

GC 1138
1984 Olympics Materials Collection

Repository:

Seaver Center for Western History Research, Natural History Museum of Los Angeles County

Span Dates:

1982 – 1985, undated

Extent:

57 linear feet

Language:

English, French, Spanish, Chinese, other languages

Conditions Governing Use:

Permission to publish, quote or reproduce must be secured from the repository and the copyright holder

Conditions Governing Access:

Research is by appointment only

Preferred Citation:

1984 Olympics Materials Collection, Seaver Center for Western History Research, Los Angeles County Museum of Natural History

Abstract:

The 1984 Summer Olympics, officially known as the Games of the XXIII Olympiad, were held in Los Angeles, California from July 28 to August 12, 1984. The collection cover the pre-Games planning stages; materials produced during the Games and a small number of items after the Games concluded. Includes announcements, ephemera, exhibit catalogs, financial reports, guides, programs, serials, and other printed matter. Also slides and a small number of photographs. The main publishers were the Los Angeles Olympic Organizing Committee (LAOOC); corporate sponsor, First Interstate Bank; and the newspaper, Los Angeles Times. Also records collected by the Natural History Museum (NHM) stemming from its role on the Los Angeles County Host Committee and as a Host Hospitality Center at Exposition Park.

Related Holdings:

- GC 1014 1932 Olympics Collection
- GC 1198 Xth Olympiad Scrapbook (1932)
- GC 1354 Olympic Games (2012) Collection
- P-32 Olympic Games (1932) Collection (Copy photographs used in NHM's 1984 Olympic Arts Festival exhibit)
- P-64 Olympic Games (1984) Collection (Aperture cards)
- P-101 General Photo File
- P-258 Paul Slaughter Collection (36 color photograph enlargements)
- Oversize Printed Materials (for 1932 and 1984 Games particularly 1984 posters; housed in MC-26-1; MC-26-2)
- NHM Material Culture Collection (Three-dimensional materials such as souvenir pins, a relay torch and a relay car)

Related Holdings at Other Institutions:

- LA84 Foundation, 2141 W. Adams Boulevard, Los Angeles, California 90018
- UCLA Library Special Collections, Charles E. Young Research Library: Los Angeles Olympics Organizing Committee records

Historical Note

The city of Los Angeles first hosted the 1932 Summer Games for the Xth Olympiad. NHM (then called the Los Angeles County Museum of History, Science and Art) provided the venue for the Olympic Art Exhibition or International Art Exhibition under the auspices of the American Federation of Arts.

In 1984 for the XXIIIth Olympiad in Los Angeles, like in 1932, an Olympic Arts Festival was held concurrent to the Games. NHM's participated in the Olympic Arts Festival through a three-prong exhibition covering a revisit of the 1932 Games, the Great Depression and cars of 1932. The three exhibits were the Xth Olympiad (Los Angeles, 1932); the Automobile in '32; and U.S.A. – 1932. (For more information, see *TERRA, the Members' Magazine of the Natural History Museum of Los Angeles County and the Page Museum of La Brea Discoveries*, vol. 22, no. 5, May/June 1984).

The following year NHM held the 1984 Olympics Retrospective Exhibit. It ran from August 15 through November 17, 1985 and extended to January 6, 1986. (For more information, see *TERRA, the Members' Magazine of the Natural History Museum of Los Angeles County and the Page Museum of La Brea Discoveries*, vol. 23, no. 6, July/August 1985).

Scope and Content:

The 1984 Summer Olympics, officially known as the Games of the XXIII Olympiad, were held in Los Angeles, California from July 28 to August 12, 1984. The collection cover the pre-Games planning stages; materials produced during the Games and a small number of items after the

Games concluded. Includes announcements, ephemera, exhibit catalogs, financial reports, guides, programs, serials, and other printed matter. Also slides and a small number of photographs. The main publishers were the Los Angeles Olympic Organizing Committee (LAOOC); corporate sponsor, First Interstate Bank; and the newspaper, Los Angeles Times. Also records collected by the Natural History Museum (NHM) stemming from its role on the Los Angeles County Host Committee and as a Host Hospitality Center at Exposition Park.

In addition to printed matter, the collection holds actual ephemeral items imprinted with Olympics-related advertisements such as bumper stickers, buttons, labels, grocery bags, napkins, and place mats.

Serial publications include those generated by the LAOOC to inform LAOOC staff, government officials, and the local neighborhoods affected by the activities of the Games.

Among the materials concerning the pre-Games planning, noteworthy are items about the promotion “Play a Part in History” designed to generate interest, volunteering and staff recruitment.

Provenance and Acquisition:

Specimen publications donated by LAOOC. A larger portion of materials were collected by NHM in the course of its role as a host hospitality center.

