

# Stamps and Cinderella Olympic Games 1932

LAKE PLACID, USA 4 – 15 February 1932 The III Winter Games

17 Countries 306 Competitors (274 men 32 women)

Lake Placid, New York State, was a town of fewer than 4,000 people. Faced with major obstacles raising money in the midst of a depression, the President of the organizing committee, Dr Godfrey Dewey, donated land owned by his family to be used for construction of a bobsleigh run. Sonja Henie defended her figure skating title, as did the French pair of Andrée and Pierre Brunet. However Gillis Grafström was thwarted in his attempt at winning a fourth gold medal, placing second behind Austrian Karl Schäfer. Billy Fiske of the United States won a second gold medal in the four-man bobsleigh. One member of Fiske's team was Eddie Eagan, who had won the light-heavyweight boxing championship at the 1920 Antwerp Olympics. **Eagan remains the only person in Olympic history to earn gold medals in both Summer and Winter sports.**

LOS ANGELES, USA 30 July – 14 August 1932 The X Summer Games

37 Countries 1408 Competitors (1281 men 127 women)

Because the 1932 Olympics were held in the middle of the Great Depression and in the comparatively remote city of Los Angeles, half as many athletes took part as had in 1928. Nevertheless, the level of competition was extremely high and 18 world records were either broken or equalled. The crowds set records too, starting with the 100,000 people who attended the Opening Ceremony. The 1932 Olympics were the first to last 16 days. The duration of the Olympics has remained between 15 and 18 days ever since. For the first time, the male athletes were housed in a single Olympic Village. (The women stayed in a luxury hotel.) At the victory ceremonies, the medal winners stood on a victory stand and the flag of the winner was raised. Official automatic timing was introduced for the track events, as was the photo-finish camera. 14-year-old Japanese Kusuo Kitamura won the 1,500m freestyle swimming to become the youngest male in any sport ever to earn a gold medal in an individual event. 18-year-old American Babe Didrikson qualified for all five women's track and field events, but was only allowed to compete in three. She won the javelin throw and set world records in the high jump and the 80m hurdles. Ivar Johansson, a Swedish policeman, won gold medals in both freestyle and Greco-Roman wrestling. Another Swedish wrestler, Carl Westergren, won his third Greco-Roman title, each in a different division. In the spirit of fair play, British fencer Judy Guinness gave up her hopes for a gold medal when she pointed out to officials that they had not noticed two touches scored against her by her final opponent, Ellen Preis of Austria.

## Stamps Winter:

The USPS issued only one stamp, 2c Ski Jumping.

## Stamps Summer:

The United States Post Office issued two values of special commemorative stamps, of three-cent and five-cent denominations. The three-cent stamps depicted a sprinter crouched for the start and the five-cent depicted a discus thrower. These stamps were released for public sale on June 30, 1932 and besides purchases for regular postal use, millions of the stamps were purchased by collectors and by stamp dealers, many of whom had opened temporary offices in Los Angeles in order to have these stamps bear the "first-day" postmark of the Olympic City on envelopes sent them by stamp collectors in all parts of the world.

There were no other official postage stamps issued for the 1932 Games, either by the USA or by any other country.



Official First Day Covers with 3c and 5c stamps p/m 15 June 1932  
2pm Los Angeles



## The Cinderella Story

The name "Cinderella" has become widely used as a way of referring to non-philatelic labels, seals, stickers, etc. Literature on such material, compared to information on philatelic material, was sadly lacking. In 1986, Robert Dubois produced a Catalogue of Olympic Labels is an attempt to fill a part of that gap in the literature.

In 1959, an inspired British collector, David Waters, created a haven for those fascinated by these castoffs and called it 'The Cinderella Stamp Club and though similar societies exist in France, Germany and USA the name of the kitchen slave who charmed a prince has won acceptance worldwide.

The following areas may be identified - locals, fiscals, essays, proofs, reprints, facsimiles, fakes, phantoms, forgeries and stickers. Of the stickers one category includes labels produced without any postal intent whatsoever. They circulate propaganda, publicize fairs and exhibitions, and raise funds for charity.

You may wonder how "Cinderella" relates to these philatelic castoffs. One Dictionary definition provides a clue:

"one resembling the fairy-tale princess: as  
a. one suffering undeserved neglect  
b. one suddenly lifted from obscurity to honour or significance"

So, there we have it! David Waters felt that the time had come to provide a name for the many "undeservedly neglected," non-philatelic items that exist, and thus "lift them from obscurity."

