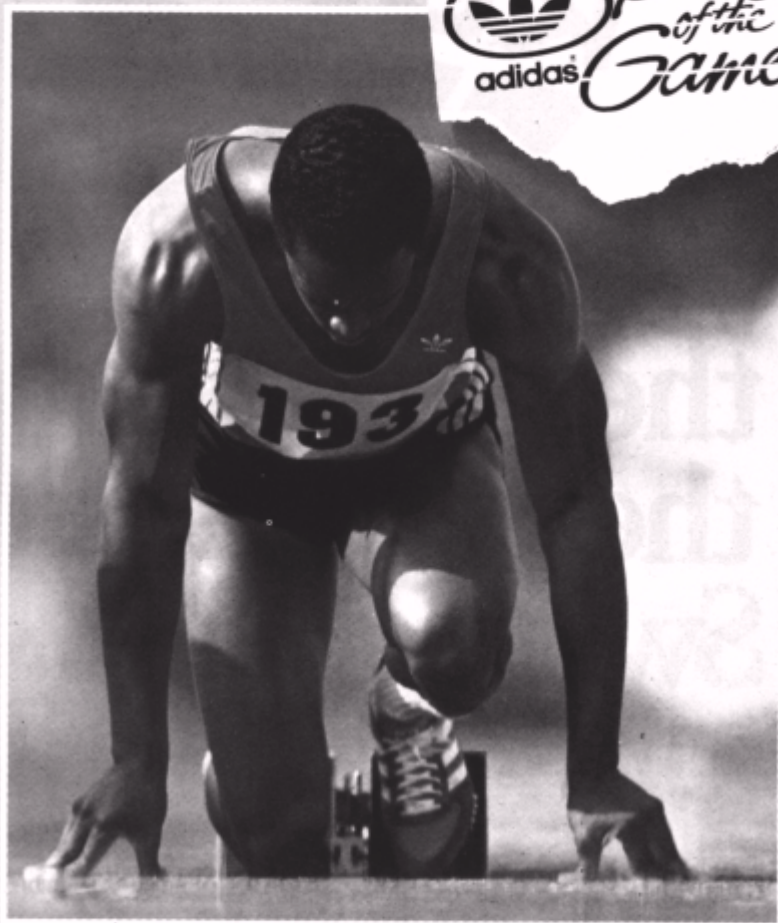



 *Spirit
of the
Games™*



It's in every game you play.

adidas 



**We open
the world for
the people of
Switzerland...**

**... and
Switzerland
for the people
of the world.**



For your better holidays

Before the drama begins

The players will come from around the world.

The dialogue will be in all the tongues known to man.

Eyes will turn in anticipation to the plot that will unfold as the heroes and heroines take the stage.

The main stadium will be in the spotlight, and Mizuno will be in the wings, supporting the finest athletes and officials of this on going drama of speed and skill with the finest equipment.



Kobe Stadium - center stage for the '85 Universiade Games.

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.

OFFICIAL SUPPLIER OF THE

1980

MOSCOW
OLYMPICS

1981

BUCHAREST
UNIVERSIADE

1983

EDMONTON
UNIVERSIADE

1984

SARAJEVO
WINTER OLYMPICS



UNIVERSIADE
KOBE '85

KUOC © 1991

Only the Olympic
Games can
bring the countries
of the world
so close together.



We're proud to be part of it.

ABC SPORTS

The American Network of the Olympics



**Au
premier coup d'œil,
c'est Arena.**

arena

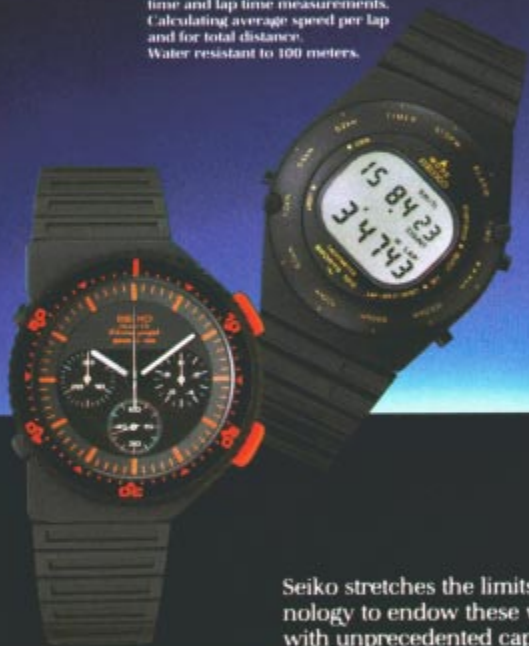
arena



SEIKO SPORT·TECH

Seiko makes record-breaking news
in the world of sports.

MULTI-TACHYMETER with split
time and lap time measurements.
Calculating average speed per lap
and for total distance.
Water resistant to 100 meters.



ANALOG QUARTZ CHRONOGRAPH
with readout to 5/100 second.
Split time measurement, one-two
finish. Tally counter. Water
resistant to 100 meters.

DIVER'S with underwater alarm.
Water resistant 150 meters.
Dual display for constant readout
of time: diving time.



Seiko stretches the limits of technology to endow these watches with unprecedented capabilities. They sharpen your sporting skills, accept new challenges, and score outstandingly in endurance, in appearance. They belong to the new direction in precision time-keeping. Seiko Sport·Tech.

SEIKO

Setting the standard for the world, for the future.

Coca-Cola TRADE-MARK HAS PROBABLY
REFRESHED MORE SPRINTERS,
SWIMMERS, GYMNASTS, BOXERS,
WRESTLERS, SHOT PUTTERS,
DISCUS THROWERS, JUMPERS,
BASKETBALL PLAYERS, COACHES,
OFFICIALS, SPECTATORS...



THAN ANY OTHER SOFT DRINK
IN THE WORLD.



"Coca-Cola" and "Coke" are registered trade-marks which identify the same product of The Coca-Cola Company.



PHILIPS: TECHNOLOGICAL ADVANCE FOR SPORTS FACILITIES

Lighting, Links, Communications, Public Address Systems,
Safety and Supervision Systems, Radio and Video Transmission and Reception,
Radio and Video Recording, Closed Circuit Television,
Data Processing (Hardware and Software : Management, Organization, Control)
Telematics. Memory Card Applications.
Catering Equipment (Kitchen Facilities, etc.)

INTERNATIONAL CONSULT

PHILIPS



Fit for Seoul.



Seoul is everywhere. Always on the mind in the many places of sport all over the world. On training courses and in meetings of the hopeful. Also, from the development centres of PUMA, sports shoe specialists are on the way to the Olympic Games 1988. By researching the needs of the top sports stars, special shoes for different sports will be developed to provide the best chances for success in Seoul.

Fit for Seoul. Fit for the Games.

