



Wherever the United States Olympic team goes, milk goes, too — as this photo taken in Olympic dining halls illustrates. Thousands of gallons of milk, thousands of pounds of butter, cheese and yogurt were consumed during competition in the Olympic Games.

World Sports Events

You didn't get to Mexico for the XIX Olympiad? Never mind, highlights of the world sports event can come to you

"Viva Olympic Vitality," the fifth Olympic film produced by the American Dairy Association, is available on a free loan basis to classes, clubs and other interested groups

The film captures the flavor

and excitement of the Mexican Olympics, and illustrates the value of proper exercise and diet —including dairy foods—in the making of champions

More than 6,000 athletes, representing 112 nations gathered for the competition last October in Mexico City. Despite the altitude—7,400 feet—61 Olympic records were broken in 76 indi-

vidual events. The United States team brought home 107 medals, including 45 of the 174 gold medals awarded

Blaze of Excitement

The Games were heralded literally by a blaze of excitement. The night before the official opening, at the pyramids of Teotihuacan, thousands saw 10,000 flashbulbs set off simultaneously as the Olympic torch was lighted. Another 80,000 later watched Norma Basilo, Mexico's hurdles champion, carry the flame to Estado Olimpico where track and field events were held. On closing night the enthusiastic spectators rushed from the stands to participate in several hours of spontaneous singing and dancing.

Built especially for the Games, Olympic Village, where athletes lived and trained, consisted of 10-story modern brick buildings



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—now being used for low cost and employed a food service housing. Near the practice field and swimming pool were six dining halls, each with twin tables.

Continuous Service

The official food caterer Automatic Retailers of America Inc.

From September 12 until November 7, 1968, this staff served more than a million mid-quarter meals—five times a day, six days a week, with continuous service from 8 a.m. to 10 p.m. (Continued on Page 38)

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