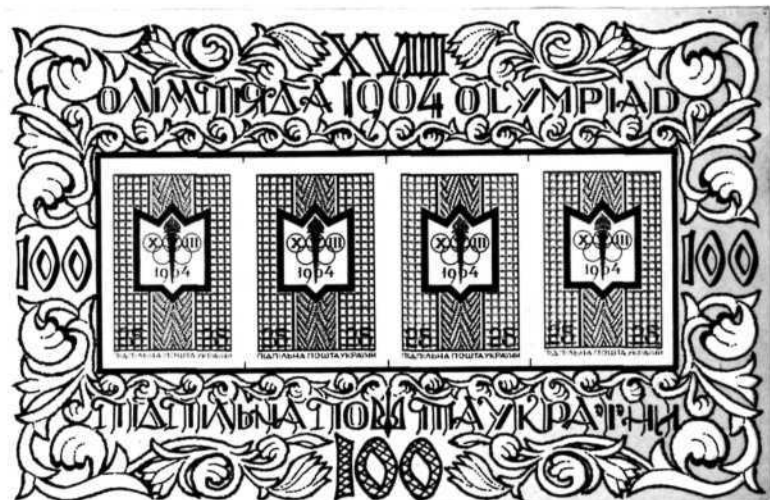
No.7(&8)

8. A Souvenir Sheet:

Same text, design and size as #7 but with different colors: Main sheet text - bright blue; background of two labels - bistre-yellow; other label color, as well as that of the seal, is black ..... \$10.00

9. A Fund-raising Souvenir Sheet:

Contains strip of four labels as described at #7c) but of different colors. Wide outer border of sheet has ornate flowery decorations and texts: XVIII/(Ukrainian text) 1964 OLYMPIAD/ at top; (Ukrainian text)/100/at bottom; "100" to both right & left. (continued on next descriptive page)



No.9(&10)

9.concluded-

Wide sheet borders have dark brown texts & ornaments; background color is pale yellow. The four labels all have the same checkered background & torch color-orange-yellow; the designs, texts, border-lines, and "25's" are colored as follows:

- a) emerald green, b)black, c)red, d)new blue ..... \$10.00

10. A Fund-raising Souvenir Sheet:

Same as sheet no.9 but different colors.

Wide sheets borders have black text and ornaments. (Ornaments are white but outlined in black; those of sheet #9 are also white but outlined in brown); background color of wide border is buff. The four labels all have the same colored checkered backgrounds and torch - buff; the designs, texts, border-lines, and "25's" are colored as follows:

- a)myrtle green, b)carmine, c)red-brown, d)Prussian-blue ..... \$10.00

Note: Souvenir sheet nos.7,8,9, & 10 also relate to the "1964-TOKYO" Games. They are listed here due to the their relation to the Innsbruck Winter Games via souvenir sheets 7 & 8.

11. Bulgarian Fund Label: Olympic rings, in white, at upper left; PAR AVION/at upper right; INNSBRUCK 1964/below rings; "80 ST/ZL/at left; IX 3(Bulgarian text)/at top, on down right side; ZARSKA BULGARSKA POSTA/across bottom; imprint, below design:"HERACLIO FOURNIER-VITORIA"; bottom of sheet selvage states:"IX 3(Bulgarian text)/INNSBRUCK 1964" with Olympic rings, to left, and red shield, to right; vignette: two men in a bob-sled.  
46x34mm, perf 14½, green ..... \$2.00

12. Same as #11 but "120 LV/ZL" and vignette depicts a cross country skier; bright reddish- violet ..... \$2.00

13. Similar to #11 but text, except for imprint, is all Bulgarian, "80CT"/at upper right, depicts two hockey players; greenish yellow ..... \$2.00

14. Same as #13 but "24CT", ski-jumper, and red ..... \$2.00

15. Same as #13 but "32CT", lady figure-skater & blue . \$2.00



11



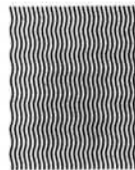
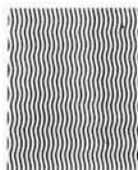
12



13



14



IX ЗИМНИ ОЛИМПИСКИ ИГРИ  
INNSBRUCK, 1964



15

Lower portion of a sheet is shown with decorative edge on left & right side of sheet. Lower selvage translates- "IXth Olympic Winter Games/Innsbruck 1964"

16. Austria, Fund-raising Souvenir Sheet:

Contains four labels, each with "10 SCHILLING-SPENDE" across bottom. Different label texts, up left side, across top, and down right side, are as follows:

16a. IX. OLYMPISCHE . WINTERSPIELE . INNSBRUCK 1964

16b. XVIII. OLYMPISCHE . SPIELE . TOKIO 1964

16c. 61. SESSION . INTERNATIONALES . OLYMPISCHES . COMITE

16d. 62. SESSION . INTERNATIONALES . OLYMPISCHES . COMITE

Vignette(same on each label): a gold, Austrian-eagle coat-of arms, above a small, red panel with gold letters O O C, above multicolored Olympic rings(interlaced as on original Olympic flag).

