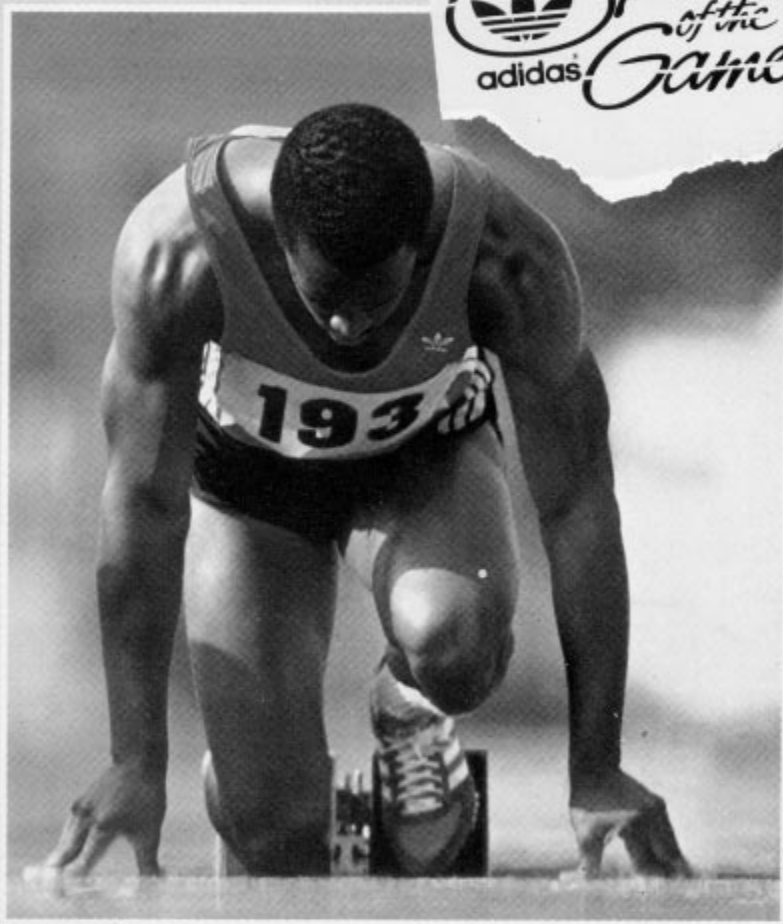



 *Spirit  
of the  
Games™*  
adidas



*It's in every game you play.*

adidas 



**En  
bonnes mains  
dans le  
monde entier.**



**Les vacances - c'est Kuoni**

# 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**  
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 0 1003

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



# **PHILIPS : L'AVANCE TECHNOLOGIQUE AU SERVICE DU SPORT**

Éclairage. Liaisons. Communications, recherches de personnes.  
Systèmes de sécurité et de surveillance. Emissions et transmissions radio et vidéo.  
Enregistrements simultanés. Télévision en circuit fermé.  
Traductions et programmes : gestion, organisation, contrôle...  
Informatique (équipements médicaux).  
Télématique. Applications carte à mémoire.  
Équipements de collectivités (installations de cuisines, etc.).

**PHILIPS**





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

arena  


# SEIKO SPORT·TECH

Seiko gave you the world's first  
analog quartz chronograph.  
Now Seiko gives you a choice.

Now Seiko's history-making technology develops  
a generation of choices. All governed by four  
independent step motors to measure elapsed time  
in minutes, seconds, 5/100th seconds, Split time/  
one-two finish, Tally counter. Achievements that  
could only be 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.