

Sports Gives Big Business Way to Put Message Across

By REYNOLDS KNIGHT

Big Business is always looking for new avenues to get its commercial message across and the World of Sports offers a broad thoroughfare.

Consider the Olympic games, probably the most important event in amateur athletic competition. This year's competition started with the winter games last February in Grenoble, France, and winds up with the summer games in Mexico City in late October. In this nine-month span business will tie in with the Olympic symbol and name to sell everything from tires to insurance to razor blades and cigarettes.

The sales pitch is not all one-sided, though. The Olympics profit through a better exposure because of the merchandising tie-ins and world-

wide television, in addition to receiving a constant source of income that could become a bonanza in a few short years.

As a matter of fact one television executive maintains that in the not-too-distant future the merchandising of the games and symbol will be a bigger source of income than the gate itself.

THE NETWORK that got the television rights for the Olympics paid dearly for the privilege. The cost came to \$6.5 million—\$4.5 million for the summer session and \$2 million for the winter games. This is a big hike from the 1964 games when it cost a little over \$2 million for the summer games and half that for the winter games.

But Business is more than glad to pay the tab. Seven

companies each got a piece of the \$21-million television package proffered by the network. It is estimated that these companies are paying \$40,000 a minute to show their wares on television. And why not? They have an audience of about 100 million persons.

AUTOMOBILE racing is rapidly catching up with horse racing as America's favorite spectator sport, and the reason for the boom is simple—big money.

From the backwoods dirt tracks to the 500-mile "brickyard" at Indianapolis and over the premier road racing tracks in North America, spectators by the hundreds of thousands are turning out to watch the daring young men in their finely-tuned machines

compete for huge purses.

For example, the Canadian-American Challenge Cup series of six "European-style" road races—the richest racing series in the world—drew record crowds at four of last year's six events.

With a total purse of \$526,000, and a championship point fund of \$126,000 sponsored by Johnson Wax, the events are expected to attract even more spectators than ever this year. The eventual winner of the series can anticipate earnings of something in the vicinity of \$125,000 in prize money.

The attraction? Well, there's all that noise, the color, the pretty girls who always turn up for races, the excitement, the potential danger and—perhaps most important—all that money.

NEVER underestimate the power of computers. A firm in Philadelphia says its leased computers can accurately answer any question about dogs. It receives about 300 calls a week and approximately 40 per cent of the callers want to know about buying a particular breed of dog. The dog most asked about is the German shepherd, the company said, and this has come about since the recent retiring. Before that the French poodle was the most asked-about dog.

On the other hand an oil company says its computers are coldly calculating, but too cold, so far as customer complaints are concerned. Henceforth, the company said, complaints will be handled by a "real, live person."

RAILROADS, which once

depended on the eyes and judgements of track walkers for information about the state of rails, are turning to more scientific methods of obtaining data on track conditions.

One is a mobile track inspection system that determines and records the condition of railroad track under simulated load conditions, reports the National Cylinder Gas Division of Chemtron Corporation. The system was recently installed in a 270,000-pound track inspection car, the heaviest ever instrumented and the first of its size to operate in the U.S.

The car simultaneously measures the curvature and vertical unevenness of both rails, superelevation, track gauge, track twist, distance, time, speed and actual mile-

post. The measurements are continuously recorded on a single roll of paper.

AN ELECTRONICS firm has developed an ultrasonic device for the blind. The device, about the size of a flashlight, sends sound beams ahead, and echoes heard through an ear plug alert the user to the nearness of curbs, doorways and other obstacles. The manufacturer says it is even capable of locating an empty seat on a bus. It costs \$445 and includes a seven-day training course. Are swimmers music lovers? Well, one New Jersey firm seems to think so. It is offering an underwater speaker for music in the swimming pool. The speaker will "saturate" with sound a 20-by-40-foot pool, the manufacturer claims.

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FABULOUS FOOD GIANT

THE PLUS STORE

WIN DELTA JAMAICA

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FATHER'S DAY SPECIAL!
MEN'S DRESS SHIRTS
WASH & WEAR
SIZES 14½-17
2 FOR \$3
\$1.99 Value Each
Latest Fashion—Fruit of the Loom
Men's Neck Ties 99¢

MEN'S SUMMER ROBES
ASSORTED FABRICS & STYLES
Small, Med., Large
\$3.99 \$4.99 VALUE

\$1.19 SIZE—PALMOLIVE, REGULAR or MENTHOL RAPID SHAVE 77¢ (Incl. 20¢ off)

\$2.95 SIZE—GILLETTE TECHMATIC RAZOR \$2.54

89¢ SIZE—LIQUID HAIR GROOM PROTEIN '29' 74¢

\$1.49 FAMILY SIZE DEODORANT RIGHT GUARD (Incl. Price off label) \$1.02

79¢ SIZE—SUPER STAINLESS GILLETTE BLADES 45¢

CORNERED BEEF
WHOLE OR POINT CUT
69¢ lb.
FLAT CUT, 79¢ lb.

U.S.D.A. 'CHOICE' BEEF—CENTER CUT, BONE-IN ROUND STEAK 79¢ lb.
U.S.D.A. 'CHOICE' BEEF—BONE-IN RUMP ROAST 79¢ lb.
YOUNG TURKEY DRUMSTICKS 29¢ lb.
FRESH—LARGE LOIN PORK ROAST 59¢ lb.
U.S.D.A. INSPECTED CHICKEN CUT-UP FRYERS 35¢ lb.
U.S.D.A. INSPECTED CHICKEN WHOLE LEGS OR BREASTS 59¢ lb.
FRYER PARTS

U.S.D.A. 'CHOICE' BEEF
CLUB STEAK
• TOP ROUND
• SIRLOIN TIP
YOUR CHOICE
98¢ lb.