26x35mm, perf 14½x13½, banner in center of eagle is red & white, texts are black ..... \$4.00ea

Sheet Format: Ornaments & texts are gray. An eagle, same as vignette on labels, at top; XVIII. OLYMPIADE n. Z. (\*) (1964 - 1967), between eagle & labels; Olympic rings to both left & right of labels(interlaced as on original flag), middle ring is solid gray, other four rings are drawn as double lines; texts along side of each label are as follows:

a. IX. Olympische/Winterspiele/Innsbruck 1964

b. XVIII. Olympische/Spiele Tokio 1964

c. 61. Session/Internationales/Olympisches Comite/Innsbruck

d. 62. Session/Internationales/Olympisches Comite/Tokio

Text below labels is as follows:

"zugunsten des Österreichischen Olympia-Fonds/Herausgegeben vom Österreichischen Olympischen Comité"

Sheets are numbered(No. 03946 is illustrated)

(Translation of lower text: For the benefit of the Austrian Olympic funds. Issued by the Austrian Olympic Committee.)

..... \$22.50/sheet

\* n.Z. is the abbreviation for the German, neues Zeit, or "modern era."

The XVIIIth Olympiad of the modern era is properly indicated by the years 1964 - 1967.



## XVIII. Olympiade n. Z. (1964 - 1967)



zugunsten des Österreichischen Olympia-Fonds  
Herausgegeben vom Österreichischen Olympischen Comité

No. 03946

No.16

Souvenir sheet sold to provide income for the Austrian Olympic Fund; authorized by the Austrian Olympic Committee. The four short texts note the IXth Olympic Winter Games, at Innsbruck, the XVIIIth Olympic Games, at Tokyo, and the 61st and 62nd sessions of the International Olympic Committee at Innsbruck and Tokyo, respectively.

Addenda Page to Catalog

No. 17: "OLYMPIADE INNSBRUCK"/ as white text on upper, red flame background, above the following vignette:

In a shield-shaped outline: Olympic rings above, in their correct multicolors, interlaced in pattern XIII\*; a "downhill" skier in foreground; buildings and mountains in background, with a torch through the left ring, providing the bgnd flame for the upper text; a coat-of-arms at lower left.

"1939" at lower right, outside vignette, is probably a printer's identification number.

The back of this decal label has the following:

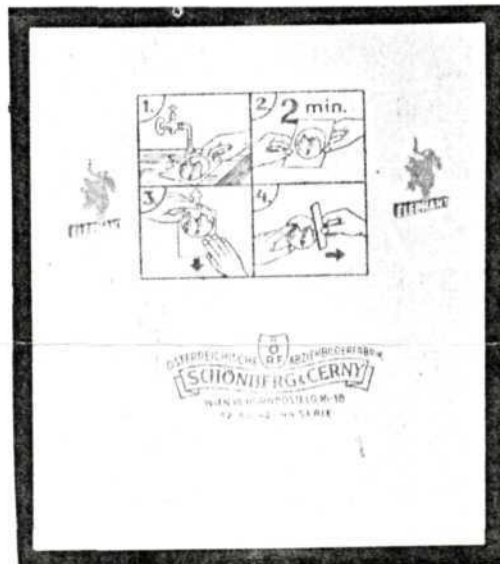
1. Four illustrated instructions showing how to apply the decal.
2. An "ELEPHANT" logo on each side of the instructions.
3. Printing establishment, below: Austrian Multicolor-stain Factory/ above next text: "SCHÖNBERG & CERNY"/ in a scroll, above a Vienna address (Wien VI. HORNPOSTELG. 16-18); 57 - 55 - 42 - 44 Serie

Physical Data:

Vignette measures 52 x 61mm, overall: 59 x 68mm (latter may be variable as such decals are often cut from a "sheet of decals.")



Front



Back

See next page for another decal of this series, No. 18:

\* See page 10 of catalog for illustrations of ring-interlacings.

Addenda Page to Catalog

No. 18: Olympiastadt/INNSBRUCK TYROL/ in central part of vignette.  
(Translation: Olympic City, Innsbruck, Tyrol [State])

Vignette: A waving flag of Austria at upper left; pairs of skis to left & right; Olympic rings in their correct multicolors, with interlacing pattern XIII\*; buildings and mountains in background, one central building appears to have a torch rising above it (also seen on label No. 17); an Austrian coat-of-arms at lower left; three edelweiss flowers are at lower right.

"1945"/ to right of vignette, is probably a printer's identification number.

The back of this decal has the following:

1. Four illustrated instructions showing how to apply the decal
2. An "ELEPHANT" logo above the instructions.
3. Printer's text below instructions: Austrian Multicolor-stain Factory/(Translated from German)/ SCHÖENBERG & CERNY"/ in a scroll, above Vienna address (WEIN VI. HORNPOSTELG.16-18);
4. "Paraflex"/ at lower middle.

Physical Data:

Multicolored vignette measures 59.5 x 74mm, overall: 68 x 80mm



Front



Back

\* See page 10 of catalog for illustrations of ring-interlacings.