Organization and Arrangement:

Series 1: Venue at Exposition Park and the Natural History Museum of Los Angeles County; Los Angeles County Host Committee (Boxes 1 - 7; 40 – 41; 4 ov; 9 ov; 13ov – 17ov)

Series 2: Ephemera Alphabetical by Topic (Boxes 8 – 13; 42 – 43)

Series 3: Pre-Olympics Planning (Boxes 14 – 18) (see also Box 38 for “Citius Altius Fortius” newspaper supplements)

Series 4: LAOOC Publications (Boxes 19 – 22; 44 – 45; 5 ov)

Series 5: Olympic Arts Festival (Boxes 23 – 26; 39)

Series 4: Publications with Olympic Features (Boxes 27 – 30; 38; 1 ov – 3 ov; 6 ov; 7B ov; 8 ov; 10 ov; 12 ov)

Series 5: Publications (LAOOC and Others) Exclusively About the Olympics (Boxes 31 – 36; 6 ov; 7A ov; 11A ov; 11B ov)

Series 6: First Interstate Bank (Corporate Sponsor) (Box 37)

Container List:Box 1

NHM involvement included serving on the Los Angeles County Host Committee and providing its site as a Host Hospitality Center and venue. NHM's History Department staff and collections contributed significantly. Covered are the planning and implementation of museum events, including press releases, schedules and printed materials like tickets and invitations. Noteworthy are press releases detailing NHM's participation in the Olympic Arts Festival through a three-prong exhibition covering the the Xth Olympiad (Los Angeles, 1932), the Automobile in '32, and U.S.A. – 1932. Also a 1985 press release detailing extended exhibit dates for the 1984 Olympics Retrospective Exhibit which was originally set from August 15 through November 17, 1985 and extended to January 6, 1986.

Box 2

NHM correspondence, 1983 – 1985.

Box 3

Leaflet way-finder guide at Exposition Park showing maps of Expo Park, the Memorial Coliseum and the southern California region. Published by LAOOC (multiple copies).

Box 4

Leaflet way-finder guide at Exposition Park showing maps of Expo Park, the Memorial Coliseum and the southern California region. Published by LAOOC (multiple copies).

Box 5

Two framed items: a) photograph at a group luncheon with Mayor Tom Bradley at the podium b) postcard designed by artist Ben Abril for a Los Angeles County Host Committee certificate of appreciation to Craig Black, Director, NHM.

Box 6

Collected by Konrad F. Schreier, Jr., Research Associate, History Department. Covers lecture materials, publications, commercial advertisements, news clippings and a Topsail brand visor imprinted with an Olympic feature.

Box 7

Collected by John Cahoon, archivist, Western History Division, History Department. Cahoon was highly involved in the handling of archival images for a vast number of exhibit and publication uses.

Box 8 through 12

Ephemera alphabetical by topic. Promotional items include consumer items like napkins, place mats, grocery bags; souvenir items like buttons and stickers. Also printed materials to promote the sale of officially licensed merchandise; noteworthy topics: Olympic Villages and Sam the Olympic Eagle.

Box 13

Ephemera literature covering stamps, coins and medals.

Box 14

Pre-Olympics planning documents include LAOOC reports to the International Olympic Committee (IOC); IOC publications.

Box 15

Pre-Olympics planning documents include “Graphics Standards Manual” binder (3 sets); “Preview of the Design” brochures.

Box 16

Pre-Olympics planning documents. Slide transparencies: a) “Design Evolution” by Jerde Partnership, Sussman/Prejza Inc., Annette Del Zoppo Productions (80 slides) b) Olympic graphics (313 slides) c) Olympic environment, Annette Del Zoppo Productions (466 slides).

Box 17

Pre-Olympics planning documents. Serial publications such as newsletters and press releases intended for LAOOC staff, government officials and other specific audiences.

Box 18

Pre-Olympics planning documents. Topical files including staffing; “Play a Part in History” promotions; LA83; and youth events, 1982-1984. Noteworthy: 1980 LAOOC preliminary portfolio with Stars in Motion logo and Sam the Olympic Eagle design; LAOOC Torch Relay Foundation printed materials including the torch operating manual [see also Box 20].

Box 19

LAOOC publications. Various leaflets and booklets (multiple copies).

Box 20

LAOOC publications. Random, specimen publications include buttons and signs. Noteworthy: LAOOC Torch Relay Foundation printed materials including the torch operating manual [see also Box 18].

Box 21

LAOOC publications. Random, specimen publications include badges.

Box 22

LAOOC publications. Various including competition result sheets for diving and synchronized swimming; Alumni Membership directory, November, 1984; brochure holder.

Box 23

Olympic Arts Festival. Complete set of “Olympic Arts Festival” magazine.

Box 24

Olympic Arts Festival. Various art books, exhibit catalogs.

Box 25

Olympic Arts Festival. Various art books, exhibit catalogs.

Box 26

Olympic Arts Festival. Official, glossy brochure (multiple copies).