The inside cover of their journal, "The Cinderella Philatelist," states, "The Cinderella Stamp Club is an association of philatelists, amateur and professional, whose interests lie in local stamps, telegraph stamps, fiscals, bogus and phantom issues, Christmas seals, registration labels, advertisement and exhibition labels - the so-called 'Cinderellas of Philately.' "

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Going right back to the original modern Olympic Games of 1896, labels or tags or matchboxes or officials' badges have been produced either by the Games organisers or by fundraisers or by commercial organisations. Much of this material is catalogued by Dubois, but others exist.

I am not a particularly avid collector of such material but I buy it when the prices are reasonable and I come across it when looking to add to my normal stamp addiction.

## Lake Placid Label 1

"III Olympic Winter Games" at top; "Lake Placid, USA February 4-13 1932" at bottom; vertically printed above the "A" of USA: "PTD. U.S.A." Vignette, between texts: A silhouette of a ski jumper, dark blue & black with a white upper outline (indicating motion); background: a white outline of the USA in a variable-blue, circular area; a location-dot, on the outline-area, is surrounded by a dark blue "LAKE PLACID" - the artist's signature, in black "WITOLD GORDON," is at lower left, just within the circle; Olympic rings are below the circle and in their usual multicolours (interlaced as on the original flag); 32x47mm, perf 14, upper & lower texts are dark blue. The same labels appear also in German, French and Spanish. They were issued in sheets of 50 (10x5), producing 26 straight-edged copies per sheet.



## Lake Placid Label 2

"LAKE PLACID NEW YORK" above; "3rd. OLYMPIC WINTER GAMES 1932" below. Vignette: a ski jumper at take-off (front view); spectators at both sides, above lower text panel; torches at both sides of upper text panel. 28x47mm, perf 12. black, grey & orange. Sheets of 10 (5x2). All labels have 1 or 2 straight edges.



## Los Angeles Label 1

The logo of the 1932 Games consists of a coat of arms, in the background, with rings, laurel leaves, and a ribbon reading "CITIUS. ALTIUS, FORTIUS," in the foreground.

XEME 1932 OLYMPIAD LOS ANGELES" down right side; the logo of the Games is in the large letter "O" of the word "OLYMPIAD." 35x23mm, rouletted 9.5, multicoloured  
Issued in sheets of 36(6x6)

This is a strange label - it was clearly produced in LA by a local group or business, yet the text is in garbled French - Xeme is French for 10th. But then OLYMPIAD should be OLYMPIADE.



- Label
- Label on cover with non-olympic stamp set FDC 19/10/31

### Los Angeles Label 2

"OLYMPIC GAMES JULY 30 1932 AUGUST 14" at top; "LOS ANGELES CALIFORNIA" in panel near bottom, above Olympic rings in their usual multicolours. Vignette: an athlete upholding a garland; text, next to his left leg states: "CALL TO THE GAMES OP THE Xth OLYMPIAD" 23x39mm, perf 12.5, multicoloured with mottled-blue background and black margin. Issued in sheets of 25(5x5). Some come with one straight edge and some with two. (Reported to have been issued by the L.A. Olympic Committee)

I am not showing these but there are some colour variations to this design: yellow, grey, white and black. 25x42mm, rouletted 9.5



### Los Angeles Label 3

"OLYMPIC GAMES CALIFORNIA 1932" in outer, circular border. Vignette, in centre: the logo of the Games 26.5mm (overall diameter of circular design, on sq. paper), rouletted 14.5, outer text on light red ground, vignette on dark blue background. These exist in various formations of rouletting and also with colour variations.

#### Los Angeles Label 4

Rhombus-shaped Label; "X OLYMPIAD" up the upper left side; "LOS ANGELES" down the upper right side. Upper vignette: a discus thrower in front of a tower, between 19 and 32. Lower vignette: a bear in front of a large poppy. 29x40mm, 26mm sides, serpentine roulette, multicoloured.

a) with gold margins b) with white.

Issued in blocks of nine by the White Stationery Company.

#### Los Angeles Label 5

"OLYMPIC GAMES LOS ANGELES JULY-AUG.1952" in panel, near bottom.

Vignette: a winged foot; a copyright mark in a small circle at lower right corner, below panel.

58x25mm, perf 12, blue, black & red

Sheets of 100(10x10) issued by Earl Mills. Can be with one or two straight edges.