PORK LOIN ROAST
FRESH 7-RIB PORTION
49¢ lb.

REAL MCCOY SLICED BEEF BACON 12-oz. pkg. 75¢
REAL MCCOY BEEF SAUSAGE LINKS 8-oz. pkg. 29¢
REAL MCCOY—1-LB. ROLL CORNED BEEF HASH 49¢
REAL MCCOY SMOKED BEEF TONGUE 89¢ lb.
REAL MCCOY PICKLED BEEF TONGUE 79¢ lb.
HORMEL SMOKED SAUSAGE 69¢ lb.

HORMEL BACON
RED LABEL SLICED 1-LB. PKG.
59¢

FROZEN JOHNSTON'S 9" PIES
59¢
• Apple
• Dutch Apple
• Apricot
• Blueberry
• Boysenberry
• Blackberry
• Cherry
• Egg Custard
• Peach
• Strawberry-Rhubarb
• Mince
• Pumpkin

GOLDEN CREME ASSORTED FLAVORS PREMIUM ICE CREAM
½-GAL. SQUARE CTN.
59¢
REAL WHIP TOPPING Pint 29¢ Qt 49¢

BETTY CROCKER CAKE MIXES
ALL VARIETIES EXCEPT ANGEL FOOD
REG. PKG.
33¢

HAI KARATE AFTER SHAVE
\$1.24

PIPING HOT BAKERY
2-LAYER—7" CHOCOLATE FUDGE CAKE
Regularly \$1.29
\$1.05
GERMAN CHOCOLATE COFFEE CAKE
Filled and frosted with a delicious combination of milk, butter, eggs, pecans, and fresh coconut. Baked only 45¢ each.
Remember Sunday, June 16th is Father's Day—take home one of our specially decorated cakes for his day.
Only at Stores with Piping Hot Bakeries

BROOKDALE ICE CREAM STORES
Flavor of the Month
FRESH PEACH ICE CREAM
Back again this year by popular demand.

FROZEN FOODS
FREEZER QUEEN BEEF • CHICKEN • TURKEY WITH GRAVY 2-LB. PKG. **\$1.49**
LARRY'S—CHEESE OR SOUR CREAM STUFFED POTATOES 10-oz. pkg. 33¢
SMOKEY JOE—BBQ BEEF, HAM, PASTRAMI BBQ SANDWICHES pkg. of 2 57¢
MINUTE MAID ORANGE JUICE 12-oz. can 49¢
READY TO BAKE—WHITE BRIDGFORD BREAD THREE 1-lb. loaves 49¢

CHUNK LIGHT MEAT CHICKEN O' THE SEA TUNA no. ½ can 29¢
SAMBO PANCAKE MIX 28-oz. pkg. 33¢
PURE CORN OIL 24-oz. bottle 49¢
INSTANT MASHED (15-OZ. PKG., 65¢) 7-oz. pkg. 32¢
FRENCH'S POTATOES 12-oz. can 74¢
REFRESHING BEVERAGES (INCL. 7¢ OFF) 30-lb. bag 69¢
FRESCA DRINKS
OCEAN BRAND WATER
SOFTENER SALT

COLLIER'S CHARCOAL BRIQUETS 10-lb. bag 89¢
BUTTER-NUT COFFEE—ALL GRINDS 2-LB. CAN \$1.38 69¢
28-oz. can 33¢
24-oz. bottle 49¢
7-oz. pkg. 32¢
12-oz. can 74¢
30-lb. bag 69¢

MORTON HOUSE BEEF STEW 24-oz. can 49¢
CHRIS & PITT'S—3 VARIETIES BARBECUE SAUCE FRESH, CHILLED TRESWEET (48-OZ. BIL. 67¢) 3 14-oz. bils. \$1.45
ORANGE JUICE 16-oz. can 45¢
SLICED OR CRUSHED FRESH KIST PINEAPPLE 5 16-oz. cans \$1.15
GOLDEN GRAIN, PARMESAN OR ROMANOFF NOODLE RONI reg. pkg. 33¢
SANITARY NAPKINS (MISS. DEB. 39¢) 43¢
KOTEX PLUS of 12 43¢

COFFEE ALL GRINDS MJB
1-lb. can71¢
2-lb. can\$1.41
3-lb. can\$2.05
10-oz. jar instant \$1.19

FROZEN ENCHILADA VAN de KAMP DINNERS reg. pkg. 57¢
STRAWBERRY NESTLE'S QUIK 1-lb. pkg. 49¢

GRANULATED C&H SUGAR 5-lb. bag 58¢

DEL MONTE SWEET PICKLE CHIPS 12-oz. jar 45¢
HOT DOG RELISH 12-oz. jar 35¢
HAMBURGER RELISH SWEET RELISH

DEODORANT SOAP SING reg. bar 9¢ bath bar 14¢ (Incl. 2¢ off) (Incl. 3¢ off)

POWDERED COLD WASH WOOLOVE 1-lb. pkg. 39¢

DOG FOOD THOROFED CHUNKS OF BEEF 5 cans 1-lb. \$1

LIQUID DETERGENT TREND 22-oz. plastic 43¢

DIET SH METRE POWDERED ASS pkg. of 3