

We make shoes for every type of runner.

This is it.

Runners, as you may have noticed, come in **earn them** all shapes and sizes. And up until now they've needed all kinds of running shoes. **Not any more.** adidas has developed Tubular Technology, a radical new way of constructing the running shoe. Each sole has 'Outer Tubes' which you inflate using an external pump supplied with every pair. You then make adjustments based on your running style, your weight and the surface you're running on. How? A digital pressure gauge is built into the pump. Clever, eh? So whether you're a pronator or a supinator, or you just like extra cushioning to the heel strike, Tubular Technology **adidas** shoes by adidas were made for you.

Mizuno
THE WORLD OF SPORTS

Mizuno Technology: The Competitive Edge

At Mizuno, there are three reasons our products excel. First is an advisory staff of world-class athletes. Their recommendations are reflected in all products. Second is technology based on original research in ergonomics, sports physiology and other areas. Third are our skilled craftsmen. Their talent is seen in our products' performance. Now you know why Mizuno products help some of the world's finest athletes be their best. Imagine what they'll do for you.

MIZUNO CORPORATION
MIZUNO (Canada) Ltd. 1401 Bayview Drive, Mississauga, Ontario, Canada L4T 1G8 Tel: 1-905-864-0500 Fax: 1-905-864-0505
MIZUNO Golf Company 5125 Passerine Industrial Boulevard Norcross, GA 30092 U.S.A. Tel: 1-404-441-5553 Fax: 1-404-448-8234
MIZUNO Sports, Inc. 651 Gateway Boulevard, Suite 300 South San Francisco, CA 94080 U.S.A. Tel: 1-415-875-2638 Fax: 1-415-875-3783
MIZUNO (U.K.) Ltd. Mizuno House, 612 Reading Road, Weymouth, Dorset DT9 1JH U.K. Tel: 44-734-770771 (sports) 0734-770425 (golf)
MIZUNO (Deutschland) GmbH Rosenheimer Strasse 143A, D-81671 München, Germany Tel: 49-89-450200 Fax: 49-89-45020123
MIZUNO (France) S.A.R.L. 102 rue Gabriel Péri 94230 Gennevilliers France Tel: 33-1-46-15-88-89 (golf) 33-1-46-15-88-89 (sports)

Who's already off and running for the 1996 Summer Games?

Congratulations to the Lillehammer Olympic Organizing Committee for the most successful Winter Games ever. IBM is proud to have helped manage the '94 Olympic Games. Now it's time to look to the future: The 1996 Summer Games. See you in Atlanta. The Olympic Games. Gold, Silver, Bronze. And Blue.

Worldwide Olympic Sponsor

©1994 IBM Corp. 36USC 380

DAIMLERBENZ
Partner of IOC

Mercedes-Benz
Official car of IOC