#### Los Angeles Label 6

"LOS ANGELES" at both upper corners; "OLYMPIC GAMES" at top centre; vertical "1932" on each side of vignette in double-lined panel, across bottom: population growth data in four lines on left side; "Sunshine Fruit and Flowers All Year" on right side; "GLENDALE invites you to CALIFORNIA" in centre.

57x34mm (overall design), imperforate; orange, violet, maroon & black (inscription in lower panel is black). Other texts in central portion of lower panel of these "Visitation Promotions" are as follows: COME TO LOS ANGELES, LONG BEACH invites you, LOS ANGELES invites you to Calif., COME to SAN DIEGO, COME to PASADENA, MONROVIA invites you to CALIFORNIA, PASADENA invites you to CALIFORNIA, SAN PEDRO invites you to CALIFORNIA. Lower panel blank – Rare





## Los Angeles Label 7

"Olympic Games Los Angeles, Calif. 1932" across bottom.

Vignette: three athletes on a track, in a stadium, at a finish-line tape; text and depicted items are white and embossed; background colours: lower 2/3 red, upper 1/3 blue; a 1mm white border with a thin, outer border line.

36x30mm, 38.5x32mn(overall), imperf, die cut



## Los Angeles Label 8

Similar look to 7 but with:

LUTHERANS WILL MEET IN LOS ANGELES 1932 above; "CALL TO THE GAMES OF THE Xth OLYMPIAD JULY 30 - AUG. 14" below.

Vignette; on left, an athlete upholding a garland; on right, a church steeple. A white border, with faint colouring on outer edges.

38x32mm (overall), imperforate, die cut, vignette & text are white, upper ground is blue, lower ground is red



### Los Angeles Label 10

German Fund:

A wide U.S. flag across top; a wide German flag across bottom. Text is in vignette portion, between the flags: "LOS ANGELES 1932" at upper left; "X" at lower right, above "OLYMPIADE" which crosses bottom; an oak leaf and an acorn are depicted between the texts. 35x48mm, perf 12.5, multicoloured. Issued in sheets of 50(10x5)

### Los Angeles Label 11

French Fund:

"FRANCO \* AMERICAN" in a thin, black panel across top; "OLYMPIC \* COMMITTEE" in a thin, black panel across bottom. Rest of text is in vignette portion: "LOS ANGELES 1932" at lower left; "XEME OLYMPIADE 30 JUILLET 14 AOUT" at upper right; a javelin thrower between texts. 34x23mm, perf 12

vignette colours: athlete's body red & uniform white with red, white & blue shield on chest; background consists of blue triangle at lower left, red triangle at upper right, and a white, oblique parallelogram between triangles. Issued in sheets of 50(5x10), Some with one or two straight edges.

### Los Angeles Label 12

Danish Fund:

"Xnd OLYMPIADE DANSK-OLYMPISK MAERKE" at top, between the U.S. Olympic and Danish arms; "1932 LOS ANGELES" at bottom. Vignette: Norse God Thor (God of thunder, weather & crops) riding his chariot and wielding his hammer; clouds & lightning in background; blue inner margin, wider red outer margin.

27x36mm, perf 11, red-brown, blue & red. Issued in sheets of 50(10x5). Some with one or two straight edges.





### Los Angeles Label 13

Hungarian Fund:

"Xth AMERICAN-HUNGARIAN OLYMPIAD" across top; "1932 OLYMPIC COMMITTEE L.A." across bottom. Vignette: a buff-coloured athlete in a coliseum, with blue background; a wide decorative border on left & right sides, yellow and green with a red stripe; text is blue. 38x29mm, perf 11.5. Issued in sheets of 50(5x10). Some with one or two straight edges.

### Los Angeles Label 14

Czech Fund:

"CZECHOSLOVAK OLYMPIC COMMITTEE" across top; "of LOS ANGELES" at bottom. Vignette: a woman in national dress, strewing flowers; a mission building in the background. 33x24.5mm, perf 12, multicoloured. Issued in sheets of 12(4x3). Some with one or two straight edges.

### Los Angeles Label 15

Norwegian Fund:

"NORWAY" at top between flags of U.S.A. and Norway; "Xth OLYMPIAD LOS ANGELES 1932" at bottom. Vignette; an old sailing ship and a palm tree. 22x28mm, rouletted, yellow, red, blue & green. Issued in sheets of 50(10x5). Some with one or two straight edges.

Shown here is a block of 4 proof. There are 7 different colour proofs.

