

# The Olympic tradition continues...

Since its first telecast of the Winter Games from Innsbruck in 1964, ABC Sports has been recognized for creativity, innovation and technical excellence in its role as the American Network of the Olympics.

In 1984, this reputation will grow with unprecedented coverage of the Winter Games at Sarajevo and the Summer Games at Los Angeles, where ABC will serve as host coordinating broadcaster for the XXIII Olympiad.

We look forward more than ever to continuing the great tradition of ABC and the Olympic Games in 1984.



**ABC SPORTS**

The American Network of the Olympics

Creating sports culture for the 21st Century  
.....MIZUNO CORPORATION



**OFFICIAL SUPPLIER OF THE XIV TH OLYMPIC  
WINTER GAMES SARAJEVO 1984**

MIZUNO CORPORATION  
TOKYO HEAD OFFICE

22, 3-Chome, Kanda-Ogawa-Machi, Chiyoda-Ku, Tokyo, Japan Phone 03-233-7025 Telex 2222053 MIZNO J.  
OSAKA HEAD OFFICE

25, Okawa-Cho, Higashi-Ku, Osaka, Japan Phone 06-202-1171 Telex 5224832 MIZUNO J

# We'll make fast work of your Olympic banking.

As an official sponsor of the 1984 Olympics, First Interstate Bank has the unique capability to serve your banking needs quickly and efficiently.

For starters, we're placing six First Interstate Banking Centers at key, on-site locations for the exclusive use of the Olympic Games participants. These centers will be open for extended hours, and will be staffed with experienced, multi-lingual personnel.

In addition, you'll find 160 First Interstate offices in Los Angeles and throughout Southern California. Over 25 of these offices will be located close to Olympic events sites, and will be specially marked and designated as banking offices of the 1984 Olympic games.

We'll help you open checking, savings, and other interest-bearing accounts;

cash and sell traveler's checks; cash traveler's letters of credit; buy and sell foreign currency banknotes, plus much more.

We look forward to making fast work of your Olympic banking.

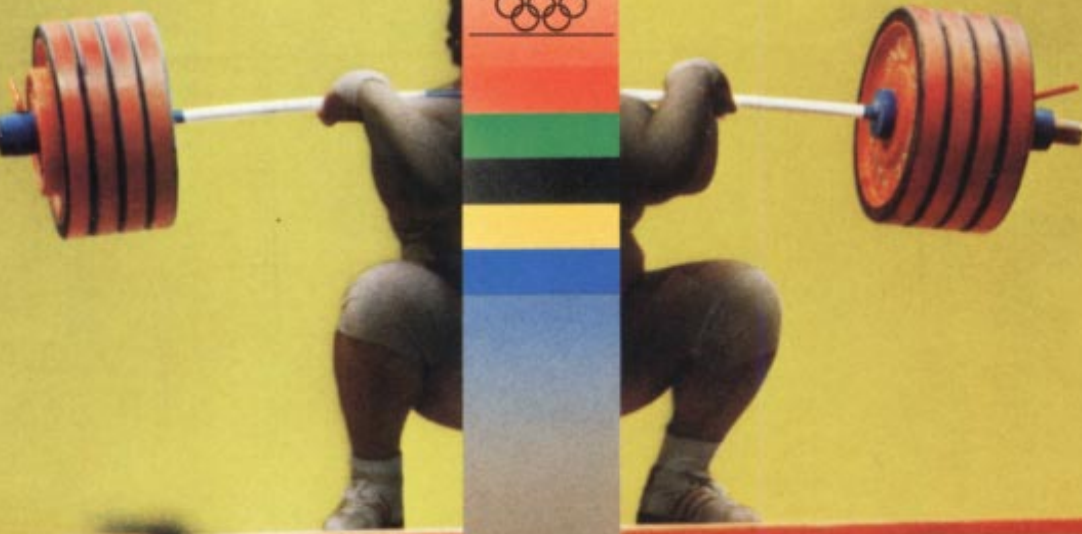
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forces in

## olympic competition recorded for the first time during the 1984 Olympics in Los Angeles

KISTLER force plates measure not only the 3 components (vertical and 2 directions horizontal) of a force exerted by an athlete on the ground but allow to determine the location of the point of force application as well as torque loading of the leg. These force plates use quartz as ultra stable sensing elements and more than 400 units are used at leading institutions in over 32 countries around the world.

The International Olympic Association for Research in Sports Medicine has now



selected KISTLER instruments for use at the 1984 Olympic Games in Los Angeles. A set of special force plates will be installed under the platform for weightlifting and the forces recorded during competition. For the first time in the history of sports-biomechanics such force recordings will become available for scientific analysis.

Besides weightlifting KISTLER force plates for other disciplines are also under consideration.

Piezo-Instrumentation

# KISTLER

Kistler Instrumente AG  
CH-8408 Winterthur, Switzerland  
Eulachstrasse 22  
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# LOS ANGELES A SES OLYMPIADES, LES JEUX ONT LEUR MAILLOT: ARENA.

Un maillot spécial "Los Angeles", une gamme complète d'accessoires de natation (bonnet, drap de bain, sac de sport) aux couleurs des XXIII<sup>e</sup> Jeux Olympiques: c'est Arena au coeur de l'événement. Arena, fournisseur officiel du maillot de bain de compétition aux Jeux Olympiques de Los Angeles.



Arena: la beauté, la performance.