Box 27

Publications with Olympic features. Includes LAOOC publications. Includes advertisements.

Box 28

Publications with Olympic features. Includes advertisements. Alphabetical A through Q, includes Kodak Olympic trials color poster; Newsweek magazine.

Box 29

Publications with Olympic features. Includes advertisements. Alphabetical R through Z, includes Time magazine.

Box 30

Publications with Olympic features. Los Angeles Times Home magazine supplements, July 25, 1982 through July 22, 1984.

Box 31

Publications (LAOOC and Others) exclusively about the Olympics. "Official Olympic Souvenir Program" (multiple copies); "Official 1984 Youth Handbook" (multiple copies); "Games of the XXIIIIRD Olympiad Opening Ceremonies (3 copies).

Box 32

Publications (LAOOC and Others) exclusively about the Olympics. "Villager" serial published by LAOOC; other non-LAOOC publications.

Box 33

Publications (LAOOC and Others) exclusively about the Olympics. "Official Olympic Guide to Los Angeles," sponsored by First Interstate Bank (5 copies).

Box 34

Publications (LAOOC and Others) exclusively about the Olympics. "Official Olympic Guide to Los Angeles," sponsored by First Interstate Bank (10 copies).

Box 35

Publications (LAOOC and Others) exclusively about the Olympics. "Olympic Record" (multiple copies).

Box 36

Publications (LAOOC and Others) exclusively about the Olympics. "Olympic Record" (copies in slipcase).

Box 37

First Interstate Bank (corporate sponsor) printed materials.

Box 38

Publications with Olympic features. Los Angeles Times newspapers and supplements, including "Citius, Altius Fortius," undated but pre-1984 Games.

Box 39

Olympic Arts Festival. Various LAOOC and other publications.

Box 40 through 41

NHM Hospitality Center portfolios. Caution: deteriorating with very sticky surfaces.

Box 42

Flags and Banners.

Box 43

Ephemera. Telephone book, GTE (General Telephone & Electronics Corporation), Long Beach vicinity, September, 1983.

Box 44

LAOOC publications. "Official Report of the Games" in slipcase.

Box 45 (L.C.)

LAOOC publications. "Official Report of the Games" in slipcase (duplicate copy). Information packet re: The Amateur Athletic Foundation, October 1991 (now known as the LA84 Foundation).

Box 1 oversize

Publications with Olympic features. Newspapers: Los Angeles Times; Claremont Courier; Summer Trojan (USC); also LAOOC's (Daily) Olympic Record (2 issues).

Box 2 oversize

Publications with Olympic features. Newspapers: Los Angeles Times.

Box 3 oversize

Publications with Olympic features. Newspapers: Los Angeles Times; Wall Street Journal (1 issue); Mount Washington Star-Review (4 issues); LAOOC's "Olympic Neighbor News," in Spanish, supplement to La Opinion; Los Angeles Times' "A Year Later," July 28, 1985 (3 issues).

Box 4 oversize

Los Angeles County Host Committee. Commendations: a) plaque from County of Los Angeles for Celebrate America Day June 8, 1984; b) plaque with a letter signed by President Ronald Reagan commending NHM June 1, 1984; c) paper resolution by the State of California to NHM July 26, 1984.

Box 5 oversize

LAOOC publications. Specimen items: (Daily) Olympic Record; Closing Ceremonies brochure. Also a welcome poster for "Play a Part in History" promotion.

Box 6 oversize

Publications with Olympic features. Includes packaging with Games design; color photograph enlargements; grocery bags for Safeway imprinted with U.S. Olympic Committee logo (3 items); Map of event venues, 1982; LAOOC's Closing Ceremonies brochures (multiple copies).

Box 7A oversize

LAOOC publications. (Daily) Olympic Record (multiple issues).

Box 7B oversize

Publications with Olympic features. Newspapers: Los Angeles Times.

Box 8 oversize

Publications with Olympic features. Newspapers: Los Angeles Times, July 22 – 31.

Box 9 oversize

NHM 1984/1985 exhibit items. Unprocessed.

Box 10 oversize

Publications with Olympic features. Newspapers: Los Angeles Times, August 4 – 14.

Box 11A oversize

LAOOC publications. (Daily) Olympic Record (multiple issues).

Box 11B oversize

LAOOC publications. (Daily) Olympic Record (multiple issues).

Box 12 oversize

Publications with Olympic features. Newspapers: Los Angeles Times.

Box 13 oversize (Aisle 1)

Los Angeles County Host Committee. Records.

Box 14 oversize (Aisle 1)

Los Angeles County Host Committee. Records.

Box 15 oversize (Aisle 1)

Los Angeles County Host Committee. Records.

Box 16 oversize (Aisle 1)

Los Angeles County Host Committee. Records.

Box 17 oversize (Aisle 1)

Los Angeles County Host Committee. Records.