

Contents

Volume IV -- 1995

Articles

Growing Pains: The Olympic Movement and Television,
1966-1972 1
by Stephen R. Wenn

Marketing National Identity: The Olympic Games of 1932 and
American Culture 23
by Mark Dyreson

Coubertin's Ideology of Olympism from the Perspective of the
History of Ideas 49
by Sigmund Loland

Cosmopolitanism, Olympism, and Nationalism: A Critical
Interpretation of Coubertin's Ideal of International Sporting Life 79
by William J. Morgan

Troubled Waters: Fanny Durack's 1919 Swimming Tour of
America Amid Transnational Amateur Athletic Prudery and
Bureaucracy 93
by John A. Lucas and Ian Jobling

The Modern Olympic Games: Rare Photographs

Rare Photographs 113

Book Reviews

Pierre de Coubertin: Pròleg de Juan Antonio Samaranch, by
Andreu Mercè Varela.
reviewed by Amd Krüger. 127

La VIIème Olympiade Anvers 1920: Les Jeux Ressuscités by
Roland Renson
reviewed by E. John B. Allen 131

Journal Article Reviews

Douglas Brown, Gordon MacDonald and Scott Martyn.....133

Announcements / Acknowledgements / Errata / Notes To Contributors

Announcements.....149

Acknowledgements.....151

Errata / Notes to Contributors152

Centre for Olympic Studies By-laws

By-laws153